

SEGMENTING POTENTIAL EMPLOYEES ACCORDING TO FIRMS' EMPLOYER ATTRACTIVENESS DIMENSIONS IN THE EMPLOYER BRANDING CONCEPT

V. LALE TÜZÜNER

Istanbul University, Faculty of Business Administration,
Human Resources Management Department
Phone +90 212 473 7070 (18275) Fax +90 212 590 4000
Email: ltuzun@istanbul.edu.tr

CENK ARSUN YÜKSEL

Istanbul University, Faculty of Business Administration,
Marketing Department
Phone +90 212 473 7070 (18275) Fax +90 212 590 4000
Email: censka@istanbul.edu.tr

Abstract

Brands are among firms' most valuable assets; consequently brand management is a key activity in many firms. Although firms commonly focus their branding efforts toward developing product and corporate brands, branding can also be used in the area of human resource management. The application of branding principles to human resource management has been termed "employer branding". Increasingly, firms are using employer branding to attract recruits and assure that current employees are engaged in the culture and the strategy of the firm. The employer brand puts forth an image showing the organization a "good place to work." The purpose of this paper is to determine the components of employer attractiveness from the perspective of potential employees. Throughout this study, the potential employee segments that are related to the attractiveness components and their demographic characteristics are also examined. 475 respondents were given a questionnaire of employer attractiveness scale and demographic questions. Final-year undergraduate Business Administration Faculty's students at Istanbul University were segmented according to two employer attractiveness components clusters with each cluster acquiring its own demographic characteristics.

Keywords: Branding, Employer Attractiveness, Employer Branding, Potential Employees, Dimensions of Employer Branding