

SUMMARY

Theme:

«HR-branding in the strategy of promoting
the educational institution
(on the example of the
Pyatigorsk State University)»

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Relevance of the research issue is determined to large-scale social-economic transformation of the last few years, caused by processes of global economic crisis of 2008 and the following crisis of 2014-2015, the technological revolution, the necessity of introducing the concept of lean management (“lean production”) in the system management of companies and entire industries, changing the educational paradigm focused more on the generation of new products and technologies. However, it should be understood that innovation and new technology can devalue any savings and investment in obsolete equipment, and if in the will be evaluated the role of organized labor and the value of highly skilled human resources of the company. Today the power of technology does not diminish, but even more elevates the role of man in production, which creates huge demand for qualified staff is increasing in the labour market in connection with the shrinkage of professional staff due to the demographic changes throughout the world and reorientation of the economy on the production of science-intensive technologies.

The purpose of the research is the development of a complex of methodological decisions and practical recommendations on development of strategy of HR-branding of the Pyatigorsk State University.

Research objectives:

- to identify and systematize the key steps in the development of brand-technologies;
- to specify the conceptual dominant of the HR-branding as technology promotion organization;
- to analyze the current HR-policy of the Pyatigorsk State University;

- to propose a set of recommendations for promotion of the Pyatigorsk State University as the HR brand.

The results of the of the research issue. Today, the brand of the Pyatigorsk State University takes a strong position and may be characterized as a strong HR-brand in the regional market of educational services. However, taking into account, accomplished work for the creation of a strong HR-brand of the Pyatigorsk State University, we have developed a range of organisational and communication solutions for the augmentation of additional competitive advantages of the University as an employer. It seems to us that the extension of the range of HR technologies focused on the current teaching staff, through the development and introduction of additional incentive mechanisms, such as the skills development programme of various level and character, as well as the increasing personalized corporate culture, the introduction of mediation appear to be rational in the long term effective in the increase of HR assets of the Pyatigorsk State University.