



La triple dimensión de la cultura organizacional: un estudio aplicado a empresas de moda españolas [

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Analítica

The culture in organizations occupies an increasingly important place in the management of corporate communication of institutions. Proof of this is the effort that companies make to properly convey their identity, protect their reputation among employees and promote the search for the best talent through employer branding actions. The importance that the equipment's management has within the companies, as well as the increase of the budgets that are dedicated to reinforce these internal policies, is another sample of this phenomenon. This research highlights the uniqueness that communication has in an adequate management of the internal culture through the study of its triple dimension: the development of corporate identity, the different forms of salary and the path that the employee can take within the business. A questionnaire was made to 40 executives and middle managers of Spanish fashion companies, concluding that the real and systematic development of the internal culture is scarce, especially in small and medium-sized companies. Among the findings, the low interest that managers give to emotional salary stands out, as a form of outstanding compensation and with a high impact on employees' commitment to the institution

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