

Web Appendix A

Validation Analysis: A Comparison of Scopus and WoS Results

Table 1: Top-10 most cited documents

S. No.	Scopus				WoS ¹		
	Author/Year	Title	Citations	Links	Author/Year	Citations	Links
1	Harris and de Chernatony (2001)	Corporate branding and corporate brand performance	408	49	Harris and de Chernatony (2001)	372	25
2	Backhaus and Tikoo (2004)	Conceptualizing and researching employer branding	406	112	Aaker (2004)	272	8
3	Berthon <i>et al.</i> (2005)	Captivating company: dimensions of attractiveness in employer branding	323	86	<i>Collins and Stevens (2002)</i> [#]	244	37
4	Aaker (2004)	Leveraging the corporate brand	319	14	Morhart <i>et al.</i> (2009)	238	40
5	Morhart <i>et al.</i> (2009)	Brand-Specific Leadership: Turning Employees into Brand Champions	263	64	<i>Highhouse et al. (2007)</i> [#]	160	10
6	Cable and Graham (2000)	The determinants of job seekers' reputation perceptions	207	21	Lievens <i>et al.</i> (2007)	159	29
7	Lievens, <i>et al.</i> (2007)	Organizational Identity and Employer Image: Towards a Unifying Framework	183	30	Edwards (2010)	149	35
8	Edwards (2010)	An integrative review of employer branding and OB theory	176	16	Vallaster and de Chernatony (2006)	138	25
9	Burmann <i>et al.</i> (2009)	Key determinants of internal brand management success: An exploratory empirical analysis	168	61	<i>Sirianni et al. (2013)</i> ^{\$}	138	18
10	Vallaster and de Chernatony (2006)	Internal brand building and structuration: the role of leadership	163	42	<i>King and Grace (2010)</i> ^{\$}	132	29

Source: VOSviewer; Note: [#]part of extended rank list of the Scopus database; ^{\$}new articles from the WoS dataset.

¹ new articles in Top-10 most cited documents list of WoS are as follows.

- Collins, C.J. and Stevens, C.K. (2002), "The relationship between early recruitment-related activities and the application decisions of new labor-market entrants: A brand equity approach to recruitment", *Journal of Applied Psychology*, Vol. 87 No. 6, pp.1121-1133.
- Highhouse, S., Thornbury, E.E. and Little, I.S. (2007), "Social-identity functions of attraction to organizations", *Organizational Behavior and Human Decision Processes*, Vol. 103 No. 1, pp. 134-146.
- King, C. and Grace, D. (2010), "Building and measuring employee-based brand equity", *European Journal of Marketing*, Vol. 44 No. 7/8, pp. 938-971.
- Sirianni *et al.* (2013), "Branded service encounters: Strategically aligning employee behavior with the brand positioning", *Journal of Marketing*, Vol. 77 No. 6, pp. 108-123.

Table 2: Top-10 most cited authors

S. No.	Scopus				WoS			
	Author	Documents	Citations	Total Link Strength	Author	Documents	Citations	Total Link Strength
1	De Chernatony L.	6	802	124	De Chernatony, L.	4	624	41
2	King C.	18	688	474	Lievens, F.	3	335	16
3	Punjaisri K.	8	565	262	King, C.	7	326	80
4	Lievens F.	6	493	129	Punjaisri, K.	5	311	59
5	Berthon P.	3	433	90	Wilson, A.	3	275	43
6	Backhaus K.	3	431	91	Grace, D.	4	220	49
7	Grace D.	8	391	248	<i>Welp, I. M.</i>	3	74	11
8	Wilson A.	4	375	164	<i>Piebler, R.</i>	4	73	60
9	Miles S.J.	7	308	87	<i>Du Preez, R.</i>	3	62	20
10	Burmann C.	6	278	219	Burmann, C.	3	59	50

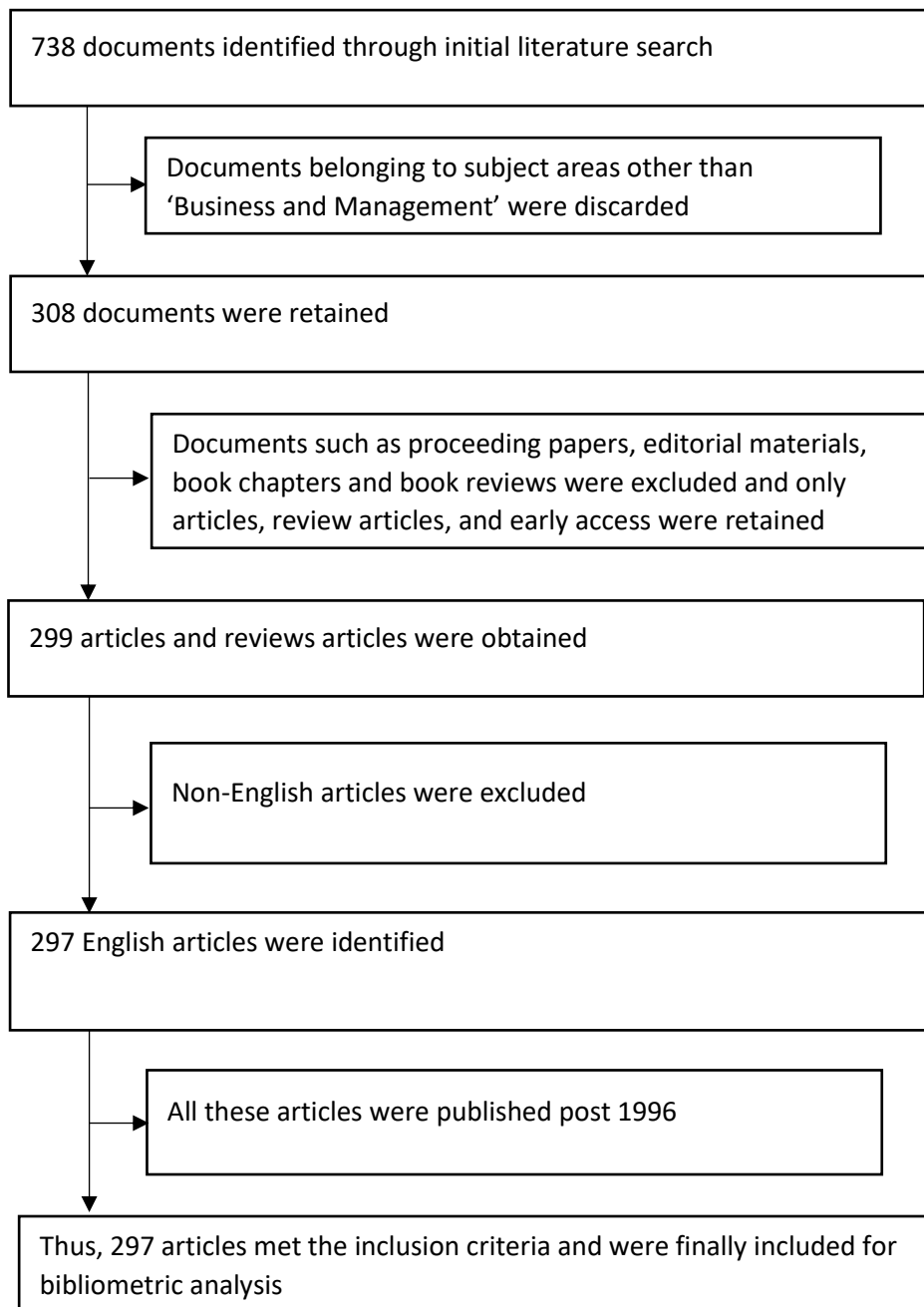
Source: *VOSviewer*, Note: The papers highlighted in *italic* were part of extended rank list of the Scopus database.

Table 3: Top-10 most cited sources

S. No.	Scopus				WoS			
	Source	Documents	Citations	Total Link Strength	Source	Documents	Citations	Total Link Strength
1	European Journal of Marketing	18	1648	370	European Journal of Marketing	17	1358	216
2	Journal of Brand Management	31	979	441	Journal of Business Research	15	428	65
3	Academy of Management Journal	3	768	12	International Journal of Human Resource Management	12	267	36
4	Journal of Product and Brand Management	27	647	389	Personnel Review	10	250	52
5	International Journal of Advertising	4	495	104	<i>Human Resource Management</i>	5	218	31
6	Journal of Business Research	16	483	102	<i>Journal of Services Marketing</i>	5	197	39
7	Career Development International	3	440	131	<i>Journal of Service Management</i>	4	180	41
8	Journal of Marketing Management	10	389	164	<i>Industrial Marketing Management</i>	3	172	26
9	International Journal of Human Resource Management	12	328	65	Journal of Product and Brand Management	22	171	170
10	International Journal of Hospitality Management	11	322	139	Journal of Brand Management	17	165	152

Source: *VOSviewer*; Note: Differences in the WoS validation analysis are shown in italics.

Figure 1: The steps of literature collection and selection (WoS)



Source: Authors

Figure 2: Annual production of articles during 1996-2021

Annual Scientific Production

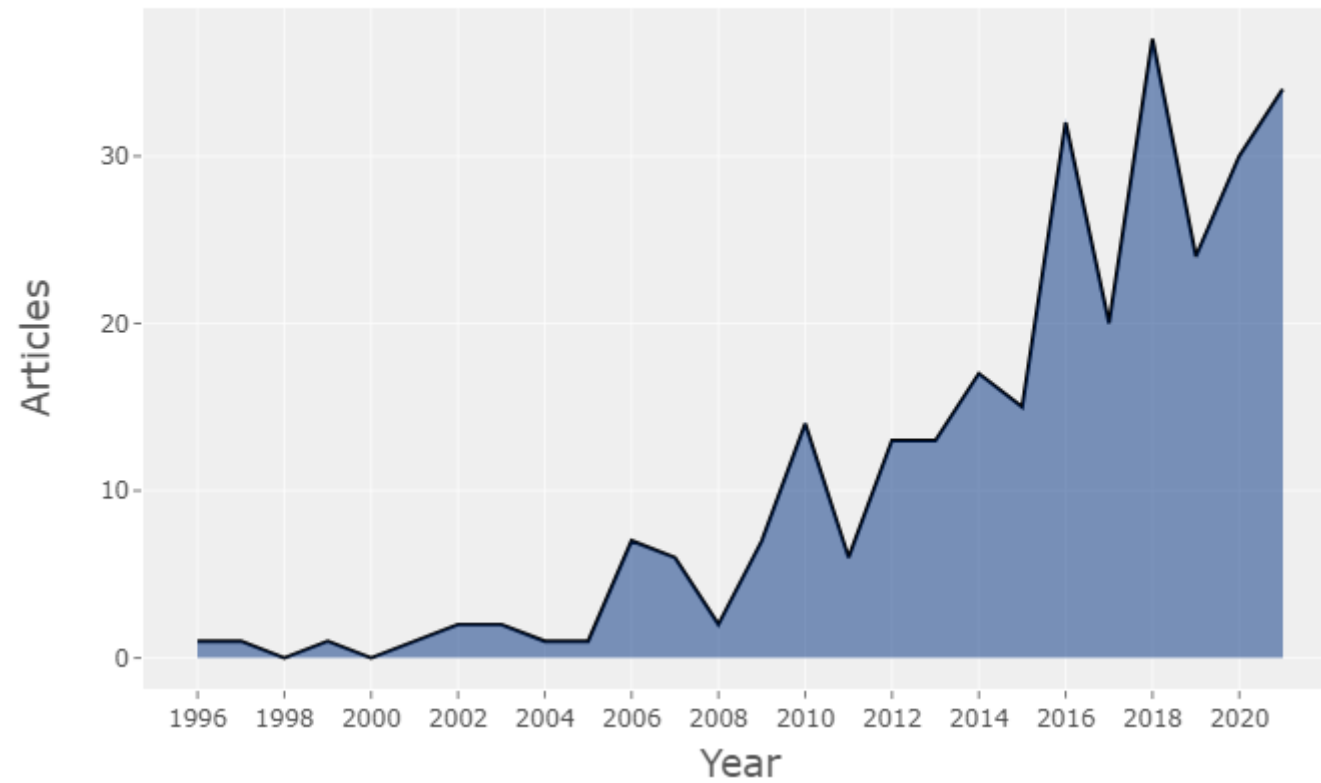


Figure 3: Top-30 most popular keywords

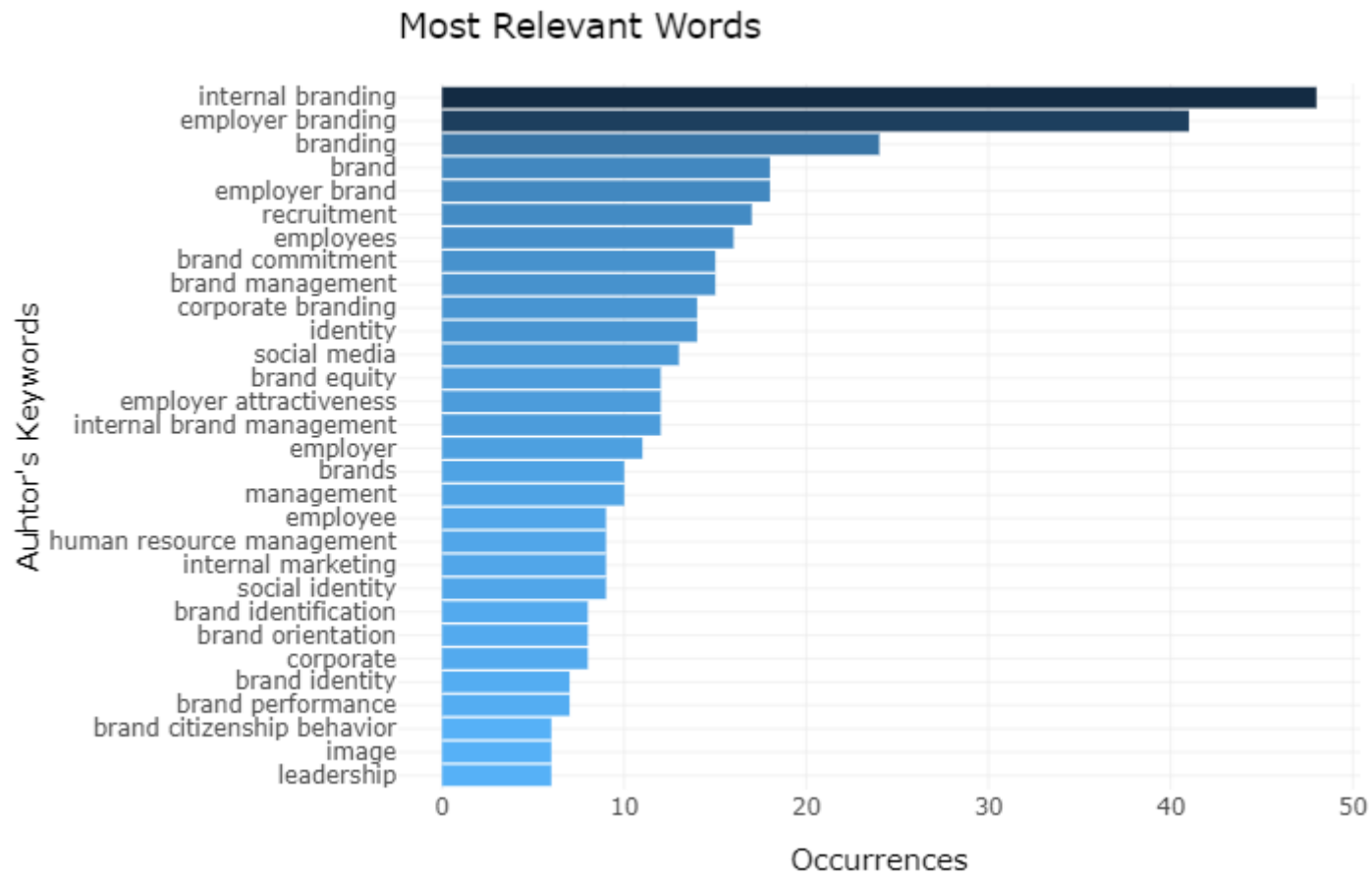


Figure 4: Treemap

Tree



Figure 5: Word growth graph

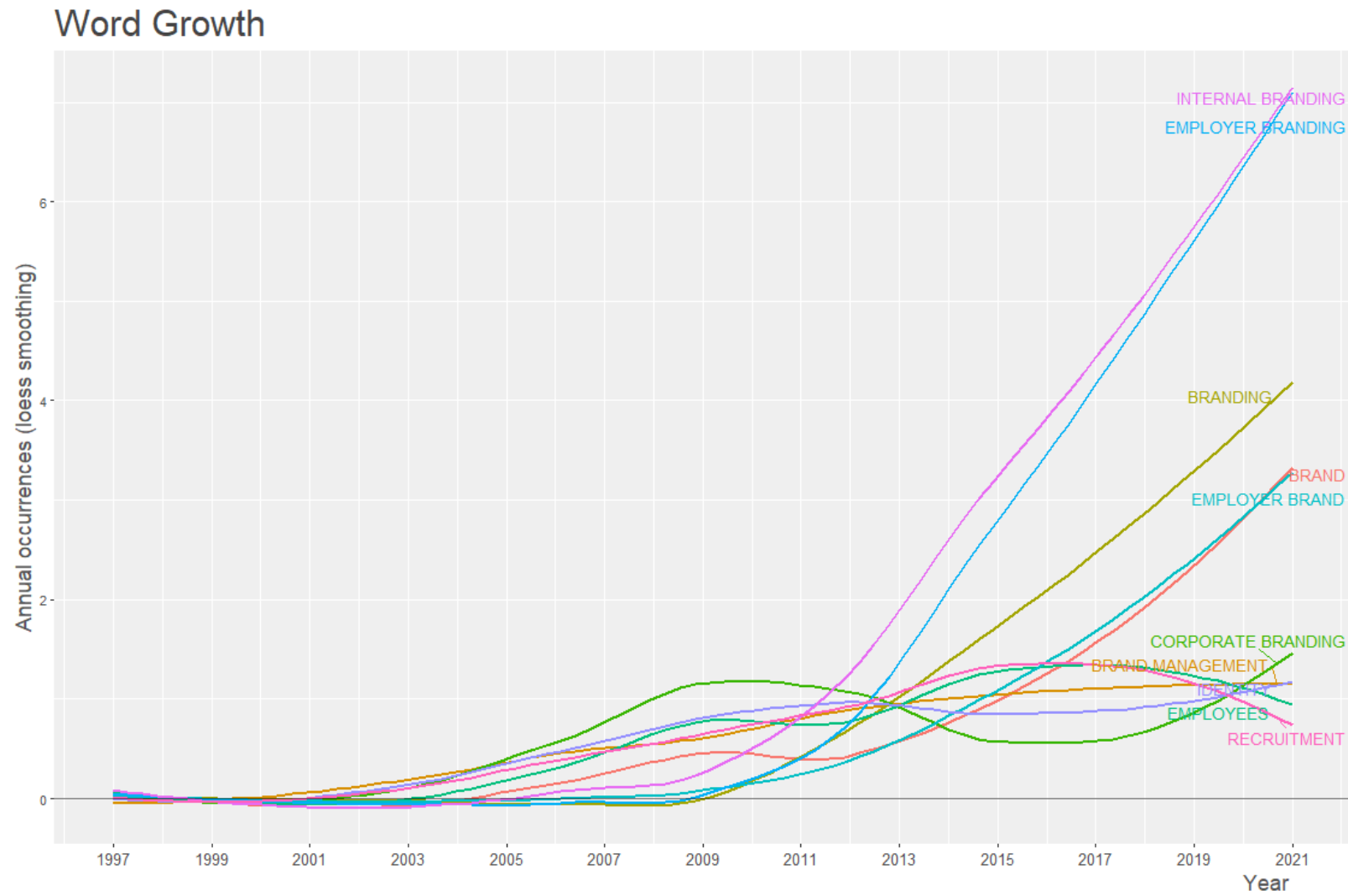


Figure 6: Thematic map analysis

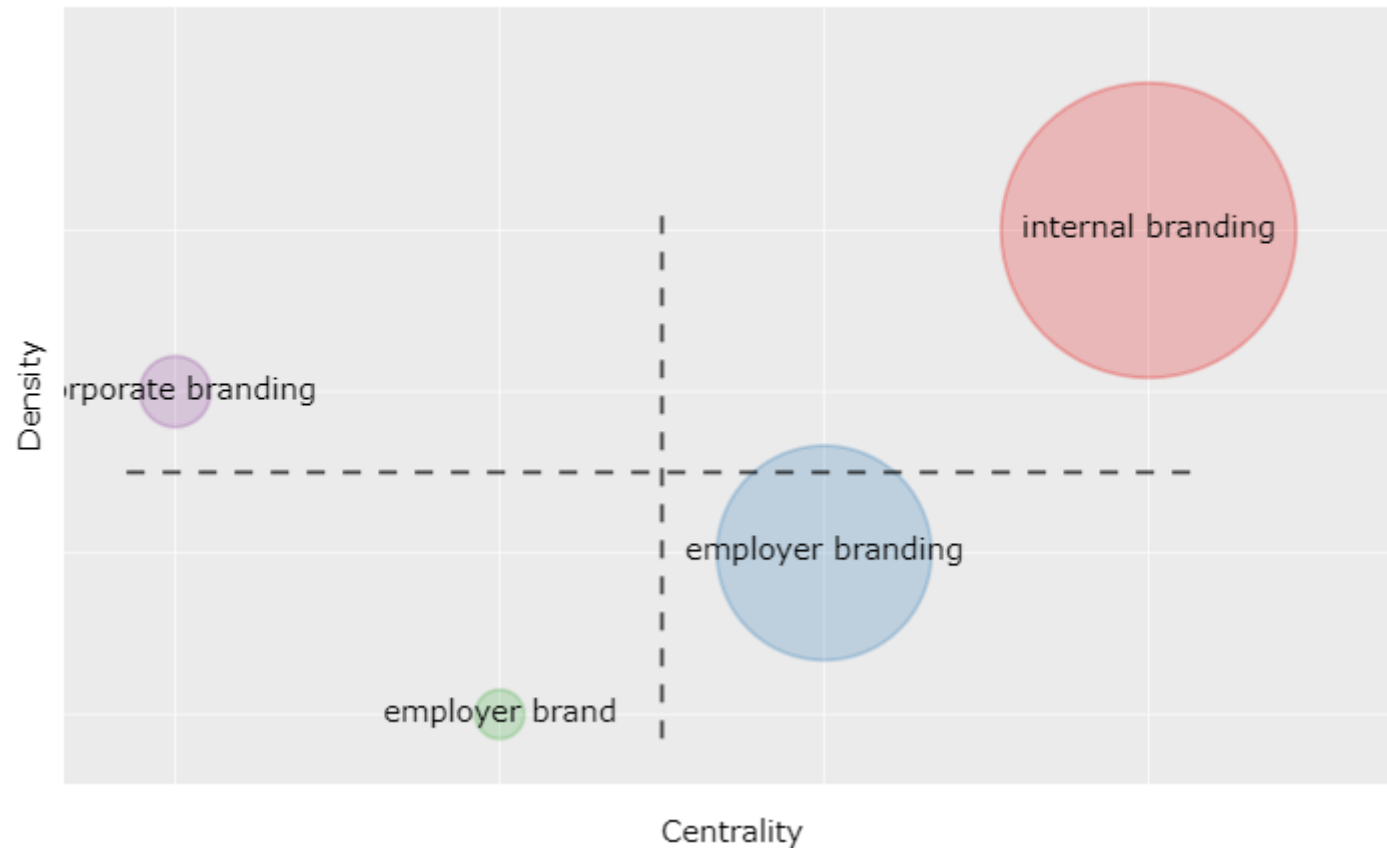
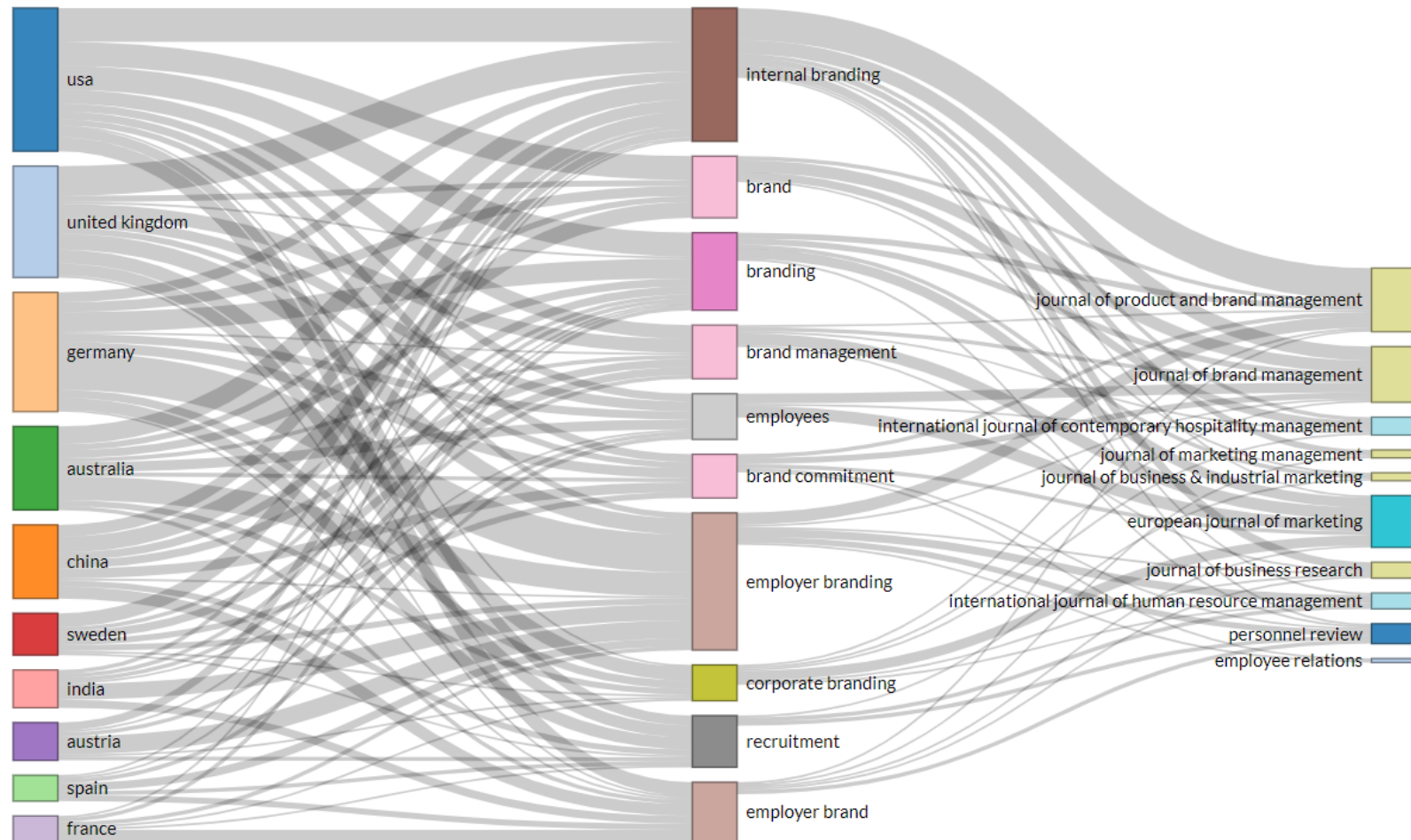


Figure 7: Three-field plot



Web Appendix B

Table 1: Details of 739 articles included in bibliometric analysis

S. No.	Authors	Title	Year	Source title
1	Batt V., Holzer M., Bruhn M., Tuzovic S.	Effects of sponsorship quality and quantity on employee brand behavior	2021	Journal of Brand Management
2	Van Nguyen L.T., Duy Nguyen P.N., Nguyen T.Q., Nguyen K.T.	Employee engagement in brand value co-creation: An empirical study of Vietnamese boutique hotels	2021	Journal of Hospitality and Tourism Management
3	Sung Y.-K., Hu H.-H.S.	The impact of airline internal branding on work outcomes using job satisfaction as a mediator	2021	Journal of Air Transport Management
4	Keppeler F., Papenfuß U.	Employer Branding and Recruitment: Social Media Field Experiments Targeting Future Public Employees	2021	Public Administration Review
5	Boukis A., Punjaisri K., Balmer J.M.T., Kaminakis K., Papastathopoulos A.	Unveiling front-line employees' brand construal types during corporate brand promise delivery: A multi-study analysis	2021	Journal of Business Research
6	Jerez-Jerez M.J.	Exploring waiters' occupational identity and turnover intention: A qualitative study focusing on Michelin-starred restaurants in London	2021	Journal of Hospitality and Tourism Management
7	Sandiford P.J., Green S.	'It's My Passion and Not Really Like Work': Balancing Precarity with the Work-Life of a Volunteer Team Leader in the Conservation Sector	2021	Work, Employment and Society
8	Kot S., Hussain H.I., Bilan S., Haseeb M., Mihardjo L.W.W.	The role of artificial intelligence recruitment and quality to explain the phenomenon of employer reputation	2021	Journal of Business Economics and Management
9	Mohammed S.	Analysis for Employment Preference of Undergraduate Accounting Students in Oman	2021	TEM Journal
10	Vardarlier P., Ozsahin M.	Digital Transformation of Human Resource Management: Social Media's Performance Effect	2021	International Journal of Innovation and Technology Management
11	Saini G.K., Jawahar I.M.	Do Employment Experience and Attractiveness Rankings Matter in Employee Recommendation? A Firm-level Analysis of Employers	2021	Management and Labour Studies
12	Koch J., Schermuly C.C.	Who is attracted and why? How agile project management influences employee's attraction and commitment	2021	International Journal of Managing Projects in Business

13	Pandita D.	Twitting for talent by linking social media to employer branding in talent management	2021	International Journal of Human Capital and Information Technology Professionals
14	Rouzi A., Wang Y.	Feeling trusted and taking-charge behaviour: An internal branding perspective based on self-categorization theory	2021	International Journal of Hospitality Management
15	Moonesirust E., Brown A.D.	Company towns and the governmentality of desired identities	2021	Human Relations
16	Mishra S., Bhattacharya S.	A perspective of making India robot ready: case study on Sakrobotix lab pvt. ltd.	2021	International Journal of Innovation Science
17	Peng J.-M., Guan X.-H., Huan T.-C.	Not always co-creating brand: effects of perceived justice on employee brand sabotage behaviours in the hotel industry	2021	International Journal of Contemporary Hospitality Management
18	Ellmer M., Reichel A., Naderer S.T.	"#Australia in the morning, #Thailand by midday, #America in the afternoon": Global mobility in MNC employer branding messages on Facebook	2021	International Journal of Manpower
19	Maurya K.K., Agarwal M., Srivastava D.K.	Perceived work–life balance and organizational talent management: mediating role of employer branding	2021	International Journal of Organization Theory and Behavior
20	Urbancová H., Depoo L.	Factors affecting strategic types of organizational culture: Evidence from organizations and managers operating in the Czech Republic	2021	Management and Production Engineering Review
21	Auer M., Edlinger G., Mölk A.	How do Potential Applicants Make Sense of Employer Brands?	2021	Schmalenbach Journal of Business Research
22	Yoganathan V., Osburg V.-S., Bartikowski B.	Building better employer brands through employee social media competence and online social capital	2021	Psychology and Marketing
23	Tkalac Verčič A.	The impact of employee engagement, organisational support and employer branding on internal communication satisfaction	2021	Public Relations Review
24	Zhang H., Xu H.	Improving internal branding outcomes through employees' self-leadership	2021	Journal of Hospitality and Tourism Management
25	Barros-Arrieta D., García-Cali E.	Internal branding: conceptualization from a literature review and opportunities for future research	2021	Journal of Brand Management
26	Benraïss-Noailles L., Viot C.	Employer brand equity effects on employees well-being and loyalty	2021	Journal of Business Research
27	Küpper D.M., Klein K., Völckner F.	Gamifying employer branding: An integrating framework and research propositions for a new HRM approach in the digitized economy	2021	Human Resource Management Review
28	Ramjaun T.A.	Corporate brand management in a charity context: the internal communications challenge	2021	Corporate Communications
29	Yousaf S., Tauni M.Z., Xiucheng F.	Migration intentions: a sign of a weak nation brand? A multi-group analysis between China and Pakistan	2021	Journal of Product and Brand Management

30	Iyer P., Davari A., Srivastava S., Paswan A.K.	Market orientation, brand management processes and brand performance	2021	Journal of Product and Brand Management
31	Suomi K., Saraniemi S., Vähätalo M., Kallio T.J., Tevameri T.	Employee Engagement and Internal Branding: Two Sides of the Same Coin?	2021	Corporate Reputation Review
32	Hoppe D.	Argument-Based Versus Emotion-Based Videos During the Early Stages of Recruitment: Effects on Perceived Employer Brand Image, Application Intentions, and Positive Word-of-Mouth	2021	Corporate Reputation Review
33	Hendrawan B., Elshof M., Verkuil L.	Internal communication education in universities of applied sciences in the Netherlands	2021	Journal of Communication Management
34	Chung S.-Y., Byrom J.	Co-creating consistent brand identity with employees in the hotel industry	2021	Journal of Product and Brand Management
35	Mostafa B.A., El-Borsaly A.A.-E., Hafez E.A.-E., Hassan S.A.	The mediating effect of person-organization value fit on the relationship between university branding and academic staff citizenship behavior	2021	Academic Journal of Interdisciplinary Studies
36	Younis R.A.A., Hammad R.	Employer image, corporate image and organizational attractiveness: the moderating role of social identity consciousness	2021	Personnel Review
37	Francois Koukpaki A.S., Adams K., Oyedijo A.	The contribution of human resource development managers to organisational branding in the hotel industry in India and South East Asia (ISEA): a dynamic capabilities perspective	2021	Employee Relations
38	Koroglu Ş., Ozmen O.	The mediating effect of work engagement on innovative work behavior and the role of psychological well-being in the job demands–resources (JD-R) model	2021	Asia-Pacific Journal of Business Administration
39	Bharadwaj S., Khan N.A., Yameen M.	Unbundling employer branding, job satisfaction, organizational identification and employee retention: a sequential mediation analysis	2021	Asia-Pacific Journal of Business Administration
40	Theurer C.P., Schäpers P., Tumasjan A., Welpel I., Lievens F.	What you see is what you get? Measuring companies' projected employer image attributes via companies' employment webpages	2021	Human Resource Management
41	Sivarethinamohan R., Kavitha D., Koshy E.R., Toms B.	Reimagining Future of Future by redesigning Talent Strategy in the Age of Distraction and Disruption	2021	International Journal of Systematic Innovation
42	Dillard N., Osam K.	Deconstructing the meaning of engagement: an intersectional qualitative study	2021	Human Resource Development International
43	Pimentel D., Almeida P., Marques-Quinteiro P., Sousa M.	Employer branding and psychological contract in family and non-family firms Employer branding e contrato psicológico em empresas familiares e não	2021	Management Research

		familiaresEmployer branding y contrato psicológico en empresas familiares y no familiares		
44	Staniec I., Kalińska-Kula M.	Internal employer branding as a way to improve employee engagement	2021	Problems and Perspectives in Management
45	Maczuga N.	Creating an attractive workplace for current and potential hospital employees	2021	Problems and Perspectives in Management
46	Jerez Jerez M.J., Melewar T.C., Foroudi P.	The Effect of Waiters' Occupational Identity on Employee Turnover Within The Context of Michelin-Starred Restaurants	2021	Journal of Hospitality and Tourism Research
47	Soens E., Claeys A.-S.	Can organizations guide employees' social media behavior? The benefits of incentive rather than restrictive social media guidelines	2021	Journal of Communication Management
48	[No author name available]	Sending all the right signals: can locally sensitive employer branding address the global integration-local responsiveness problem?	2021	Human Resource Management International Digest
49	Deepa R., Baral R.	Is my employee still attracted to me? Understanding the impact of integrated communication and choice of communication channels on employee attraction	2021	Corporate Communications
50	Ahmed M.A., Al-Abaiji M.L.T.	The value of the employer is an approach to attract individuals. An analytical study of the opinions of external a sample of lecturers in the evening study in some colleges at University of Mosul	2021	Academy of Strategic Management Journal
51	Coaley P.C.	Online employer reviews: A glimpse into the employer-brand benefits of working in the Las Vegas hotel/casino industry	2021	Journal of Human Resources in Hospitality and Tourism
52	Shrivastava N.K., Shukla A.V.	Measuring an employer brand: a study towards valid scale development (as a second-order factor of a structural model)	2021	International Journal of Organizational Analysis
53	Bialkova S., Ros E.	Enhancing Employer Branding via High-Tech Platforms: VR and Digital, What Works Better and How?	2021	Management Revue
54	Hosseini S.A., Moghaddam A., Damgani H., Shafiei Nikabadi M.	The Effect of Perceived Corporate Social Responsibility and Sustainable Human Resources on Employee Engagement with the Moderating Role of the Employer Brand	2021	Employee Responsibilities and Rights Journal
55	Hoppe D., Keller H., Horstmann F.	Got Employer Image? How Applicants Choose Their Employer	2021	Corporate Reputation Review
56	Kumar V., Jain S., Singh A.K.	A nomological network study of employer branding with CSR, motivation and intention to stay	2021	Asia-Pacific Journal of Business Administration
57	Rana R., Kapoor S., Gupta S.K.	Impact of HR practices on corporate image building in the Indian IT sector	2021	Problems and Perspectives in Management
58	Golestaneh H., Guerreiro M., Pinto P., Mosaddad S.H.	On the role of internal stakeholders in place branding	2021	Journal of Place Management and Development

59	Groza M.D., Zmich L.J., Groza M.P.	Growing the Talent Pool: How Sponsorship of Professional Sales Programs Enhances Employer Branding	2021	Journal of Marketing Education
60	Sulich A.	The green employer external branding	2021	International Journal of Learning and Change
61	Bravo R., Pina J.M., Tirado B.	Effects of internal brand knowledge dissemination on the employee	2021	International Journal of Bank Marketing
62	[No author name available]	Towards effective talent management and employer branding: The importance of employee perception of work-life balance	2021	Development and Learning in Organizations
63	Khan K., Hameed I., Hussainy S.K.	Antecedents and consequences of brand citizenship behavior in private higher education institutions	2021	Journal of Marketing for Higher Education
64	Altaf M., Saleem I., Mustafa F., Anwar F.	The buy-in benchmark in Islamic banking: combined effect of brand role clarity and employee brand commitment towards employee brand equity	2021	Journal of Islamic Marketing
65	Pandita D.	Innovation in talent management practices: creating an innovative employer branding strategy to attract generation Z	2021	International Journal of Innovation Science
66	Sarasvuo S.	Are we one, or are we many? Diversity in organizational identities versus corporate identities	2021	Journal of Product and Brand Management
67	Hendrikx A., Castro D.	Netflix's community relationship management. An analysis of its Facebook-USA page	2021	Journal of Media Business Studies
68	Dahle D.Y., Urstad S.S.	Mind anchors and heart grips: the role of HRM and LMX in internal branding	2021	International Journal of Human Resource Management
69	Lee S.P.	Exploring a Model of Structural Relationship for Corporate Engagement in Sustainable Volunteer Management	2021	Voluntas
70	Gupta S., Bhasin J., Mushtaq S.	Employer brand experience and organizational citizenship behavior: mediating role of employee engagement	2021	Asia-Pacific Journal of Business Administration
71	ability	https://explorable.com/internal-consistency-reliability ; Sivertzen	A.M.	Nilsen
72	Schäpers P., Windscheid L., Mazei J., Thielsch M.T., Hertel G.	"Like will to like" or "opposites attract"? Management board diversity affects employer attractiveness	2021	Gender in Management
73	Schwaiger K., Zehrer A., Spiess T.	The influence of symbolic and instrumental attributes of employer image on perceived industry attractiveness: differences between business owners and employees	2021	Journal of Hospitality and Tourism Insights
74	Smith D., Jacobson J., Rudkowski J.L.	Employees as influencers: measuring employee brand equity in a social media age	2021	Journal of Product and Brand Management
75	Yousf A., Khurshid S.	Impact of Employer Branding on Employee Commitment: Employee Engagement as a Mediator	2021	Vision

76	Khan N.A., Bharadwaj S., Khatoon A., Jamal M.T.	Assessing the Nexus Between Employer Branding and Employee Retention: Moderating Role of Organizational Identification	2021	Management and Labour Studies
77	Sultan A.J.	Aligning employees' work engagement and behavioral performance with internal branding: the missing link of employees' perceived brand authenticity	2021	Journal of Financial Services Marketing
78	Wang H., Xiong L., Gage R.	Cultivating destination brand ambassadors in rural China: Examining the role of residents' welcoming nature	2021	International Journal of Tourism Research
79	Leijerholt U.	What about context in internal brand management? Understanding employee brand commitment in the public sector	2021	Journal of Marketing Management
80	Sadeghvaziri F., Azimi M.	Employer brand identification: investigating the concept of employer brand identification in the military context	2021	Journal of Business Economics
81	Petry T., Treisch C., Peters M.	Designing job ads to stimulate the decision to apply: a discrete choice experiment with business students	2021	International Journal of Human Resource Management
82	Saleem F.Z., Hawkins M.A.	Employee-generated content: the role of perceived brand citizenship behavior and expertise on consumer behaviors	2021	Journal of Product and Brand Management
83	Nguyen M.H., Luan N.V., Khoa B.T.	Employer attractiveness and employee performance: an exploratory study	2021	Journal of System and Management Sciences
84	Dutta D., Mishra S.K.	Are women from Venus? A mixed-method study determining important predictors of job pursuit intention across gender groups	2021	Equality, Diversity and Inclusion
85	Rai A., Nandy B.	Employer brand to leverage employees' intention to stay through sequential mediation model: evidence from Indian power sector	2021	International Journal of Energy Sector Management
86	Carlini J., Grace D.	The corporate social responsibility (CSR) internal branding model: aligning employees' CSR awareness, knowledge, and experience to deliver positive employee performance outcomes	2021	Journal of Marketing Management
87	DAO L.K.O., LOC H.H., NGUYEN V.C., HANG L.T.T., DO T.T.	Factors Affecting the Choice of Banks: Do Bank's Interest Rate, Employee Image and Brand Matter?*	2021	Journal of Asian Finance, Economics and Business
88	Fuchs G., Reichel A., Poria Y.	Exploring the images of hospitality line-level employment: Hotel employees' perceptions vs. the general public's perceptions	2021	European Journal of Tourism Research
89	Dalv D.S.	Employer brand equity and its impact on the application intent of the prospective employees	2021	International Journal of Business Intelligence Research
90	Kucherov D., Zhiltsova E.	Social Media in Employer Branding in FMCG in Russia: Millennials' Perspective	2021	Journal of East-West Business
91	Elabbasy E.	The impact of external personnel marketing strategy on brand awareness of customers: The case of technological universities in Egypt	2021	International Journal of Customer Relationship Marketing and Management

92	Bustamante S., Ehlscheidt R., Pelzeter A., Deckmann A., Freudenberger F.	The Effect of Values on the Attractiveness of Responsible Employers for Young Job Seekers	2021	Journal of Human Values
93	Jung J.H., Yoo J.J., Arnold T.J.	The influence of a retail store manager in developing frontline employee brand relationship, service performance and customer loyalty	2021	Journal of Business Research
94	Oswal S.K., Palmer Z.B.	Culturally Situated Do-It-Yourself Instructions for Making Protective Masks: Teaching the Genre of Instructional Design in the Age of COVID-19	2021	Journal of Business and Technical Communication
95	Ghielen S.T.S., De Cooman R., Sels L.	The interacting content and process of the employer brand: person-organization fit and employer brand clarity	2021	European Journal of Work and Organizational Psychology
96	Jonsen K., Point S., Kelan E.K., Griebel A.	Diversity and inclusion branding: a five-country comparison of corporate websites	2021	International Journal of Human Resource Management
97	Rozhkov K., Khomutskii K., Romanowski R., Muniz-Martinez N.	Place overbranding and how to prevent it: Combining two conceptual and methodological approaches	2020	Qualitative Market Research
98	Bailey C.K., Selle S.S.	Putting your purpose into practice: Why introspection is essential for building a successful brand	2020	Journal of Brand Strategy
99	Raev A., Minkman E.	Emotional policies: Introducing branding as a tool for science diplomacy	2020	Humanities and Social Sciences Communications
100	Yadav L.K., Kumar A., Mishra S.	Can Organizations Leverage Employer Branding to Gain Employee Engagement and Reduce Turnover Intention? An Empirical Study with Organizational Trust as a Mediator	2020	Vision
101	Rounak S., Misra R.K.	Employee value proposition: an analysis of organizational factors – the way to enhance value perception	2020	Development and Learning in Organizations
102	Srivastava A.P., Mani V., Yadav M., Joshi Y.	Authentic leadership towards sustainability in higher education – an integrated green model	2020	International Journal of Manpower
103	Kaur P., Malhotra K., Sharma S.K.	Moderation-mediation framework connecting internal branding, affective commitment, employee engagement and job satisfaction: an empirical study of BPO employees in Indian context	2020	Asia-Pacific Journal of Business Administration
104	Powell S.M.	Journal of Brand Management: year end review 2020	2020	Journal of Brand Management
105	da Motta Veiga S.P., Clark B.B., Moake T.R.	Influence of Job-Dedicated Social Media on Employer Reputation	2020	Corporate Reputation Review
106	Napathorn C.	How do MNCs translate corporate talent management strategies into their subsidiaries? Evidence from MNCs in Thailand	2020	Review of International Business and Strategy
107	Lee S.B., Suh T.	Internal audience strikes back from the outside: emotionally exhausted employees' negative word-of-mouth as the active brand-oriented deviance	2020	Journal of Product and Brand Management

108	Turkoglu H., Brown L., Hudson P.	The workplace meal: a migrant workers' perspective	2020	International Journal of Workplace Health Management
109	Lin H., Zhu H., Wu J., Zuo Y., Zhu C., Xiong H.	Enhancing Employer Brand Evaluation with Collaborative Topic Regression Models	2020	ACM Transactions on Information Systems
110	Easa N.F., Bazzi A.M.	The influence of employer branding on employer attractiveness and employee engagement and retention: Ten years of literature	2020	International Journal of Customer Relationship Marketing and Management
111	Kanwal H., Van Hoye G.	Inconsistent organizational images of luxury hotels: Exploring employees' perceptions and dealing strategies	2020	Tourism Management Perspectives
112	Sakka G., Ahammad M.F.	Unpacking the relationship between employee brand ambassadorship and employee social media usage through employee wellbeing in workplace: A theoretical contribution	2020	Journal of Business Research
113	Weske U., Ritz A., Schott C., Neumann O.	Attracting future civil servants with public values? An experimental study on employer branding	2020	International Public Management Journal
114	Saurombe M.D., Barkhuizen E.N.	A talent value proposition framework for academic staff in a South African HEI	2020	Journal of Global Business and Technology
115	Tiwari B., Lenka U.	Employee engagement: A study of survivors in Indian IT/ITES sector	2020	IIMB Management Review
116	Lyons B.J., Lynch J.W., Johnson T.D.	Gay and lesbian disclosure and heterosexual identity threat: The role of heterosexual identity commitment in shaping de-stigmatization	2020	Organizational Behavior and Human Decision Processes
117	Schaarschmidt M., Könsgen R.	Good citizen, good ambassador? Linking employees' reputation perceptions with supportive behavior on Twitter	2020	Journal of Business Research
118	Itam U., Misra S., Anjum H.	HRD indicators and branding practices: a viewpoint on the employer brand building process	2020	European Journal of Training and Development
119	Fedotova M.A., Khromova S.A., Argunovsky D.I., Polushin P.V.	Hybrid systems of soft computing technologies in designing team decision for supply chain management systems of organizations	2020	International Journal of Supply Chain Management
120	Raj A.B.	Employee Well-being through Internal Branding: An Integrated Approach for Achieving Employee-based Brand Outcomes	2020	Global Business Review
121	[No author name available]	Mastering the multi-stakeholder art of corporate brand alignment: Insights from world-leading brands on creating a structure for success	2020	Strategic Direction
122	Tambe P., Ye X., Cappelli P.	Paying to program? Engineering brand and high-tech wages	2020	Management Science
123	Dhiman P., Arora S.	A conceptual framework for identifying key employee branding dimensions: A study of hospitality industry	2020	Journal of Innovation and Knowledge

124	Chawla P.	Impact of employer branding on employee engagement in BPO sector in India with the mediating effect of person-organisation fit	2020	International Journal of Human Capital and Information Technology Professionals
125	Rybczewska M., Sparks L., Sułkowski	Consumers' purchase decisions and employer image	2020	Journal of Retailing and Consumer Services
126	Osburg V.-S., Yoganathan V., Bartikowski B., Liu H., Strack M.	Effects of Ethical Certification and Ethical eWoM on Talent Attraction	2020	Journal of Business Ethics
127	Chertkovskaya E., Korczynski M., Taylor S.	The consumption of work: Representations and interpretations of the meaning of work at a UK university	2020	Organization
128	Szendrői L., Dhir K.S., Czako K.	Gamification in for-profit organisations: A mapping study	2020	Business: Theory and Practice
129	[No author name available]	Unlocking concealed value in the employee value proposition (EVP): A behavioral journey through employee commitment within the work environment	2020	Human Resource Management International Digest
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