

PERFORMANCE EVALUATION HR-BRAND OF THE ORGANIZATION

Victoria Luzina

Student of Economy in Ural State University of Economics

Yekaterinburg, Russia

Abstract. In the article the topical issue of formation and assessment of HR-brand of the organizations. Development and implementation of the HR brand is a time – consuming and less unprompted process, it needs to be carefully calibrated actions and, above all, a detailed study of the target audience. The process of formation of effective HR brand of the organization accompanies a wide range of issues related to key elements of personal management and mainly with the motivation of employees, and the availability of those or other qualities necessary for the effective fulfilment of assigned work. In order that HR-brand has become an actual means of control are required regularly to monitor its condition and to assess the dynamics of indicators reflecting that causes the urgency of the issue.

Keywords: HR-brand; staffing; assessment; performance indicators; personnel management.

JEL codes: L20; M12.

References

1. Moiseeva A.P. Fundamentals of communication theory: a tutorial. - Tomsk, 2011. P. 75.
2. Gagin T.V. How does the internal PR // Business Exsellense. - 2013. - №1. - S. 33.
3. Prokopenko I.I. Performance Management. A Practical Guide. - Kyiv, 2012. - P. 66 - 69.
4. Shane E. Organizational Culture and Leadership: 3rd ed / Per.. with ang.- SPb .: Peter, 2013. With 125.
5. Star, S., Russ-Eft, D., Braverman, M.T., Levine, R. Performance Measurement and Performance Indicators: A Literature Review and a Proposed Model for Practical Adoption. Human Resource Development Review. 15 (2), pp. 151-181.
6. Garmider, L.D. Performance indicators for the process of staff potential development of the trading enterprise. Economic Annals-XXI. 1-2 (1), pp. 88-91.
7. Kompalla, A., Kopia, J., Tigu, G. Analysis of correlation between intellectual capital and traditional key performance indicators within the automotive industry. Proceedings of the 27th International Business Information Management Association Conference - Innovation Management

and Education Excellence Vision 2020: From Regional Development Sustainability to Global Economic Growth, IBIMA 2016. pp. 1907-1921.

8. Nørskov, S., Antorini, Y.M., Jensen, M.B. Innovative brand community members and their willingness to share ideas with companies. *International Journal of Innovation Management*. 20 (6) 1650046.

9. Maltseva, A., Apanasenok, A., Veselov, I. How do university brands and brands of university-based innovative companies influence each other? *International Journal of Applied Business and Economic Research*. 14 (10), pp. 6351-6368.

10. Fatma, M., Rahman, Z., Khan, I. Building company reputation and brand equity through CSR: the mediating role of trust. *International Journal of Bank Marketing*. 33 (6), pp. 840-856.

Contact

Victoria Luzina

Ural State University of Economics

70-232, 8th of March Str., 620144, Yekaterinburg, Russia

vika_kudrina@mail.ru