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**DIGITAL TECHNOLOGIES IN THE ORGANIZATION OF
CORPORATE EVENTS**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The object of research of the thesis is corporate events. The subject of the research of the thesis is the features of the use of digital technologies in the organization of corporate events. The purpose of the thesis is to identify the features of the use of digital technologies in the organization of corporate events. The methodological basis of the thesis was made up of the following general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the comparative method, as well as the private scientific method used in conducting social research - in-depth interview.

In the process of writing the thesis, the following results were obtained: the essence of the concept of "corporate events" was revealed and the types of corporate events were characterized, the functions of corporate events were described and the technologies for organizing corporate events were studied, the digital transformation of the corporate events market was analyzed, the types of digital technologies and solutions for organizing and holding corporate events were considered, and the possibilities and limitations of digital corporate events have been studied.

The novelty of the results obtained is due to the lack of comprehensive and complete information about the use of digital technologies in the organization of corporate events. The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in the educational process, in the practice of companies and employees of the event industry.

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

Keywords: event industry, corporate events, digital transformation, online format, digital technologies.