

To cite this paper:

Navrotskikh A.N. (2017) Employer brand as the key to successful work with staff. *Human Progress*. 3 (5): 5. URL: http://progress-human.com/images/2017/Tom3_5/Navrotskikh.pdf.

EMPLOYER BRAND AS THE KEY TO SUCCESSFUL WORK WITH STAFF

Anna Navrotskikh

Master student in Ural State University of Economics

Yekaterinburg, Russia

Abstract: The article is devoted to the research of the HR-brand of company. The article analyzes the difference between the company's brand in the traditional understanding and the HR-brand of the company, which creates the company's image in the eyes of jobseekers and company employees. The advantages of the formed positive brand of the employer are listed. Methods for analyzing the current state of the HR brand are described, which the author considers most informative on the basis of his own experience in evaluating the employer's brand in several companies. Recommendations are given for the employer brand development and improvement, which allow to improve significantly the company's HR-brand with minimal financial costs. The article may be of interest to practical specialists involved in organizational personnel management, managers, owners, as well as students in economic specialties in bachelor's, master's education and in the system of additional professional training.

Keywords: employer brand, company image, HR brand, recruitment, staff retention.

JEL codes: M 14; J 32.

References

1. Ahmad Nor Adibah, Daud Salina Engaging People with Employer Branding / 7th International Economics and Business Management Conference (IEBMC), Kuantan, Malaysia, (05-06 October 2015), T. - 35, pp. 690-698.
2. Rampl L.V., Kenning P. Employer brand trust and affect: linking brand personality to employer brand attractiveness / European journal of marketing. 2014. - T. 48, Vol. - 1-2, pp. - 218-236.
3. Kapferer Z-N. Brand forever: creation, development, support of brand value - M.: «Vershina», 2007. - 151p.
4. Shuman M., Sartain L. People – «filling» the brand. Dnepropetrovsk: Balance Business Books. 2007. - 277 pp.

5. Grigoryeva O.A. The employer's brand // «Director for Personnel» - 2007 - № 5 - pp. 12-15.
6. Oswitskaya N.A. HR-branding: how to become the best employer in Russia. - St. Petersburg: Peter. - 2012. – pp. 25-27.
7. Joys and flour selection. // Kadrovik.ru. -2009. -10.
8. Khachatryan N.R. Branding in the system of marketing communications // Rostov State Economic University «RINH» - Rostov-on-Donu – 2004. - p.94.
9. Minchington B. HR-brand: how to become a leader. We are building a dream company [translated from English] / United Press.-2011.-pp.27-28.
10. Kotler F. Fundamentals of marketing: a short course: [translation from English] / Philip Kotler. - Moscow: Williams. - 2012.

Contact

Anna Navrotskikh

Ural State University of Economics

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

anutkina_box@mail.ru