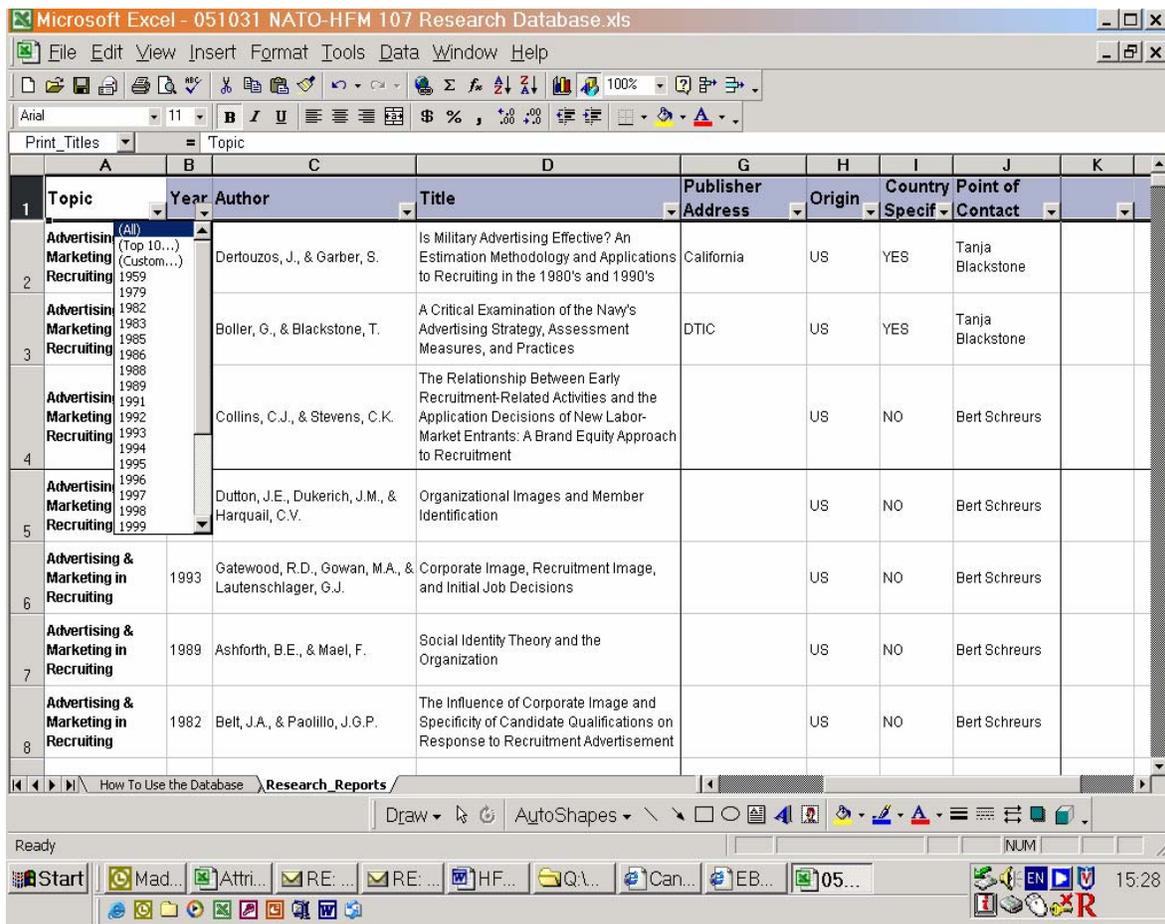


Annex B – RECRUITMENT AND RETENTION RESEARCH LITERATURE DATABASE

B.1 HOW TO USE THE DATABASE

This database is very easy to use. Simply click on the tab at the bottom of this page called “Research_Reports.” The database will appear. The bolded text represents the topic areas. Each of the column headings can be seen as the top row of the database.

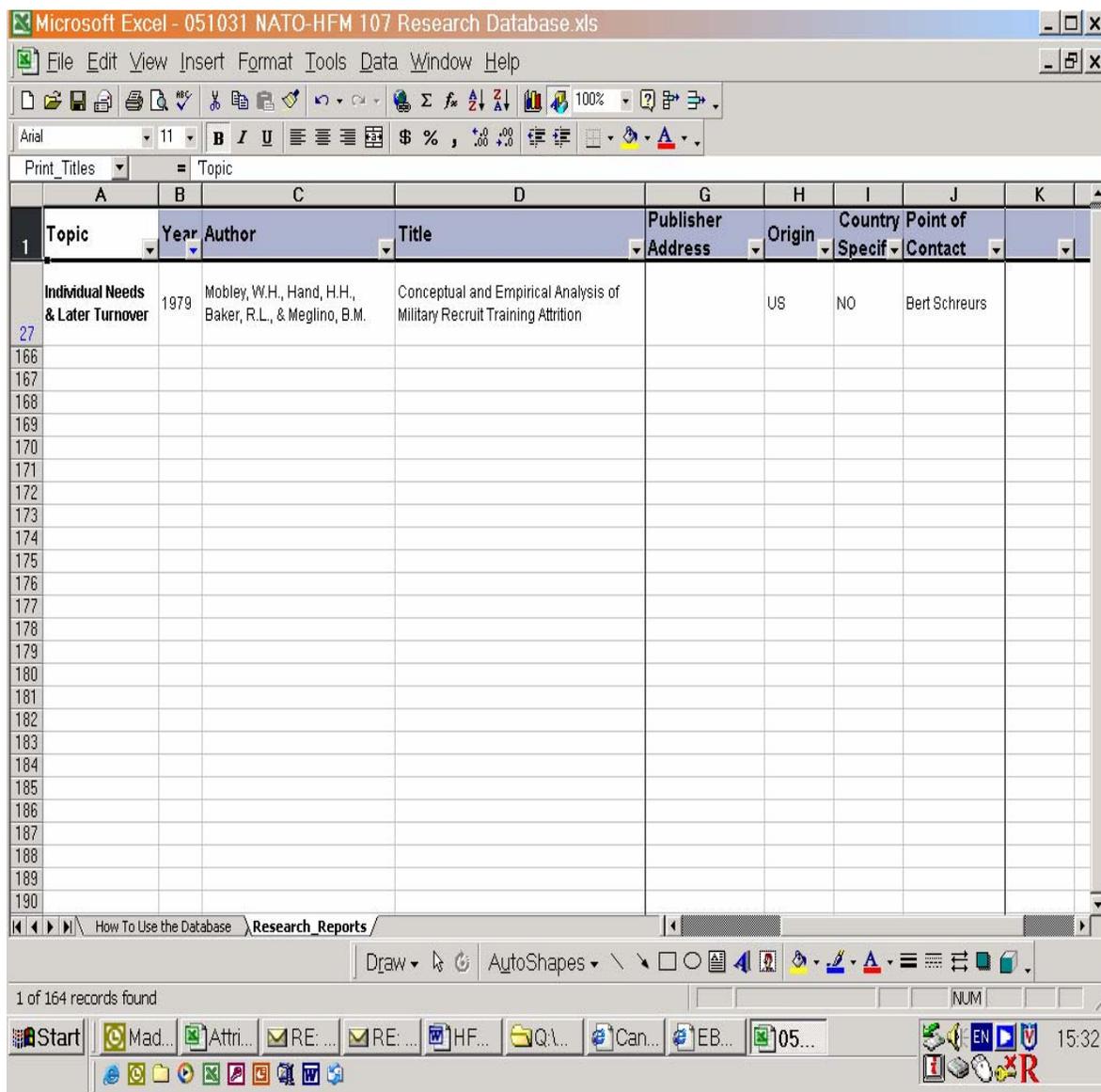
You will also notice that there is a small gray box with an arrow pointing down in the right-lower corner of each of the boxes on the top row. If you click on that arrow, you will see a list of all the items are in that column. For instance, if you click on the arrow inside the “Year” box, you will see a list of dates, highlighted in Figure B-1.



Topic	Year	Author	Title	Publisher Address	Origin	Country	Point of Contact
Advertising & Marketing in Recruiting	1959	Dertouzos, J., & Garber, S.	Is Military Advertising Effective? An Estimation Methodology and Applications to Recruiting in the 1980's and 1990's	California	US	YES	Tanja Blackstone
Advertising & Marketing in Recruiting	1982	Boller, G., & Blackstone, T.	A Critical Examination of the Navy's Advertising Strategy, Assessment Measures, and Practices	DTIC	US	YES	Tanja Blackstone
Advertising & Marketing in Recruiting	1993	Collins, C.J., & Stevens, C.K.	The Relationship Between Early Recruitment-Related Activities and the Application Decisions of New Labor-Market Entrants: A Brand Equity Approach to Recruitment		US	NO	Bert Schreurs
Advertising & Marketing in Recruiting	1999	Dutton, J.E., Dukerich, J.M., & Harquail, C.V.	Organizational Images and Member Identification		US	NO	Bert Schreurs
Advertising & Marketing in Recruiting	1993	Gatewood, R.D., Gowan, M.A., & Lautenschlager, G.J.	Corporate Image, Recruitment Image, and Initial Job Decisions		US	NO	Bert Schreurs
Advertising & Marketing in Recruiting	1989	Ashforth, B.E., & Mael, F.	Social Identity Theory and the Organization		US	NO	Bert Schreurs
Advertising & Marketing in Recruiting	1982	Belt, J.A., & Paolillo, J.G.P.	The Influence of Corporate Image and Specificity of Candidate Qualifications on Response to Recruitment Advertisement		US	NO	Bert Schreurs

Figure B-1: Research Reports Page.

If you click on 1979, you will see that there is one article by Mobley et al in the database, as highlighted in Figure B-2.



1	Topic	Year	Author	Title	Publisher Address	Origin	Country Specif	Point of Contact
27	Individual Needs & Later Turnover	1979	Moble, W.H., Hand, H.H., Baker, R.L., & Meglino, B.M.	Conceptual and Empirical Analysis of Military Recruit Training Attrition		US	NO	Bert Schreurs
166								
167								
168								
169								
170								
171								
172								
173								
174								
175								
176								
177								
178								
179								
180								
181								
182								
183								
184								
185								
186								
187								
188								
189								
190								

Figure B-2: Search by Author.

This is a faster way to look up specific information. If you know the author of an article and want to find what paper(s) he/she may have produced, you can use this feature to find it faster than by scrolling through the whole database.

By clicking on the arrow in that column again, and selecting (All), you will return the database to its original condition. Using this shortcut, you can look for articles of particular interest by whatever column headings you wish. You may also search the database by simply scrolling down the list. The articles are listed in alphabetical order by topic. Within the topic, they are also listed in chronological order from newest to oldest.

Click here for link to database – [Research database](#).