

## EMPLOYER VALUE PROPOSITION – THE CONTENT AND VALUE FOR THE ORGANIZATIONS ECONOMY

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**Abstract.** In the current context of globalization of the economy and the turbulence core competitiveness of the organization performs its reputation, including the reputation of the labor market. At the same time, the staff with his level of competence and loyalty becomes a determining factor in the company. Engage talented employees in the organization is becoming more difficult, and employers are constantly improving personnel management system, making qualitative changes in the direction of attracting, developing and retaining employees. In this study, we will reveal the essence of one of the approaches to the effective management of the organization's personnel, which involves the formation of an employer value proposition.

**Keywords:** Employer Value Proposition (EVP); employer brand; the company's reputation.

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