

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

YERSHOVA Liliya Vladimirovna

**THE IMPACT OF CORPORATE CULTURE  
ON AN ORGANIZATION'S SOCIAL CAPITAL**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
Doctor of Philosophy in Political Science,  
Associate Professor  
Irina I. Ekdumova

Minsk, 2025

## ANNOTATION

The structure of the diploma work includes an introduction, three chapters, and a conclusion. The first chapter is devoted to a theoretical analysis of social capital, its forms, concepts, and patterns of formation. The second chapter examines the theoretical foundations of corporate culture, its structure, functions, and influence on trust and social ties within an organization. The third chapter presents a practical study of the influence of corporate culture on the formation of social capital at the SMM agency BIF.BY. The diploma work is 52 pages long and includes 3 appendices and 31 sources.

Keywords: social capital, corporate culture, trust, social ties, organizational culture, types of corporate culture, communication.

The object of the study is the social capital of an organization.

The subject of the study is the patterns and mechanisms of corporate culture's influence on the formation and development of social capital in an organization.

The purpose of the study is to identify the mechanisms of influence of corporate culture on the development of social capital in an organization.

The methodological basis of the of the diploma work was formed by general scientific methods: analysis, synthesis, induction, deduction, comparison, and classification. In order to study the influence of corporate culture on the formation of social capital in the SMM agency BIF.BY, empirical research methods were used: questionnaires, interviews, and sociometric surveys.

The main results of the study:

- the key forms and concepts of social capital were identified, and its functions and patterns of formation are identified.
- the concept, structure, and types of corporate culture were defined, as well as its influence on trust and social connections in an organization.
- the mechanisms of corporate culture transformation are described;
- based on empirical study, the features of corporate culture at the SMM agency BIF.BY and its impact on social capital have been identified.

The novelty of the work lies in a comprehensive analysis of the relationship between corporate culture and social capital using the example of a modern digital company. The results obtained can be used in management practice to improve the effectiveness of team interaction and organizational development.

Practical significance: The research materials can be applied in HR management, corporate training, and the development of organizational culture programs. The results are also valuable for further research in the field of management sociology and organizational psychology.