

## Interaction between Human Resource Management and Marketing

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**Abstract :** This paper examines the correlation between the organization's human resources (HR) and marketing entities and reviews the literature on customer acquisition and loyalty retention and the various aspects of employer branding. It will also explore how these concepts can be applied to the marketing and human resources departments. HR and marketing teams in the organization function to educate, attract and retain the attention and interests of the modern talent market. While the teams' target products, personas, or services tend to differ, their execution, desired results, and implementation of the respective activities are closely related. Therefore, promoting collaboration between HR and marketing enables the company to enhance business branding and recruitment of top-tier talents that will drive the much-needed change in the organization and promote a higher employee and customer retention rate. To achieve the ultimate HR and marketing relationship, organizations should build their external and internal awareness, track their performance and programs, and promote in-house meetings among employees from all interfacing departments.

**Keywords :** branding, employee retention, human resources, marketing

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