

HUMAN RESOURCES MANAGEMENT PRACTICES & EMPLOYER BRANDING COMPARATIVE STUDY BETWEEN SERVICE AND PRODUCT SECTOR

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Abstract

This study is an exploratory study aims to investigate the impact of human resources management practices on employer branding personality by comparing between Pharmaceuticals industry and Telecommunication sector in Egypt. The survey was based on corporate character scale indicators that had been modified and used locally & HRM practices. The paper surveyed literature review of the employer branding (EB) concept and recruitment, training, reward system, performance appraisal and career management in the pharmaceutical and telecommunication sector overview in Egypt. The study findings human resources management practices impacts employer branding as illustrated through paper. Which, deeply interwoven and opens up new questions to be explored by future research identified through paper.

Keywords: HRM, Employer branding, Pharmaceutical industry, Telecommunication sector.