

## **Abstract**

This thesis concentrates on the operationalization of employer branding and the identification of key performance indicators (KPI's) concerning this subject. It sets a main focus on the external view of employer branding such as job applicants and potential employees. Derived from the outcomes of expert interviews, the author withdraws the most reasonable KPI's in order to provide valuable recommendations on which KPI's are the most important and relevant to be applied. It is becoming more and more a topic to be spoken about and a subject where further research can be conducted. The theme of employer branding is becoming significant enough to be looked at and applied within the organisations, because it can considerably influence talent management, the corporate reputation and an organization's trading results.

The essential draft of the research approach consists the review of existing theory of employer branding, behavioural branding and its differentiation in order to acquire an in depth overview of the topic. With the intention to achieve the most valuable results, empirical data has been compounded through expert interviews. An interview guide was established and experts were chosen according to their understanding and professional practice, in order to obtain precise responses. The chosen experts come from several branches and are familiar with the term of employer branding. Additionally, the author has done intensive secondary research and web research in order to acquire additional information about the topic. The main part of the discussion represents the identified KPI's for the use of the operationalization of employer branding, followed by the recommendations for practice and further research. The author noticed that social media plays an important role concerning a company's position as an employer brand. Platforms like LinkedIn, Xing and Kununu are becoming significant for an organization's reputation and image. Most of the businesses are tracking and monitoring career sites and various social media platforms. It is outstanding that especially qualitative data is seen as very important and beneficial for the operationalization of employer branding and the creation of KPI's even though it is more extensive than quantitative data. Only to name a few, KPI's such as diversity, evaluation on Kununu business platform or the number of dismissal during a probation period are the results of expert interviews.

Summing up, there is still no commonly adopted model or method to operationalize employer branding. Both, the literature and the experts highlight that every corporation must have a strategy that is followed by its management board and its employees. It is essential to first set goals for the achievement of the operationalization of employer branding before defining KPI's.