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BELARUSIAN STATE UNIVERSITY  
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**INVESTOR RELATIONS AS A TOOL FOR ATTRACTING  
INVESTMENTS IN THE REPUBLIC OF BELARUS**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
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Minsk, 2025

## ANNOTATION

The structure of the thesis consists of an introduction, four chapters, and a conclusion.

The first chapter is theoretical and reveals Investor Relations as a tool for promotion and attracting investments.

The second chapter describes the tools and methods of Investor Relations as means of increasing a company's investment attractiveness.

The third chapter is practical and includes an analysis of foreign investments in the national economy of the Republic of Belarus.

The fourth chapter contains a content analysis of the development of Investor Relations as a tool for attracting investments into the national economy of the Republic of Belarus.

The thesis comprises 84 pages and includes 55 sources.

Keywords: investments, investors, Investor Relations, tools and methods of Investor Relations.

The object of the thesis research is Investor Relations as a tool for attracting investments in the Republic of Belarus.

The subject of the thesis research is the use of Investor Relations to attract investments into the national economy of the Republic of Belarus.

The purpose of the thesis is to study the role of Investor Relations in attracting investments and to determine the prospects for the development of Investor Relations as a tool for attracting investments into the national economy of the Republic of Belarus.

The methodological basis of the thesis consists of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the method of comparison, and the descriptive method.

In the course of writing the thesis, the following results were obtained: the concept and essence of Investor Relations and its role in attracting investments were identified; the main tools and methods of Investor Relations were defined; the current state and dynamics of foreign investments in the economy of the Republic of Belarus were analyzed; a study (content analysis) of companies' social partnership reporting was conducted.

The novelty of the obtained results lies in the absence of a comprehensive approach to studying the impact of Investor Relations on attracting investments into the economy of the Republic of Belarus. The obtained results have broad potential for theoretical and practical application.

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

The materials of the thesis can be used in the educational process, as well as in the development of measures to attract investments into the economy of the Republic of Belarus.