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AN EMPIRICAL STUDY OF EMPLOYER BRANDING INFLUENCES THE TALENT AND RETENTION OF EMPLOYEES.

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Abstract

Employer branding has attained significant attention from academics in recent years. Now the companies have a great challenge to build or create the employer branding. In this paper aims to study the role of Employer Branding to attract, develop and retain talent. Employer branding is very essential for the organization. Organizations examine good employers have a strong identity and a positive image in the marketplace. Organizations want to be successful so need to attract the employees. A strong employer brand allows an organization to attract and retain talent. Employer Brand is the identity of a company as a 'prominent place to work' within the mind of current employees and key stakeholders within the market. Employer branding is thus concerned with the attraction, engagement and retention initiatives targeted at enhancing the company's employer brand.). The objective of Employer Branding is quite simple. It is a strategy used by an organization to create an Employer Value Proposition (EVP) that would convey to desired current and prospective employees why the organization is unique, delightful and a fantastic place to work in. EVP are communicated through company actions and behaviors and rational benefits for current and prospective employees.

Keywords: *Employer branding, Talent and Retention, Brand Perception, Employee attraction.*

INTRODUCTION

Employer branding was first illuminated in 1996, in the Journal of Brand Management by Simon Barrow (chairman of People in Business) and Tim Ambler (Senior Fellow of London Business School). They interpret employer branding as the package of functional, economic and psychological benefits provided by employment, and recognize with the employing company. In 2001 this term is more popular in market employer branding was absolutely integral to business strategy and it was not only an HR function. Employer branding is a supporting term for employer brand management, employer brand positioning and internal marketing.

Employer brand is a company's reputation in the job market as an employer. Employee branding is what company employees, current and potential future job candidates think about company as an employer.

Employer branding assists companies to attract and retain high performing employees. Effective Employer Branding will be explained as the company's strong image as an attractive employer, valued by its staff, increase the expectation of hiring the best talent, induce the employee loyalty and commitment and reduce employee stir and recruitment expenses. An attractive employer brand makes it possible to hire and retain the most precious employees. In today's competitive economic environment, the promotion of an employer brand has become crucial to profitability.

It has become necessary for attracting and retaining the right men for the right job. Consequently, labor productivity as well as product innovativeness increase, which accordingly leads to an increase in the competitiveness of the organization. The company's image effect on consumer perception of its products Hence, speculator pay more attention to how they are perceived by potential employees An employee brand ensures a sense of belongingness in the people and this makes the employees play an integral part in the achievement of success.

Literature Reviews.

Allen et.al (2010) assist the model by acknowledged that employer branding increases employee morale and satisfaction, which in turn improves retention.

Amble and Borrow (1996) found the concept of employer branding, acknowledging its ability to attract potential employees and retain current talent.

Armstrong (2007) focused on an employer brand is to become an employer of choice.

Backhaus and Tikoo (2004) expressed that employer branding is the process in which an identifiable and unique identity as an employer is built.

Barrow and Mosley (2005) observed that organisations now have to benchmark themselves against rival competing employers via means such as surveys, including ISR (International Survey Research) and Best Employer Survey.

Castro et al. (2005) examined that employer branding maintaining a high level of commitment among employees.

Chhabra and Sharma (2014) asserted that organisations which strongly use employer branding are thought to benefit from increased interest from potential employees and higher levels of loyalty and commitment from current employees.

CIPD (2015) appeared that employees then praise and recommend the company to family and friends, but also remain loyal to the organisation for a longer period.

Davies (2008) said that positive impact of employer branding on employee's perceived loyalty, retention, satisfaction, harmony with the employer, and distinction from alternative rival brands.

Fernon (2008) stated that employer branding has the ability to retain the best talent by providing a fruitful environment that allows employees to live the brand through various sensors such as training and development. This increases their satisfaction and likelihood of remaining employed with the organization.

Gilani Hasan and Cunningham Lucy (2017) concluded that employer branding on employee brand perception and brand image which then leads to brand retention and importance of employer brand management influencing employee brand commitment, leading to brand loyalty.

Han et al. (2010) studied that the employer branding increasing the level of employees' commitment which indirectly helps to reduce the problem of absenteeism, high turnover rate and bad attitudes of the employees towards their job. When employees are satisfied with their job, the work performance will increase, because job satisfaction usually connected with increased productivity and organizational effectiveness.

Holbeche & Matthews (2012) employer branding heightens employee morale, and it has been suggested that employees who enjoy working for an organisation subconsciously become brand ambassadors (Holbeche & Matthews, 2012)

Ibrahim Shaikh Norasyikin et.al (2018) studied that employer branding is very crucial towards a better understanding of the nature of work. Apart from, there is limited empirical research on employer branding and predictors such as talent retention, career growth and recruitment practices.

Lievenson (2007) expressed that the primary values of an organisation should be applied using brand personality traits, as this methodology has shown to be marked additional prosperous in relevance to employer brand attractiveness.

Ritson (2002) urged that companies with strong employer branding can potentially reduce the cost of talent acquisition, improve employee relations, increase employee retention and even offer lower salaries for comparable staff.

Yang et al. (2015) indicated that employer branding shape employee attitudes and behavior which impact on the commitment of employees and organizational performance and effectiveness of an organization.

Significance of Employer Branding

Employer branding is very important because it's the business identity of the company. It's what makes the company unique or stand out to candidates who are looking for jobs. So far as it also helps your recruiting team attracts and improves the talent pool of applicants as well.

A great employer brand can make up for lower remuneration: Jobseekers look for more than just remuneration when applying for a role; if a company has a positive reputation as an employer, this can help the company edge in a competitive market.

It can help to retain employees: A developed employer brand that's communicated clearly within the recruitment process means that employees will know exactly what to expect them when they start their job in the company. It's important to be honest and open all through the hiring process. The Company shows the positive parts of the company and employee growth and company should also be realistic and address any issues so that candidates are fully prepared for them when they start their job in the company.

A good employer brand can reduce your costs: If the company has a positive, well-known reputation as an employer then, the company needs to spend as much on recruitment advertising. A good employer brand acts as a great advertising tool in itself; if the company has a positive reputation then jobseekers will always be on the lookout for a role with you.

A positive employer brand can save time: It takes much less time to fill a vacancy if the company has a positive reputation as an employer. Finding the candidates who have the right skills and experience to fill your vacancy is an achievement in itself. However, no matter how much hard work the company put into our candidate sourcing efforts, if the company has a negative employer brand then candidates are not likely to work with the company. In fact, 69% of candidates would not take a job with a company that had a bad reputation, even if they were unemployed, statistics from Glassdoor suggest.

It shows the human side of your company: When a candidate is applying for a job in the company, they don't want to see a website loaded with jargon, they want to hear about employee experiences, the company culture and the things that will understand them and make them want to work for the company.

Company employer branding efforts through careers sites and social media platforms can really help to put a face and voice behind the company employer brand identity.

The company uses the careers site and social media accounts to show photos and videos of your employees or team. This will allow potential employees to visualize themselves within your offices.

People talk about good and bad brands: A tremendous employer brand can lead to an increase in referral hires when company employees speak positively about the company, the more referrals likely to receive by the company.

However, this also works the other way. If the company doesn't have a good reputation as an employer, the word is likely to spread quickly and candidates are not interested in applying for a role with the company.

Objectives

- To study the concept of employer branding.
- To examine the importance of employer branding.
- To inspect the impact of a strong employer branding.
- To study the strategies of employer branding.
- To measure the employer brand image and reputation.

Impact of Strong Employer Brand

Having a strong employer brand is one such new-age recruitment essentials. An attractive employer brand has become crucial for the success of an organization's recruitment strategy. According to research, 69% of active job seekers are more likely to apply for a company that has an active and engaging employer brand.

Attract talent: finding the right talent is the toughest task. Attracting talent today requires more than starting bonuses, impressive perks and a pool table; job seekers are studied employer brand online.

Lower recruitment costs: Employer branding strategies usually involve a part of social media that the posting of job opportunities can be done in a simple, low-cost way across a company's social media channels and can save money and time on expensive recruitment campaigns. If the employer brand already has loyal followers on Twitter, LinkedIn, and Facebook. The company has a ready-made talent community from which to draw from, as well as a network of people that can pass on your job posting to their followers.

Quicker time to fill: Job seekers who are already familiar with employer brand will be keen to apply for a company they know and respect so are likely to come knocking on the door, even if you are not currently advertising any vacancies.

Employer brand recognition will pace up the recruitment process as job seekers are more willing to respond to recruiters contacting them about a position within a company.

Reduce turnover of staff: Effective employer brand companies creates a bond with prospective employees throughout the recruitment process, even before the interview process, leading to a better engagement level. If the onboarding process is smooth, the employer branding message will continue to be strengthening creating a great journey for new recruitment and a high level of engagement with companies.

Quality of hire: If an organization has a good employer brand then consistent in growing the careers of employees and referring to candidates. In today's world, the company wants employees referring to people because they believe in the company and your mission. If the company is doing that, the quality of hire can improve dramatically.

Revenue growth: People perceive that the company has a strong Employer Brand may be more likely to buy the products and services and pushing up the revenue growth of the organization. Many company leaders are the opinion that a good employer brand helps in building & increasing the revenue of the organization. The main reasons behind this are that with the reputed brand image the organization is able to retain the best employee even at the time of recession besides, it is also able to utilize the workforce in minimum time & at low cost as compared to its competitors. Thus, helps the organization in building a good public image. The action of building a strong Employer Brand builds a bridge between Talent Acquisition and driving revenue.

Strategies of Strong Employer Branding

Planning, developing and implementing Employer Branding strategy is not an easy task because it involves many hurdles like goals of employer branding, what kind of potential candidate, employee proposition value, channels to promote employer brand and how it measures. With today's scenario in the job market, there is a great center of attraction on branding oneself to be as attractive as possible to employers. But companies need to brand themselves as well not just for customers, but to attract the best potential candidates.

Create delightful content

In fact, job postings are a form of content. When companies create a new posting, don't focus entirely on what you're looking for in a candidate; include details about the company's benefits and culture to show why applicants should want to work for you, too. Keep company's website updated regularly with photos, videos or testimonials that show how enjoyable it is to work there and also to make posts on social media so that they can engage potential candidates and encourage them to follow you so that they can always see your latest content.

Build a rapport with your employees

This begins with the principles: clear communication, staying open to feedback and treating everyone with dignity and respect. When building rapport, it helps to celebrate special events. Birthday and holiday parties are a good place to start and give away prizes relevant to the business. Take a lot of fun photos to make the event memorable. The company offered copies of photographs to employees in specialty folder frames to help them remember the occasion and also surely post them on social media so that potential candidates can see them.

Encourage training and development

Company's offers opportunities to learn and grow are more likely to attract high-quality candidates. Be sure to offer opportunities for training and advancement to the existing and prospective potential employees. Encourage the

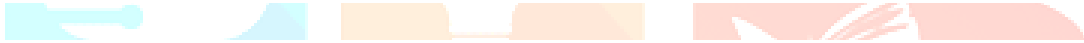
employees by companies to attend workshops or conferences related to their industry skills and earn qualifications that will help their career and updated with the latest information. Companies make sure that applicants and employees should know about how much they value are beyond the work and company are also willing to invest in them for the future.

Be authentic

Companies create recruiting communications with the potential candidates need to be authentic. Don't try to spin the details of your company in a way that magnify what you actually have to offer. Any candidates attracted by that sort of curiosity will likely be disappointed once they actually start working there and that's not an ideal situation for anyone. Companies can still increase the most positive qualities; just be honest and realistic about what applicants should expect from companies.

Measure an Employer brand, image or reputation

While there is no perfect equation to calculate the company brand image or reputation, here are some significant useful facts and statistics that reveal the connection between the job search and employer branding (LinkedIn Employer Brand Statistics)

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- Job seekers care about your employer brand. 5 out of 6 job seekers consider an employer's brand before applying for a job.
 - 75% of professionals research the company online before considering a job opportunity.
 - Employer branding is a growing priority among recruiters. 56% of recruiters say employer branding is a prime concern when reaching job seekers.
 - Strengthening the employer brand can save the company money. Employers with strong employment brands see a 50% decrease in cost per hire and a 28 % reduction in the organization's turnover.
 - 52 % of candidates first seek out the company's sites and social media to learn more about an employer.
 - 59 % of recruiting leaders worldwide are investing more in employer brand.
 - Candidates trust the company's employees 3x more than the company to provide credible information on what it's like to work there.
 - Companies with a strong talent brand get a 31 % higher In Mail acceptance rate.
 - Job seekers want to see good and bad reviews.68 % of talent acquisition leaders agree that a social professional network is one of the most effective tools for spreading awareness about the employer brand.
 - Employees' expectation that prospective employers will join them in taking action on societal issues (67%) is nearly as high as their expectations of personal empowerment (74%) and job opportunity (80%).

Conclusion

Now days, a hot topic employer branding, especially for growing companies who either have big hiring needs or have big hiring challenges. Employer branding has been a very popular term with HR professionals, branding consultants, and market researchers. While attracting the right talent and retaining them becomes an analytical exposure of organization success, research has shown that the right brand for an employer can really help in the success of the organisation. Employer Brand is a fruitful effort if done with passion, proper understanding, trust, belief and leadership support. Employer branding on employee brand perception and brand image which leads to brand retention.

Companies having a strong employer brand can hire the most effective employees by paying less. Companies have a lower level of fluctuation, less absence from work, more committed and satisfied team of employees and therefore earning higher profits for the company. This research explains the clear understanding of the importance of employer brand management determining the employee brand commitment, leading to brand loyalty.

The conceptual framework gives a clear idea to confirm the relationships and the process of employer brand management from an employee's perspective. Companies having good employer brand are able to gain financial benefits from socio-psychological determinants of employees' engagement and work performance. Employees frame a trust to the employer and the sense of pride in belonging to the organization.

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