

## **HR marketing as a tool for ensuring competitive advantages of industrial enterprises**

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**Abstract.** *The necessity of using HR marketing tools in obtaining competitive advantages by industrial enterprises is substantiated. The types and directions of HR marketing are argued in accordance with modern trends in the development of the labor market, informatization of society and globalization. The application of digital marketing technologies in the implementation of HR marketing policy at industrial enterprises is substantiated.*

**Keywords:** *HR marketing, industrial enterprise, personnel, competitive advantages.*

Transformations taking place in the labor market, the emergence of new technologies, the development of digitalization processes necessitate corresponding changes in the strategy of personnel management. HR marketing today is becoming an effective tool capable of adapting to new market conditions and the marketing environment.

The use of HR marketing in the activities of industrial enterprises will help create a successful employer brand, attract highly qualified specialists and retain key employees. Many works of Ukrainian and foreign scientists, such as: N. Danylyuk, Zh. Toryanyk, I. Toryanyk, V. Makarova, Y. Salo, A. Taranych, A. Gezgin and others, have been devoted to the study of HR marketing issues.

At the same time, the spread of digitalization and globalization processes necessitate the development of new approaches to personnel management, taking into account the HR marketing tools, which will allow activating other business processes of the enterprise and increasing the efficiency of its activities.

The need to use HR marketing is due to the fact that traditional methods can no longer cope with attracting talent. The main advantages when choosing a place of work are reduced to salary, work schedule, location. And if among the selection of vacancies these conditions are almost the same, a person's comfort zone comes first. In this case, it is necessary to use the capabilities of marketing – creativity, inspiration, socio-ethical norms and various creative rules.

The HR marketing strategy can have several goals: increasing competition for a vacancy, reducing staff turnover, changing the position of the HR brand in the employer rating, etc. In order for a marketing campaign to be successful, it must be directed at a specific addressee, taking into account his social status, tastes, interests and desires.

HR marketing is a strategic approach to promoting an employer in the labor market through marketing technologies to attract and retain talented employees. It includes such measures as: advertising vacancies on social networks and Internet portals, participation in exhibitions, conferences and other events, creating an attractive working environment, etc. The main emphasis in the implementation of HR marketing is on its cross-functionality and achieving the optimal combination of effective personnel management and marketing tools [1].

HR marketing allows you to solve the following tasks:

1. Recruiting and attracting talent through the use of marketing strategies to find suitable candidates for positions (developing attractive vacancies, promoting through establishing beneficial relationships with potential employees).
2. Employer branding (creating and strengthening the image of the enterprise as an attractive place to build a career, monitoring and managing the company's online reputation).
3. Managing corporate culture and attracting employees, which contributes to staff motivation and satisfaction.

Among the types of HR marketing, the following can be distinguished:

- candidate attraction (development of vacancies, optimization of the employer brand;
- staff retention (structuring the process of including new employees and supporting existing ones);
- development of the organization's culture (forming a positive work environment).

Among the main areas of HR marketing are:

1. Content Marketing – creation of meaningful and valuable content to attract the attention of candidates and employees.
2. Employer Branding – development of a recognizable and attractive employer brand.
3. Data-Driven Approach – use of data to make informed decisions and optimize HR processes.

Trends in the technological development of HR marketing are the creation of internal talent markets, investments in existing HR management systems, and the use of artificial intelligence (AI).

Informatization of the economic sphere of development requires the use of digital HR marketing tools. These are social media. Social networks (LinkedIn, Facebook, Twitter, and Instagram) allow you to post vacancies, attract candidates and interact with them, create your own brands, and track statistics.

Social networks are an assistant in studying the candidate's profile, which can help in the recruitment process [2].

Applicant Tracking Systems (ATS) allow you to manage the stages of the recruitment process. They provide fast and efficient analysis of resumes, scheduling interviews, sending letters to candidates, etc.

In addition to social media and ATS, HR marketing uses SEO tools, online tests, analytics, video interviews, corporate blogs and videos.

The use of data analytics to measure the effectiveness of HR marketing, find the most effective channels for posting vacancies, and build an employer brand in the digital environment is constantly growing. The use of video and multimedia formats is most often used by recruiters to attract attention and attract talented employees.

The most common communication tools in HR marketing are: traditional advertising, in particular copywriting, direct marketing, public relations, publicity, event marketing, Internet marketing tools (employment websites, search engine optimization, search advertising, contextual and media advertising, e-mail marketing, social media marketing, viral marketing) [3].

The above marketing communication tools do not exhaust all possible methods used by industrial enterprises to support communication with potential employees, since the labor market, requirements and requests of employers, and market participants in job search are constantly changing.

Therefore, HR marketing with the help of HR marketers allows you to find a creative approach in recruiting and retaining the best talents for the company.

The key to effective implementation of HR marketing at industrial enterprises in order to gain competitive advantages is the introduction of the following measures:

- application of systems of material labor incentives that would correspond to the level of labor productivity, the characteristics of the enterprise's production activities;
- effective system of personnel development, advanced training and career planning;
- improvement of the enterprise's organizational culture;
- digitalization of personnel management processes;
- improvement of working conditions by creating safe technological processes, effective forms of labor organization and production;
- increase in labor activity by improving the mechanism of labor motivation.

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## **Trends in marketing management of enterprise competitiveness in the digital economy**

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**Abstract.** *The necessity of using marketing management of the enterprise's competitiveness in the digital economy is substantiated. Factors that influence the enterprise's competitiveness are established. Modern trends in increasing the enterprise's competitiveness are highlighted. The necessity of using marketing strategies for managing the enterprise's competitiveness in the digital economy is substantiated.*

**Keywords:** *marketing management, enterprise, competitiveness, digital economy.*

The difficult conditions for conducting financial and economic activities of domestic enterprises are due to the trends of rapid changes in the operating conditions, the need to take into account the risks of doing business, the instability of the political and economic situation, the need to attract additional financial resources. In order to enter the foreign market and develop export and import potential, it is necessary for the products of domestic enterprises to comply with international quality standards and ensure competitiveness. This requires the use of new approaches in marketing management that would allow to influence the increase in the competitiveness of enterprises.

An effectively operating system of marketing management of competitiveness contributes to the growth of the main economic indicators of the enterprise, its development, strengthening of competitive advantages, etc.

Factors influencing the competitiveness of the enterprise can be classified into three classical groups:

1. Macro-level factors, which influence the functioning of the international and national economy (they are not directly controlled by the enterprise, but create a general contextual basis for its activities).