

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

NAZAROVA Olga Vikentyevna

**HR-BRANDING IN THE CONTEXT OF THE GENERATIONAL THEORY**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

Scientific adviser:

Igor V. Pinchuk

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## ABSTRACT

The Master's thesis is devoted to the study of HR-branding in the context of the generational theory.

The object of the research of the master's thesis is HR-branding as a factor determining the competitiveness of enterprises and the effectiveness of communication with target audiences of different generations. The subject is the approach to the study of the phenomenon of HR-branding in the context of the generational theory.

In the process of writing a master's thesis, the following results were obtained: the formation of the concept, the essence of HR-branding, its structure and stages of implementation were analyzed; the key modern world trends in HR-branding were reviewed; the degree of HR-branding development in the domestic market was studied; the characteristics of employees of different generations in the labor market were reviewed; a study was conducted to identify the main problems in HR-branding of Belarusian employers, the results of the study provided recommendations to improve communication in organizations with employees of different generations.

*Keywords: employer brand, HR-branding, generational theory, personnel management, generation z, generation y, generation x, diversity and inclusiveness, engagement, human capital, labor market, personnel motivation*