Doctoral dissertation - summary

"Employer Branding with the Use of Human Resource Management Tools"

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They are quite a few different factors in contemporary economic environment, which determine company's status. Skilful, experienced well motivated staff becomes that of strategic importance nowadays. Such employees, consistent with corporate culture, further its dynamic, innovative development and competitiveness. Appropriate selection, employment and management of the finest ones is hard task and true advantage. Dissertation concept refers to key conditions, which influence that undertaking the most.

Labour market evolves demographically and socially. That constantly complicates the whole selection process and sharpens competition between individual employers. Any generation entering job market constitutes a new puzzle in it. Present-day Y and Z ones aren't different in that respect. Such unstable situation adjusts head hunters' approach.

One of instruments available is employer branding. That modern factor is being found pretty effective these days. Its positive impact is multilevel. It's noticed in attracting external valuable workforce as well as in strengthening loyalty and commitment of employed own personnel. Its efficiency depends on established action mechanism and chosen tools. Dissertation presents and defines them in its literature part. Human capital benefits, decisive for company's competitive advantage, are also indicated there. Empirical part is supported with survey research and other methods. They clearly prove positive impact of any implemented management instruments on staff' employer's assessment.

Collected data research and analysis confirm belief, that it is human resources which influence enterprise competitiveness and innovation. Success achieve those with perfectly optimised crew. Such state results from company's active image project, which, settled in common awareness, turns average workplace view into desirable dream-job.

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