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Employer Branding: A Discussion of Megatrends in the Light of Recent Marketing and Human Resource Questions

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SUMMARY / KURZINFORMATION

Topic	Megatrends are long-term developments and observable in all areas of life. This implies they also have impact on marketing and HR practices in general and on employer branding in particular. The authors shed new light on the importance of megatrends with regards to strategic employer branding. Existing research contributions are analyzed, research gaps are identified, and implications for further research are provided.
Content	<ul style="list-style-type: none"> • Analysis and presentation of global megatrends • Presentation of literature findings linking marketing and/or HR topics to megatrend(s) • Discussion of the findings including a gap analysis and implications for further research
Character	Conceptual
Authors	<ul style="list-style-type: none"> • Julia Horsch is a M.Sc. graduate in Business Administration of the University of Bamberg • Isabelle Hillebrandt is a doctoral student and research assistant at the University of Bamberg • Björn Sven Ivens holds the Chair of Marketing at the University of Bamberg
Feedback	Is always welcome! Please address to: Prof. Dr. Björn S. Ivens at the Marketing Department

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Abstract

Megatrends on the one hand are observable developments with global, long-lasting impact across nations and societies. They are the basis of all other trends which emerge. Employer branding as the interface of marketing and human resource management on the other hand addresses the management of human resource capital from an employer perspective which covers the whole range from pre-recruiting to post-employment. Bringing the two perspectives together and discussing marketing and human resources with regards to major megatrends sheds new light on both issues and enhances the understanding of the interlacement of the two approaches which is the main purpose of this thesis. Furthermore the thesis aims at providing overviews of the different literature analyses applied to summarize the findings concerning global megatrends, their notice in recent scientific marketing and human resource literature, and finally an analysis of the gaps of theoretically assumed and actually addressed topics to offer valuable clues to and implications for further research.

Considering megatrends, six megatrend groups were identified: 1. globalization and urbanization; 2. demographic change and health; 3. female shift; 4. individualization and new work; 5. high technology, digitalization, and information society; 6. ecology, climate change, and scarcity of resources. With the help of an extensive literature review of academic journals from 2001 to the present, the contributions found are attached to the megatrend group they fit the most; the complexity and impact of megatrends imply, however, that interlinkages to other megatrends exist with virtually every matter. Finally, a systematization of the literature is suggested.

Main findings can be summarized in the way that, especially in the field of demographic change and new work, quite a number of research contributions are found which also cover an array of topics assumed before. This might be related to the fact these megatrends are directly aligned with employer branding issues. Considering other megatrends, where the linkage to marketing and human resource questions exists but is less apparent, research gaps can be identified. This mainly refers to the megatrends 'ecology, climate change, and scarcity of resources' and to the complex of 'high technology, digitalization, and information society'. A stronger direct inclusion of megatrends with regard to future marketing and human resource questions and particular regard to employer branding is suggested. Finally, according to the analysis of gaps in research, implications for further research are provided.