

PR-TECHNOLOGIES USED TO FORM THE OUTER HR-BRAND COMPANY

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Abstract. The article reveals the essence of modern PR-technologies and their use in the formation of an external employer brand. In a highly competitive labor market, HR-branding (branding employer) performs an effective tool to attract, use and conservation of talent in the organization. Based on the analysis presented the possibility of using a variety of PR-technologies in the formation of the advantages of the organization as an employer.

Keywords: PR-technology; employer brand (HR-brand); HR-branding; human resources; communications channel.

JEL codes: M12; M14; O15

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