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KEY ASPECTS OF HR-BRANDING AT UKRAINIAN ENTERPRISES

Interest in HR-branding in Ukraine began to appear mostly in international companies and organizations. Personnel departments contained positions of specialists and managers whose main target was to build the company's brand or employer's brand. Analysis of current researches in this area and experience of foreign companies [1], allowed Ukrainian scientists to predict that HR-branding will be more actively developed in the domestic economic environment, and a growing number of employers will seek opportunity to invest in this sector. As for current realities of HR-branding in Ukraine, this phenomenon is only beginning to gain momentum. This leads to the illustration of a number of key aspects of using HR-branding toolkit [2,3].

1. Analysis of the company's current HR-brand state: identification of strengths and weaknesses of company's HR-reputation; risks and opportunities of HR-brand determination and new audiences' attraction; analyzing of the company's perception as an employer by potential customers; analyzing the competitive environment.

2. Formulation of project goals and objectives of the HR-brand project: increasing required candidates' summary flow, including the involvement of "rare" specialists; increasing the level of company's employees loyalty; broadcasting of mission and values of the organization; establishing an emotional connection with the company's brand; improving the company's image in the eyes of the target audiences; corporate culture change (organizational support of changes); increasing of professional and personal employees competencies level; informing the public about

new rules, corporate culture, work environment; company's personnel reserve formation; employees motivation to the best results achievement; minimizing the influence of external negative factors on company employees.

3. Realization the strategy of HR-brand building: the provision of new target groups (if it's necessary) and their segmentation; definition of channels and tools to deliver information and forming links; strengthening company's HR-brand in the various target audiences' opinions by providing information and feedback.

4. Monitoring the effectiveness of HR-branding strategy implementation: control studies conducting for the purpose of how the perception of the company as an employer by target audiences has been changed since the introduction of HR-branding strategy.

Summing up the aforesaid, it should be noted that HR-branding is aimed not only to the introduction and implementation of measures with employees, but also the thorough job of HR-reputation and Long-Term Strategy functioning at the domestic labor market. It should be remembered that there is no clear boundary between where HR-brand ends and corporate spirit begins. These concepts are interrelated, since there is no spirit of effective and successful brand, and there is no good HR-brand without a strong corporate spirit. HR creates the company's brand, builds it for the company and with the help of company.

References

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