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Attract, Recruit and Retain: Employer Branding as a Strategic Instrument in the Knowledge Society

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SUMMARY / KURZINFORMATION

Topic	The paper reviews the literature on employer branding and discusses its theoretical background as well as the process and outcomes of employer branding. It mirrors the discussion among marketing and human resource management scholars about the importance of employer branding as an instrument to attract, recruit, and retain talents in a competitive labor market environment.
Content	<ul style="list-style-type: none"> • Presentation of the current state of the art of employer branding literature • Discussion of theoretical implications, managerial implications and limitations as well as proposals for future research
Character	Conceptual
Authors	<ul style="list-style-type: none"> • Hellen Oppelt is a graduate of the Otto-Friedrich-University of Bamberg • Isabelle Hillebrandt is a doctoral student and research assistant at the chair of marketing at Otto-Friedrich-University of Bamberg • Björn Sven Ivens holds the chair of marketing at Otto-Friedrich-University Bamberg
Feedback	<p>Is always welcome! Please address to:</p> <p>Prof. Dr. Björn Sven Ivens at the Marketing Department</p>