BIBLIOGRAPHY
BIBLIOGRAPHY


70. IRENA BAKANAUSKIENE, LINA ZALPYTE, & JUSTINA VAIKASIENE (2014). Employer’s attractiveness. Employees’ expectations
vs. reality in Lithuania– Human Resources Management & Ergonomics. volume viii.


90. LAURA ERONEN. (2012). How should companies use employer branding in order to attract student and graduate applications? Finland.


141. THE ASSESSMENT COMPANY (2010). The importance of employer branding in attracting talent pool and finding ways to retain them.


143. TOM NEWCOMBE. (2013). HR should lead on employer brand management. Hr Magazine UK.


155. YOONKYUNG HUR. (2012). The study on potential employees’ perceptions of employer branding of companies they seek to work for upon graduation. Purdue University libraries. West Lafayette, Indiana. https://docs.lib.purdue.edu/dissertations/AAI3556318/.


158. https://www.google.co.in/search?ei=ocHdW66XPJiOvQSVgLnIBw&q=glassdoor+reviews+about+best+palce+to+work+2014&oq=glassdoor+reviews+a bout+best+palce+to+work+2014&gs_l=psy-ab.3...68861.78453.0.78847.60.36.4.0.0.0.284.5072.0j25j4.29.0....0...1c.1.64.psy-ab.3.0.28.4361...0j33i21k1j33i160k1j0i22i30k1j0i22i10i30k1j33i22i29i30k1j33i22i10i29i30k1.0.CH_ySgekUJY – Great Place to Work 2014.


Information Technology. Definition of IT. pp17.