

# ***Specificity of the Corporate Culture of Bulgarian Small and Medium Enterprises***

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## **Abstract**

*The aim of this study is to present the specificity of corporate culture, adapted to the specificities of SMEs in Bulgaria. The actuality is derived from the fact that traditionally the corporate culture is considered as a construct inherent mainly to large companies. Modern trends in business are connected with the creation and implementation of good practices, associated with the features of corporate culture construct and from micro, small and medium companies, which is a result of the adoption of best practices from the owners/ managers of SMEs by examples of big companies. The study focuses on the awareness of managers of the companies (the role of the managers is crucial and it requires the use of the term “corporate culture”) of the positive impact that a corporate culture has on the overall competitive performance of companies. Or how to implement internal organizational communication and their direct connection with employee motivation to achieve the objectives of the company in line with the mission and the deliberate practices applied to maintain the corporate image in the public space. In the result of empirical research is clear and explicit two major trends – the desire to adopt and implement best practices determined by the personality of the owner/ manager of SMEs, and the direct connection to the above mentioned elements directly related to the corporate culture and the size of the surveyed companies. Presented is a case study on Bulgarian real small company to illustrate the findings of the empirical study.*

*Key words:* corporate culture, performance, internal communication, external communication, corporate image, motivation