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STRATEGIES FOR BUILDING A COMPANY'S HR BRAND

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Sociology,
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ANNOTATION

The structure of the diploma work consists of an introduction, three chapters, and a conclusion. The first chapter is devoted to the theoretical foundations of the HR brand, including its evolution, definition, components, and significance. The second chapter reveals the practical aspects of HR branding, including a systematic approach, models, and formation strategies. The third chapter contains the results of a study on the specifics of HR brands in Belarusian and Russian companies, as well as recommendations for Belarusian organizations. The volume of the thesis is 64 pages and includes 2 appendices and 57 sources used.

Keywords: HR brand, employer brand, employer branding, internal marketing, corporate culture, EVP (employee value proposition), digital HR branding, personnel attraction strategies.

The object of the research work is the HR brand of a company.

The subject of the research paper is the strategies for the formation of a company's HR brand.

The aim of the thesis is to conduct a comprehensive study of the HR brand: its essence, stages of formation, applied tools, and strategies.

The methodological basis of the thesis includes the analysis of scientific literature, generalization of companies' practical experience, methods of comparative analysis, as well as content analysis.

In the course of writing this thesis, the following results were obtained: key stages in the evolution of HR branding were identified, from relationship marketing to the modern employer brand; the components and structure of the HR brand, including internal and external aspects, were determined; formation strategies such as external, internal, universal, targeted, and digital were analyzed; a comparative content analysis of HR brands in Belarusian and Russian companies was carried out, revealing their strengths and weaknesses; recommendations for improving HR branding in Belarusian companies were developed.

The novelty of the obtained results lies in the integrated approach to studying HR branding, including an analysis of modern strategies and their adaptation for Belarusian companies. The results are characterized by wide possibilities of both theoretical and practical application for enhancing the attractiveness of companies in the labor market.

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