

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS**  
**BELARUSIAN STATE UNIVERSITY**  
**FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES**  
Department of Social Communication

BATYUK  
Julia Aleksandrovna

**THE IMAGE OF THE HEAD IN THE CORPORATE CULTURE  
OF THE ORGANIZATION**  
**(on the example of OJSC «BELAZ» – Management Company  
of Holding «BELAZ-HOLDING»)**

Graduate Thesis  
ABSTRACT

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Supervisor: Irina I. Kalachova  
Doctor of Historical Sciences,  
Professor

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## ABSTRACT

The purpose of the diploma work is to identify the role of the image of the head in the formation of the corporate culture of the enterprise of OJSC «BELAZ» – Management Company of Holding «BELAZ-HOLDING».

The object of the research of the diploma work is the corporate culture of OJSC «BELAZ» – Management Company of Holding «BELAZ-HOLDING».

The subject of the research of the diploma work is the image of the head as an aspect that affects the formation of corporate culture.

The methodological basis of the thesis was general scientific methods: method of analysis, synthesis, method of induction and deduction, as well as private scientific – survey method.

During the research the type of corporate culture of OJSC «BELAZ» was revealed and the profile of corporate culture of the enterprise was made. The following results were also obtained: the image of the heads of structural units and senior management, formed in the representation of employees of the enterprise, is defined; identified characteristics that affect the formation of the image of the head; the assessment of the corporate culture of OJSC «BELAZ» is given; the connection of the image of the head and the corporate culture of the company is determined.

The novelty of the results is due to the need to study the phenomenon of corporate culture at OJSC «BELAZ» – Management Company of Holding «BELAZ-HOLDING». The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the diploma work can be used in the company in a comprehensive assessment of corporate culture and the development of image strategy of the heads of departments and senior management of OJSC «BELAZ».

The materials and results of the diploma work were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

*Key words: corporate culture, type of corporate culture, structure of corporate culture, image, the image of the head, the structure of the image of the head, shaping the image of the head.*