

# Employer Branding: mapping 50 years of Research Literature

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# Employer Branding: mapping 50 years of Research Literature

## **Abstract**

This work aims to present a complete bibliometric mapping analysis in the Employer Branding domain. The framework sheds a light on the evolution of the phenomena and most used concepts to address the field and the connection on the most frequently used keywords. In addition to this, the article delivers a profound literature review to unveil its structure. To accomplish the research objective, SciMAT bibliometric analysis software has been applied to a total of 673 papers related to Employer Branding from 1967 to 2020 published in 98 main journals indexed in the Journal Citation Reports of the Web of Science. Results reveal six thematic clusters ("Identification & Identity", "Recruitment Attraction", "Commitment", "Employer Branding", "Personality" and "Gender") that show a significantly diverse performance in terms of bibliometric indicators. 50 years of research mapping evidence the fragmentation of Employer Branding. The findings provide high potential for specific literature review on each one of the cluster-topics.

**Keywords:** *Employer branding; Web of Science; Bibliometric map*

**Track:** Product and Brand Management