

Do you want to work for us? – How to improve the relationship with
your prospective employees with the help of identification with the work
community

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Cite as:

Schade Michael, Hollstein Anna Sophie, Korntner-Kanitz Christopher, Burmann
Christoph (2025), Do you want to work for us? – How to improve the relationship with
your prospective employees with the help of identification with the work community.
Proceedings of the European Marketing Academy, 54th, (123685)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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Abstract

In the intense “war for talent,” companies increasingly leverage employer branding. Identification is highly relevant for employer branding. Social categories of identification are the company brand and the work community. Employer branding research demonstrates that company brand identification leads to positive employee behaviors toward the company and closes the research gaps in this domain. Consequently, our study focuses on the identification with the work community. Previous research investigates the work community only as a one-dimensional construct focusing on internal communities within the company. Our qualitative study identifies both internal (team) and external (network) dimensions of identification with the work community. The team identification reflects the focus on work teams, like the colleagues in the same regular unit or in a temporary project team. Network identification often extends beyond defined industry, organization, or role distinctions, and consists of customers, cooperation partners, and suppliers of the company.

Keywords: *Identification, Employer Branding, Work Community*

Track: Relationship Marketing