

Keywords: *the organization culture, the iceberg concept, the determinant factors (internal and external factors)*

Abstract: The organization culture is a mixture of elements, conscious and unconscious behaviours, of relations and interhuman attitudes formed along the years, which directly influence the running and the performances of the organization. We have to take into consideration that each culture reacts in a different way to the same issue, and, equally important, we have to consider that individuals can fit in a certain culture or not.

The organization culture is influenced by a series of internal and external factors; these make their important contribution to the setting and shaping of the organization's culture.