

Purpose: to analyze the integrated approach to the employer branding under COVID-19 pandemic in Russia by the use of approach ‘employer branding orientation’.

Methodology: the empirical study was conducted through the exploratory survey among HRM professionals in Russian medium and large companies in 2020.

Findings: the strategic (employer branding orientation, employer branding strategy, employer value proposition) and operational (communication programs, communication channels and content) employer branding practices in Russian companies under COVID-19 pandemic were identified.

Originality and contribution: this is the first empirical study in Russia that presents the comprehensive overview of strategic and operational employer branding practices of Russian companies utilized for recruitment needs under COVID-19 pandemic.