

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

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**TRANSFORMATION OF HR SERVICES FUNCTIONS
IN THE DIGITAL AGE**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
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ANNOTATION

The structure of the diploma work consists of an introduction, three chapters and a conclusion. The first chapter is theoretical, it reveals the theoretical foundations of personnel management in the conditions of digitalization. The second chapter analyzes modern technologies in personnel management. The third chapter is practical, which reveals aspects of the transformation of the functions of HR-services in organizations. The volume of the diploma work is 51 pages, includes 2 appendix, 52 sources.

Keywords: HR-transformation, HR digitalization, HR management, HR-services, digital technologies in HR, HR-analytics, automation of HR-processes, HR-strategy in the digital era, gamification in HR, big data in HR management, cloud HR-systems, HR adaptation to the digital environment, the future of HR-functions.

The object of the diploma work is the changes in the activities of HR services that occur in the process of digitalization.

The subject of the diploma work is the changes in the activities of HR-services that occur in the process of digitalization.

The purpose of the diploma work is to identify the key changes in HR management under the influence of digital transformation.

The methodological basis of the diploma work was formed by general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the comparative method, as well as private-scientific methods used in social research.

In the process of writing the diploma work the following results were obtained: the key concepts of personnel management in the conditions of digitalization were identified, the role and functions of HR-services were defined, the main models of HR-management transformation under the influence of digital technologies were identified, the modern digital technologies in personnel management were analyzed, including automated recruiting, digital tools of motivation and development of employees, the aspects of implementation of digital tools in HR-services were investigated.

The novelty of the obtained results is due to the lack of a comprehensive approach to the study of HR-services transformation in the era of digitalization. The obtained results are characterized by wide possibilities of theoretical and practical application.

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