

Abstract

Customer value is becoming increasingly important not only in the context of brand profitability but also in the recruitment of new employees. Understanding the values that potential employees seek and how companies can effectively communicate them is crucial for successful talent acquisition and long-term retention. This bachelor thesis focuses on the role of customer value in employee recruitment, with an emphasis on the preferences of Generation Z, who are currently entering the labor market. The theoretical part provides an insight into the topic of customer value and its use within human resources, addressing the specifics of recruiting Generation Z employees and the theory of corporate culture. The practical part is conducted through qualitative research in the form of in-depth interviews. The respondents are recent graduates of the Economics and Finance program at the Institute of Economic Studies, Faculty of Social Sciences, Charles University, and representatives of a selected company. The aim of the research is to understand the preferences of students when choosing their future employer and to compare them with the values of the examined company. Based on the obtained data, recommendations are proposed for effectively targeting and recruiting Generation Z students.