



# WORKING PAPER SERIES

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## **Employer Marketing: Arbeitgeber strategisch positionieren**

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**SUMMARY / KURZINFORMATION**

<b>Topic</b>	The practitioner-oriented article addresses the challenges organizations face on labor markets. It discusses the scope of employer branding to help cope with these challenges and puts forth a new conceptualization to guide the organizational tasks of attracting, recruiting, and retaining talents.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Presentation of the discussion around employer branding and the practical relevance of the concept</li> <li>• Proposition of the new concept of employer marketing and discussion of managerial implications.</li> </ul>
<b>Character</b>	Conceptual
<b>Authors</b>	<ul style="list-style-type: none"> <li>• Björn Sven Ivens holds the chair of marketing at Otto-Friedrich-University Bamberg</li> <li>• Isabelle Hillebrandt is a doctoral student and research assistant at the chair of marketing at Otto-Friedrich-University of Bamberg</li> </ul>
<b>Feedback</b>	Is always welcome! Please address to: Prof. Dr. Björn Sven Ivens at the Marketing Department