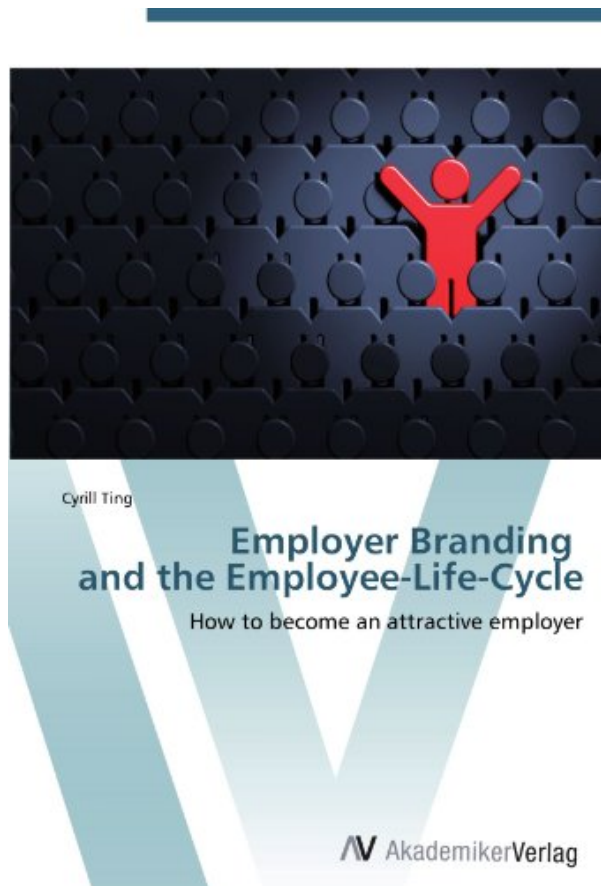
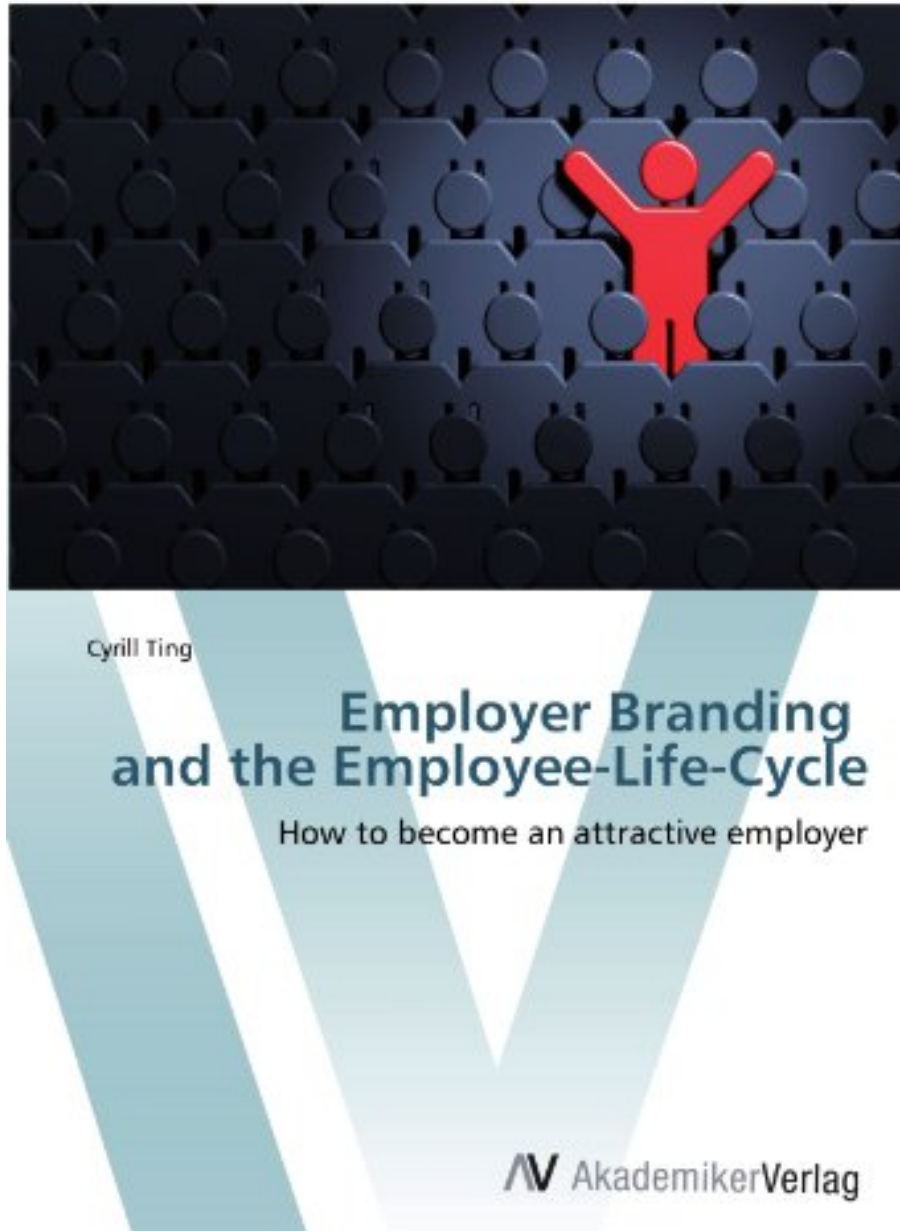


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## About the Author

Cyrill Ting (\*1985 in Bienne) studied Business Administration at the University of St. Gallen (HSG), and International Management at the University of Lausanne (HEC). His field of interest is Employer Branding, and the Generation Y problematic. He is currently working in the field of Leadership Training.

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This study has implemented a new framework in the field of Employer Branding, the Employee-Life-Cycle. This framework analyzes the Employer Branding from the employees' perspective. The model was verified through the generated employee data from employees, the model is being verified. In a next step, the model analyzes the different stages of the Employee-Life-Cycle with the generated data to find out what importance the different stages to employees have. Lastly, the generated data identified criteria for each stage that are more important than the others. Also, differences among different age groups, and between the two genders that took part in this study were found. The field research conducted in this study clearly showed that differences between the stages of the Employee-Life-Cycle can be seen. It disclosed that the Employment-Phase is the most important stage for employees where the criteria "challenging tasks, to be intellectually challenged, and enjoyable work" are the most important factors. Moreover, it shows that the stage "After-Employment" of the Employee-Life-Cycle is underestimated by the current Employer Branding practices.

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