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Titolo	International employer brand management : a multilevel analysis and segmentation of students' preferences // Lena Christiaans ; foreword by Marion Buttgen
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Altri autori (Persone)	ButtgenMarion
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Soggetti	International business enterprises - Employees Branding (Marketing) Employees - Recruiting
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- Theoretical Background and Literature Review -- Conceptual Framework and Deduction of Hypotheses -- Research Methodology and Data Basis -- Empirical Analysis and Hypothesis Testing -- Discussion of Empirical Findings.
Sommario/riassunto	The increasing globalization of business activities forces companies to recruit highly skilled employees all over the world. In order to attract these talents, employers have to differentiate themselves through a unique employer brand, appealing to diverse target audiences. However, in the absence of research on international students' preferences for employer characteristics, it is difficult for multinational companies to decide on a feasible degree of employer brand standardization. Lena Christiaans investigates the impact of between-country differences, e.g. differences in national culture or economic wealth, on students' preferences in relation to the effects of within-country differences in individuals' characteristics. Combined with a segmentation of the European graduate market, the results provide readers with insight into the development of employer value propositions for business and engineering target groups. Contents - Core Concepts of Employer Branding - Contributions from Cross-

Cultural Research - Employer Branding Strategy - Multilevel
Analysis Target Groups - Researchers and students in the fields of
employer branding, corporate branding, management, marketing,
communications - Managers and experts with focus on employer
branding, HR marketing, HR, corporate communications About the
Author Lena Christiaans obtained her doctorate at the Chair in
Corporate Management at Universität Hohenheim and currently works
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