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COMPANY IDENTITY DEVELOPMENT STRATEGY

Graduate Thesis

ABSTRACT

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ABSTRACT

The object of the thesis is the identity of the company. The subject of research of the thesis is the strategy for developing the company's identity in the market of educational technologies. The purpose of the thesis is to describe, based on the analysis, the identity of companies and the strategy for its development in the market of educational technologies. The methodological basis of the thesis was general scientific methods (analysis, analogy, comparison) and private scientific research methods (expert interviews).

In the process of writing the thesis, the following results were obtained: the concept of the identity of a commercial organization and its components was established; the main stages of identity development and their characteristics are determined; established criteria for evaluating the company's identity; the features of the implementation of the strategy for developing the company's identity in the market of educational technologies are determined.

The novelty of the results obtained is due to the lack of sufficient information regarding the company's identity development strategy, its implementation and the criteria for evaluating the result. The results obtained are characterized by wide possibilities of practical application and can be further used in the development of identity for commercial organizations in the market of educational technologies.

Key words: identity, branding, edtech-market, identity development strategy, company identity, identity development in edtech-market, market of educational technologies, identity of online school.