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Roland Mattmüller *Hrsg.*

Perspektivwechsel im Employer Branding

Neue Ansätze für die Generationen Y und Z

2. Auflage

EBOOK INSIDE



Springer Gabler

Perspektivwechsel Employer Branding Ans Tze Generationen

Cyrill Ting



Perspektivwechsel Employer Branding Ans Tze Generationen:

Employer Branding for Generation Y - How Multinational Enterprises Can Become an Attractive Employer for Generation Y Irina [Verfasser] Kreuter, 2016 The rise of Generation Y members in the world of work presents a new challenge for all types of companies However the knowledge of how to successfully integrate them into the enterprise is still quite little Hence the aim of this thesis is to provide an answer to the research question how can multinational corporations become an attractive employer particularly for young business graduates focusing on the Austrian labor market In this context the concept of employer branding is also introduced and explained as a strategy to support companies in attracting recruiting and managing Millennials The underlying thesis is based on secondary research as well as primary research in the form on an online survey amongst Austrian business students and in the form of expert interviews to get deeper insights into the companys expectations towards Generation Y members The results of these investigations show that there are matching expectations between the two However some actions are needed on the companies side in order to become an even more attractive employer for this target group The final results provide recommendations regarding employer attractiveness and how employer branding can be used to attract and retain Generation Y employees The rise of Generation Y members in the world of work presents a new challenge for all types of companies However the knowledge of how to successfully integrate them into the enterprise is still quite little Hence the aim of this thesis is to provide an answer to the research question how can multinational corporations become an attractive employer particularly for young business graduates focusing on the Austrian labor market In this context the concept of employer branding is also introduced and explained as a strategy to support companies in attracting recruiting and managing Millennials The underlying thesis is based on secondary research as well as primary research in the form on an online survey amongst Austrian business students and in the form of expert interviews to get deeper insights into the companys expectations towards Generation Y members The results of these investigations show that there are matching expectations between the two However some actions are needed on the companies side in order to become an even more attractive employer for this target group The final results provide recommendations regarding employer attractiveness and how employer branding can be used to attract and retain Generation Y employees

Analyse des Stellenwerts von Employer Branding in den Generationen Y und Z Julia Drexler, Katharina Eggersdorfer, 2022 Infolge des voranschreitenden demografischen Wandels steht der Arbeitsmarkt vor einer gro en Wende Durch den bergang von geburtsstarken Jahrg ngen in den Ruhestand wird die Zahl der Erwerbst tigen in den n chsten Jahren sinken Dar ber hinaus soll sich laut dem Statistischen Bundesamt bis zum Jahr 2060 die deutsche Bev lkerung von aktuell 83 2 Mio Menschen auf 74 3 Mio bei schw cherer Zuwanderung und auf 78 2 Mio bei durchschnittlicher Zuwanderung reduzieren Dieser geschm lerte Pool aus potenziellen Arbeitskr ften f hrt zu einer Verst rkung des war for talents und folgend zu einer Notwendigkeit st rkerer Anstrengungen der Unternehmen geeignete Mitarbeiter zu finden Die

Machtverhältnisse verschieben sich vom Arbeitgeber zum Arbeitnehmermarkt. Nachwuchskräfte stellen eine wichtige und knappe Ressource dar, die Einfluss auf den Unternehmenserfolg haben. Dadurch steigt der Bedarf einer guten Markenführung des Arbeitgebers. Aufgrund dieser Situation erhält das Thema Employer Branding, welches sich mit dem Aufbau einer attraktiven Arbeitnehmermarke beschäftigt, zunehmende Beachtung. Um das Employer Branding effizient einzusetzen, ist es wichtig, zielgruppengerecht zu agieren. Die aktuell oder in naher Zukunft in den Arbeitsmarkt eintretenden Generationen Y und Z sind aber noch nicht in der Tiefe erforscht.

Employer Branding Strategies for Generation Y in Medium-sized Enterprises in Germany Patrick Szillat, 2018 Employer Branding für Jungakademiker der Generation Y Romana Kitayimbwa, 2012

Die Generation Y ist eine Generation, die sich von der ihrer Vorgänger grundlegend unterscheidet. Millennials treten ihren Arbeitgebern selbstbewusster und fordernder gegenüber als dies bei einer Generation zuvor jemals der Fall war. Aufgrund der demographischen Entwicklungen in den letzten Jahrzehnten wie z.B. dem Rückgang der Geburtenrate und den Entwicklungen am Arbeitsmarkt, ist dieser Generation gleichzeitig von Seiten der Arbeitgeber mehr Aufmerksamkeit zu widmen, als dies vielen Unternehmen bewusst ist. Vor allem im Kampf um hochqualifizierte Arbeitskräfte wie Akademikern wird es für Arbeitgeber immer schwieriger werden, die besten Arbeitnehmer von sich zu überzeugen. Um diese Gruppe von Arbeitnehmern, die Jungakademiker der Generation Y, für sich gewinnen zu können, ist der Einsatz einer zielgruppenorientierten Employer Branding Strategie sinnvoll. Aus diesem Grund beschäftigt sich die vorliegende Arbeit mit der zentralen Fragestellung: Wie können Arbeitgeber ihr Employer Branding dahingehend ausrichten, dass sie für Jungakademiker der Generation Y attraktiv scheinen? Um diese Fragestellung beantworten zu können, werden im ersten Teil dieser Arbeit die theoretischen Grundlagen des Employer Branding Konzepts und in der Literatur empfohlene Gestaltungsmaßnahmen für auf die Generation Y ausgelegtes Employer Branding erörtert. Im empirischen Teil werden nach einer Festlegung und Definition der Methodik die für die Jungakademiker der Generation Y entscheidenden Faktoren der Arbeitgeberattraktivität und die von dieser Gruppe zur Arbeitgeberrecherche genutzten Kanäle erörtert. Im abschließenden Conclusio erfolgt die Zusammenführung aller relevanten Informationen, welche grundlegende Erkenntnisse für die Gestaltung einer Employer Branding Strategie für Jungakademiker der Generation Y beinhaltet.

The Generation Y differs very much from all generations before it. The Millennials expect more from their employers and they are more self-confident when they bargain with their employers than the generations before. Demographic developments such as declining birth rates and developments on the labour market have aroused the need to pay more attention to this generation and many business organizations are not yet aware of this fact. Especially in the struggle to get highly qualified experts like the academicians, it will not be easy for the employers to convince the best job candidates. So as to attract this group of young academicians of the Generation Y, it is necessary to devise a strategic and meaningful Employer Branding targeting this generation. Taking into account of these facts, this Master Thesis will address the central question: How can the employers strategically position their Employer

Branding such that it will be attractive for the young academician of the Generation Y To answer this question the first part of this work will treat the theory of Employer Branding and the instruments recommended for Employer Branding for the Generation Y in academic text books In the second part the empirical method will be specified und defined In the next step factors which make the employer attractive for the young academicians of the Generation Y and which channels used in researching for job research will looked into The findings for a proper a meaningful strategy for Employer Branding for young academician of the Generation Y will be summarized in the conclusion **Perspektivwechsel im Employer**

Branding Gero Hesse,Roland Mattmüller,2015-06-04 Ausgewiesene Experten analysieren systematisch die Erwartungen Motive und Verhaltensmuster der Generation Y und Z und entwickeln Ans tze um die jungen Nachwuchskr fte als Mitarbeiter zu werben bzw sp ter zu halten Handlungsempfehlungen f r die zielgruppenad quate Gewinnung und Bindung dieser zuk nftigen Mitarbeiter und Anspruchsgruppen stehen erg nzend im Mittelpunkt des Buches Verantwortliche in den Unternehmen erhalten somit konkrete Hilfestellung die Bed rfnisse und W nsche dieser Altersgruppen die bald den Gro teil der Erwerbst tigen stellen werden mit ihrer Unternehmenskultur in Einklang zu bringen und dem zuk nftigen Fachkr ftemangel vorzubeugen Inhalt Marketing Das Management aller Zielgruppen Marke und Branding Herausforderungen f r das Employer Branding und deren Kompetenzen Fallstudien zu aktuellen Herausforderungen im Employer Branding und Personalmarketing Das House of Employer Branding als L sungsansatz f r die Praxis Shaping efficient employer branding Elena Hubschmid,2011 Employer Branding: Addressing the Needs of Generation Y and Encouraging Corporte Loyalty Vanessa Joanna Rau,2016 **Shaping Efficient Employer Branding to Target Generation Y** Elena Hubschmid,2012

Employer Branding and the Employee-Life-Cycle Cyrill Ting,2011-12 Diese Arbeit hat ein neues Model im Bereich des Employer Branding den Employee Life Cycle implementiert Dieses Modell analysiert das Employer Branding aus Sicht der Mitarbeiter Durch die generierten Daten von Mitarbeitenden wird das Modell verifiziert In einem n chsten Schritt analysiert das Modell die verschiedenen Phasen des Employee Life Cycle mit den generierten Daten um herauszufinden welche Bedeutung die verschiedenen Abschnitte des Employee Life Cycles f r Mitarbeitende haben Schliesslich werden anhand der generierten Daten Kriterien f r jede Stufe herauskristallisiert die wichtiger sind als die anderen Kriterien Auch wurden Unterschiede zwischen verschiedenen Altersgruppen und zwischen den beiden Geschlechtern die an dieser Studie teilnahmen gefunden Die Feldforschung die von dieser Studie durchgef hrt wurde zeigte deutlich dass Unterschiede zwischen den Phasen des Employee Life Cycle gesehen werden k nnen Es offenbart dass die Employment Phase die wichtigste Phase f r die Mitarbeiter ist in welcher die Kriterien herausfordernde Aufgaben intellektuell herausgefordert sein und angenehme Arbeit die wichtigsten Faktoren sind Dar ber hinaus zeigt sie dass die Phase After Employment des Employee Life Cycle von den aktuellen Employer Branding Praktiken untersch tzt wird Diese Arbeit zeigte auch dass Alter und Geschlecht eine Quelle f r Unterschiede in Reaktion auf die Kriterien sind *Employer Branding Strategies in Theory*

and Practice - The process of the unique positioning of the employer brand and how Austrian companies accentuate their employer brand - Stefanie Fallnbügl, 2013

Dass die Mitarbeiter einen wesentlichen Erfolgsfaktor für Unternehmen darstellen ist durchaus bekannt. Unternehmen stehen im fortwährenden Wettbewerb um Talent. Employer Branding ist ein Ansatz um den immer steigenden Fach- und Führungskräftemangel zu bekämpfen. Gegenstand dieser Arbeit ist es, das komplexe Konzept der Employer Brand zu hinterleuchten. Nachdem zuerst wesentliche Grundlagen zur Thematik der Employer Brand vorgestellt werden, wird der theoretisch ideal typische Aufbau der Employer Brand beschrieben. Der Fokus dieser Arbeit liegt vor allem auf den Positionierungsstrategien der Arbeitgebermarke. Durch qualitative Experteninterviews wurden die Erfahrungen zum Aufbau einer Arbeitgebermarke in österreichischen Unternehmen erörtert. Aus Sicht der befragten Unternehmen lässt sich der Status quo bezüglich der Implementierungsverfahren und Positionierungsschwerpunkte in österreichischen Unternehmen erkennen. The awareness that employees are the key success factor of the company is of some note. Employer branding is an effective tool to act contrary to the apparent shortage of skilled workers and executives. Once the vital basics to the notion of the employer brand are presented, the author embraces the ideal typical employer branding process by utilizing findings of current literature. Even though each step is essential within the process, the thesis pays particular attention on the brand positioning and the positioning strategies. The empirical research in this thesis emphasizes on the experiences and perspectives of companies that have implemented employer branding. The different positioning strategies on the Austrian job market were analyzed by conducting qualitative expert interviews in mid-sized and large companies. From the view of the interviewed companies, the process of the unique positioning of the employer brand is demonstrated, and it shows how Austrian companies accentuate their employer brand.

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