

The demand for qualified employees is higher than the offering, both in the Czech Republic and internationally. Demand for specific skills, in addition to a greater demand for workforce generally, is making employee recruitment and retention much more difficult and expensive.

Employer Branding claims to be an answer to this new challenge. This international concept focuses on developing an „employer brand“ – mental image of a company as an employer. To achieve this, it is necessary to demonstrate what is specific and great about your company.

Critical to the success of an Employment branding strategy is to focus both on the labor market as well as current employees. In this thesis I describe recruitment and employee retention as they are perceived by the Employment branding concept.