

SUMMARY

Subject matter of the dissertation: The organizational loyalty of personnel: methods of evaluation and increase strategies (on the example of additional office “Pyatigorskii” of Stavropol’s branch of the public corporation “Gazprombank”).

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Customer organization: the additional office “Pyatigorskii” of Stavropol’s branch of the public corporation “Gazprombank”.

Topicality of the research: The peculiarity of the modern personnel’s loyalty paradigm is in the fact that realization of the main strategies of organizations can not be carried out without taking employees’ interests into the account. The creation of working life conditions, that contribute to the realization of worker’s initiative and actualization of his personal goals in the working process, is the condition of the successful functioning of any organization and aid the solution of her strategic tasks.

These conditions make obvious the necessity of a theoretical substantiation and developing practical solutions to increase employees’ loyalty in modern organizations in order to optimize operations.

Objective: the evaluation of techniques of measuring employees’ loyalty and finding ways to increase it in the additional office “Pyatigorskii” of Stavropol’s branch of the public corporation “Gazprombank”.

Tasks: to conduct a deep study of the main approaches to the definition of “loyalty”; to examine prerequisites and consequences of the personnel’s loyalty; to analyse the base techniques and ways of assessment of the loyalty level; to research the trends in russian and foreign employees’ loyalty; to assess the employees’ loyalty in the additional office “Pyatigorskii” of Stavropol’s branch of the public corporation “Gazprombank”; to substantiate ways of the personnel’s loyalty increase in the

additional office “Pyatigorskii” of Stavropol’s branch of the public corporation “Gazprombank”.

Theoretical significance of the research is in development of vision of the essence, levels and factors, techniques of the assessment of employees’ loyalty, its typology and the basis of forming and development. **Practical significance of the research** is in the opportunity of utilization of the results by a management of different companies in the process of assessment the loyalty and its’ development.

Results of the research: The analysis of the employees’ loyalty in the additional office “Pyatigorskii” showed that 36% of the personnel is high-loyal, 45% has an average level of loyalty, the rest 19% - not loyal. The indicator of loyalty is significantly higher than the average rate in Russia. Besides we revealed a number of problems in this area: 34% of workers are not aware of goals and strategy of the company “Gazprombank”; 47% of all staff does not feel that their opinion is important and it is taken into consideration in decision-making process; 28% of employees do not have a clear idea of the carrier opportunities; 41% - in one way or another feel the necessity of professional skills improvement; a little more than a half of the group is satisfied with the psychological climate in the organization.

Recommendations: to conduct a systematical leadership and management communication training of the management staff; to develop a workbook “The table book of a manager: Loyalty”; to convey the goals and strategy of the company to ordinary employees; the improvement of internal communications; to create a position of personnel manager, that would create a systematic plan of carrier path, education, organization and conduct of different events, purchase gifts, etc.