

# **The Strategic Role of Non-Market Values in a Market Economy: Enhancing Corporate Success through Team Building and Cultural Development**

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**Abstract:** Recent global changes and the tense geopolitical climate have placed companies on the brink of crisis. Heightened rhetoric from political authorities and the escalation of trade conflicts between major economic powers have created uncertainty, compelling organizations to reconsider and reshape their development strategies. This volatility, coupled with individuals' diminished sense of control over their personal and professional lives, concerns about future stability, and fear of job loss, negatively influences employee productivity. In recent years, the business sector has faced particularly tough challenges. Events related to COVID-19, compounded by geopolitical tensions, an increase in religion-based conflicts, and rising instances of sex and gender discrimination in the workplace, have significantly challenged traditional organizational structures and management practices. Organizations responded to the aforementioned challenges in diverse ways. Some managed to maintain cohesion and operate effectively despite the adverse conditions. Others were unable to adapt to the new realities and ceased operations. Some companies, while similarly struggling to overcome the challenges, have remained active in the market, continuing their activities despite diminished performance or unresolved structural issues. This study aims to investigate the nature of team building, its influence on staff cohesion, and its contribution to organizational success. This research gains particular importance against the backdrop of increasing socio-economic and political uncertainty in the global market. In such a volatile context, understanding the internal dynamics of companies, particularly the factors contributing to organizational cohesion and cultural maturity, becomes increasingly relevant. By examining organizational culture through the lens of Maslow's hierarchy of needs, this study aims to shed light on how companies can foster resilient, trust-based environments that are less reliant on purely economic incentives and more capable of withstanding external shocks.

**Keywords:** Team Building, Non-Market Values, Assets, Coherence, Collaboration, Crisis, Culture