**Iryna Lytovchenko. Types of corporate universities in the USA: diversity as key to success**

**Abstract**. The rapid changes in today’s globalized market put forward new challenges before companies. Primary importance for the success of the business is attributed to intangible assets, including human resources and their ability to learn. Corporate universities are viewed as an effective tool for strategic development of personnel in big companies. In view of importance of the problem the article aims to define types of corporate universities in the United States based on their organizational and functional characteristics. The author underlines the importance of classifications of corporate universities for understanding their nature, features of organization and functioning. Classifications are based on organizational, procedural, functional features. The main types of corporate universities are analyzed according to different typologies provided in scientific and business literature. In these typologies, according to the degree of “virtuality” corporate universities are classified as campus-based, virtual or combining e-learning with classroom instruction; according to their aims, strategic roles, functions and influence on the human behavior they are classified as universities that work to preserve and strengthen the existing manufacturing culture and competitiveness of the company, universities that are designed to produce change and universities that define the future business strategy of the organization; according to the level of development, efficiency of the learning process and the underlying philosophy, these institutions are classified as universities of the first, second and third generations.

**Key words**: corporate university, types of corporate universities, criterial features of corporate universities, United States of America.