

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS STATE
EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"
Chair of Innovative Management

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**METHODS FOR MEASURING AND ASSESSING THE
INTELLECTUAL POTENTIAL OF EMPLOYEES**

Master`s thesis
specialty 1-26 80 04 "Management"
(profile "HR Management")

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Admitted to Master`s thesis defense on
"___" _____ 2021
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Minsk, 2021

GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 57 pages, 18 tables, 12 figures, 48 sources, 4 appendices.

Keywords: METHODS, MEASURING, ASSESSING, THE INTELLECTUAL POTENTIAL, EMPLOYEES

Object: intellectual potential of employees.

Subject: the methods for measuring and assessing the intellectual potential of employees.

The purpose of the study is to investigate the theoretical aspects and evaluate the methods of measuring and assessing the intellectual potential of employees. The case of UE «Minsk Refrigeration Plant No. 2» is used as an illustration of how intellectual potential can add value as a management tool.

Objectives:

1. To study the theoretical aspects of measuring and evaluating the intellectual potential of employees;
2. Determine the general characteristics of the work of the UE «Minsk Refrigeration Plant No. 2»;
3. To evaluate the intellectual potential of the employees of the UE «Minsk Refrigeration Plant No. 2»;
4. To offer recommendations for the further development of the intellectual potential of the employees of the UE «Minsk Refrigeration Plant No. 2».

Research methodology and methods:

The research is based on a number of foreign and domestic studies in the field of marketing of mutual relations, on the materials of scientific conferences and workshops of Russian and Belarusian researchers, the results of research of Internet users conducted by specialized companies, as well as on the results of advertising campaigns on the Internet of foreign and Belarusian brands.

The work used systematic and structural-functional approaches, used general scientific methods, research (analysis and synthesis, induction and deduction, typologization, generalization, statistical, descriptive and comparative methods of research), Special attention was paid to the analysis of specialized literature.

The author confirms that all theoretical and methodological propositions and concepts borrowed from literary and other sources are accompanied by references to their authors.