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The research area defined in the dissertation concerns important for the discipline development issues of employer branding in the context of enterprises' competition on the labor market. Attention was paid to the need of identifying and evaluating the impact of activities of its shaping on the indicators of the company's competitiveness on the labor market. It required analyze domestic and foreign literature and available research results in order to develop a theoretical model of interaction between the employer branding and achieving a competitive advantage on the labor market. A cognitive gap was identified both in theoretical and practical studies in the area of the approach to employer branding, including particular lack of references to its structure, as well as the connections between the taken activities and the effects in the form of influencing individual indicators of labor market competition. Therefore, the main goal of the dissertation was identifying the possibilities of using the employer branding in achieving competitive advantage on the labor market.

In the theoretical part of dissertation, an attempt was made to analyze definitions related to the process of employer branding and companies' competition on the labor market. As a result the structure of the employer's brand and components of competitive advantage were defined, together with the indicators of the company's competitiveness on the labor market. A theoretical model of the interaction between employer branding and achieving a competitive advantage on the labor market was also developed. Whereas, in the empirical part, own research was carried out, which aimed at learning about the mechanism of the employer's brand influence on the company's competitiveness on the labor market, assessing the correctness of the assumptions made, and identifying both the main challenges and practices. In the final conclusions of the dissertation, the results of the research were systematized and the problem was synthesized in the light of the research carried out, the hypotheses adopted in the dissertation were verified and the level of achievement the main goal of dissertation was determined. Recommended activities of employer branding concentrated on achieving competitiveness on the labor market were also indicated.