

# THINKERS360 EVIDENCE APPENDIX 3

Susanna Rantanen | the *Magnetic Employer Branding Method™* (in Finnish 'Vaikuttava Työnantajabrändi©' )

Publicly available Finnish thesis records show repeated citation of Susanna Rantanen's Vaikuttava Työnantajabrändi concept, podcast, and related expert commentary in higher-education work on employer branding, recruitment communication, candidate experience, social media strategy, and expert branding.

The evidence spans multiple institutions and years, indicating sustained educational uptake and recognition of the framework as a practitioner model with conceptual value.

## Selected verified higher-education citations

Year	Author	Institution	Thesis / work	Verified use	Source
2019	Mari Hallikainen	Metropolia UAS	Gofore Oy:n perhevapaakäytäntöjen nykytila-analyysi	Refers to 'Vaikuttava työnantajabrändi©' in reference list.	Theseus
2019	Sonja Seppälä	Metropolia UAS	Työnantajamielikuvan toteutuminen Yritys X Oy:n työntekijöiden näkökulmasta	Cites podcast episode on six foundations of employer image development.	Theseus
2019	Nani Laaksonen	Turku UAS	Työnantajamielikuvan kehittäminen Anders Innovations Oy:ssä	Uses Rantanen's employer image framework in the body text.	Theseus
2020	Aliisa Hellström	Tampere University	Y-sukupolven työhön sitoutuminen	References the podcast in discussion of manager impact on employee experience.	Trepo
2020	Mikko Heiska	UAS thesis (Theseus)	Sisäisen viestinnän tutkimus	Attributes onboarding guidance to Rantanen in the main text.	Theseus
2021	Sara Meurman	UAS thesis (Theseus)	Tarinankerronnan hyödyntäminen työnantajabrändin rakentajana Fazerilla	Includes multiple Rantanen sources on employer branding and storytelling.	Theseus
2021	Johanna Keppo	UAS thesis (Theseus)	Yrityspodcastit digitaalisen sisältömarkkinoinnin muotona	Discusses the Vaikuttava Työnantajabrändi podcast as a key channel.	Theseus
2022	Inka Hakala	Karelia UAS	Työnantajabrändin näkyminen Hurryn Instagram-viestinnässä	Cites multiple podcast episodes on social media and employer branding.	Theseus
2022	Jelena Roukala	UAS thesis (Theseus)	Yritys X rekrytointin hakijaymmärrys	Uses podcast and blog material in recruitment success discussion.	Theseus
2023	Julia Lukkarinen	Oulu UAS	Työnantajabrändin merkitys ja näkyvyys rekrytointiprosessissa	Cites podcast episode on recruitment and candidate experience.	Theseus
2023	Laura Nuotio	UAS thesis (Theseus)	Asiantuntijabrändin vahvistaminen podcastin avulla	Analyses the podcast itself as research material.	Theseus
2023	Anja Makkonen-Tabell	Savonia UAS	The Current State and the Development of the Recruitment Process in Savo Consortium for Education	Uses Rantanen's guidance on applicant communication and process development.	Theseus
2023	Sonja Reinamo	UAS thesis (Theseus)	Lähtöprosessi työnantajabrändin...	Cites multiple episodes on alumni activity and employer branding.	Theseus
2024	Netta & Riina Välikangas	Savonia UAS	Työnhaun näkökulma wellness-tradenomin henkilöbrändin rakentumiseen Instagramissa	Cites episode on henkilöbrändi vs asiantuntijabrändi.	Theseus

**Summary:** Rantanen's Magnetic Employer Branding Method™ (Vaikuttava Työnantajabrändi -framework) has demonstrable higher-education traction in Finland, with repeated citation in publicly available theses as both a conceptual source and an expert reference.