

# Antecedents and Consequences of Employer Branding

Journal of Business Ethics

136, 57-72

DOI: 10.1007/s10551-014-2502-3

Citation Report

#	ARTICLE	IF	CITATIONS
1	Setting the stage for innovation: towards a conceptual model of the HR-innovation link. International Journal of Human Resources Development and Management, 2016, 16, 100.	0.1	7
2	Employer attractiveness from a generation perspective: Implications for employer branding. RAUSP: Revista De Administra��o Da Universidade De S�o Paulo, 2016, 51, 103-116.	1.0	38
3	Impact of employer branding on organization��s performance. Journal of Transnational Management, 2017, 22, 153-170.	0.8	31
4	Facets of talent retention: role of employee and employer branding as catalysts. International Journal of Business Forecasting and Market Intelligence, 2017, 3, 407.	0.2	1
5	Strategic human resource management: a power based critique. Benchmarking, 2018, 25, 1213-1231.	4.6	12
6	Strong HR Brand as a Sign of Leadership in Business. Springer Proceedings in Business and Economics, 2018, , 325-331.	0.3	0
7	Employer Branding: A Brand Equity��based Literature Review and Research Agenda. International Journal of Management Reviews, 2018, 20, 155-179.	8.3	171
8	Downsizing and Employer Branding: Is there a Relationship?. , 2018, , .		2
9	Are they willing to work for you? An employee-centric view to employer brand attractiveness. Journal of Product and Brand Management, 2018, 27, 573-596.	4.3	33
10	Employer Branding in B2B and B2C Companies in India: A Qualitative Perspective. South Asian Journal of Human Resources Management, 2018, 5, 76-95.	1.3	5
11	Effects of internal branding management in a hospital context. Service Industries Journal, 2021, 41, 985-1006.	8.3	6
12	Virtual Career Fairs: Perspectives from Norwegian Recruiters and Exhibitors. Future Internet, 2018, 10, 19.	3.8	2
13	Researching CSR and brands in the here and now: an integrative perspective. Journal of Brand Management, 2019, 26, 1-8.	3.5	30
14	Marketing Innovations in Industry 4.0 and Their Impacts on Current Enterprises. Applied Sciences (Switzerland), 2019, 9, 3685.	2.5	14
15	Effectiveness of employer branding on staff retention and compensation expectations. South African Journal of Economic and Management Sciences, 2019, 22, .	0.9	15
16	Employer branding: perceived organisational support and employee retention �� the mediating role of organisational commitment. Industrial and Commercial Training, 2019, 51, 174-183.	1.7	77
17	Corporate social responsibility strategies: Past research and future challenges. Corporate Social Responsibility and Environmental Management, 2019, 26, 885-901.	8.7	88
18	The influence of employer rankings, employment experience, and employee characteristics on employer branding as an employer of choice. Career Development International, 2019, 24, 636-657.	2.7	31

#	ARTICLE	IF	CITATIONS
19	The brand is my workplace. International Journal of Manpower, 2019, 40, 818-833.	4.4	5
21	Employer and Employee Vetting: Reputation Management Challenges in the Information Age. , 2019, , 149-157.		4
22	An empirical assessment of employer branding as a form of sport event sponsorship. International Journal of Sports Marketing and Sponsorship, 2019, 20, 666-682.	1.4	4
23	An exploratory analysis of employer branding in healthcare. International Journal of Pharmaceutical and Healthcare Marketing, 2019, 13, 84-100.	1.3	8
24	E-recruitment and training comprehensiveness: untapped antecedents of employer branding. Industrial and Commercial Training, 2019, 51, 125-136.	1.7	18
25	Investigating Key Antecedents and Outcomes of Employeeâ€based Brand Equity. European Management Review, 2020, 17, 41-55.	3.7	38
26	Employer Branding Practices Amongst the Most Attractive Employers of IT and Engineering Sector. International Journal of Human Capital and Information Technology Professionals, 2020, 11, 1-16.	0.6	8
27	Strategic Talent Management: The Impact of Employer Branding on the Affective Commitment of Employees. Sustainability, 2020, 12, 9993.	3.2	14
28	When brands use CEOs and employees as spokespersons. Qualitative Market Research, 2020, 23, 241-264.	1.5	8
29	Employer branding at armed forces: current and potential employeesâ€™ perspective. European Journal of Training and Development, 2022, 46, 798-819.	2.2	6
30	HRM 4.0 and the Shifting Landscape of Employer Branding. , 2020, , 37-51.		6
31	Employer Ratings through Crowdsourcing on Social Media: An Examination of U.S. Fortune 500 Companies. Sustainability, 2020, 12, 6308.	3.2	7
32	INSTITUTIONALIZING THE EMPLOYER BRAND IN ENTREPRENEURIAL ENTERPRISES. International Journal of Economics and Financial Issues, 2020, 10, 183-193.	0.5	3
33	The interacting content and process of the employer brand: person-organization fit and employer brand clarity. European Journal of Work and Organizational Psychology, 2021, 30, 292-304.	3.7	16
34	Employer brand equity effects on employees well-being and loyalty. Journal of Business Research, 2021, 126, 605-613.	10.2	39
35	Diversity and inclusion branding: a five-country comparison of corporate websites. International Journal of Human Resource Management, 2021, 32, 616-649.	5.3	49
36	Analyzing the mediating effect of organizational identification on the relationship between CSR employer branding and employee retention. Management Research Review, 2021, 44, 718-737.	2.7	18
37	Building better employer brands through employee social media competence and online social capital. Psychology and Marketing, 2021, 38, 524-536.	8.2	31

#	ARTICLE	IF	CITATIONS
38	Employer branding factors as promoters of the dimensions of employee organizational commitment. Economic Research-Ekonomika Istraživanja, 2021, 34, 1836-1849.	4.7	19
39	Employer Branding Strategy to Increase Employee Engagement. , 0, , .		1
40	Bottleneck Process Delay Problem: A Process Improvement in the Peanut Production Line for a Food Manufacturing Company in the Philippines. Advances in Intelligent Systems and Computing, 2021, , 69-78.	0.6	0
41	Quality management practices as a driver of employee satisfaction: exploring the mediating role of organizational image. International Journal of Quality and Service Sciences, 2021, 13, 157-174.	2.4	4
42	Reverse mentoring, job crafting and work-outcomes: the mediating role of work engagement. Career Development International, 2021, 26, 290-308.	2.7	19
43	The Evolution of Internal Employer Branding and Employee Engagement: The Temporal Role of Internal Social Media Usage. Journal of Information and Knowledge Management, 2021, 20, 2150012.	1.1	6
44	Employer brand identification: investigating the concept of employer brand identification in the military context. Journal of Business Economics, 2022, 92, 1-26.	1.9	2
45	Effects of crisis response tone and spokesperson's gender on employer attractiveness. International Journal of Hospitality Management, 2021, 94, 102884.	8.8	12
46	Measure what matters: descriptive and predictive metrics of HRM-pathway toward organizational performance. International Journal of Productivity and Performance Management, 2021, ahead-of-print, .	3.7	6
47	Assessing the Nexus Between Employer Branding and Employee Retention: Moderating Role of Organizational Identification. Management and Labour Studies, 2021, 46, 379-398.	1.6	7
48	Employer brand experience and organizational citizenship behavior: mediating role of employee engagement. Asia-Pacific Journal of Business Administration, 2021, 13, 357-382.	2.7	9
49	Do corporate volunteering programs and perceptions of corporate morality impact perceived employer attractiveness?. Social Responsibility Journal, 2022, 18, 1229-1250.	2.9	8
50	Employer branding and psychological contract in family and non-family firmsEmployer branding e contrato psicológico em empresas familiares e não familiaresEmployer branding y contrato psicológico en empresas familiares y no familiares. Management Research, 2021, 19, 213-230.	0.7	3
51	Reverse mentoring and job crafting as resources for health: a work engagement mediation model. Journal of Organizational Effectiveness, 2022, 9, 110-129.	2.3	6
52	Fatores Simbólicos e Instrumentais de Atração de Pessoas em PMES Relacionados com o Estilo de Liderança do Empreendedor. Revista De Empreendedorismo E Gestão De Pequenas Empresas, 2018, 7, 115-144.	0.2	2
53	Conceptualizing Employer-Based Brand Equity and Employer Brand Pyramid. European Scientific Journal, 2017, 13, 211.	0.1	8
54	Ä°Äveren markas± iÄye adanmay± nas±l etkiler? Duygusal emeÄin arac±l±k rolü¼. Afyon Kocatepe Äniversitesi Sosyal Bilimler Dergisi, 0, , 593-614.	0.6	2
55	Talent Revolution. Advances in Business Strategy and Competitive Advantage Book Series, 2020, , 247-267.	0.3	4

#	ARTICLE	IF	CITATIONS
56	Board policy of humanitarian organizations towards creating and maintaining their employer brand during the COVID-19 pandemic. Corporate Board, 2021, 17, 8-20.	0.4	2
57	Employer Branding and Attractive Work. , 2017, , 27-35.		1
58	Human Resource Management in the Media. SSRN Electronic Journal, 0, , .	0.4	0
59	Employer Branding as a Strategic Corporate Reputation Management Tool. African Journal of Business and Economic Research, 2018, 13, 135-155.	0.4	2
60	A comparison of employees perceived and expected employer brand attributes: evidence from Turkey. Pressacademia, 2018, 7, 57-61.	0.2	0
61	The Reasons of Lack of Polish Young Potential Employeesâ€™ Interest in Universities as Employers in the Context of Perception of People Working in These Organizations. Marketing of Scientific and Research Organisations, 2019, 32, 207-229.	0.2	0
62	Role of Social Media in Employer Brandingâ€“A Study on Selected Engineering Colleges (Private) in Bhubaneswar. Advances in Intelligent Systems and Computing, 2020, , 19-29.	0.6	0
63	Ä°ÄžVEREN MARKASI ALGISININ ETKÄ°LÄ° LÄ°DERLÄ°K Ä°LE Ä°LÄ°ÄžKÄ°SÄ° VE BÄ°R ARAÄžTIRMA. Mehmet Akif Ersoy Ä°niversitesi So Bilimler Enstitüsü Dergisi, 0, , .	0.2	0
64	Investigation and Research on the Ideal Employer Brand of College Students: Taking College Students in Beijing as the Example. , 0, , .		0
65	DEMOGRAPHIC DIFFERENCES ENCOUNTER IN EMPLOYER ATTRACTIVENESS. Journal of Business & Finance in Emerging Markets, 2020, 3, 1-12.	0.1	1
66	Attracting talent through diversity at the top: The impact of TMT diversity and firms' efforts to promote diversity on employer attractiveness. European Management Journal, 2023, 41, 9-20.	5.1	10
67	Preferred attributes of employer brand attractiveness among potential employees in the hotel industry. European Journal of Applied Economics, 2021, 18, 146-160.	0.7	2
68	A Study on Employer Branding in Seed Sector in Tamil Nadu. Journal of Economics Management and Trade, 0, , 1-10.	0.3	0
69	RELATIONSHIP BETWEEN THE PSYCHOLOGICAL CONTRACT AND JOB SATISFACTION OF FACULTY MEMBERS IN PRIVATE UNIVERSITIES. Journal of Business & Finance in Emerging Markets, 2020, 3, 69-84.	0.1	0
70	Employer Branding on Social Media to Engage Generation Z. Smart Innovation, Systems and Technologies, 2022, , 469-478.	0.6	2
71	Integrating Talent and Knowledge Management Practices in the New Normal Business Environment. Advances in Human Resources Management and Organizational Development Book Series, 2022, , 113-144.	0.3	11
72	Using text mining and crowdsourcing platforms to build employer brand in the US banking industry. Global Business and Organizational Excellence, 2022, 41, 6-27.	6.1	9
73	The Relationship Between Internal Employer Branding and Talent Retention: A Theoretical Investigation for the Development of a Conceptual Framework. Frontiers in Psychology, 2022, 13, 859614.	2.1	7

#	ARTICLE	IF	CITATIONS
74	Examining How Employer Brand Perceptions Differ for Potential and Existing Employees in the Indian IT Sector: A Longitudinal Study. <i>Journal of Information and Knowledge Management</i> , 0, , .	1.1	0
75	The Effects of Employer Branding on Value Congruence and Brand Love. <i>Journal of Hospitality and Tourism Research</i> , 2023, 47, 962-987.	2.9	2
76	HRM and the smart and dark side of technology. <i>Asia Pacific Journal of Human Resources</i> , 2022, 60, 62-78.	3.9	11
77	An empirical study of the most preferred attributes of employer branding. <i>International Journal of Human Capital and Information Technology Professionals</i> , 2022, 13, 0-0.	0.6	0
78	The Relationship Between Internal Employer Branding and Talent Retention: A Theoretical Investigation for the Development of a Conceptual Framework. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
79	Employer branding: design and development of a scale. <i>Journal of Economic and Administrative Sciences</i> , 2022, ahead-of-print, .	1.4	3
80	Employer and internal branding research: a bibliometric analysis of 25 years. <i>Journal of Product and Brand Management</i> , 2022, 31, 1196-1221.	4.3	19
81	Employee Retention and Change Management During Times of Uncertainty. <i>Frontiers in Psychology</i> , 2022, 13, .	2.1	3
82	Incongruous employer brand signals and organizational attractiveness: Evidence from multinational companies in China. <i>Human Resource Management</i> , 0, , .	5.8	2
83	Interactive influence of work-life balance benefits, employee recommendation, and job attributes on employer attractiveness and job pursuit intentions: two experiments. <i>Asian Business and Management</i> , 0, , .	2.8	8
84	Linking Psychological Contract With Employee-Based Brand Equity. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2022, , 186-197.	0.3	0
85	Employee-Based Brand Equity and Factors of Employee-Brand Association. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2022, , 1-15.	0.3	0
86	Ethical Perceptions of AI in Hiring and Organizational Trust: The Role of Performance Expectancy and Social Influence. <i>Journal of Business Ethics</i> , 2023, 186, 179-197.	6.0	14
87	Job security, value congruence, and work outcomes: revisiting the mediating role of work engagement. <i>Global Knowledge, Memory and Communication</i> , 2024, 73, 391-411.	1.4	2
88	A critical assessment of employer branding to retain knowledgeable workforce: study on current employees of the information technology firms. <i>VINE Journal of Information and Knowledge Management Systems</i> , 2022, ahead-of-print, .	2.0	0
89	The Influence of Employer branding in luxury hotels in Thailand its effect on employee job satisfaction, loyalty, and intention to recommend. <i>Journal of Human Resources in Hospitality and Tourism</i> , 0, , 1-23.	2.0	0
90	CEO Sociopolitical Activism as a Signal of Authentic Leadership to Prospective Employees. <i>Journal of Management</i> , 2023, 49, 2727-2765.	9.3	7
91	Employer Branding as a Modern Form of Building the Employer's Image – Students' Perspective as Future Employees. <i>Olsztyn Economic Journal</i> , 2022, 16, 263-277.	0.5	0

#	ARTICLE	IF	CITATIONS
92	You Say, Firm says: An Empirical Study on Online Employer Brand and Firm Performance. SSRN Electronic Journal, 0, , .	0.4	0
93	A Moderated Moderation Effects of Employer Branding and Religiosity on the Relationship of Affective Commitment and Quit Intention. Employee Responsibilities and Rights Journal, 0, , .	1.4	1
94	Investigating employer branding with mediation of trust and moderation of social media branding. Human Systems Management, 2022, , 1-15.	1.1	0
95	Reducci3n de personal y marca del empleador en EspaA±a: Â¿existe alguna relaci3n entre ambas prÃ¡cticas de recursos humanos?. , 0, , 219-248.		0
96	Kurumsal Sosyal Sorumluluk AlgÄ±sÄ±nÄ±n Ä°Å°Ä°veren Marka Ä°tekciliÄ°ine Etkisi: Z KuÄ°yaÄ°Ä° Bireylerin KiÄ°yilik Ä°zellikleri BaÄ°ylamÄ±nda Bir AraÄ°tÄ±rma. Sosyal Bilimler Aratrmalar Dergisi, 0, , .	0.0	0
97	The impact of employer brand on the relationship between psychological empowerment and employee engagement. Problems and Perspectives in Management, 2023, 21, 193-203.	1.4	3
98	Adaptation and Validation of the Employer Attractiveness Scale for the Air Transport Industry. Advances in Business Strategy and Competitive Advantage Book Series, 2023, , 1-28.	0.3	0
99	Agreeable Supervisors Promoting the Organization â€“ Implications for Employee Commitment and Retention. Journal of Personnel Psychology, 2023, 22, 146-157.	1.4	1
100	Theory and Concept of Strategic Human Resources Management. Advances in Human Resources Management and Organizational Development Book Series, 2023, , 208-231.	0.3	0
101	Addressing employee turnover inÄ°retail through CSR andÄ°transformational leadership. International Journal of Retail and Distribution Management, 2023, 51, 690-710.	4.7	3
102	Management accountantsâ€™ image, role and identity: employer branding and identity conflict. Qualitative Research in Accounting and Management, 2023, 20, 337-371.	1.9	3
103	Ä°Å°veren MarkasÄ± AlgÄ±sÄ±nÄ±n Ä°rgÄ°tsel BaÄ°ylamÄ±k Ä°zerindeki Etkisi: Hizmet SektÄ°rÄ°nde Bir AraÄ°tÄ±rma. Istanbul Gelisim University Journal of Social Sciences, 2023, 10, 291-311.	0.3	0
104	Exploring the relationship between employer branding and talent retention: the mediation effect of employee engagement. International Journal of Organizational Analysis, 2024, 32, 702-720.	2.9	2
105	PolÃ¡ticas de recursos humanos a travÃ©s de los cÃ¡digos Ã©ticos de multinacionales espaÃ±olas. Aibi Revista De Investigaci3n Administraci3n E IngenierÃ¡a, 2022, 10, 62-70.	0.1	0
106	Identifying the impact of employer branding in the retention of nurses: the mediating role of organizational culture and career development. Humanities and Social Sciences Communications, 2023, 10, .	2.9	0
107	The Impact of Employer Attractiveness on Employee Engagement: A Study in Vietnam. , 2023, 17, 61-76.		0
108	A mixed-methods approach forÄ°theÄ°relationship between organizational attributes, reputation, employer brand and intention to apply for a job vacancy. Personnel Review, 0, , .	2.7	1
109	An Integrated View on Social Media Marketing Actions and Their Expected Impacts on Consumer Behavior. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2023, , 303-319.	0.8	1



#	ARTICLE	IF	CITATIONS
110	Employer Branding and COVID-19: A Job Demandâ€“Resource Model for Employee Attraction and Retention in Health Sector. NHRD Network Journal, 2023, 16, 280-291.	0.2	0
111	Employer Branding: A Critical Review and Future Research. NHRD Network Journal, 2023, 16, 220-232.	0.2	1
112	Employer branding dimensions: An adapted scale for Eastern Europe. Journal of Strategic Marketing, 0, , 1-20.	5.5	2
113	The Influence of Employer Brand Dimensions on the Affective Organizational Commitment of Employees in Small and Medium-Sized Enterprises. , 0, , .		0
114	CSR employer branding, organisational identification, personâ€“organisation fit and employee retention: a dual mediation model. Journal of Economic and Administrative Sciences, 0, , .	1.4	0
115	Do employees benefit from employer branding strategy? The mediator role of affective commitment. Strategic Management, 2023, , 54-54.	1.4	0
116	The progression in employer branding and employee based brand equity: Scholar API based systematic literature review. Journal of Economics and Management, 2023, 45, 237-289.	0.4	1
117	Recommendations for Internal Communication to Strengthen the Employer Brand: A Systematic Literature Review. Administrative Sciences, 2023, 13, 223.	2.9	1
118	Social networking sites and employer branding: a qualitative study of Indian organizations. Asian Business and Management, 0, , .	2.8	0
119	Is Shift in Work Culture Due to Covid-19 Reducing Stress? A Study of Indian Working Professionals. Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth, 2023, , 93-117.	0.4	0
120	What do we know and what should we research about employer brand? A bibliometric analysis. Personnel Review, 0, , .	2.7	0
121	Prioritizing the antecedents of employer branding using fuzzy AHP: an extent analysis approach. Journal of Business and Industrial Marketing, 0, , .	3.0	0
122	Factors Affecting Employee Retention of Private Companies in Cambodia by Qualitative and Quantitative Approach. British Journal of Management and Marketing Studies, 2024, 7, 78-102.	0.4	0
123	Employer branding in the agricultural sector: Making a company attractive for the potential employees. Bizinfo Blace, 2023, 14, 105-112.	0.6	0
124	Effect of organisational culture on employer branding and resultant employee brand equity in the private banking sector. International Journal of Bank Marketing, 2024, 42, 258-300.	6.4	0
125	How Organizational Responses to Sexual Harassment Claims Shape Public Perception. Basic and Applied Social Psychology, 2024, 46, 169-186.	2.1	0
126	Ã‰volution de la perception de lâ€™image employeur Ã  lâ€™aune de lâ€™expÃ©rience collaborateurÃ©: une perspective longitudinale. @grh, 2024, NA° 49, 71-99.	0.7	0
127	Talent Management and Generation Z: A Systematic Literature Review through the Lens of Employer Branding. Administrative Sciences, 2024, 14, 49.	2.9	0



#	ARTICLE	IF	CITATIONS
128	Human Resource Management, Business Performance, and Innovation in Small and Medium Enterprises. SSRN Electronic Journal, 0, , .	0.4	0