



**Employer
Branding in IT**
RESEARCH REPORT
2018

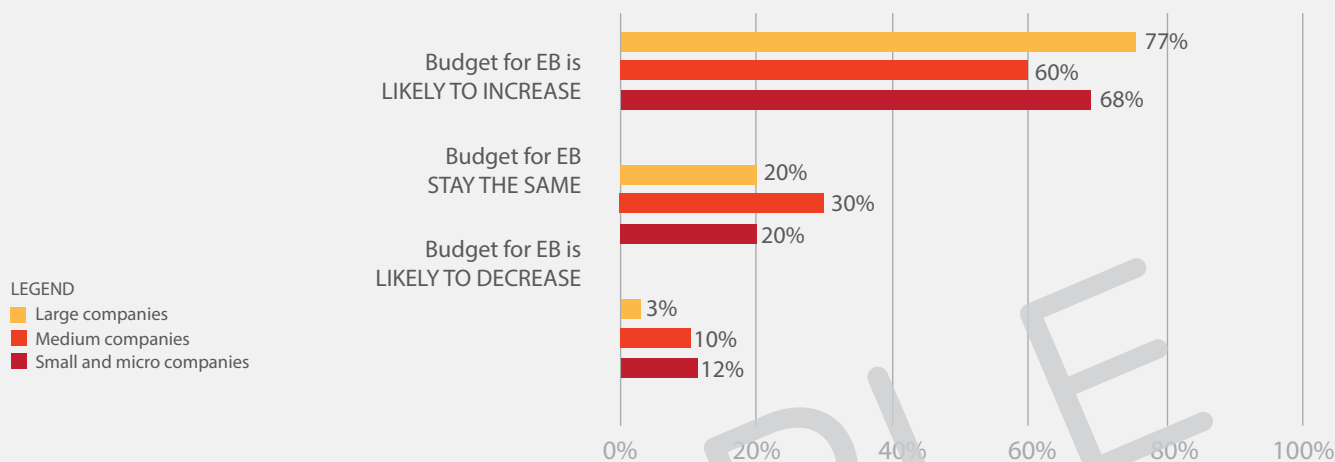
Maja Ninković, PhD
Sandra Prvulović, MSc
Nevena Stanisavljević, MSc

PART 7

Budgets for employer branding activities

HOW LIKELY IS IT THAT YOUR ORGANIZATION WILL INCREASE SPENDING FOR EMPLOYER BRANDING IN THE NEXT YEAR?

Figure 12. Planned budgetary changes for employer branding activities for 2018-2019, national sample, per company size



WHICH OF THE FOLLOWING DO YOU TRACK IN ORDER TO MEASURE SUCCESS OF YOUR EMPLOYER BRANDING INITIATIVES?

Figure 13. Percentage of companies using different measures of employer branding success, national sample

