

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

GAVRILENKO Pavel Vasilievich

**CORPORATE CULTURE OF THE ORGANIZATION
AS A TOOL FOR MOTIVATION OF EMPLOYEES
(using the example of the company «A1»)**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Sociology,
Associate Professor
Alesya A. Pokhomova

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ANNOTATION

The structure of the diploma work consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals various approaches to the corporate culture of a modern organization. The second chapter is practical, which describes the features of the corporate culture of UP «A1». The volume of the diploma work is 41 pages and includes 3 appendices and 31 used sources.

Keywords: corporate culture, organizational culture, communication, employee motivation, corporate values, management system.

The object of the diploma work research is the corporate culture of the organization. The subject of the diploma work research is corporate culture in personnel motivation. The purpose of the diploma work is to study corporate culture and its role in the organization.

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 method of comparison, the descriptive method, as well as specific scientific methods used in conducting sociological research (survey method). In the process of writing the diploma work, the following results were obtained: the concept, structure and functions of the corporate culture of the organization were considered. The management and development of corporate culture were analyzed. The motivation of employees in the management system was studied. The role of corporate culture in motivating employees in the organization was studied.

The novelty of the obtained results is due to the lack of a comprehensive approach to studying the influence of corporate culture as a tool for motivating personnel to improve the efficiency of the organization. The obtained results are characterized by broad 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.

The materials of the diploma work can be used in the educational process, as well as in the development and implementation of motivational programs in «A1».