

Abstract

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| Title Co-Branding Alliances as an Employer Branding Strategy | |

Abstract

The objective of this study is to explore how the co-branding alliance is perceived as an employer branding strategy by potential and current employees. Using the models of Simonin and Ruth (1998) and Backhaus and Tikoo (2004), the perceived impact of the co-branding alliance on external and internal employer brand equity and employer outcomes is investigated. This study is conducted as mixed-method research within the context of a co-branding alliance of the tourism outdoor sports company AREA 47. Initially, five qualitative, semi-structured interviews are conducted with the company's managers. Based on the insights gained, a series of hypotheses are developed and subsequently tested. Empirical quantitative data are collected from 134 employees of the case company using a questionnaire. The results support all hypotheses and indicate that a co-branding alliance can serve as an employer branding strategy, enhancing employer brand equity and employer outcomes in the studied context. The qualitative interviews are exclusively conducted with managers from the case company, whereas the quantitative study samples current, former, and potential employees. Given that the study assesses impacts at a single point in time, a longitudinal research design should be employed to validate the results. The findings suggest that companies participating in a co-branding alliance can benefit as an employer brand. Managers are advised to cooperate with partners who share similar values to their own company. This study contributes to the literature by being one of the first empirical investigations to examine a co-branding alliance as an employer branding strategy and its impact on external and internal employer brand equity and employer outcomes.

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