

Literaturverzeichnis

- Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International*, 9, 501-517. <https://doi.org/10.1108/13620430410550754>
- Dumas, La Rosa, M., Mendling, J., Reijers, H. A., & Springer-Verlag GmbH Verlag. (2018). *Fundamentals of business process management (Second edition.)*. Springer.
- Esch, F. R., Eichenauer, S. (2019). *Mit Employer Branding die Arbeitgeberattraktivität steigern*. In: Esch, FR., Tomczak, T., Kernstock, J., Langner, T., Redler, J. (eds) Corporate Brand Management. Springer Gabler, Wiesbaden. https://doi.org/10.1007/978-3-658-24900-7_18
- Kröll, C., Nüesch, S., & Foege, J. N. (2021). Flexible work practices and organizational attractiveness in Germany: The mediating role of anticipated organizational support. *International Journal of Human Resource Management*, 32(3), 543–572. <https://doi.org/10.1080/09585192.2018.1479876>
- Mayring, P. (2022). *Qualitative Inhaltsanalyse: Grundlagen und Techniken* (Beltz Pädagogik) (Neuausgabe). Beltz.
- Ritson, M. (2002). Marketing and HR collaborate to harness employer brand power. *Marketing (London)*, 18.
- Schaarschmidt, M., Walsh, G., & Ivens, S. (2021). Digital war for talent: How profile reputations on company rating platforms drive job seekers' application intentions. *Journal of Vocational Behavior*, 131. <https://doi.org/10.1016/j.jvb.2021.103644>
- Smith, C. J., & Smylie, C. (2021). Isomorphic Patterns with Unique Flair: Employer Branding Strategies Emerge among Top-performing Employers. *International Journal of Strategic Communication*, 15(5), 463–486. <https://doi.org/10.1080/1553118X.2021.1966014>
- Weitzel, T., Maier, C., Oehlhorn, C., Weinert, C., & Wirth, J. (2018). *Themenspecial 2018 EMPLOYER BRANDING*.