

THE COMPANY HR-BRAND PROMOTION IN THE INTERNET

Tatyana Romanchenko – Anastasya Pesha

Ural State University of Economics

Yekaterinburg, Russia

Abstract. Modern development of the external labor market is characterized by the tendency to transform the traditional market of employer to the new employee market. Competition among employers to attract the best employees increases in these circumstances. It has changed in turn the process of finding and hiring employees and promoted such direction of work in the human resources management system, as the HR-branding. Promotion of company's HR-brand in social networks is connected directly with the positioning of the company on the market. There are organizations whose products, in whole or in part, correspond to the name, and by promoting the product, they thereby promote employer-brand.

Keywords: HR; recruiter; Internet; job; social networks

JEL codes: M12; M14; O15.

References

1. D. Aaker Building strong brands - M.: Publishing House of Grebennikov, 2013. - 340 p.
2. O. Brukovskaya HR-Brand. 5 Steps to the success of your company. Piter, 2011-422s.
3. O.A. Grigoreva Employer Brand // "HR Director" - 2012 - number 5 - pp 12-15
4. K. Keller Strategic brand management: creating, assessment and management of branded capital - M.: "Williams", 2009. - 274 p.
5. O.V.Nesolenaya, A.V. Agishev, E.V. Kuleshov Peculiarities of HR-brand of modern financial institution: Russian and foreign experience // Young scientist. - 2015. - №22. - S. 453-459.
6. HR-Journal. [Electronic resource]. URL: <http://www.hr-journal.ru/articles/ov/hr-branding-v-Rossii-nakanune-2015-goda.html>.
7. HR-portal. [Electronic resource]. URL: <http://hr-portal.ru/blog/marketing-na-rynke-truda-s-chego-nachinaetsya-vneshnee-prodvizhenie-hr-brenda>.
8. M.Shuman, L.Sartain People – brand's "filling".- Dnepropetrovsk: Balance Business Books. 2008. - 277 p.

9. P.Filippov Why it is important to deal with hr-branding during a crisis? [Electronic resource].
URL: [http:// www. HRM.ru](http://www.HRM.ru)
10. N.R. Hachaturyan Branding in the system of marketing communications // Rostov State Economic University "RINH" - Rostov-on-Don - 2014 .- 94c.
11. Stages of implementation of the internal and external HR-branding. [Electronic resource].
URL: <http://www.marketing.spb.ru/lib-comm/pr/hr.htm>.

Contact

Tatyana Romanchenko

Ural State University of Economic

62-455, 8th of March Str., 620144, Yekaterinburg, Russia

romashka071192@mail.ru

Anastasya Pesha

Ural State University of Economic

62-455, 8th of March Str., 620144, Yekaterinburg, Russia

myrabota2011@gmail.com