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FORMATION OF COMPANY HR-BRAND: ANALYSIS AND ASSESSMENT OF EFFECTIVENESS

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Abstract. The article is devoted to the determining the tools and algorithm for the employer brand formation. One of the organizations' success components in modern companies is the employer's reputation, which is formed due to the personnel policy passivity or activities focused on the HR brand formation. In this article the author presents the content analysis results of approaches to the HR brand concept and its formation. The results of a recruiting company's study of the HR brand formation impact on the companies' economic performance are summarized. In addition, the author conducted his own analysis of the main tools for forming an external HR brand in companies providing Internet banking services in Russia, since the banking sector is one of the most scarce labor market sectors. The difference between the companies' external and internal HR-brand is singled out, the differences in the tools of forming the external and internal brand are determined. The article presents an actions algorithm for the HR brand formation, consisting of five stages: from the analyzing the company's activities stage and compiling an HR-passport to assessing the cost-effectiveness of implementing internal and external HR-branding activities. Formulas are presented for calculating the economic effect of employer branding, which can be useful for practical personnel management specialists.

Keywords: HR-brand; HR-branding; employer's reputation; HR-process; HR-passport.

JEL codes: M 12; M 51.

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