

Employee-based Brand Equity

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Increasing scientific research focuses on understanding job search and employer choice. This topic is managerially relevant because attracting and retaining qualified staff can provide a competitive advantage that increases company performance. For the job seeker, on the other hand, choosing an employer is a task with significant financial consequences that is unparalleled by marketing contexts of most products or services. Despite the financial consequences for the employer and the job seekers, the quantitative consequences of internal branding have not been sufficiently addressed yet (Oh et al. 2020).

The goal of this thesis is apply the concept of customer-based brand equity (Keller and Lehman 2006, Keller 1996) to the employment context, i.e., to measure employee-based brand equity (EBBE). A challenge of this topic is to isolate the effect of the employer brand from other attributes that are typically highly correlated, e.g., locations and industries, which may constitute brands as well (e.g., place branding; Zenker and Braun 2010).

The empirical analyses for this thesis can be based on existing data from a choice-based conjoint experiment or based on newly collected data.

Literature:

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