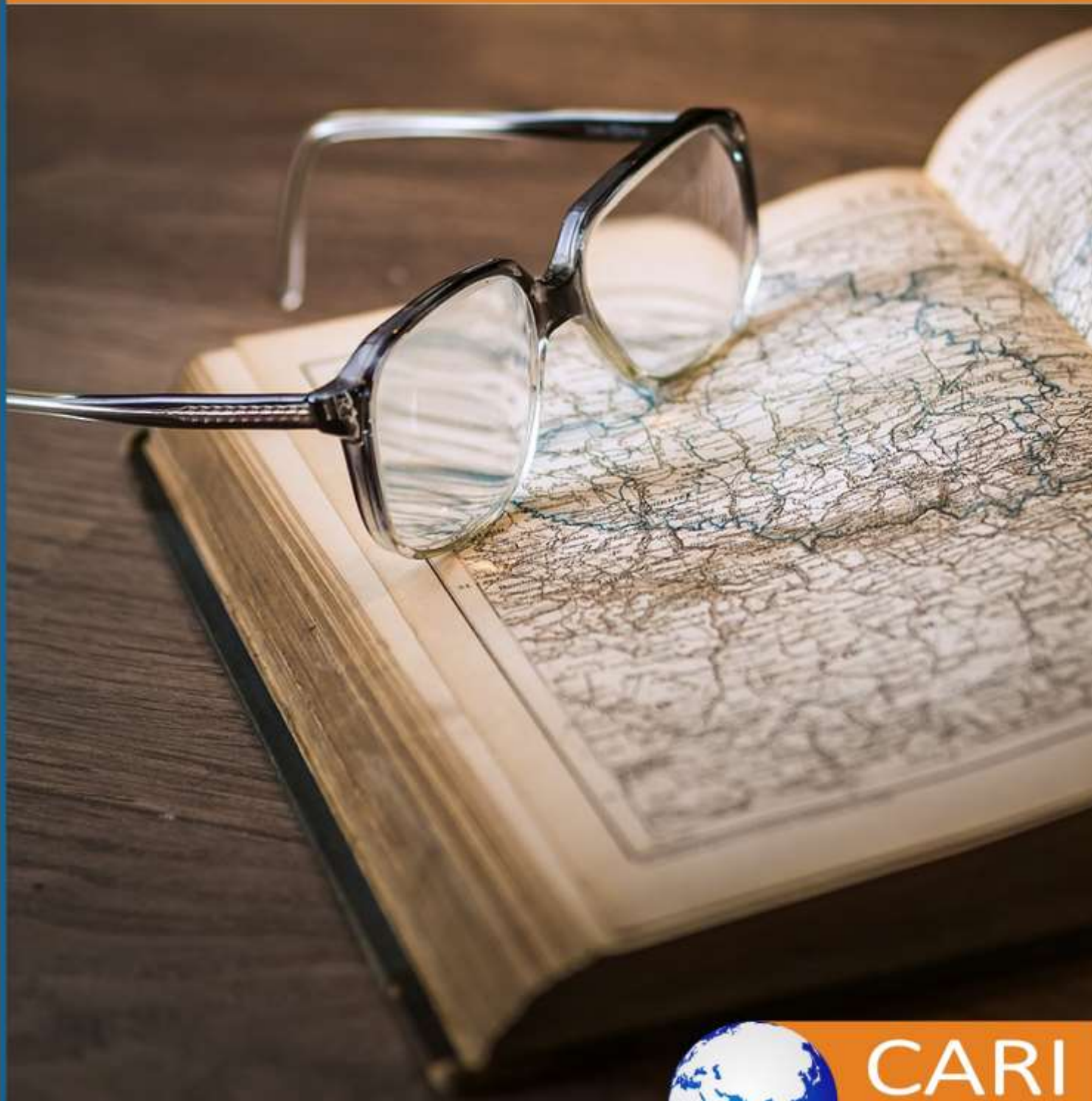


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(IJHSS) Approaches to Developing Creative HR Campaigns to
Attract and Retain Talent



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Approaches to Developing Creative HR Campaigns to Attract and Retain Talent

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Abstract

Purpose: To provide a practical, concept-driven plan for designing HR creative campaigns that attract, engage, and retain talent in multinational organizations by translating dispersed evidence into a cohesive, usable framework (without conducting primary research).

Methodology: A structured narrative synthesis of fifteen peer-reviewed empirical studies (secondary analysis only; no new data collected), integrating findings across employer/EVP branding, internal communication in international teams, management-led initiatives, and institution-oriented activities (e.g., university partnerships, events, CSR, charity) to derive actionable design principles and an implementation-and-measurement blueprint.

Findings: The synthesis consolidates campaign design into an action framework that combines (1) segmented value proposition design, (2) authentic employee storytelling, (3) localized two-way communication, and (4) behavior-shaping mechanisms embedded within HR processes. The article specifies implementable artifacts (a short campaign script, an internal cascade grid, and a change-path map) and a measurement system spanning attraction, engagement, and retention, emphasizing cultural adaptation and ethical safeguards. Illustrative pathways show how campus collaboration and CSR activation can be linked with digital and event-based tactics, while leadership messaging and managerial activations sustain internal adoption.

Unique Contribution Of Theory, Practice, and Policy: The article bridges theory-to-execution by converting scattered empirical results into a coherent “playbook” for multinational HR campaign design, aligning external employer-brand signals with internal procedures. In practice, it offers operational guidance for global rollout and rapid learning through a KPI set focused on attraction, engagement, and retention. For policy and governance, it foregrounds ethical assurance and culturally adaptive implementation as core requirements and recommends future empirical validation of framework effects on quality of hire, time-to-productivity, and 12-month retention across regions.

Keywords: *Creative HR campaigns, Employer branding (EVP), Internal communication in international teams, Change management.*

Introduction

The organization faces tight labor markets, uneven skill availability, and growing expectations for purpose and flexibility. Conventional HR campaigns are often insufficiently powerful because news is generally heard, channels are fragmented, and internal practices lag behind external promises. Research on employer brands shows that a clear proposal for the value of employees (EVP) and the employer's trustworthy image are prerequisites for attracting and retaining employees, yet many companies lack this knowledge (Backhaus & Tikoo, 2004; Livens & Slaughter, 2016). At the same time, evidence of internal communication, report sending, and readiness to change suggests that permanent maintenance depends less on one-off slogans and more on consistent, two-way communication and routines that support behavior within international teams. These sources of literature are mature enough to guide practice but remain scattered across domains and methods that complicate the adoption of human resources who have to supply campaigns within tight timeframes.

This article responds to this gap. It offers a practical, conceptual approach to designing HR creative campaigns that integrate segmented EVP stories, localized internal communication, and basic change control mechanisms. The focus is intentionally performed: how to move from evidence to implementable artifacts - campaign campaigns, message matrix, tool remediation, and simple measurement plans - without performing new primary research. The analysis synthesizes knowledge from fifteen reviewed sources, including empirical studies of employer branding, signaling on social media, internal communication and involvement, attraction associated with CSR, and reviews of changes. By synthesizing convergent findings, the paper translates what is known into a sequence of HR teams that can be monitored in a multinational environment where language, culture, and regulation differ, and where the alignment between external promises and internal experience becomes costly.

It also depends on the context. Many organizations work with universities, host events, and support CSR initiatives and charitable organizations. These activities create multiple touchpoints that can extend the campaign's reach and credibility if they are designed as part of a single system rather than as isolated programs. The article, therefore, considers cooperation on campus, event-based recruitment, and the activation of CSR as deliberate parts of a coherent funnel. The key assumption is simple: external narratives must be strengthened by internal routines - manager briefings, feedback, recognition, and learning - so future and current employees encounter consistent stimuli across channels and countries. The creative design is supported only when it is anchored in authentic evidence and backed by feasible operational mechanisms.

The goals are triple. First, consolidate relevant evidence into an action frame that combines attraction and maintenance through aligned external and inner levers. Secondly, to provide step-by-step instructions for planning, supplying, and evaluating creative HR campaigns in international teams with practical templates and indicative KPIs. Thirdly, outline administration and ethical considerations - especially around the narration of CSR and partnership at the university - to prevent tokenism and ensure credibility. The post is pragmatic: a playbook derived from existing scholarship that enables faster, more cohesive campaign

execution. The aim of this article is to help human resources experts reduce noise, target priority talent segments, and integrate changes that support long-term maintenance and remain consistent with research findings (Backhaus & Tikoo, 2004; Lievens & Slaugther, 2016).

Literature review

The current literature on the attraction and maintenance of talent is limited by a clear assumption: campaigns will succeed when the organization's design value is specific, proven, and consistently strengthened across external touchpoints and internal procedures. The theory of employers' brands has introduced this basis by combining the market for socialization and the maintenance market as strategic assets. Early conceptual work argued that employers' branding integrates functional, economic, and psychological benefits into a cohesive promise that must be delivered through HR systems and everyday experiences to avoid gaps in reputation and experience (Backhaus & Tikoo, 2004). The following synthesis improved the design and mapped predecessors and results, showing how employers' image, perceived attraction, and organizations adapt to applications and longer terms, and identifying unresolved problems such as segment specificity, authenticity, and borderline conditions (Slaugter, 2016). In short, the field knows what EVP looks like; the operation of this design in the form of a campaign remains a point.

Evidence of what distinguishes effective employer brands provides practical insights for designing the campaign. Brands with high performance emphasize clarity, credibility, and distinctive capability, combined with visible evidence rather than abstract requirements (Moroko & Conccles, 2008). This is reflected in specific requirements: segment-level stories, consistent visual and verbal codes, and content that shows experienced practices (such as approach to learning, managerial quality, or meaningful work). The era of social media has intensified these dynamics. Research on digital channels suggests that employer attraction increases when organizations use interactive formats and authentic content generated by employees, which significantly expands the scope and reduces perceived risk of messages through peer validation (Sivertzen, Nilsen, and Olafsen, 2013). Creative design is not decoration; it is a mechanism for delivering credibility, especially when pretending to be employees in a way that applicants can question.

However, attractive news is only the first half of the story. Internal communication research shows that without coherent, two-way communication within the organization, the advantages of maintaining fragile relationships are. Strategic internal communication - defined by clarity, dialogue, and emotional resonance - predicts supportive behavior and cultivates the affective climate that changes the bumper and uncertainty (Men & Yue, 2019). Mechanisms are not mystical. Employees must understand the direction of travel, the feeling that questions can be raised without punishment, and observe leaders who model values. In multinational teams, the challenge is sharper, because the same reports will not come across languages, work regulations, or cultural standards. Empirical work shows that combining transparent communication and an inclusive emotional culture with stronger organizational identification is associated with greater involvement and lower turnover intentions (Yue, Men, and Ferguson, 2021). These findings indicate that external campaigns must be linked to internal cascade

points, managers, feedback loops, and routine checks to avoid a pattern in which candidates apply for a story and encounter a different reality.

The parallel current concerns the connection between internal communication and engagement, and perceived organizational support acts as a key mediator. Recent work shows that when employees see timely, useful, and honest communication-and when managers are equipped to adapt to local context and English messages, it becomes more attractive to individuals who act as officials and microinfluencers (Tkalac Verčič & Men, 2023). It depends on the campaign architects. Recommendations are transmitted to higher rates and remain longer when sponsors feel that the organization keeps its word. Campaigns, therefore, require the inner layer of design; it is not another idea. Templates that specify how reports flow from enterprises to the teams that own them, which channel to use, and how feedback is captured reduce friction and prevent the problem of the "global slogan, local confusion".

Literature for change management adds the last piece: adoption. HR campaigns often focus on moving behavior - managerial coaching, use of teaching platforms, or participation in new rituals of recognition - because this behavior creates an experience of an employee that is maintained. Research of interventions in catalogs, what tends to work: visible sponsorship, small prizes sequenced and structures that reward the required behavior in barriers (Hagl, Kanitz, Gonzalez, and Hoegl, 2024). Communication by charismatic or trustworthy leaders also plays a role, builds confidence, and increases openness to change when messages are specific, consistent, and associated with shared values (Men, Yue, & Liu, 2020). In particular, the relationship mediates the relationship between the management of transformation, transparency, and the openness of employees to change, indicating that tone and content must move together (Yue, Men, & Ferguson, 2019). The consequence is direct: the creative campaign, separate from the change mechanics, can measure attention, but will try to move the storage indicators, insert routines of change, and become more sticky.

External levers, such as social responsibility (CSR), charity initiatives, and university partnerships, will expand this integrated view of the brand within the ecosystem. Classical evidence has shown that organizations with stronger social performance attract more candidates, probably because job seekers acquire prosocial values and higher ethical standards, signals that reduce the uncertainty of employees' relationships (Turban & Greening, 1997). Later field experiments qualified the effect: liability reports can affect workers' wages and willingness to engage, but only when they seem trustworthy and associated with real practices, not just their own problem (Burbano, 2016). For campaigns, it is caution and opportunity. CSR programs and charity organizations can expand the scope and distinguish EVP by involving employees in skills-based volunteering, delivering visible results, and avoiding tokenism. University cooperation adds a pipe dimension: Generate repeated touch projects with inscriptions, hackathons, microprocessors, which harness the surface potential earlier and create natural content for narration. Although the academic basis for events is thinner than for digital signaling, the mechanism is analogous: participation verifies the claim.

Synthesis across these currents indicates the design principles mapped to the campaign life cycle. First, Discovery must produce EVP specific to the evidence-based segments that the

organization already provides or can be credible for. Second, creative stories are more convincing when employees are active protagonists and when digital content invites interaction rather than passive consumption. Thirdly, internal communication should be planned as a cascading process with adaptation spaces, not as a single company-wide explosion. The fourth time, changes in routines - rituals, nudges, recognition, and manager's permission - must run in parallel with the campaign to ensure that the experienced reality corresponds to the promise. Finally, the campus's CSR, events, and partnerships should be funneled into a funnel, with touchpoints and measurable results designed that were not listed as goodwill projects. It is not only an agenda for the brand, but it is also a coordinated operating system.

However, current knowledge shows marginal conditions and gaps. The effects of the employer brand vary by labor market segment. Technical candidates often prioritize task autonomy and depth of learning over symbolic benefits, whereas early-career applicants often weigh community and greater mentorship (Backhaus & Tikoo, 2004; Lievens & Slaughter, 2016). Digital channels intensify both positive and negative oral word-of-mouth; authenticity can rise rapidly or fall depending on employees' commentary, which means that internal misinformation is appearing rapidly (Sivertzen et al., 2013). Research on internal communication, albeit robust to correlates, is limited in cross-country studies and in the operational details of message location in close terms (Men & Yue, 2019; Yue et al., 2021). The change management is reviewed through catalog interventions, but it is less often quantified in terms of its incremental impact on HR campaigns as part of the entire system (Hagl et al., 2024). The CSR scholarship warns that sending messages can be abandoned, yet offers less implementation railing for human resources leading, organizing charity activation with more countries amid legal and cultural restrictions (Turban & Greening, 1997; Burbano, 2016). These gaps justify a practical synthesis that converts evidence into a programmable sequence of decisions, artifacts, and metrics.

The review also evokes the tension that the designers must navigate. The distinguishing capacity of Versus inclusiveness: Sharp EV is distinguished, but too close to the claim may exclude valuable talent funds or alienate existing employees whose experience differs from the narrated narrative (Moroko & Conccles, 2008). Speed versus Depth: Social channels reward frequent broadcasting, yet excessive production without internal equalization of the manager's workload worsens confidence. Versus Global Unity Local Resonance: Multinational Teams need shared basic news and flexible edges, tone, examples, and channel choices; these should adapt without dilution (Men & Yue, 2019; Yue et al., 2021). The purpose of signaling versus avoiding purposes: CSR activation helps candidates deduce values, but the connection to business skills and employee development must be explicit to avoid skepticism (Turban & Greening, 1997; Burbano, 2016). The management of these compromises is less about one-off elections and more about management, rhythms, and feedback mechanisms that allow for course correction during the campaign.

From a methodological point of view, the evaluated study uses mixed approaches - conceptual modeling, surveys, experiments, and narrative reviews - which strengthens triangulation, but introduces heterogeneity. For example, the effects of social media on

attractiveness are often measured by self-reported intentions rather than by subsequent maintenance. Internal communication research often uses cross-sectional designs that limit causal inference and complicate intervention reviews, aggregating different contexts with different loyalty implementation (Sivertzen et al., 2013; Men & Yue, 2019, 2024). These limitations do not relieve the knowledge, suggesting that the practical playing book should integrate fast rating routines-Post Brand Lift, Proxy Applications Proxy, Productivity Time, and 90-day stickiness-Test Organization can test and iterate rather than assume portability.

Together, the state of knowledge supports the interconnected strategy: accurate EV, creative narration of evidence, planned inner cascade, and built-in mechanisms of change, while CSR and partnership at the university/events are proposed to enlarge the funnel. The literature provides enough for negotiations, although some edges remain unclear. This article, therefore, sets a pragmatic goal: to convert these sources to a continuous framework and a set of implemented tools that help HR teams design and carry out creative campaigns in real restrictions - agricultural countries, limited budgets, and constant noise of competitive reports.

Based on this overview, this article addresses three goals in the following sections. First, for the integration of the employer brand, internal communication, and evidence of change management into a viable model that yields external attraction and internal retention. Secondly, for the specifications of specific artifacts, rules of decision-making, and patterns of public administration that enable multinational teams to plan, deliver, and adapt campaigns that include CSR/charity and university partnerships as useful components rather than accessories. Thirdly, design practical scaffolding measures that combine early exhaust signals with indicators after rent, allowing organizations to learn quickly and avoid repeating well-documented errors.

These objectives are reflected in focused research questions and testing proposals that the future empirical work can evaluate. RQ1 asks: How do EVPS segment when they operate through authentic employee narration of digital and channel-based events, affect application quality, and gain admission to different labor markets? RQ2 probes: In international teams, to what extent do localized internal communication-acids led by the manager, dialogical formats, and feedback influence the relationship between external campaigns and early preservation results? RQ3 examines: Which combination of mechanisms of change built into HR processes (recognizing routines, nudges, teaching sprints) does not effectively transfer the attention of the campaign to permanently accepting behavior within the first 90 days? On the basis of these questions, the paper develops three proposals for subsequent testing: P1, campaigns that combine significant EVP demands with visible evidence and content of the generated employee will bring higher perceived credibility and better quality of applications than campaigns equivalent to the company's voice (Backhaus & Tikoo, 2004, 2013). P2, in multinational settings, the strength of the internal communication cascade will alleviate the effect of campaign exposure on organizational identification

Methods

This study adopts a conceptual training design based on a structured narrative synthesis of fifteen reviewed sources, several of which provide empirical evidence without collecting new primary data. A unit of analysis is a published study and its actions, which can be applied to the design of HR campaigns, with an emphasis on multinational contexts, internal communication systems, and mechanisms of change relevant to attraction and maintenance. The materials contained articles in magazines indexed in Scopus and the Web of Science, and secondary to the publishers' repositories were eligible only English language, reviewed work, which directly focuses on employers' brand, proposal for employees, internal communication, change, and CSR/University/event initiatives. We excluded consulting white posts, one-component promotional notes, and studies lacking clear constructs or transferable implications. Search chains combined and freely text terms (e.g., "employer branding" and "attraction" or "maintain", "internal communication" and "international teams", "management" and "HR processes", "CSR" or "university partnership" and "recruitment"). Screening took place in two stages: names/abstracts for current adaptations, then full texts for the construct's brightness, the credibility of measurement in empirical studies, and the presence of concrete structural levers or edge conditions.

Table 1: Methods Overview for Structured Narrative Synthesis

Stage/Element	What was done	Inclusion/Exclusion	Outputs
Design	Conceptual, practice-oriented; structured narrative synthesis of 15 peer-reviewed sources	Include: Peer-reviewed, English; HR branding/EVP, internal communication, change, CSR/university/events	Study protocol; scope statement
Search	Mixed controlled + free-text terms; backward/forward citation chasing until saturation	Exclude: Consultancy white papers, promotional cases, unclear constructs	Candidate pool of studies
Screening	Two-pass: titles/abstracts → full texts for construct clarity and measurement credibility	Exclude: Studies lacking transferable implications	Final set of 15 articles
Extraction	Template-coded: purpose, design, context, constructs, effects, implementation cues	N/A	Structured extraction sheet
Practice codes	Tagged proof points, internal cascade implications, change routines	N/A	Practice tags per study
Synthesis	Open- then axial-coding; mapped themes onto Discovery–Design–Delivery–Debrief	N/A	Campaign artefact set (brief, matrix, grid, journey, KPI scorecard)
Quality appraisal	Weighted convergent evidence; flagged single-study claims; noted boundary conditions	N/A	Confidence notes and transferability flags

Note. The method followed a structured narrative synthesis approach to integrate findings from empirical, peer-reviewed research without collecting new primary data.

Data extraction has captured the study's purpose, design, sample/context, basic constructs, effects, and implementation allusions relevant to the campaign. In addition to addressing the article's practical intention, we coded "evidence" (evidence that can be shown in campaigns), "internal cascading consequences" (what managers and teams must do), and "changes in routines" (rituals, boredom, recognition) associated with retention. The analysis was guided by the thematic synthesis protocol. First, we openly coded the findings into pre-defined categories: EV-sagging ability, authenticity signals, employee-generated content, dialogical communication, message sending, localization, trust, sponsorship, early victory, CSR credibility, and university/event touchpoints. Secondly, they axially encoded links between categories with surface mechanisms across domains (such as transparent internal communications mediate the effect of external branding on early retention), ensuring that conceptual requirements have monitored definitions offered in the basic work on employers and internal systems. Thirdly, we mapped consolidated themes onto the End-to-End campaign cycle (Discovery, Design, Delivery, Debrief) to infer implementable artifacts, such as a short campaign, a message matrix, an internal cascade grid, Changes, and KPI scores. All the time, we have treated EVP and employer as an enshrined part of the employer brand tradition and, using their logic, differentiated symbolic promises from the (Backhaus & Tikoo, 2004), and we link internal communication effects to supportive behavior and identification to ensure retention mechanisms.

Quality evaluation emphasized the clarity of construction operations, the transparency of methods in empirical studies, and the portability of the findings to multinational settings. Although we did not calculate formal effect sizes, we weighted convergent evidence more heavily, marked it with a one, and recorded marginal conditions, such as differences in the labor market segment or cultural variations. To reduce distortion, extraction and coding were followed by a documented template, with the second calibration passage used to accept the category labels and verify that the implementation allusions were not overly generalized. The procedures have brought a crosswalk from evidence to practice: which reports on crafts, which internal routines on a scene that change the levers they use, and which CSR, events, or university cooperation establish as designed touchpoints rather than accessories. The data synthesis culminated in testing designs and scaffolding for measuring, which combine indicators of timely exhaust for rental results. In short, the methods for the privileges of strictness in secondary analysis and for the reproducibility of the translation process from literature to a usable book remain within the constraints of a non-empirical, article-oriented approach, showing how creative HR campaigns can be designed and executed at scale.

Results

The synthesis of fifteen reviewed sources identified convergent findings across employers' brands, internal communication in international teams, mechanisms of change in HR processes, and externally oriented initiatives such as university partnerships, events, and CSR or charity programs. Studies consistently show that clear, segment-specific proposals for

employees are associated with greater applicant attraction and stronger intentions to apply. Reports based on trusted evidence and supported by information generated by the employee have led to a higher perceived attraction than the general requirements of fit. The evidence also indicated that campaign performance improves when external stories and internal practices share the same stimuli, including language, examples of behavior, and visible routines that candidates later encounter for rent. Digital channels have intensified these effects, with interactive formats expanding reach, while Peer validation reduced the perceived risk of messages. The meeting, based on campus events, created repeated touchpoints and permanent withdrawal without requiring large media expenses. As part of the sources, the results of attraction were monitored through indicators such as application volume and quality proxy, adoption and conversion funnels, retention relevant indicators include organizational identification, engagement, “sticky”, and participation in learning or recognition directions.

Table 2: Results Summary by Theme/Lever

Theme/Lever	Key Outcome Indicators	Observed Pattern (Directional)	Representative Outputs
EVP & Branding	Application intent; quality of applicants; offers; conversion	A distinctive, proof-backed EVP is directionally associated with higher attraction outcomes.	Campaign brief; message matrix; proof-point library
UGC & Digital	Reach; engagement; peer validation; inbound volume	Interactive employee storytelling is directionally associated with higher perceived attractiveness.	UGC playbook; channel plan
Internal communications (international)	Reach/open rates; transparency; trust; identification; referrals	Localized, two-way cascades co-occur with higher engagement and change readiness.	Cascade grid; manager toolkits; feedback loops
Leadership messaging	Trust indices; openness to change	Specific, consistent leadership messaging is directionally associated with higher trust indicators.	Talking points; AMA schedule
Change routines	Time to productivity; early attrition; enablement participation	Early wins, recognition, and barrier removal tend to precede adoption and participation.	Change journey; nudges; recognition plan
CSR/Charity	Attractiveness ratings; event-to-apply rate; impact mentions	Visible outputs and genuine participation are linked with more positive attraction and reputation signals.	CSR activation plan; outcome log
University & Events	Campus-to-pipeline yield; event-to-interview rate; recall	Repeated touchpoints are directionally associated with smoother candidate progression and recall.	Campus calendar; co-created projects; mentor roster

Note. “Directional” indicates patterns reported across the reviewed studies without implying causal inference; the synthesis integrates empirical findings without collecting new primary data.

The findings on internal communication show a consistent relationship between strategic, two-way communication and employees' supportive behavior, with effects observable in a multinational context when reports were located and documented cascades led by managers. The reported measures included the report's reach, open rates, perceived transparency, trust, and identification. Shifts in these variables correlated with improved participation in changes and with recommendations that indirectly strengthened attraction. Management of management, which was specific, emotionally resonant, and stable in time, was associated with higher confidence and openness to change. The quality of messages, cadence, and the mix of channels served as observable levers that could be planned alongside waves of external campaigns. Several studies noted that the quality of internal communication alleviated or mediated the link between the brand's exposure and the results of employees, suggesting that internal systems have affected whether external attraction has moved to retention-relevant attitudes (Men & Yue, 2019).

Interventions aimed at change that have been reported to prevent measurable acceptance of the desired behavior include visible sponsorship of powerful, early, quick victories, recognition mechanisms associated with targeted practices, and the removal of procedural barriers. Studies have documented the resulting markers, such as time productivity, the manager's completion, and early wear. The interventions that harmonized these elements with the campaign timing coincided with improved short-term adoption. Also, check the boundary conditions, including resource availability and local regulatory restrictions that affect stimulation but not the direction of reported associations. If the data were available, adoption rates were grouped into the first 30-90 days, providing feasible windows for monitoring within the HR campaign cycle.

RESULTS MAP



Externally oriented initiatives have brought further findings relevant to the design of the creative campaign. Research combined the social performance of companies with higher organizational attractiveness among potential employees, and evidence in the field showed that reports of liability influenced workers' decisions when the claims were specific and credibly associated with practice. CSR initiatives, which enable employees to participate in field-based volunteering and community programs with defined results, are more often associated with positive indicators of attraction than a purely declarative statement; the presence of visible

outputs appears to be a recurring correlation. University cooperation and events produced identifiable pipeline effects: repeated interactions, jointly created projects, and mentorship challenges were associated with greater knowledge among candidates and a smoother screening process. These external levers included observable outputs of interview events, campus yield-to-pipeline, and candidate links to the impact of CSR or community during interviews, which served as quality signals in the funnel.

Together, the extracted results were defined by a consistent formula. The attraction correlated with significant EVP demands, supported by authentic demonstrations, the quality of internal communication, which occurs with involvement, confidence, and readiness to change in international teams, and specific changes aligned with timely adoption and the maintenance of proximal indicators. External touch points - CSR, charity, and university events - have added measurable reach and credibility when they were tied to real practices and participation of employees. These findings, reported across various methodologies and samples, provide an empirical basis for artifacts for designing campaign and measurement scaffolding, as presented later, while remaining within the boundaries of secondary analysis and without introducing new primary data (Men & Yue, 2019; Turban & Greening, 1997).

Discussion

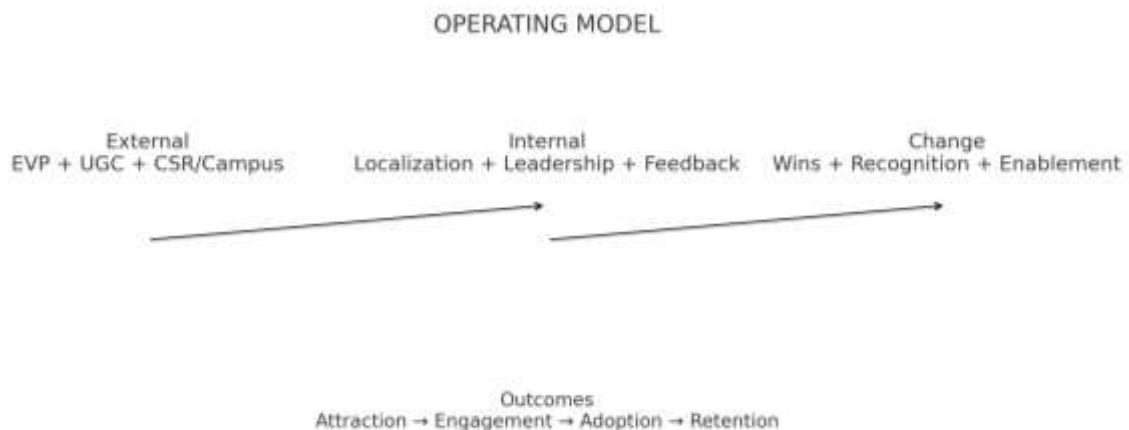
The results show that creative HR campaigns are most effective when three elements are aligned: significant, evidence-based, and aligned with EVP requirements for external audiences; location; dialogical internal communication that maintains confidence; and simple changes that anchor new behavior at the beginning of the holding period. This formula is important because it addresses long-term gaps in the employer-organization brand, which often create persuasive promises but cannot provide the support needed to make them durable after the lease. In this sense, our synthesis expands the theory of branding for basic employers, which EVP framed as a strategic promise embedded in HR systems and specifications of artifacts at the level of campaign and cadence, thereby ensuring real delivery (Backhaus & Tikoo, 2004). The post is practical: it reduces the ambiguity of "what to build first", "who does what," and "how to measure" in a multinational context, where inconsistency is the default.

Table 3: Discussion Implications: Practice, Governance, and Measurement

Implication Area	What it Means for Practice	Governance/Controls	Measurement Cues
End-to-end design	Treat campaigns as operating systems rather than isolated bursts, integrating attraction, onboarding, and retention mechanics.	RACI assignments; localization rules; ethics guardrails.	Exposure → application quality → offer conversion → 90-day retention (“stickiness”).
Internal as hinge	Manager-led localization and structured feedback loops are essential for adoption in multinational teams.	Joint ownership by country HR and line managers.	Message reach; trust; identification; referrals.
Change at launch	Schedule early wins and recognition to coincide with campaign peaks to accelerate behavior adoption.	Barrier removal process; enablement sprints.	Time to productivity; early attrition.
CSR & campus as proof	Design visible outputs and real employee participation to substantiate external claims and improve credibility.	Outcome logging; authenticity checks.	Event-to-interview rate; campus-to-pipeline yield; impact mentions.

Note. Governance/controls reflect implementation safeguards intended to support ethical consistency, local relevance, and internal–external alignment across regions.

The comparison of the pattern with previous research on internal communication explains a mechanism that combines attraction to maintain. Evidence that bidirectional, transparent communication predicts supportive behavior helps explain why externally powerful campaigns sometimes occur on the deck without employees being able to connect the message to practice and decompose it rapidly. Our integration, therefore, places internal communication not as a parallel track but as a hinge that converts exposure into identification and early, sticky engagement, in accordance with studies showing that the quality of communication and emotional climate are proximal drivers of supportive behavior (Men & Yue, 2019). It practically changes the role of HR and line managers: they are not centrally produced amplifiers, but co-workers who identify the message, cadence, and mix of channels while maintaining the core of EVP intact.



The inclusion of CSR, charity initiatives, and university partnerships increases reach and credibility, but our findings are cautious about considering them merely as branding decorations. They gain more campaigns when these initiatives deliver visible outputs and employee participation that can serve as evidence in stories and during the selection process. Touchpoints based on events and campus also serve as the pipeline and create repeated exposure that reduces uncertainty for early-career candidates. In international teams, the following levers need administration: clear roles, ethical railing, and a localization plan to translate requirements across languages and regulatory environments without drift. Regarding timing, they should be planned to change routines - winnings, recognition moments, and removal of barriers to match the peaks of the campaign, so the experienced reality corresponds to the promise and protects the storage of indicators in the first 90 days.

The limitation results from the design. It is a secondary synthesis; no new primary data have been collected, and the effect size varies across studies and contexts. Heterogeneity in measures (e.g., intention to apply vs. real conversion, independently reported engagement vs. behavior) limits quantitative comparability. The purpose of publication may prefer positive findings and several constructs, for example, authenticity in the content of an employee or the quality of the application, is uniform operations across sources. The generality of strongly regulated labor markets or unknown roles can be narrower than the literature suggests. These restrictions require cautious acceptance and evaluation in situ: start with short cycles, monitor indicators before/after, and post, and adjust.

The consequences are clear. For practice, consider building campaigns as End-To-End: start with segment-specific points EV, design creative assets that engage employees at the forefront, plan managerial internal feedback, insert mechanisms of change that reward target behavior, and integrate CSR, charity, and university cooperation. University cooperation, measurable outputs, and university cooperation, and university cooperation, and university cooperation, and university cooperation, and measurable outputs. To manage public affairs, you will determine the crayfish, define the rules of localization, and use the funnel tools with a compact KPI set that combines exposure, application quality, timely acceptance, and maintenance. For research, proposals arising from this synthesis, causal tests that connect to

these levers in one design-randomized message location, experiments with a manager's permission, or natural experiments around the CSR-time-time fields can move over parallel literature to systemic evidence (Backhaus & Tikoo, 2004, Men & Yue, 2019).

Conclusion

This article consolidates dispersed evidence into practical operational logic for creative HR campaigns. Central findings are simple: campaigns provide stronger attraction and timely maintenance when these three levers are designed rather than gradually. First, the EVP requirements for segments must be enshrined in tangible evidence and expressed through creative employee narratives across digital and events. Second, internal communication in international teams requires an explicit cascading - managerial instrument sets, localized reports, and short feedback loops - so the new rent encounters the same stimuli inside the company that attracted them from outside. Thirdly, simple routines of change - old victory, recognition bound to the desired behavior, removal of routine obstacles - should be planned next to the peaks of the campaign for stabilizing adoption during the first 30-90 days. External initiatives such as CSR, charity programs, and university partnerships expand this system by creating visible results and practical participation, treated as designed touch points, increasing the credibility and depth of the pipeline rather than noise.

This synthesis proposes a practical implementation framework for multinational HR campaigns: a staged path from Discovery to Debrief that connects creative assets to internal procedures and a small set of KPIs (exposure, application quality, offer acceptance, early retention). It operationalizes delivery through concrete artefacts (campaign script, message matrix, cascade grids, change map), helping teams shift from ad hoc bursts to an integrated cadence with localization rules and ethical CSR safeguards. Its limitations include secondary status, inconsistent construct definitions, and potential publication/self-report bias, so it should be used cautiously with pre/post checks (funnel quality, time-to-productivity, 90-day retention). Future research should empirically test the integrated model using A/B tests, cross-country cascade experiments, factorial designs for change routines, and quasi-experiments for CSR/campus activation.

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