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EXTERNAL EMPLOYER BRANDING TOOLS USED FOR ATTRACTING GRADUATES BY ENERGY COMPANIES LISTED AT WARSAW STOCK EXCHANGE

Abstract:

As business environment face many challenges employer branding became an important part of long term strategy. It is expected that companies will try manage the awareness and perceptions of current and potential employees, and related. Companies try to develop their image as an employer of choice the one who employee wants to work for and associate with. Many researchers emphasise that such approach should allow to recruit and retain the best workforce. Thus the company should use various channels and tools to demonstrate attractiveness and benefits to prospective employees'. It should show the uniqueness of the firm and distinguish from competitors and draw employees to that company. Employer branding is very often divided into external branding and internal branding. Internal employer branding is concentrates on creating a friendly work atmosphere, building opportunities for development and growth for employees inside the organization. On the other hand external employer branding focus on building company image that increase candidates' and market awareness of the brand(company) and the advantages of working for it..

This paper will look at which external employer branding tools are mostly used by energy sector companies' listed at Warsaw Stock Exchange. It will also investigate similarities and differences within this sector. The content analysis reveals that in energy sector companies use similar external employer branding tools to attract talents such as social media, job fairs, companies websites. However the collaboration with universities still use old fashion approach of mainly guest lectures. More interactive approaches such as brand ambassadors, on Campus designates events or open days are still rather rare practise

Keywords:

Employer branding, human resource management, HR marketing

JEL Classification: J24