

## THE ROLE OF CORPORATE CULTURE IN HR-BRANDING

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**Abstract.** Corporate culture plays one of the most important roles in HR-branding. It connects all organizational levels, simplifies the work of managers and adjusts production processes due to the communication system both in the external environment and in the internal one. Thanks to a well-built corporate culture, we can not only retain staff, but also attract new staff.

**Keywords:** corporate culture, HR-branding, HR, management, staff, HR-brand, employees, employer, image, recruitment.

The company Headhunter, specializing in Internet recruitment, in the guide [4,p.7] gave the following definition of the concept: "HR- branding-positioning of the company in the labor market, including the development and promotion of the company's image as an employer that is attractive to job seekers and already working employees of the company». Although, E. N. Berdnikova, a specialist in public relations, in her work [2,p.24] defines HR- branding "as the sum of the company's efforts aimed at building communication with current and potential employees, as well as making it a desirable place to work."

"Employer branding is the creation of a brand image of an organization for future employees", - Michael Armstrong, the specialist of management has given this definition in his book [1,p.324]. He believes that building an HR- brand will depend on organizational reputation as a service provider or business, as well as an employer. He adds that to create such a brand, it is necessary to take into account the desires and needs of ideal candidates; to find out how the company's declared values that support the brand's attractiveness correspond to the real use of these values and the recognition of employees; to be realistic and honest.

As branding, the HR- brand is located in the competitive environment and focuses on a specific target audience. In addition, you can see its own identity, mission, and goals that we can measure. HR - brand is a kind of continuation of the organization's brand, its credo and corporate values. Thus, we can collect a general definition: "HR- branding is a system of measures aimed at creating a favorable image of the organization in the labor market».

HR has its own model of typical processes, which you can see in table 1.

**Table 1.**

**Typical model of the main HR processes**

Process	Description
Staff - training and development	Personnel reserve, individual development planning, training programs
HR-strategy	Planning and forecasting
Attracting staff	Search and selection, recruitment, career guidance

HR-IT	Automation of HR- functions and processes
Compensation and benefits	Social package, remuneration, motivation
Adaptation	Mentoring, internships
Personnel assessment	Competencies, tools
Personnel administration	Process administration, office management
Organizational structure	Hierarchy, distribution of responsibility
HR- analytics	Reports and analytical materials
Corporate culture and communications	Corporate communications, business etiquette

We can say that all processes are interconnected and each aspect plays its own role in maintaining a positive atmosphere within the company. Combining, they create an effective and efficient HR-system that, in addition to the atmosphere, facilitate the work of management and optimize production processes, increasing the potential of the company as a whole. In order to create an HR-brand, all processes must work at a high level. If one of the processes is not properly optimized, the entire system will suffer, which means that the company's HR-branding will become difficult to achieve.

Based on table 1, which reflects the main HR processes, we can conclude that corporate culture plays one of the main roles in HR.

V. A. Spivak - doctor of Economics, for example, believes that "corporate culture is a set of the most important provisions adopted by the members of the organization and expressed in the values declared by the organization, which set people guidelines for their behavior and actions". His words are reflected in the textbook of leading specialists in the field of communication technologies and public relations: Krivonosov A.D. and Filatova O. D. [3,p.32].

A lot depends on the organizational structure and quality management, effective distribution of labor and performance of official duties. As claimed by the danish experts and researchers in the field of branding Mary Jo Hatch and Majken Schultz, corporate vision with image and culture help to create a corporate brand [5,p.27]. Having key values brings returns in several ways. Thus, the company has an advantage in the fight for talented job seekers; it can attract the best candidates and retain the old ones. In addition, productivity will increase if employees are guided by a set of correct values: staff represent the company more convincingly and serve consumers better. Moreover, it is easier for management to resolve internal differences in their company, which is especially important for large corporations.

Based on table 1, which shows the main HR processes, we concluded, that corporate culture plays one of the most important roles in maintaining a well-built organizational system. It connects all organizational levels, and therefore we can distinguish the following functions:

- 1) recreational;
- 2) cognitive;
- 3) motivational;
- 4) alarm;
- 5) communication;
- 6) meaning-forming;
- 7) value-forming;
- 8) regulatory framework;

9) image-forming.

Every employee wants to be heard, recognized, respected and appreciated, so an important aspect in maintaining a positive corporate culture will also be the system of rewards and punishments. Deep transformation of the company is impossible without changes in the corporate culture, without building an atmosphere of trust and mutual respect, without developing problem-solving skills at all levels of the organization.

A brand is an important component of a recruitment campaign, and if our brand is known, many people want to get into it – it becomes attractive especially for the younger generation. However, many of these companies are based on false principles and they fall apart only when a person comes to work and is disappointed, keeping in mind the unsuccessful work experience. That is why it is important to create a brand of the company as an employer responsible, it should offer value to employees and consider employees as value.

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