

Research project and supervisory team

Supervisory Team	Yanjun Guan https://research.nottingham.edu.cn/en/persons/yanjun-guan/
Short introduction & description of research project	As Chinese firms move from export-led internationalization to deeper forms of overseas operation, their ability to attract local talent has become increasingly important. Yet existing employer image research has mainly focused on instrumental and symbolic attributes, which may not fully explain how host-country job seekers evaluate Chinese firms in cross-border labor markets. This study addresses this gap by proposing new dimensions that are expected to add explanatory value beyond instrumental and symbolic attributes in understanding employer attractiveness. Using a mixed-method, multi-source design, the project aims to develop a new model that integrates meaningful dimensions and explains the national predictors and employee responses to these dimensions. Overall, the project extends employer image research to the context of Chinese firms' overseas operations, develops more context-sensitive measures of employer evaluation, and offers practical insights for improving overseas employer attractiveness.
Contact points	Yanjun Guan Yanjun.guan@nottingham.edu.cn