



**ARMENIAN  
HR ASSOCIATION**



# **ANNUAL REPORT 2025**

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**YEREVAN**

# 2025

## January

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## February

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

## March

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## April

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## May

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## June

M	T	W	T	F	S	S
30						1
2		4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

## July

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## August

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## September

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## October

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## November

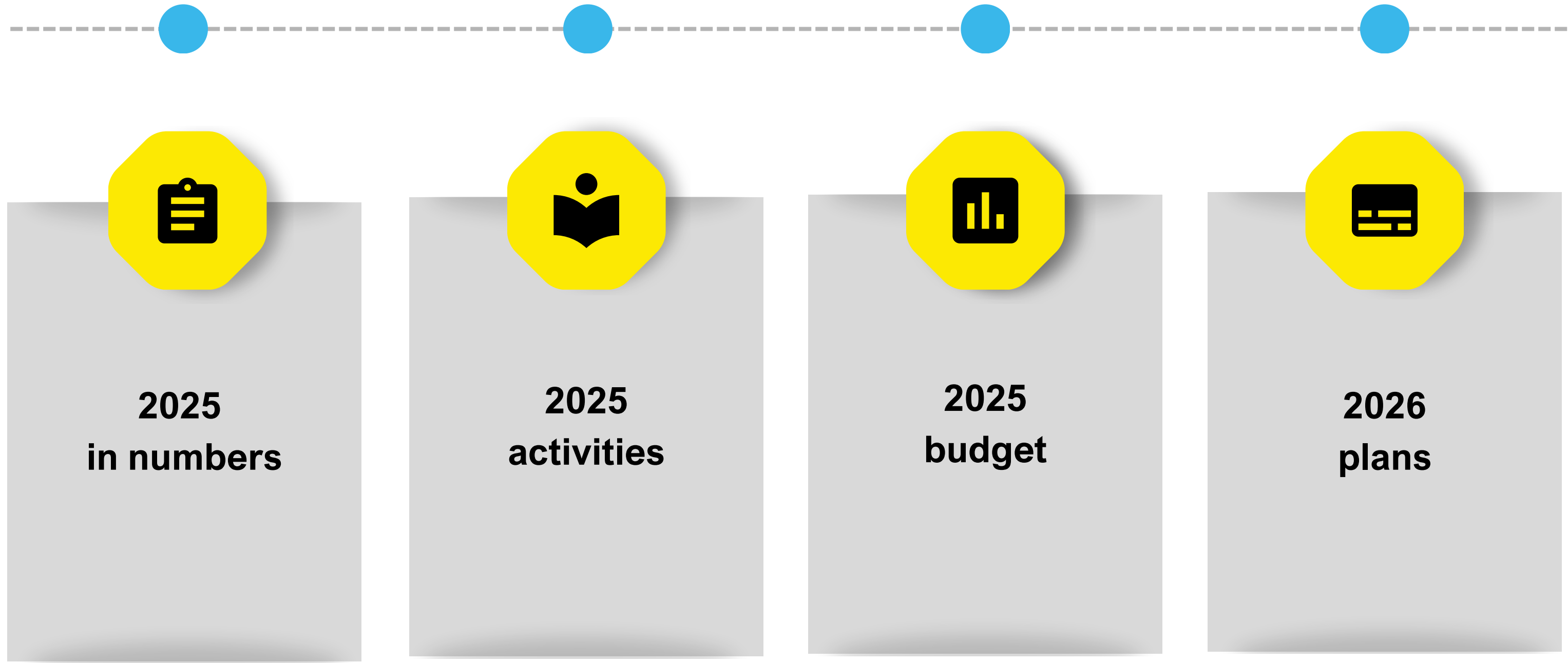
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## December

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



# Content



# HR Association membership terms and benefits

## Legal Entities

**Armenian HR Association membership packages for Legal Entities**

**Terms and Conditions**

- Agree to the Association Charter and Code of Conduct.
- Be involved in the activities of the Association and pursue the implementation of the projects.
- Membership can be used by a member company's middle and senior management, HR department, or candidates considered as HR department's future workers.

Benefits and Opportunities	Annual membership fee		
	100,000 AMD	200,000 AMD	400,000 AMD
Number of employees*	1	3	6
Constant awareness of HR related news	✓	✓	✓
Exchange of experience, mutual assistance, active and full cooperation with the HR professional network	✓	✓	✓
An opportunity to ask professional questions and get answers via HRCommunity.am and hotline	✓	✓	✓
An opportunity to get professional consultation	30 min	60 min	120 min
Discussion and resolution of issues related to the sphere of HR	✓	✓	✓
Participation in the discussions of legislative amendments regulating the HR field	✗	✓	✓
Free participation in HR Clubs, HR Breakfasts, Masterclasses organized by the HR Association	10	Unlim.	Unlim.
Opportunity to spread information regarding your company (annual quantity)	✗	3	5
Mutual organization and publicity of an event related to your company (annual quantity)	✗	1	2
Discount of participation in Regional HR Conference	✗	8%	12%
Discount for participation in Society for Human Resource Management (SHRM) and other related programs	✗	5%	10%
Discount for participation in international certification and training program Academy to Innovate HR (AIHR)	20%	20%	20%
Discount for participation in DisruptHR and in other paid events (number of participants who get the discount)	1	3	6
Participation in the project implementation (different projects, participation in broadcasts and other public events)	✓	✓	✓
The opportunity to post articles in the blog of HRCommunity.am website (the quantity of publications)	1	3	6
An opportunity to use professional library free of charge	✓	✓	✓

\* The company itself comes up with the list of employees attending the event or using service. Employee should meet the requirements set out in the membership terms and conditions.

## Individuals

**Armenian HR Association membership packages for individuals**

**Terms and conditions**

- Agree to the Association Charter and Code of Conduct.
- Be involved in the activities of the Association and pursue the implementation of the projects.
- Candidates applying for membership must have work experience in HR.

Benefits and opportunities	Annual membership fee		
	30,000 AMD	60,000 AMD	90,000 AMD
Constant awareness of HR related news	✓	✓	✓
Exchange of experience, mutual assistance, active and full cooperation with the HR professional network	✓	✓	✓
An opportunity to get professional consultation, also via HRCommunity.am and hotline	30 min	60 min	120 min
Discussion and resolution of issues related to the sphere of HR	✓	✓	✓
Participation in the discussion of legislative amendments regulating the HR field	✗	✓	✓
Free participation in HR Clubs, HR Breakfasts, Masterclasses organized by the HR Association	5	10	Unlim.
Discount for participation in Regional HR Conference	✗	8%	12%
Discount for participation in Society for Human Resource Management (SHRM) and other related programs	✗	5%	10%
Discount for participation in international certification and training program Academy to Innovate HR (AIHR)	20%	20%	20%
Discount for participation in DisruptHR and in other paid events	✓	✓	✓
Participation in the project implementation (different projects, participation in broadcasts and other public events)	✓	✓	✓
The opportunity to post articles in the blog of HRCommunity.am website (the quantity of publications)	1	3	6
An opportunity to use professional library free of charge	✓	✓	✓

Would you like to become a member of the HR Association of Armenia?





# Armenian HR Association Board Members



**Arpi Karapetyan**

Armenian HR Association  
Chairman;  
Cascade People & Business  
General Director



**Astghik Sargsyan**

Ucom  
HR and Organizational  
Development



**Mariana Edilyan**

Viva Armenia  
Human Resources Director



**Sona Martirosyan**

KPMG Armenia  
Senior Manager, Head of HR



**Hasmik Vardanyan**

Target Group  
Chief Human Resources  
Officer



## Armenian HR Association employees



**Magda Movsisyan**

HR Consultant



**Anahit Harutyunyan**

Coordinator



**Sona Gevorgyan**

SMM Specialist

## HR Association members (109)

### Individual members 48



### Legal members 30



## HR Association subscribers



### INSTAGRAM

**902** followers



### FACEBOOK

**1** page and **2** groups  
**9434** followers



### WEBSITE

**900+** active accounts,  
**1,300+** monthly visitors



### LINKEDIN

**1** page and **2** group  
**16,187** followers

Page with the largest number  
of HR followers in the HR field

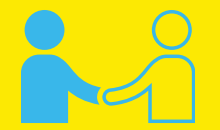


### TELEGRAM

**431** followers



## 2025 Activities



International Cooperations



International HR Day



**15th** Anniversary of the  
Armenian HR Association



hayrate **2024** Awards Ceremony



**2** HR discussions



**6** HR masterclasses



**11** articles



**6** webinars



**2** EXPO



**3** new partnerships

# Cooperations

## International



## Local





# This is how we spent our year



## International Cooperation with



**On October 16, Arpi Karapetyan, Chairman of the Armenian HR Association, participated in the annual conference of the European Association for People Management (EAPM) held in Belgium, representing Armenia among delegates from 36 countries and, as a full member, had one voting right.**



EAPM is an organization that unites national human resources associations and serves as a powerful network for ideas, standards, collaboration, and real connections, shaping the future of the human resources profession across Europe and beyond.

For the HR Association, being a full member of EAPM is more than just a step forward. It is a strategic presence; our voice is heard in the global conversations that outline the future of our profession.

## International Cooperation with



**Armenian HR Association is the official Partner of Academy to Innovate HR (AIHR) in Armenia.  
As a Partner, for international certification and training programs our members get:**

**Special discount**

**20%**

**+**

**Additional discount**

*during special promo days*

**25% or 20%**

**16 Online HR courses**

**50+ HR certifications**

**16 Expert instructors**

# International HR Day



300+ HR professionals attended the event

On May 20, the Armenian HR Association, in collaboration with “Nairi Insurance”, celebrated International HR Day and the 15th anniversary of the Armenian HR Association.

The event brought together HR professionals in a festive and warm atmosphere.

The evening was distinguished by musical performances, raffles, networking and unforgettable moments.





# Armenian HR Association is 15 years old





ARMENIAN  
HR ASSOCIATION

# hayrate 2024 Awards Ceremony



ARMENIAN  
HR ASSOCIATION



Grant Thornton



hayrate

On **January 31**, the hayrate Awards Ceremony took place, within the framework of which the most attractive employers in Armenia in **2024** were awarded according to a comprehensive survey conducted among students.

# huyrate 2024 Awards Ceremony



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HR ASSOCIATION



Grant Thornton



# HR Clubs

## 3 Beyond HR Masterclass Series



BEYOND HR ARMENIAN HR ASSOCIATION



**The Sales Process as a System**

HR Club vol. 124

**Emil Kroyan**

How can HR Build a Winning Team and Drive Results



BEYOND HR ARMENIAN HR ASSOCIATION

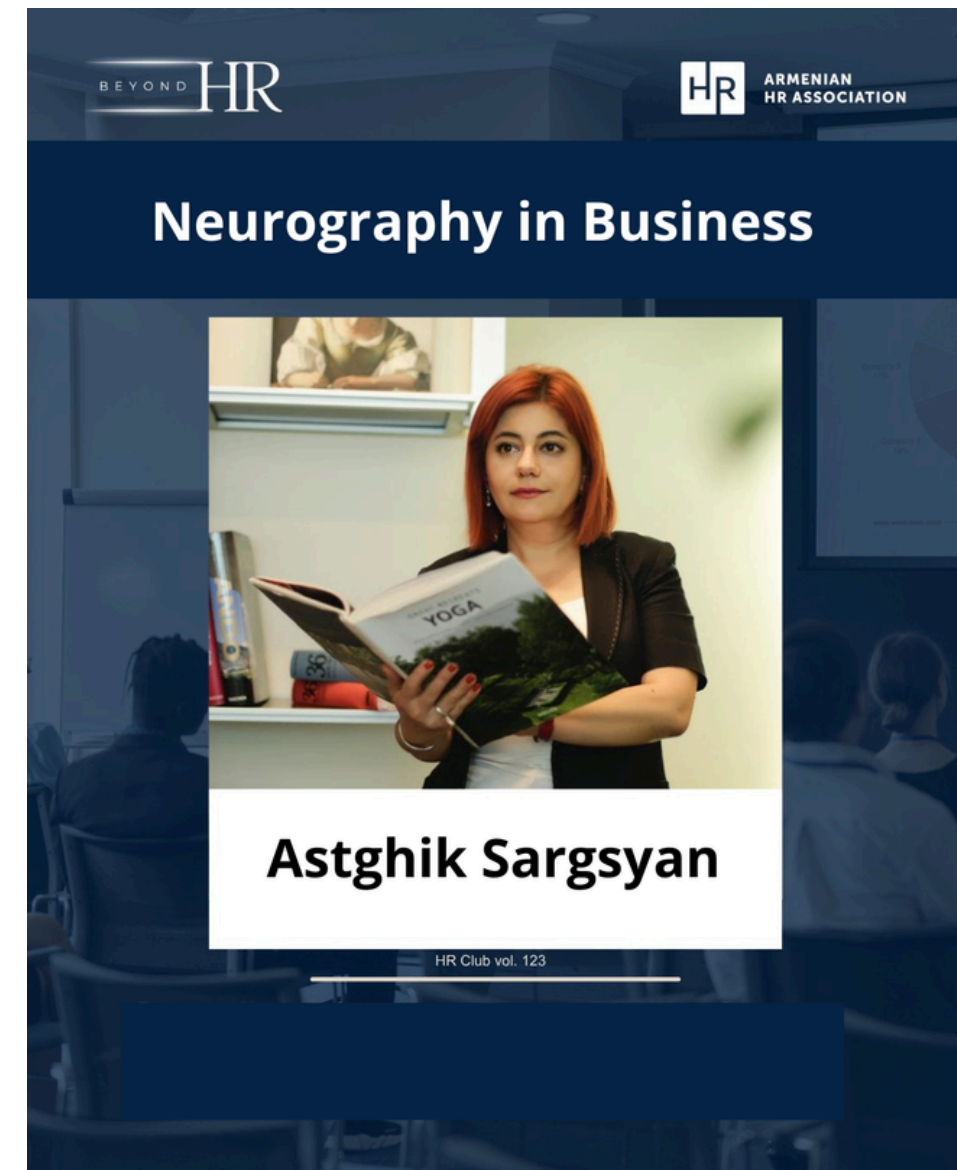


**From Personal Impact to Corporate Success**

HR Club vol. 122


**Gor Karapetyan**

Unlock the Full Potential of LinkedIn as a Strategic Tool



BEYOND HR ARMENIAN HR ASSOCIATION

**Neurography in Business**




**Astghik Sargsyan**

HR Club vol. 123




# HR Clubs

2 HR master classes



HR ARMENIAN HR ASSOCIATION

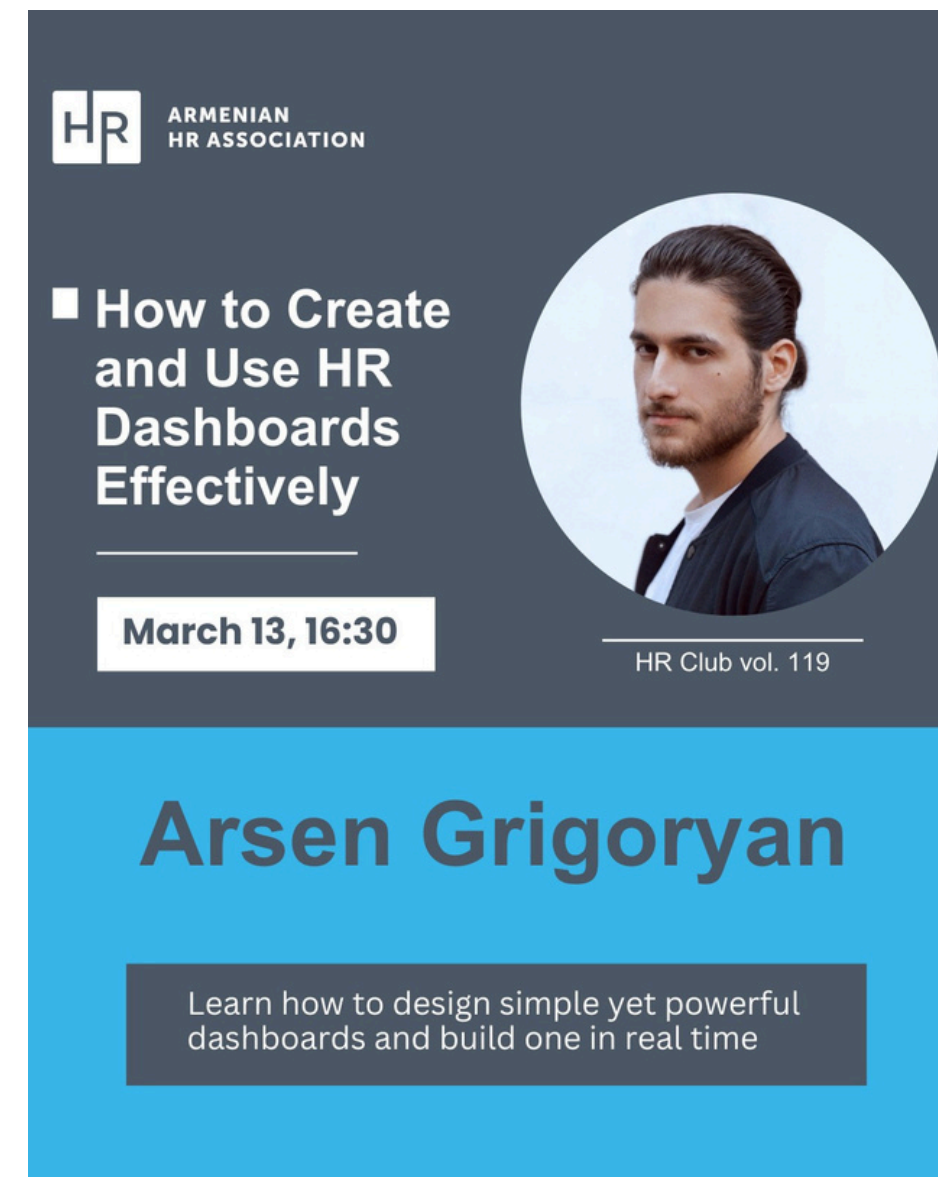


Unlocking Employee Potential with "Bazi"

HR Club vol. 120

**Armen Setaghyan**


The Ancient Chinese Art of Personality & Team Synergy



HR ARMENIAN HR ASSOCIATION

How to Create and Use HR Dashboards Effectively

March 13, 16:30



HR Club vol. 119

**Arsen Grigoryan**

Learn how to design simple yet powerful dashboards and build one in real time



# HR Clubs

2 HR discussions

**KPMG** **HR** ARMENIAN HR ASSOCIATION

## Ֆիզիկական անձանց տարեկան հայտարարագրում

**Սոնա Մարտիրոսյան**  
ՄՈՎ բաժնի ղեկավար  
KPMG Armenia

**Պերճուհի Գրիգորյան**  
Հարկային և իրավաբանական խորհրդատվության բաժնի մենեջեր  
KPMG Armenia

HR Club vol. 121

06.05.25  
16:30-18:30

**HR** ARMENIAN HR ASSOCIATION **BDO**

## Electronic Registration of Employment Contracts

**Naira Petrosyan** **Anahit Sargsyan** **Lilit Harutyunyan**



# HR Clubs

## Psychology in HR

**Armenian HR Association has initiated the “Psychology in HR” masterclass series.**

The initiative aims to provide HR professionals with practical psychological tools for effective communication.

The first session was conducted by **Seda Vardanyan**, Founder of **MindSkill Training Academy**.

The event was held in an active and interactive format and received high appreciation from the participants.



# HR Clubs

## HR-Doh

### HR-Doh

In 2025, Armenian HR Association held “**HR-Doh**” meetings to help HR specialists build their soft skills.

The series included fun, creative sessions like a candle-making class and a workshop on making festive handmade soaps.

Participants made their own unique creations while enjoying a relaxed and informal way of connecting and communicating.



# Webinars

**HR** ARMENIAN HR ASSOCIATION

**AIHR** ACADEMY TO INNOVATE HR

## Future-ready HR Skills for 2025 and Beyond

Learn modern and in-demand HR skills to hit the ground running in 2025!

[LEARN MORE](#)

**UPSKILL**

- 13 Certificate Programs
- AIHR Copilot
- HR Resource Library
- Community & Live Events

**LIVE WEBINAR**

Dr. Marna van der Merwe  
Subject Matter Expert

Dr. Dieter Veldsman  
Chief Scientist

## THE HRBP MODEL: WHAT 600 HR LEADERS ARE GETTING WRONG

Online Webinar  
Thursday, March 27th, 2025  
19:00-20:00

**AIHR** ACADEMY TO INNOVATE HR

**eapm**

**Tuesday 13 May 12:00-13:00**

## Leading change in a dynamic world

**iHR** **HR** ARMENIAN HR ASSOCIATION



**eapm**

**HR** ARMENIAN HR ASSOCIATION

## The Future Jobs Report 2025 Webinar- Strategic Insights for HR and People Professionals

20 June 2025 10:00-11:30 CEST  
Peter Møllgaard, Christina Gadeberg, Ricky Li and Christian Lauritzen



**eapm**

## From Zero to Hero

How to use AI in your HR work

24 September 2025  
10:00 - 11:30 CET

**Claus Nygaard**  
Professor, PhD, CEO and Strategic AI Advisor



**eapm**

## Creating Employee Experiences That Actually Work

How HR Can Co-Create Human-Centred Impact to Build a World-Class Organisation

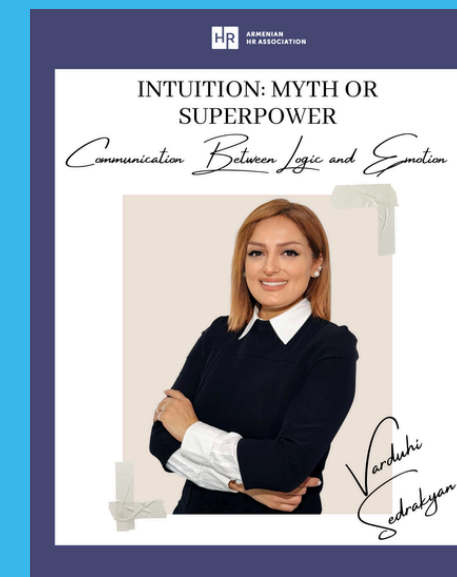
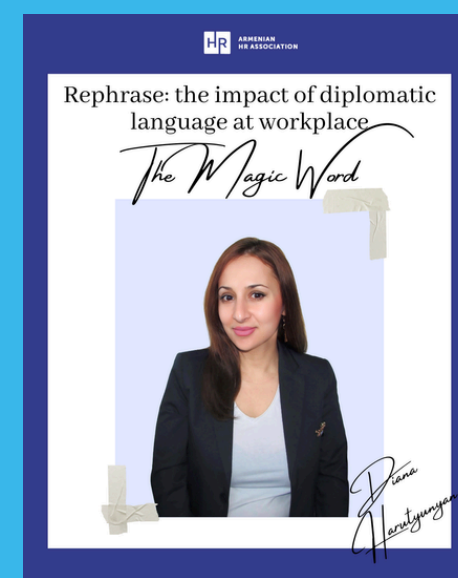
November 20  
11:00 AM - 12:00 PM CET

**Ben Whitter**  
Author, Founder & CEO, HEX Organization



# Blog

In 2025, 11 articles were published on <https://hrcommunity.am/hy/>. Members of the Armenian HR Association, as well as other experts, can share their articles and professional insights on our website.



## EXPO



In 2025, the Armenian HR Association joined a number of key events as a supporting partner, including e-Logi Fest25 (Logistics and E-Commerce) and MedMeet2025 (Healthcare). The Association contributed to youth career development, HR consulting, industry collaboration, and the establishment of effective connections between the labor market and employers.



ARMENIAN  
HR ASSOCIATION

## New cooperations



ARMENIAN  
HR ASSOCIATION



**Yandex** *Go*

On May 29, the Armenian HR Association, in collaboration with Yandex Armenia, organized a business brunch, bringing HR professionals together for in-depth discussions.

During the event, companies presented their HR strategies, as well as best practices in corporate culture and professional development.

The gathering created an environment where participants shared their experiences and explored innovative HR solutions.



## New cooperations



ARMENIAN HR ASSOCIATION



CHILDREN OF ARMENIA FUND

### Into the Job Market – More Competitive and Skilled

On June 13, COAF and the Armenian HR Association jointly organized the “Into the Job Market” workshop for 150 COAF scholarship recipients.

The one-day event featured workplaces, presentations, and an HR “market,” filled with diverse activities and interactive discussions focused on experience sharing. Sessions were led by specialists from 10 leading organizations in Armenia.



# New cooperations



ARMENIAN HR ASSOCIATION



CHILDREN OF ARMENIA FUND





ARMENIAN  
HR ASSOCIATION

## New cooperations



ARMENIAN  
HR ASSOCIATION



Implemented by:

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

On September 24, in collaboration with the HR Association of Armenia, the PSD TVET program, commissioned by the Government of Germany and implemented by GIZ, organized the event “When Business Meets Education” at the Woods Center.

The event was dedicated to strengthening cooperation between private sector companies and VET (Vocational Education and Training) institutions. Joint initiatives and skills development opportunities were discussed to better align education with labor market demands.



# New cooperations



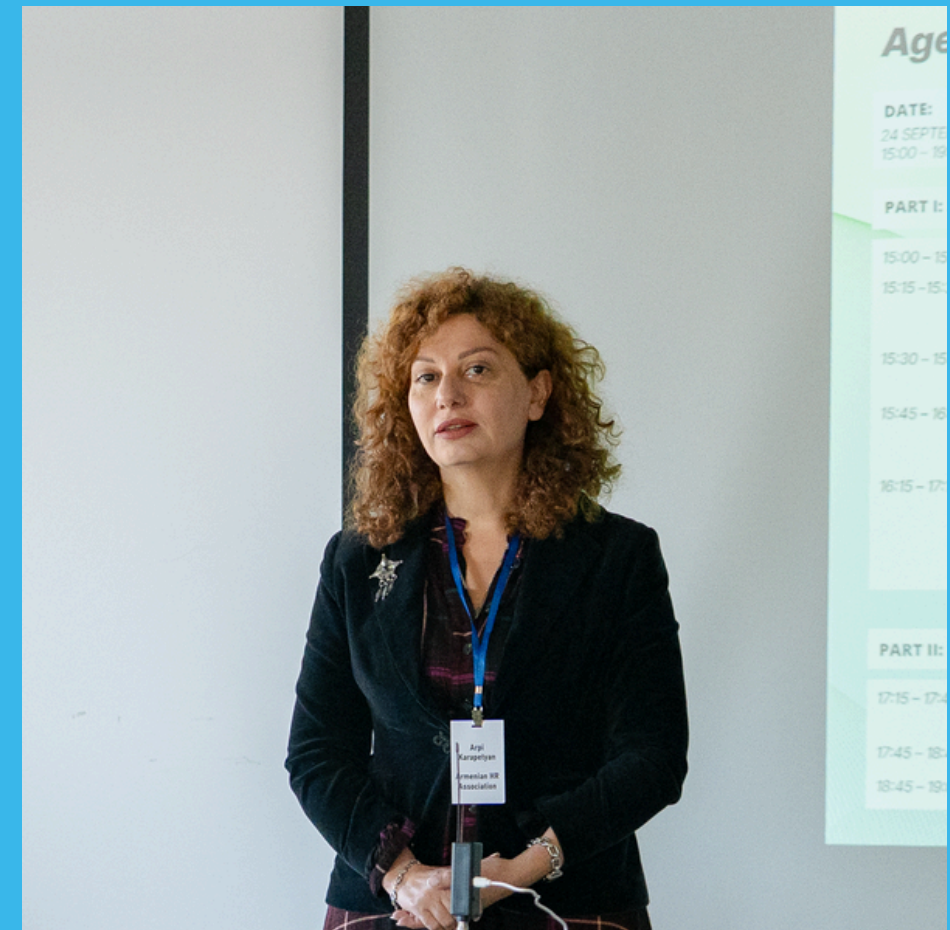
**ARMENIAN  
HR ASSOCIATION**



Գերմանական  
համագործակցություն  
DEUTSCHE ZUSAMMENARBEIT

Implemented by:

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



## Income and Expenditure Budget 2025

Income	AMD
Individual Membership	1,950,000
Legal Entity Membership	5,660,000
Other Income	6,127,511
<b>Total Income</b>	<b>13,737,511</b>
Expenditure	
Salary and Taxes	8,469,173
Operational and Administrative Costs	4,142,809
Implementation of the Հայրաթ program	1,531,040
<b>Total Expense</b>	<b>14,143,022</b>



## HR programs for 2026

**MASSTERCLASS**



HR Masterclasses | HR Breakfast

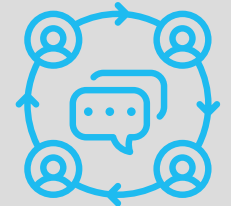
**HR DISCUSSION**



Professional Meetings | HR Discussions



Industry Surveys | HR Research



Exchange of Experience



Advancing HR Profession

# HR programs for 2026

## Events



International HR Day



hayrate Attractive Employer Awards



ANNUAL  
REGIONAL  
HR CONFERENCE

Annual Regional HR Conference



other HR events

# HR programs for 2026

## Other



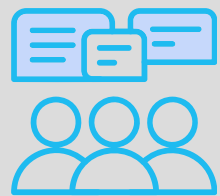
Psychology in HR masterclass series



Intersectoral masterclasses outside of HR



Local Partnerships



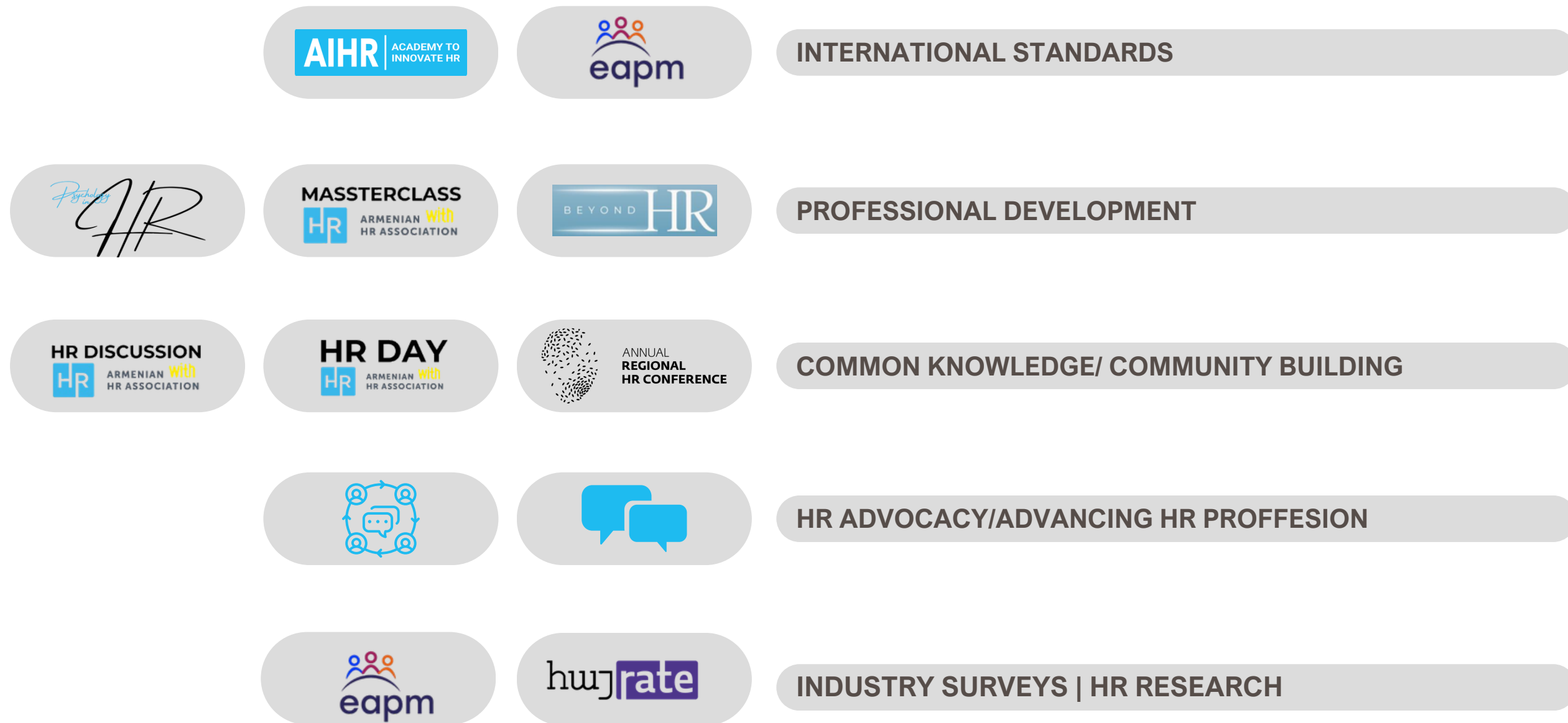
International Partnerships



Enhancing Member Visibility

# Strategic plans for 2026 - 2029

## Key directions

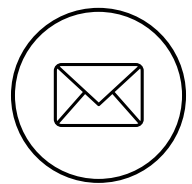




# Thank you for your trust



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**www.hrcommunity.am**

