

A Systematic Review of the Literature of Virtual and Augmented Reality in Employer Branding

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Our society is characterized by constantly changing, much due to technology influence. The way human resources processes are managed has undergone a transformation through technology (Stone, Deadrick, Lukaszewski & Johnson, 2015). Virtual Reality (VR) and Augmented Reality (AR) are finding its way in several sectors, including the area of Human Resource Management and Development. According to Thoondée & Oikonomou (2017), “virtual reality seems to be yet another kind of technology that we can expect to play an important role in the work environment in the future” (p.492).

It is important to emphasize this trend, articulated with the development of employer branding. In addition to help organizations recruit the best talent available, employer branding also contributes to competitiveness and productivity, making it a long-term strategy used to attract, retain and motivate employees (Tanwar & Prasad, 2016). This concept has been a theme of discussion in the management field and with the incremental competitiveness for talents, the approach of this subject powered by technology deserves major attention, both for attracting and retaining the talented workforce (Tanwar & Prasad, 2016). According to Stanković & Savković (2013), “providing platforms for virtual learning and simulations, help companies create their distinctive position in the minds of future job candidates” (p.57).

Part of a larger project, this proposal aims to identify the potentialities regarding VR/AR in the various HR processes, specifically in the employer branding. In this context, in order to map the scientific production, a systematic review of the literature was conducted in national and international scientific databases. For this, a research strategy was developed, applying different filters and defining a combination of keywords and specific expressions on this topic, using the principle of Boolean logic. The results were selected counting inclusion criteria that meets the theme through the analysis of the title, abstract and keywords. Subsequently, reading the full documents, and in turn, selecting the relevant

results, a scheme was constructed that characterizes its content: a categorical analysis (subject of study, type of study, methodology used, technological resources used, study activity sector, study participants and the impact of the technology used). To maximise methodological rigor, the entire process was carried out through a peer review procedure and validation by a third judge, reducing biases and ensuring the reliability of the results.

The author identified 393 potential scientific articles, but after excluding criteria applied, the final sample of this systematic literature review, consists of three studies of qualitative methodology found through the research of the term "virtual reality" AND "employer branding" in international source Scopus (one article published in 2013) and in national source B-on (two articles published in 2017).

With a limited number of publications and the fact that there are relatively recent, it is possible to conclude that both in Portugal and internationally, this research topic is at an emerging phase. In other words, it's still an open field from a scientific point of view. In order to respond to the objective, other content analysis and discussion of results were conducted.

Keywords

Human Resource Management; Virtual Reality; Augmented Reality; Systematic Literature Review; Employer Branding

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