The Multiple Identities of an Employer

By Marcelo Savignano

GRIN Verlag Dez 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2007 in the subject Business economics - Operations Research, grade: 1.0, European School of Management and Technology, Berlin, language: English, abstract: This thesis mainly deals with the challenge of analyzing an organization s ability to attract employees. In spite of the abundance of literature covering the subject, there is little empirical evidence supporting the superiority of one method over the other. Such over-supply of organizational theories clearly calls for a unified framework that allows organizations to evaluate and improve their attractiveness as an employer, and as a consequence, this thesis aims to contribute to the field by introducing a Unified Framework for Identity Gap Analysis (UFIGA).The UFIGA draws upon the contributions of three particular theories, which are Employer Branding, the Multiple Facets of Collective Identities and Control Theory, bringing together concepts from typically separated disciplines, such as human resources, marketing, organizational behavior, social psychology, math and engineering. Such a breadth of disciplines allow the model to deal with many aspects of an employer s attractiveness, such as the benefits presented to the...

READ ONLINE
[6.24 MB]

Reviews

Extensive guide! Its such a excellent read. This can be for anyone who statte that there was not a worth looking at. I am just effortlessly will get a satisfaction of looking at a written publication.
-- Melvin Hettinger

This book will not be effortless to start on reading through but very exciting to learn. It is amongst the most remarkable book i have got go through. Once you begin to read the book, it is extremely difficult to leave it before concluding.
-- Dr. Easton Collier DVM