

Abstract

Topic: Employer Branding as a Tool to Facilitate Employee Retention

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Content: The main aim of this thesis is to critically explore generational differences in terms of expectations to an employer. This should help to identify where companies can use this knowledge to create an attractive workplace that considers the needs of employees of all ages, ultimately facilitating the retention of these employees. A mixed methods approach in the form of a survey to employees and semi-structured interviews with human resources managers was chosen to collect primary data for this study.

The results show that younger and older generations differ in their mindsets. Especially the younger ones have higher access to education and more choices regarding an employer, which is why this poses an increased challenges for employers. In addition, many young people prefer more flexibility in their workplace. Hence, it is important to take this into account when creating a workplace that is appealing to all generations in order to actively contribute to the retention rate. To achieve this, it is necessary to strengthen the team spirit of the employees and to create a community in which people enjoy working. In addition, it is necessary to accompany the career path of employees as well as to offer the right benefits, which can differ between generations, to win them over in the long term. These findings ultimately suggest that while companies need to consider generational differences, they need to include all aspects in a single employer brand strategy, so that all generations feel valued and supported.

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