Abstract

The diploma thesis deals with recruitment process in organizations and its perception by graduate candidates. The aim of the diploma thesis is to identify factors in recruitment process that graduate candidates perceive as relevant for making judgments about the organization. Firstly, the thesis introduces a framework of knowledge in the area of recruitment process, its strategy and methods complemented by ethical standards and employer branding conception. Characteristics of the target group of candidates are also introduced with emphasis on Generation Y specification, as graduate candidates are part of this group. Significant part of the work is represented by current findings on the topic of candidates' perception of the recruitment process and factors that are positively or negatively influencing their perception of the organization. Empirical research with mixed research design is also a part of this thesis, and its aim is to investigate the recruitment process in relation to both candidates and HR professionals, to get a holistic view on the topic.

Key words
Recruitment process, candidates, graduate candidates, organization, employer branding.