

## **Abstract**

This diploma thesis titled as *Attraction and recruitment of university graduates: different perspectives of interested parties* discusses the possible implementation of graduate recruitment within different organization. The text is divided into a theoretical part, which outlines the basic terminology and describes human resource activities connected with graduate recruitment and possible psychological profile and characteristics of graduates. The following chapters discuss situations that affect the perception of graduates in the labour market. The last chapter describes the available studies and investigations related to the evaluation of processes by participants. The empirical part focuses on the recruitment and selection of graduates in five different companies. The qualitative approach was used and semi-structured interviews were held with recruiters and graduates. The empirical part includes a comparison of processes in different companies, evaluate websites in the context of graduate recruitment and discuss the aspects of these processes, such as the perceived length of selection procedures, salary expectations of graduates and among other findings, what was most important to graduates when considering job offers.

### **Keywords:**

Recruitment process, graduate, perception, candidate experience, attraction