



THE ESSENCE, CREATION, AND PROMOTION OF HR BRAND IN THE MODERN ORGANIZATION

Ibrahim Al Majali¹

ABSTRACT

The efficient use and distribution of resources determine the effectiveness of the company. Human resources are the company's main resource, so the problem of their optimal use is the most important.

This article provides a model for creating and promoting the HR brand, identifies key elements, and describes their modification for various circumstances, such as creating a new organization, and adjusting the reputation of an existing company. In addition, we present some methods to solve problems that arise in the way of building a human resources brand for the company. This not only shows the importance, but also the relative universality of the proposed model.

KEYWORDS: organization, creating, human resource, motivation, optimal, management, strategy.

PAPER TYPE: Research Paper.

INTRODUCTION AND RELEVANCE

The efficient use and distribution of resources determine the effectiveness of the company. Human resources are the company's main resource, so the problem of their optimal use is the most important. Informing ideas about a person as an asset of the company, that the person is the main motivating element of the internal environment of the company was born, and that its activities can affect not only the company itself but also its environment. In the 1970s, a different attitude towards someone emerged; earlier, for the project, I saw a resource that could be reduced, and now it became the primary aim of the study. In developing this trend in the 1990s, they began to realize that within the framework of human resources management, a clear and well-developed management strategy must be built, an effective investment policy will support which. Human resources (with innovative potential) make up human capital, and investment in them is an investment that needs development and improvement[1,2].

While research in this area, when pursuing the investment policy, the key aspect is not only the impact on employees but also the impact on forming a positive image of the company. It is necessary to influence not only the internal environment but also the external environment (customers, brokers, suppliers) with the help of employees. Considering the generalization of the trend in human resources management related to the formation of an attractive image of the organization, the HR brand develops.

The HR brand is a process to create a good reputation and a positive image of the company you work for and is an ongoing business that aims to integrate the brand into the employees and employees of the brand, which lasts throughout the life of the company. The abbreviation of HR refers to "human capital" (HR), the HR brand solves the same problems as the brand (increasing business efficiency and increasing profits), but it uses the tools used in the personnel management process. HR brand represents a consulting, which aims to create a unified vision of the company, brand among employees and achieve their belonging and value to the company to achieve the brand goal. For the influence on employees and the use of various management tools, it exerts influence on the external environment of the company, as a result one can observe the growth of brand loyalty, and calculate the company's performance and competitiveness[3,4].

I can compare a phenomenon such as the HR brand to marketing in the labor market. During social changes, unstable market dynamics, staff reductions and wage reductions, the company's HR functions are to prevent staff reductions and avoid negative impact on the corporate image, which requires that HR professionals have a high professional level



in the field of human resources management, establish and develop a positive image of the company and form an attractive human resources brand[5].

A positive reputation for employers helps reduce the time and cost of selecting employees, increasing the attractiveness of talented professionals, and reducing corporate budgets for employee training. Well-planned work for HR professionals, taking into account internal communications, helps the organization to take one step ahead of its competitors in business development, keep abreast of modern market trends, and create an attractive and successful HR brand. Therefore, analysis of the creation and promotion of a human resources brand is of particular importance today[6].

TASKS AND SCIENTIFIC NOVELTY

To create a model to create and promote the HR brand, analyze events that contribute to the HR brand and corporate brand, and to explore trends in HR brand development. Scientific modernity is because of a modern society with an information economy needs a comprehensive analysis of ideas about companies in the eyes of the consumer, because of the image of institutions affect customer demand and thus affects the economic processes in the market.

GOALS

The goal of this work is to create a model for the HR brand and analyze its promotion.

HR BRAND: CONCEPT AND CHARACTERISTICS

The gradual spread of human resource brands is a positive trend that contributes to the development of human resources management, which serves as a mechanism for improving this area by seeking alternative forms of impact on potential human capital. Thus, the HR brand is linked to HRM, or rather, HR is the foundation of the HR brand.

The HR tag comprises several components:

1) Company Values. Principles and attitudes that unite employees and exclude labor violations. This is a common understanding of what “good” and “bad” mean.

Creating and implementing a strong HR brand for the company, and its effective management, has many advantages: Companies with sophisticated HR brands can pay employees less than their competitors, and there are always alternative opportunities for financial compensation, reduced turnover, and increased employee loyalty makes it easy for the company to attract qualified employees, reduce costs, reduce time to fill a vacancy center, increase profitability and work productivity, increase the level of satisfaction and loyalty of the company’s customers, stabilize the company in times of crisis, etc. As a field of a marketing application, the HR brand has emerged relatively, and there is no clear and accepted explanation for this term in science. We create a human resource brand different from that of the company, which is the company’s vision, value, personality, and corporate image. It closely relates these concepts. The popularity of the project increases the likelihood of being selected as an employer even under the worst working conditions. The basis for such a choice is the status factor. Also, the popularity of the enterprise determines the close interest of the media, and therefore, not only data on the merits, but also data on the shortcomings of the company are available. This position reflects the need for the simultaneous construction of the company’s human resources brand and support for the company’s brand., the company needs to think about its position in the labor market. It is very important to emphasize that the work on the HR brand is based on the combined efforts of HR, PR, marketing and other sections of the company, because it can be analyzed of the company’s brand. It is necessary to create a human resources brand in two directions: - building an effective system of working with employees - and locating the company as an attractive employer.

2) Company tradition. I understand tradition as patterns of behavior, relationships and activities owned and protected by the company. Corporate traditions may include different HR tools.

3) Internal communication. It includes a culture of relationship between employees. These are the ethical standards employees use in their interaction and teamwork. We can say that the friendly team causes the desire to work in it, and this has a positive impact on the company’s HR brand.

4) Efficient staff. This includes the employee’s willingness and ability to solve professional problems of special complexity, which require special knowledge, skills and the ability to use them in practical activities in different situations. The quality of the performance of official duties by a particular employee determines its own image, and the quality of the performance of its duties by all employees determines the brand of the company’s human resources.



- 5) Management style. This means the peculiarities of affiliate management methods, and according to many surveys, subordinates say justice, decency, and honesty the most valuable aspect of the management process is the manager.
- 6) Prospects for professional and career growth. This component is linked to the FAO Personnel Policy. There is no doubt that many potential and current employees are interested in improving their professional qualifications and current features of career advancement in the company. The more these opportunities are created, the higher the company's human resources brand. The strong human resources brand provides her company with an attractive image in the external environment, helping her fight for the best staff needed to improve the company[8,9].

If a decision is made to open an organization, subsequent work should be organized in both directions simultaneously. The mission of the Human Resources Division (Personnel Management) at this stage involves the development of personnel management principles and methods, which are part of the work to create internal components of the HR Mark. At the stage of establishment of the company Initially, the decision to bind open an organization. The organization of subsequent work should include both directions simultaneously. At this stage, the Human Resources Division (HRM) involves developing principles and methods of personnel management, which are part of the work to create internal components of the HR mark. At the stage of starting a company, it is desirable not only to develop and implement a system of employee motivation, which contains conditions for material incentives and a specific compensation package but also thinking through a comprehensive incentive system. Before you start your company's core business, it's also important to start working on creating a corporate brand and expanding your organization's reputation. For example, this can be expressed by expressing the values of the organization in the process of reversing key points in the media, in holding a formal presentation at the time of opening the company, etc. Marketing departments and public relations departments are fully responsible for such events. Having started the business, the activities of creating and promoting a human resources brand fall into three categories: internal and external brand support and corporate branding. It is important to emphasize that the first phase of the company's development is characterized by the need to allocate budgets to create an HR brand: to organize events and institutional campaigns to attract candidates, to advertise the company as an attractive employer and to cover open vacancies[10].

Events dedicated to supporting the HR mark should be implemented in an organized and integrated manner. In order to successfully establish an HR brand, it is extremely important to interact with candidates and, above all, organize interviews professionally. This can allow the applicant to see an understanding, a serious professional approach, obtain honest and open data about the company and understand that the company is a very attractive employer that complies with all legal requirements and takes care of its employees. The organization's work must be reliably covered: plans and promises must be fair, so after an employee goes to work, he is not disappointed.

Another important point in the process of building a human resources brand is the rapid provision of data on the current situation and the plans of the institution in the internal environment and in the media. Therefore, there are many companies today have an intranet. This is not only an area for official internal information, but also a dynamic environment that is updated daily, where news and useful materials are published regularly, and there is also a forum where you can discuss some interesting issues. Here it should be noted that it is easier to create a human resource brand for a newborn project when the paper is blank. But for companies already on the market, a human resources brand is also needed. It should be emphasized here that the company always has a certain reputation. In this case, it is very important to properly evaluate it, and based on the results of this evaluation, you must begin to form the image of the employer. In the process of examining the expectations and needs of employees and job seekers, HR managers need to plan ahead activities to maintain the image of the employer. This is due to the time lag between the procedure itself and the receipt of observations from the labor market, which is linked to the need to recognize benefits and accept and receive feedback from the labor market. In order to create an attractive company as a good place to work, the Human Resources Manager is obliged to build a transparent system of compensation and employee motivation, promote internal corporate interaction and develop programs to improve employee reserve. In order to implement these measures, material and labor costs are needed, which will result in a decrease in employee turnover and loyalty to the employer mark. It should be noted that in cases of correction of the current relationship, more impressive costs are needed, since it is difficult to change the opinion of the communication audience rather than create it[11].

Today you can observe the abundance of the labor market. This phenomenon can be analyzed from two perspectives. First, these conditions make it easier to find suitable candidates for the company, but only on a quantitative basis. On



the qualitative side, this task is not simple, because the company needs qualified and enthusiastic staff to work in a particular company. Otherwise, rotation and loyalty problems will not disappear, but they will only take on a new form. In the flow of candidates, it will be increasingly difficult to select the necessary staff. In this case, the HR branding model will look different.

As mentioned earlier, work on changing the situation should begin with a diagnosis of the current situation in the company. It is necessary to analyze the needs and degree of employee satisfaction through questionnaires. It is necessary to notice a more accurate picture, which gives anonymous questions. This can be done through ourselves and through an external organization (outsourcing). Other activities are divided into three areas.

INTERNAL TREND INCLUDES

- 1) Clarity at work. Within the boundaries of this area, one must understand the existence of clarity of company values. Company employees must understand and share their values.
- 2) Amend the staff policy. To maintain the right staff in the organization, we need clear requirements for promotion in the career ladder. The best option is a detailed description of these conditions in the personnel policy of the organization.
- 3) Debugging. One of the most effective ways to increase awareness about employee opinions is an anonymous survey.
- 4) Modify the social climate. A friendly atmosphere increases the loyalty of the staff to managers, and to the company as a whole. There are several ways: promoting employee initiatives, creating a corporate website with a forum, message boards, employee birthdays, etc.
- 5) Separation of universal values.
- 6) "Interview Exit". The HR mark is gradually formed, and a very important role in this matter is assigned to the position of the company not only for its employees and candidates, but also for those who leave the company. In the branded HR companies, those who resigned with interest and respect[12].

EXTERNAL DIRECTION

The conduct of the interviewee determines the opinion of the candidates regarding the general activity of the company. Today's word of mouth is one of the most effective and efficient ways of advertising products. The same goes for advertising. In the case of negativity on the part of the employee and candidate of the organization, such feelings can turn into personal bonds, which can later be passed on to the public in full contact with that person. So negative data about the company became known to many potential employees.

THE TREND OF CORPORATE BRAND SUPPORT

The stability of the enterprise (age, market position, expectations, counterparties, products, etc.) has a positive impact on the corporate brand. If the first persons in the company gain a personal positive reputation, it will positively affect the company's human resources brand. The role of personal PR is given to senior management both in the external environment and within the company. Reasonable openness of managers to employees determines one of the key factors of employee loyalty to the organization.

RESULTS

All of the above events contribute to the creation and strengthening of the company's HR brand, both created and already operating in the market, and the advanced HR brand helps reduce the time to close vacancies, increase the overall level of qualifications and efficiency of the company's employees, and reduce the level of turnover of employees. General and key employees in particular, increase employee loyalty to the company, increase employee satisfaction with their work and reduce the average cost of closing a vacancy. Organizations with a strong brand of human resources not only win the battle for competent staff, resulting in improved recruitment costs and compensation, but also offer the best financial results. As evidence, Savelyeva cites data from Hewitt Associates' "Best Employers" analysis in different countries of the world, confirming the direct dependence of most of the company's financial indicators on the level of success of its brand in the labor market. In companies known as Best Employers, total owners' income is 3 times higher than the average for other companies.



CONCLUSION

The foregoing, we must conclude that the HR mark is an integral part of any organization, which must always be remembered by its managers and managers. The HR tag identifies the ideas of potential employees about a particular company. Of course, each company needs competent employees who have all the skills necessary for a particular career, and attracting these employees is the task of any successful company. This is exactly what helps the HR brand in certain situations.

REFERENCES

1. Shridhara Bhat, *Text Book of Production Management, Students Edition, Himalaya, USA, 2002.*
2. Gozhenko K. N. *Economics of knowledge as a strategic goal of modernization of the Russian economy // Terra Economicus. 2012. - No. 1-2 (Volume 10)*
3. William H. Kersting, *Distribution System : Modelling and Analysis, 1.*
4. Gorchakova R.R. *Features of the corporate image formation // News of higher educational institutions. Volga region. Social Sciences. Issue No. 2. - 2012.*
5. Katulsky E.D. *The development of human capital in a knowledge economy // MIR (Modernization. Innovation. Development). 2013. - No. 15*
6. Korzenko N.I., Zobnina M.E. *Effective methods of motivating and stimulating staff // Bulletin of the Chelyabinsk State University. 2012. - No. 3 (257).*
7. Gerasimos Rigatos, *Intelligent Industrial Systems: Modelling, Automation and Adaptive Behavior (Premier Reference [4] Source), Information Science Reference; First edition (April 1, 2010).*
8. Korzenko N.I., Khoreva A.S. *Stimulation and motivation of work in the organization // Bulletin of the Chelyabinsk State University. 2015. - No. 1 (356).*
9. Lavrova N.A. *Resources for the formation of the knowledge economy // Bulletin of the Saratov State Socio-Economic University. 2012. - No. 5 (44).*
10. Makhmatova S.T. *Intellectual capital in the era of globalization: features and problems of management // Socio-economic phenomena and processes. 2012. - No. 3-4*
11. Orekhov S.A. *Principles for identifying the hidden competitive potential of business entities. Innovation in science. 2014. No. 30-2. S. 46-50.*
12. Monique Jeanblanc , Marc Yor , Marc Chesney, *Mathematical Methods for Financial Markets, Springer; 1st Edition. (November 23, 2009).*