



Arbeitgeberattraktivität aus Sicht der Generation Y: Handlungsempfehlungen für das Human Resources Management (essentials) (German Edition)

Julia Ruthus

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Julia Ruthus identifiziert personalwirtschaftliche Handlungsfelder zur Steigerung der Arbeitgeberattraktivität aus Sicht der Generation Y und gibt Umsetzungsempfehlungen für die Bereiche Mitarbeitergewinnung, Mitarbeiterentwicklung und Mitarbeiterbindung. Vor dem Hintergrund des demographischen Wandels und dem daraus resultierenden Fachkräftemangel gewinnt die Generation Y zunehmend an Aufmerksamkeit. Sie zeichnet sich gemäß der einschlägigen personalwirtschaftlichen Literatur durch völlig neue Wertorientierungen und Bedürfnisse im Vergleich zu ihren Vorgängern aus.

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