

SECTION 3

TOPICAL PROBLEMS OF INTERNATIONAL MANAGEMENT AND MARKETING

Dorontsova, D.
Research supervisor: G. Mas
BSEU (Minsk)

WHY IS EMPLOYER BRANDING IMPORTANT?

The world of work has changed forever. Gone are the days when employment seekers would go out of their way to please potential employers and convince them to take into their service. The role of employees has become far more important and relevant in anything that an organization does.

The availability of information has empowered buyers, making them demand high level of services. The focus of organizations in the ‘customer age’ is to optimize experience at each customer touch point. Who helps organizations in making this happen? The answer is: the employees. So here is where the term employer branding comes from. In short, employer branding is the process of promoting a company, or an organization, as the employer of choice to a desired target group, one which a company needs and wants to recruit and retain.

Employer brand is a company’s reputation in a job market as an employer. The need of building a strong employer brand now is more urgent than ever, as it has a direct impact on hiring, talent retention and ultimately company’s reputation. Employer branding is not an illusion. It’s of absolute importance for organizations eyeing on the best industry talent, aiming to drive innovation and aspiring to remain at the forefront of the competition. Let us take a look at one of the examples of a company that establishes itself as a strong employer brand.

Google has been repeatedly topping the charts and is considered the most preferred employer throughout the world. So what helps this 16-year old American MNC maintain its rankings? Obviously, it’s philosophy ‘work hard, play harder’ is

behind its success. Besides, continual upgrade in employees' perks and benefits makes it an employer of choice.

But that's not the only thing that keeps employees glued to the company. What employees feel about their organization and also what talent in the job market perceive about it matters a lot. What employees are telling their families, friends, acquaintances and strangers about it, working there, the benefits they receive and the level of contentment they experience can make or break a company's reputation. Employee experience has a ripple effect on customer satisfaction.

In the 20th century, most organizations and people would associate the term 'brand only with products and services. It's now used far more widely and for almost everything including workplace, skills and content.

Here are the fundamentals of employer branding that every organization can lay its focus on to achieve their goals: transparency, momentum, well-being, additional perks and benefits, rewards and recognition, culture of fairness and diversity and women empowerment.

A company with strong employer brand shows that it cares for people and values them. Being strong-willed and persistent in pursuing main goals will surely help any organization to succeed at employer branding.

Kievich, V., Derechenik, E.
Research supervisors: L. Bedritskaya, S. Pavlovskaya
BSEU (Minsk)

MEMORABLE EXPERIENCE AS A NEW ECONOMIC OFFERING

Structural changes in society and fast-growing innovations cause ruthless changes in our economic landscape. The impact of the digital revolution and the process of dematerialization hit us harder than we realize. Almost any industry is feeling the urgency. Businesses must create memorable events that capture the audience and create experiences that transform the brand's value proposition. The companies draw competitive advantages from staging experiences. Thus, studying of this phenomenon is of importance as never before.