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Shaping Efficient Employer Branding Strategies to Target Generation Y: A Cross-National Perspective on Recruitment Marketing

By Elena Hubschmid

Peter Lang AG, Internationaler Verlag der Wissenschaften. Paperback. Book Condition: new. BRAND NEW, Shaping Efficient Employer Branding Strategies to Target Generation Y: A Cross-National Perspective on Recruitment Marketing, Elena Hubschmid, Today's working world has become excessively demanding due to the globalisation of businesses, increasing competition, accelerated technological progress, more sophisticated and informed customers as well as a continuous need to increase innovative abilities to remain competitive. Employees with their skills, knowledge and engagement form the competitive advantage and therefore significantly contribute to the overall organisational success. Therefore, a company's ability to efficiently attract the right Generation Y talents - a culturally diverse workforce born after 1980 - through efficient target group-oriented employer branding strategies is gaining in importance. This book examines the influence of the two main phenomena - cultural and generational - on shaping the employment expectations of 459 university graduates in Economics and Business Administration of two different nationalities. Using the methods of moderated multiple regressions and simple slopes analysis, the author develops an explicit conceptual framework for examining different influences that shape employment expectations of a diverse Gen Y workforce in an international context. These expectations should be viewed as a starting

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