

Employee Relations as An Important Element of Managing an Image of An Organisation on The Labour Market*

Elzbieta ROBAK

Czestochowa University of Technology, Czestochowa, Poland

Correspondence should be addressed to: Elzbieta ROBAK; elzbieta.robak@pcz.pl

* Presented at the 37th IBIMA International Conference, 30-31 May 2021, Cordoba, Spain

Copyright © 2021. Elzbieta ROBAK

Abstract

Positive employee relations contribute to the market success of the enterprise and thus, are an extremely precious organisational value. Particular significance of this value causes that, in effect, it may constitute an important element of managing the image of the organisation on the labour market as a respected employer. Developing the employer brand that will not only attract desirable candidates, but will also be able to keep talented employees for longer becomes a great challenge and, at the same time, a necessity. The aim of the article is to present the significance of employee relations for managing the organisation's image on the labour market and drawing attention to the benefits generated as result of organisational measures undertaken in this area. The empirical part hereof was drawn up on the grounds of the results of studies constituting a fragment of the all Polish quantitative research on enterprises. The study population consisted of the base of 500 largest companies in Poland. Furthermore, quantitative research results were supplemented with qualitative research in a form of in-depth individual interviews conducted with employees online. The information obtained from the primary research was referred to the analysis of research reports depicting the discussed subject matter from the perspective of Poland and other countries. Results of the conducted studies indicate that the large significance that employees attribute to positive relations at the workplace is noticed by leading Polish enterprises and taken into consideration in managing their image on the labour market. Therefore, the economic success of TOP 500 enterprises also comprises the ability to effectively compete with other companies in attracting and keeping the best employees.

Keywords: employee relations; managing an image of an organisation; labour market; employer branding