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a new **opportunity**.  
You're giving David one.



## Students' Perception of Arla

HR, corporate images, and employer branding are areas that make your fingers tickle. If you believe, that is you, the Talent Acquisition team in Viby, Aarhus has a curious and challenging employer branding case, we would like you to help us solve.

Talent Acquisition (TA) in Viby is responsible for recruiting internal as well as external candidates. But, TA is so much more than recruitment; it is also employer branding and working towards an increased awareness of Arla as an employer and what we stand for.

Thus, in the Talent Acquisition we can offer a valuable insight into the multiple areas of recruitment and employer branding and a deeper understanding of the many branches we are responsible for.

### The project we offer you

One of the most important aspects of Arla's employer branding is to increase students' awareness of our organization and us as an employer.

Therefore, we offer you a project where you will be investigating this very area; namely, students' perception of Arla. Both as an employer and as an organization.

We do not have specific demands for this project but one thing you can be certain of, is that the findings will be implemented in Arla's future employer branding activities. Perhaps, you would like to do a qualitative

study, digging into the constructivist areas, or maybe you prefer a completely different, quantitative approach. This is completely up to you.

In terms of Arla advisors, you will be working with two Talent Acquisition employees from the department and it is possible to collect empirical data in this team as well.

In general, this is your project and you determine the scope and its character as long as you have an interesting and entertaining journey along the way.

### Student qualifications

You are probably studying within the fields of HR, business administration, psychology, or similar.

Most importantly, you are a curious creature who has a desire to ask questions and who aren't afraid to build strong relationships. Additionally, you are extrovert and able to work independently.

### How can you apply?

To apply for this thesis topic please send a synopsis and your CV to [thesis@arlafoods.com](mailto:thesis@arlafoods.com) no later than October 26th 2016 with the subject name "HR Study". You will be notified whether your synopsis has been chosen by the thesis advisor for cooperation no later than November 11th 2016.