

A STUDY OF INDIGENOUS MEASURING FACTORS FOR EMPLOYER BRAND ATTRACTIVENESS IN TAIWAN: COMPARATIVE ANALYSIS OF ACADEMY AND INDUSTRY EXPERTS

HUI-CHUN HUANG¹ & YUAN-DUEN LEE²

¹Research Scholar, Student, Graduate School of Business and Operations Management,
Chang Jung Christian University, Tainan, Taiwan

²Research Scholar, Professor, Department of International Business,
Chang Jung Christian University, Tainan, Taiwan

ABSTRACT

This research, aim to investigate the crucial role played by employer brand, with comparative analysis between experts from academy and industry (eight members for each group) through different perspectives, on the importance of employer brand.

The review of literature stresses the image and attractiveness of employer brand, through five kinds of speculation on value - reputation value, economic value, development value, work-life value and social value.

Checking the ranking of the diverse value, comparing and integrating the bilateral experts' opinions by AHP (Analytic Hierarchy Process), is indispensable. According to survey to experts from industry, highest one is reputation value, and the rest by order are economic value, development value, work-life value and social value. The academic response to the ranks can be aligned from economic value, development value, reputation value, social value and work-life value, respectively. The results will provide future researchers on related fields with relevant data on literature and references once if with requirement of application and promotion on business employers as well as company brand development.

KEYWORDS: Analytic Hierarchy Process, Employer Brand Attractiveness, Human Resource Management, Relationship Marketing