

ABSTRACT

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This dissertation attempts to examine the essence of employer's brand image in the context of the Polish IT sector and its correlation with employee loyalty. The research was carried out between March 2020 and December 2021, and the analysis covered the statements of both IT sector specialists (as a result of conducted survey research) and representatives of organizations employing IT sector specialists involved in the implementation of employer branding activities (as a result of conducted interviews), as well as the results of observations and systematic review.

For this purpose, e.g. text mining, factor analysis, regression analysis, structural equation modeling analysis and moderated mediation analysis were carried out, as a result of which the main hypothesis assumes that "in the Polish IT sector, the employer's brand image determines the engagement and satisfaction of the employees that affect their loyalty and contribute to creating a competitive advantage of the organization" was proved. In addition, the purpose of the study was met, according to which the image of the employer's brand in the Polish IT sector shapes the competitive advantage of the organization by building employee loyalty, and the research gap which is the lack of indication of the relationship between the employer's brand image and employee loyalty in the Polish IT sector has been reduced.

As a result of the research, it was also indicated that creating a positive image of the employer's brand is essential (it should be consistent and affect the current and new employees). It should also be noted that the share of the IT market in the presented process is crucial both in terms of its continuous development, impact on the evolution of the economy, enabling undertake of innovative processes conditioning the competitiveness of other industries and the perception of employees in the sector as talents striving to ensure their well-being. Moreover, competitive advantage is determined by employee satisfaction, identification with the organization, employer's brand image and employee loyalty.