

Personnel Marketing as Perceived by HR Managers in Czech Republic: Results of a Qualitative Research Study

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Abstract : The article is devoted to the area of personnel marketing. A comprehensive review of scientific literature and articles published predominantly in personnel-oriented journals was carried out, followed by a qualitative exploratory research with the aim to explore and explain the perception of personnel marketing. Due to the lack of research in this field in Czech Republic, we have focused on Czech HR managers, more specifically, on how they understand the tasks of personnel marketing, which tools they use and whether the companies they work for try to be a preferred employer. The answers from our respondents were used to help us determine what is important within this field. All of the respondents strive to be a preferred employer and try to achieve it by using an extensive range of marketing tools. The most frequently used tools are advertising, job fairs presentations, employee care and employer brand promotion.

Keywords : Czech Republic, personnel marketing, preferred employer, qualitative research study

Conference Title : ICHRM 2016 : International Conference on Economics and Human Resource Management

Conference Location : London, United Kingdom

Conference Dates : May 23-24, 2016