

Preface

“How can I help multinational companies to develop suitable strategies for their worldwide employer brand management?” – This question had sparked my interest long before I started working on my doctoral dissertation. After obtaining my university degree in International Business and Cultural Studies, I joined a market research institute and consultancy specialized in the fields of employer branding and employer attractiveness. During my two years of consulting experience, I learned that many of my clients were facing similar challenges: How local or how global should employer brands be positioned? Are students’ preferences similar enough for a standardized positioning across multiple countries? Which approach is most suitable to identify global target groups? These and similar questions fostered my desire to dive deeper into the topic of international employer brand management and to analyze international students’ view on employer attractiveness from a scientific perspective.

At this point, the publication of my thesis allows me to look back on this challenging project and I wish to thank all those who contributed to its successful completion.

First of all, I would like to thank my supervisor Prof. Dr. Marion Büttgen for her wise and optimistic support and guidance. With her passion for research she often challenged me to bring the best out of my analyses. At the same time she was always available for inspiring discussions. In addition, I would like to thank Prof. Dr. Karsten Hadwich for providing his valuable comments on my work. A word of appreciation must also go out to all of my fellow PhD students and the chair’s research associates for their helpful feedback and support during our doctoral seminars and conferences. Furthermore, my former colleagues from the trendence Institute, especially Oliver Viel, Caroline Dépierre and Anne Herzog, deserve special gratitude for giving me the opportunity to work with a data set from their European graduate survey and for the inspiring exchange of ideas.

Finally, without the loving support of my family and friends this thesis would not have been made possible. My special appreciation goes to my husband Lars for his encouragement, understanding and patience, as well as to my parents for their continuous backing, on which I could always count. Therefore, this book is dedicated to the three of them.

Lena Christiaans

International Employer Brand Management
A Multilevel Analysis and Segmentation of Students'
Preferences

Christiaans, L.

2013, XVIII, 265 p. 16 illus., Softcover

ISBN: 978-3-658-00455-2