

MARKETING COLLOQUIA

Fall 2023 - Abstract

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Wednesday, October 4, 2023

Where: 741 JMHH

When: 12:00 PM to 1:20 PM

COMPANY BRANDING AND JOB ADS

ABSTRACT:

How does providing information about a firm influence the return to the job ads that a firm posts? We examine this question using data on the job ads of 1,723 companies within the US from a leading online job search platform. On the platform, brands can provide job- and firm-specific information to potential applicants through a company page. We study how the information provision via a company page influences applicants' responses to a brand's job ads. We document that the likelihood of applying to jobs within a company increases after it starts managing its company page by providing information to candidates. Using a propensity score matching approach and a DID estimator, we see that, relative to firms with similar characteristics, the companies with a managed company page see 5--6% additional job applications from candidates. The effects of the company page are more pronounced on the less experienced applicants in the market, who may benefit more from information. Similarly, effects are higher for the firms for which there was less information on the platform before the company started to manage its page. These findings are consistent with the idea that providing information makes a difference where it is lacking. We explore how jobseeker decisions are affected by different page components.