

# The Role of Brand Activism in Employer Branding

**Selei Meiners**  
University of Bremen  
**Kristina Klein**  
University of Bremen

Cite as:

Meiners Selel, Klein Kristina (2024), The Role of Brand Activism in Employer Branding. *Proceedings of the European Marketing Academy*, 53rd, (119430)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



# The Role of Brand Activism in Employer Branding

## **Abstract**

Controversial socio-political topics, such as gender equality or racism, are important for consumers. Therefore, companies start to engage in so-called brand activism, i.e., take public positions on those topics in their marketing campaigns. However, no research on the effect of brand activism on potential employees exists. This paper investigates the impact of brand activism on application intentions and the mechanisms underlying this effect. Our results show no effect of activism on application intention. We find a positive relationship of brand trust to application intention though, with value fit moderating the effect of activism on brand trust. These findings imply that employees might engage in brand activism without risking a decrease in application intention. If they do, they should deal with a topic that corresponds to their values and those of their potential employees, since a value fit increases the relationship to brand trust and in turn application intention.

**Subject Areas:** *Branding; Consumer Behaviour*

**Track:** Product and Brand Management