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**CORPORATE CULTURE AS AN INSTRUMENT FOR ADAPTING
EMPLOYEES IN AN INTERNATIONAL ORGANIZATION
(using the KFC international restaurant chain as an example)**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of research of the thesis is the corporate culture of a company of an international organization. The subject of research of the thesis is the role of corporate culture in the process of adaptation of employees in an international organization.

The purpose of the thesis is to determine the role of corporate culture in the process of adaptation of employees in an international organization.

The methodological basis of the thesis was composed of general scientific methods (analysis and synthesis, induction and deduction, descriptions) and private scientific methods (in-depth interviews, the “dense” description method).

In the process of writing a thesis, the following results were obtained: the main directions of the organization's activity, the structure of the organization were identified, the main elements of the personnel development system were identified, the basis for improving the adaptation system of the employee at the workplace was proposed. The results obtained confirmed that the specificity of corporate culture is manifested through the adaptive properties that each of its functions possesses: communicative, innovative, active, cognitive, motivating, regulatory, stabilizing, integrative.

The results obtained are characterized by wide possibilities of theoretical and practical application. Materials of the thesis can be used when working with staff, as well as when developing instructions for the introduction of a new employee in the duties.

Materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: culture, corporate culture, elements of corporate culture, structure of corporate culture adaptation, adaptation function of corporate culture, international company, corporate code, culture of an international company.