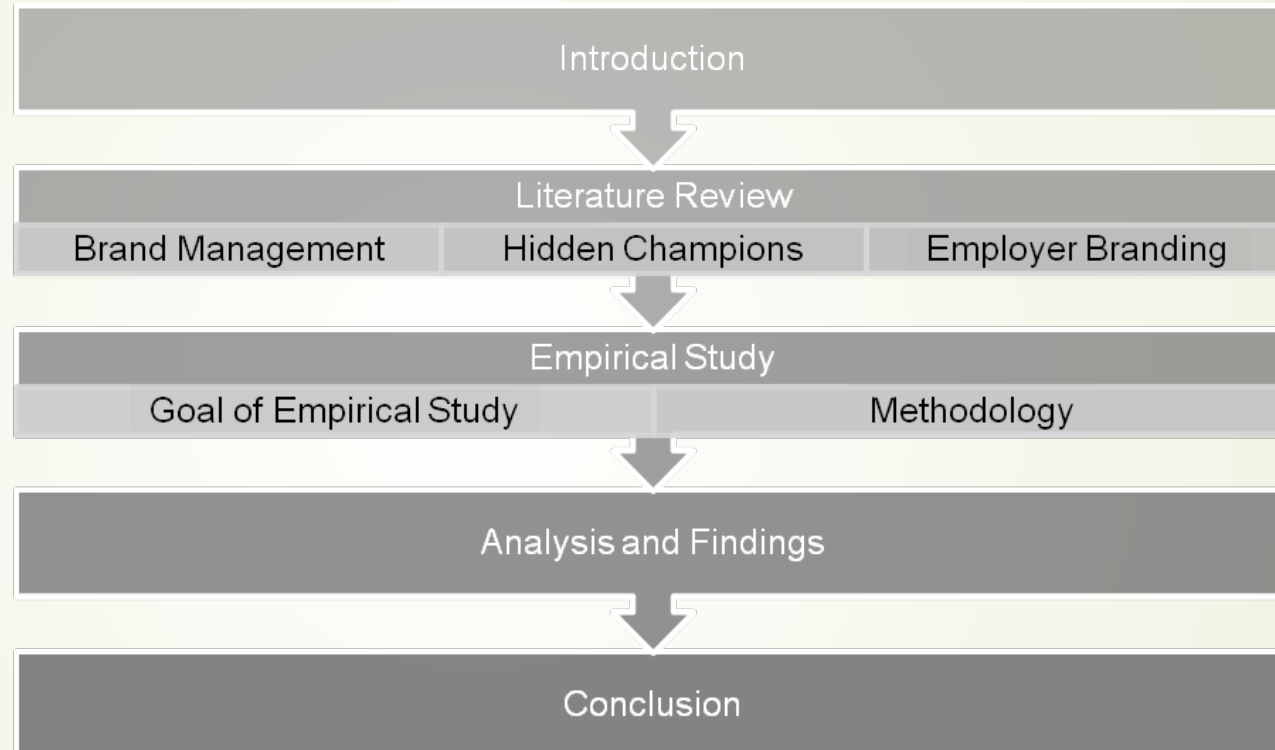




**The Role of Branding Across  
Cultures:  
Employer Branding of Austrian  
B2B Hidden Champions**

# Thesis Aufbau





# Forschungsfragen

- *How does the employer branding strategy look like in Austrian B2B Hidden Champions?*
- *How do Hidden Champions in Austria communicate their employer branding strategy globally across cultures/countries?*
- *Are there major differences between the headquarters in Austria and the subsidiaries?*
  - *Do Austrian Hidden Champions consider cultural values in their employer brand and thus localize it?*

# Hidden Champion Definition

Criteria Hidden Champions		
Herman Simon (1997)	Herman Simon (2009)	Jungwirth (2010) - Austria
Number 1 or 2 on global market or number 1 on European market	Number 1, 2 or 3 on the global market and number 1 on European market	Number 1, 2 or 3 on the global market and number 1 on European market
Revenue below € 750 mio (4 % of the sample exceeded this revenue limit)	Revenue below € 3 bn or 5 bn (approx. 5% of sample exceeded revenue limit)	Revenue below € 200 mio
Low public awareness (qualitatively estimated)	Low public awareness	Low public awareness



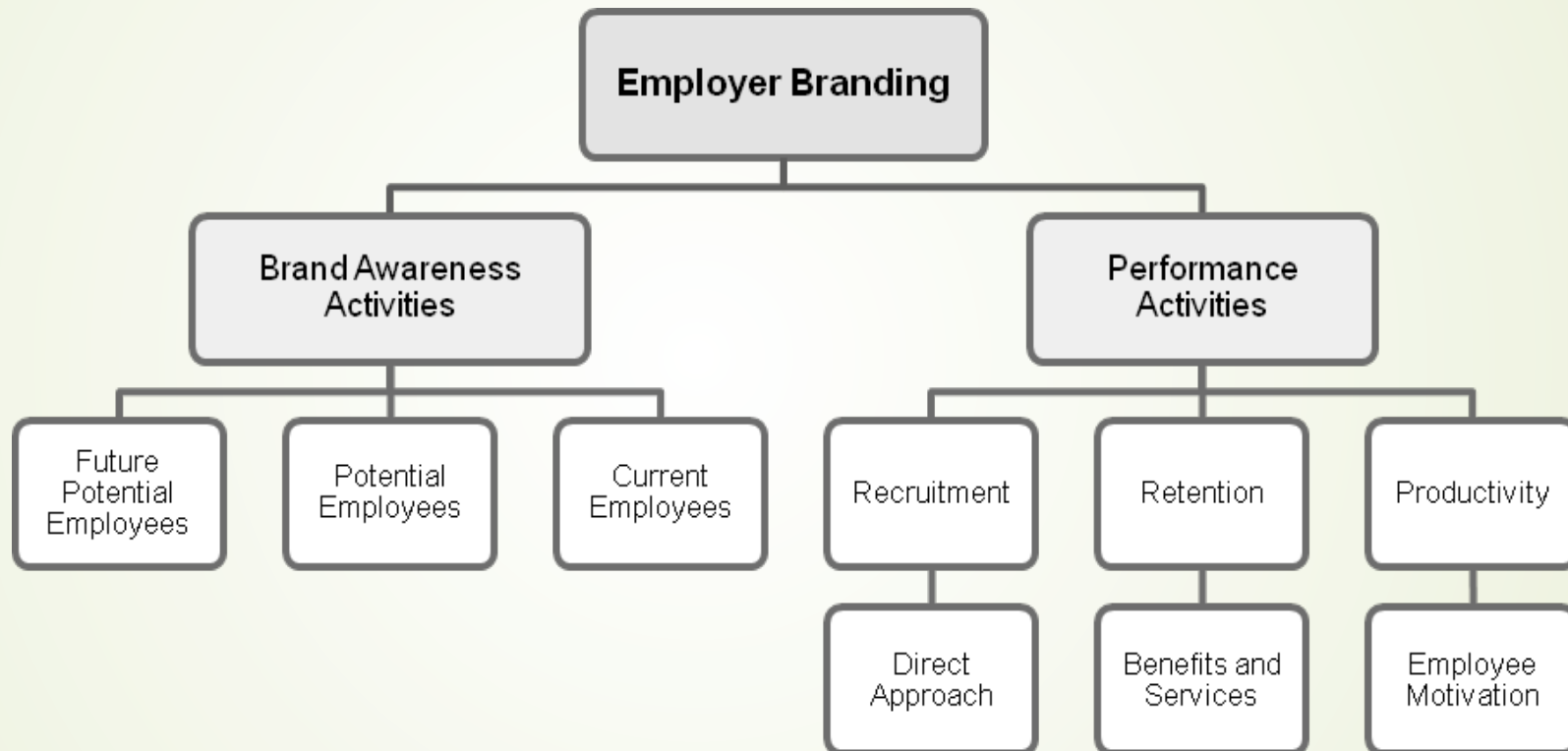
# Interview Partner

- **Agrana**
- **Doppelmayr**
- **FACC**
- **Haidlmair**
- **Kapsch**
- **Plansee**
- **Rosendahl Nextrom**
- **Semperit**
- **Teufelberger**
- **Trodat**
- **ZKW**

# Employer Branding in Hidden Champions



# Employer Branding in Hidden Champions



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