



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## IMPACT OF EMPLOYER BRANDING ON EMPLOYEE PERFORMANCE AND ORGANIZATIONAL SUCCESS

SHABNAM BANO

RESEARCH SCHOLAR

DEPARTMENT OF COMMERCE

SPMGDC(UNIVERSITY OF ALLAHABAD)

PRAYAGRAJ, UTTAR PRADESH, INDIA

DR. PRAGYA SINGH

ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE

SPMGDC(UNIVERSITY OF ALLAHABAD)

PRAYAGRAJ, UTTAR PRADESH, INDIA

**Abstract:** This research paper looks into the concept of employer branding and its influence on employee performance and organizational success. It examines the various factors that contribute to an effective employer branding strategy, such as company culture, compensation, career development opportunities, work-life balance, recognition, and employee empowerment. Through a comprehensive literature review this paper analyzes how employer branding can attract and retain high-performing employees, enhance motivation, and foster a positive work environment. Additionally, it explores the relationship between employer branding and overall organizational success, including increased productivity, reduced turnover, and improved employer reputation. The research findings emphasize the importance of employer branding as a powerful tool for talent acquisition and retention in the modern competitive job market.

**Index Terms** - employer branding, employee performance, organizational success, talent acquisition.

### INTRODUCTION-

Employer branding, as defined by **Ambler and Barrow(1960)**, enclose the combination of functional, economic, and psychological benefits associated with employment, linked to a specific company. It represents the overall value proposition offered by an organization to its employees. This package of benefits aims to attract and retain talent, making the company stand out in the job market. By understanding and effectively communicating these advantages, companies can develop a compulsory employer brand with current and prospective employees, enhancing their appeal as an employer of choice.

According to **Minchington (2010)**, the employer brand represents how an organization is perceived as an excellent workplace by its current employees and significant external stakeholders, including job seekers, clients, and customers. The art and science of employer branding involve deliberate efforts to attract, engage, and retain talent through targeted initiatives. These initiatives are aimed at enhancing the organization's reputation as an employer of choice, creating a positive image of the company as a great place to work in the minds of key stakeholders both inside and outside the organization. By the end of this paper, readers will gain valuable insights into the strategic importance of employer branding and how it influences employee performance and overall organizational success. The findings will highlight the essential factors to consider when formulating an employer branding strategy and the remarkable outcomes it can yield in attracting and retaining top talent while fostering a motivated and engaged workforce.

### OBJECTIVE OF THE STUDY-

- 1) To study the concept of Employer Branding.
- 2) To find out the Factors that influence Employer Branding.
- 3) To study the impact of Employer branding on Employee performance in organizational success.

### RESEARCH METHODOLOGY-

This study relies on secondary data gathered from diverse sources, including databases, websites, general publications, newspaper articles, and other relevant references

### REVIEW OF LITERATURE-

**Pawar(2018)** focused that, the Employer branding, a marketing response of HR Management in the job market, involve understanding of crucial factors and having a well-defined strategy. Main point are company strength, culture, work-life balance, and benefits helps attract, recruit, and retain talent, yielding positive outcomes. Indian companies actively focus on developing and sustaining their employer brand.

**Buttenberg(2013)** discussed that, the main aims of employer branding is to assess the current status of employer branding concepts, clarify their goals, purposes, and scope, and evaluate their impact on existing employees.

**Vijayalakshmi(2015)** states that, the Employer Branding aims to establish a strong employment brand, positively impacting business performance. A strong Employer Brand fosters brand equity, resulting in increased employee loyalty and retention rates. Studies emphasize the strong correlation between employee engagement and higher retention rates. The key objective of Employer Branding is to transparently communicate the organizational culture, attracting and retaining potential employees. By effectively conveying benefits like training, promotion opportunities, and working conditions in line with the employer value proposition, Employer Branding enhances the employment experience, leading to improved employee performance and loyalty.

**Ramaswamy(2021)** focus on Employer branding. It is a strategic approach that enables organizations to attract, engage, and retain their most valuable asset – human capital, which is recognized as the greatest competitive advantage. In today's competitive landscape, an effective employer brand is crucial for gaining a competitive edge. Indian corporations are strategically leveraging their employer brand to attract and retain talent for expansion and growth. Aligning expectations with the actual work experience is key to a successful employer brand, ensuring that top employees stay longer and contribute to the organization's smooth operations.

## CONCEPT OF EMPLOYER BRANDING-

**Concept:** The theoretical framework suggests that Employer Branding (EB) helps to create the organization's identity and culture, influencing employee loyalty. Backhaus and Tikoo (2004) claim that higher loyalty leads to increased productivity. Committed employees stay longer as they feel connected to the organizational culture, improving employer branding. This reinforcement helps the organization attract and retain talent, creating a continuous cycle of loyalty and productivity.

Employer Branding = 'Employer' + 'Branding'

'Employer' means a person or an institution that hires people.

'Branding' means a strategy that allows an organization to differentiate itself from competition and in the process, to bond with their customers to create loyalty. Thus, a position is created in the market place that is much more difficult from the competition to steal. A satisfied customer may leave, but a loyal customer is much less likely to leave.

Employer Branding is a strategic approach that combines employer identity and branding strategies to attract, engage, and keep talented employees. Just like a consumer brand, it creates a unique position in the market, building loyalty among potential hires. The goal is to shape the organization's image as a desirable place to work by crafting an appealing Employer Value Proposition (EVP). In a competitive job market, having a strong Employer Brand becomes essential to attract skilled employees, giving the organization a competitive advantage.

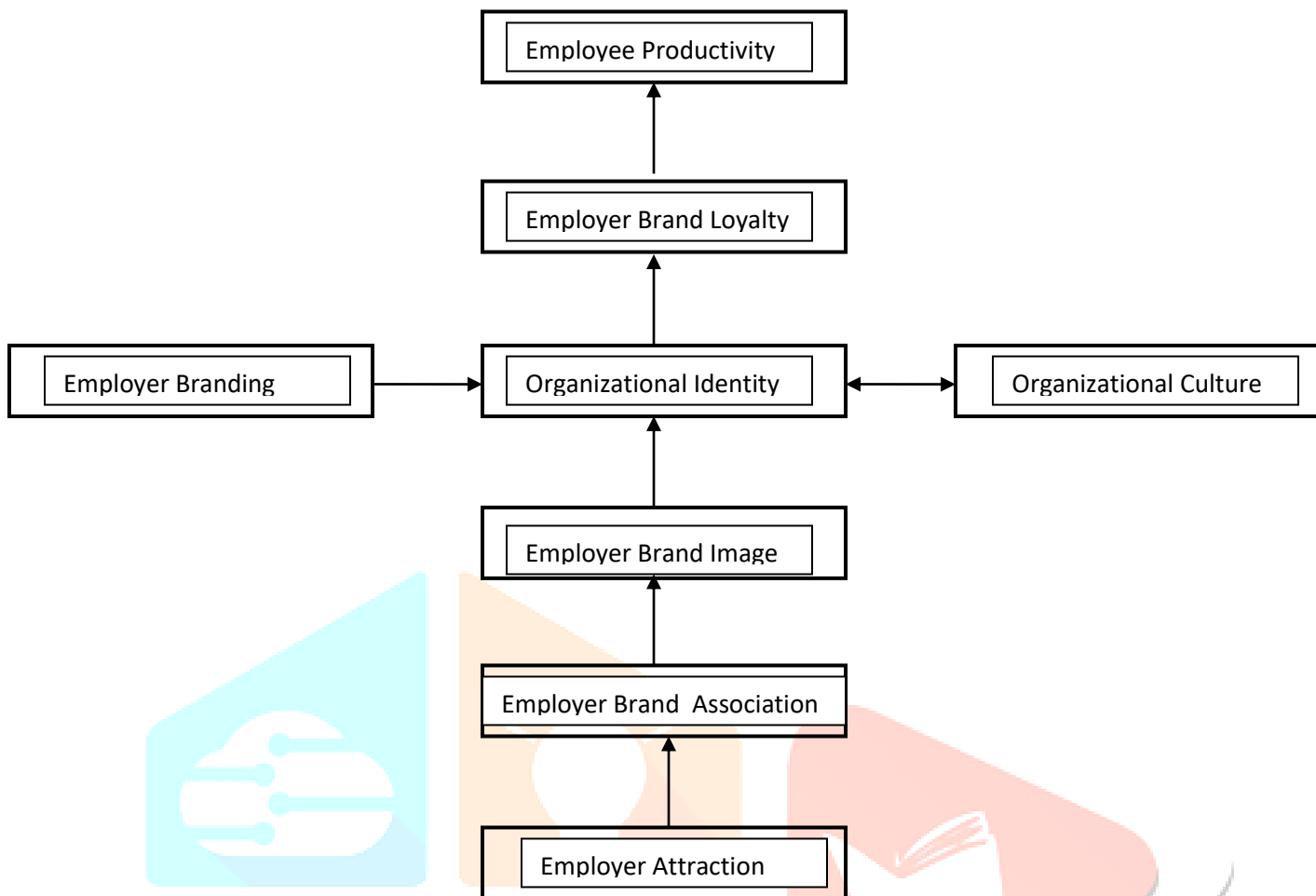


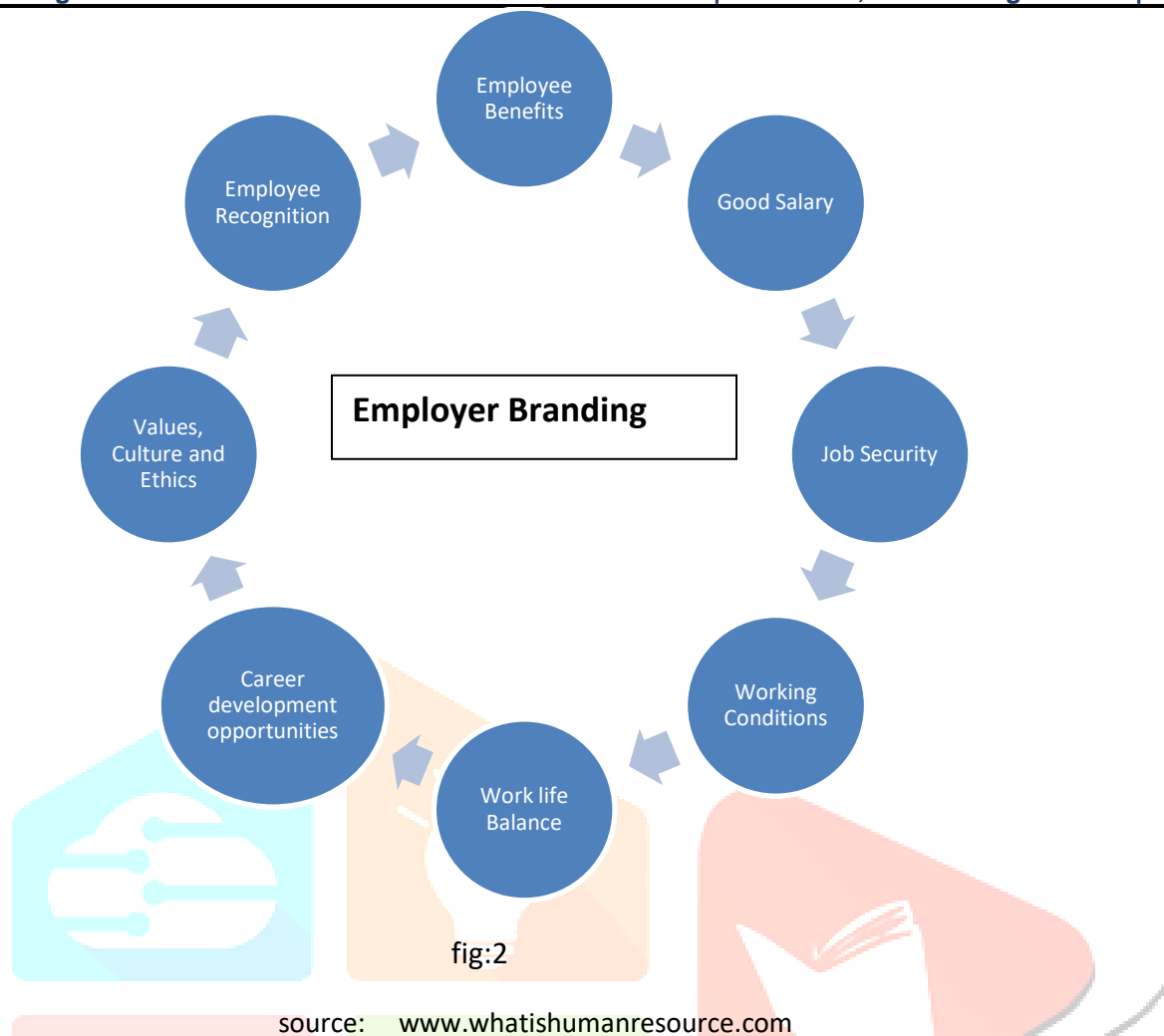
fig:1

source: Backhaus and Tikoo

Employer branding, which encompasses employer brand associations, organization identity, and organizational culture, directly impacts employee performance and loyalty, leading to increased employer attraction and improved organizational success. A strong employer brand fosters a positive work environment, enhances employee engagement, and attracts top talent, ultimately driving productivity and overall organizational achievements.

#### FACTORS THAT INFLUENCE EMPLOYER BRANDING-

Employer branding is influenced by various factors. These factors shape employees' perception of the organization, impacting their performance and contributing to organizational success. A strong employer brand attracts and retains talent, fostering a positive work environment.



The key factors that influence employer branding include:

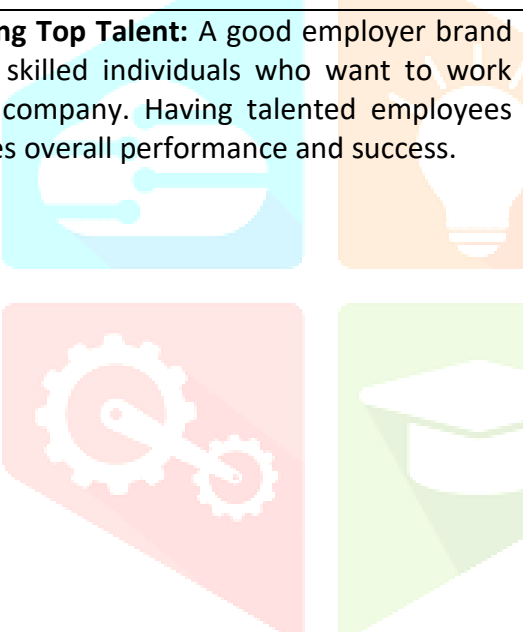
- 1) Employee Benefits:** It means that companies offer extra perks to their employees, like health insurance or flexible working hours, to make them happy and take care of them.
- 2) Good Salary:** Companies pay their employees well, more than what other companies usually pay, to show that they value their hard work and want to keep them happy.
- 3) Job Security:** It means that companies promise their employees that they won't lose their jobs easily, so they feel safe and not worried about losing their income.
- 4) Working Conditions:** Companies make sure that their offices or workplaces are comfortable and safe, so employees feel good and have a nice environment to work in.
- 5) Work-Life Balance:** Companies give their employees the flexibility to balance their work and personal life, like having fixed working hours, so they can have time for their families and hobbies.
- 6) Career Development Opportunities:** Companies help their employees grow and learn new things, providing training or promotions, so they can have better careers in the future.
- 7) Value, Culture, and Ethics:** It means that companies have certain beliefs and rules they follow, like being fair and treating everyone equally, which creates a friendly and trustworthy atmosphere.

**8) Employee Recognition:** Companies appreciate and reward their employees for doing a good job, like giving them awards or praising their work, to make them feel valued and encouraged.

When companies do all these things, they become known as good places to work, and more people want to join them. It helps the companies to find and keep talented employees, making their business successful and respected in the market.

### IMPACT OF EMPLOYER BRANDING ON EMPLOYEE PERFORMANCE IN ORGANIZATIONAL SUCCESS-


Employer branding has a big influence on how well employees perform and how successful the organization becomes. When a company has a positive employer brand, it makes employees feel proud and motivated to work hard. This leads to better job satisfaction, higher productivity, and increased loyalty among employees. As a result, the organization attracts talented individuals and keeps them, which contributes to its overall success and reputation in the market. So, having a strong employer brand helps employees do their best, leading to a successful organization. Some of the important points with examples of company are discussed below-

 <p><b>Attracting Top Talent:</b> A good employer brand attracts skilled individuals who want to work for the company. Having talented employees enhances overall performance and success.</p>	<p><b>Microsoft</b> is a company that excels in attracting top talent due to its reputable employer brand. Its commitment to diversity and inclusion, along with opportunities for career advancement persuade skilled individuals to want to work for the company. This inflow of talent enhances Microsoft's overall performance and success.</p> <p>Chuck Edward emphasizes the importance of hiring people who embrace growth and are eager to learn at Microsoft. CEO Satya Nadella prioritizes innovation over tradition, making Microsoft appealing to those who seek to shape the future through startup-like energy and global opportunities for ideas and innovations</p>
<p><b>Motivated Employees:</b> A positive employer brand makes employees feel valued and proud of where they work. This motivation drives them to perform their best and contribute to the company's success.</p>	<p>Take the example of <b>Google</b>, known for its strong employer brand and positive work culture. Google's emphasis on employee perks, work-life balance, and opportunities for growth and innovation motivates its employees to perform at their best. This motivation drives them to come up with groundbreaking ideas and products, contributing to the company's success in the highly competitive tech industry. Google aims to develop a more empowered workplace by focusing on team dynamics and work structure. According to Ms. Lhuillier, research based on employee interviews revealed that team success depends on how members collaborate, view their contributions, and interact, rather than who is on the team.</p>

	<p>Key elements include a sense of trust and mutual accountability, allowing employees to take risks without fear. Additionally, emphasizing the personal importance and impact of their work contributes to a more empowered and motivated workforce</p>
<p><b>Job Satisfaction:</b> When employees feel happy and satisfied with their work place, they are more likely to stay and work harder. A strong employer brand boosts job satisfaction, leading to better performance.</p> 	<p>An example of a company with a high employee satisfaction level is <b>Salesforce</b>. The company is renowned for its employee-centric approach, providing a supportive work environment and extensive learning and development opportunities. As a result, employees feel valued and satisfied, leading to better performance and reduced turnover. Salesforce's strong employer brand reflects high employee pride (81%) and positive work environment perception (92%). With an A-rating for retention, B rating for office culture, and A+ rating for happiness, their employer branding helps attract and retain talent effectively, making it an essential aspect for companies seeking success in talent management.</p>
<p><b>Employee Retention:</b> A positive employer brand reduces employee turnover. Retaining experienced employees leads to better continuity and stability in the organization.</p>	<p><b>Costco</b> is a company known for its strong employee retention rates. With a reputation for providing competitive wages, excellent benefits, and a supportive work environment, Costco keeps experienced employees loyal and dedicated. This continuity and stability contribute to Costco's sustained success in the retail industry. Costco's leaders prioritize connection, preparing future leaders to ensure the company's success and outstanding customer service. Michael Lee Stallard, president of Connection Culture Group, emphasizes the competitive advantage of shared identity, empathy, and understanding at work in his book "Connection Culture." He speaks, trains, and consults for various sectors, promoting connection in workplaces.</p>
<p><b>Positive Work Culture:</b> A strong employer brand fosters a positive work culture, encouraging teamwork and collaboration. This creates a productive and supportive environment.</p>	<p><b>Patagonia</b> is a company that exemplifies a positive work culture. Its focus on environmental and social responsibility, along with employee empowerment, fosters a sense of purpose and collaboration among employees. This positive work culture drives productivity and innovation, helping Patagonia maintain its success while making a positive impact.</p>

	<p>Patagonia's strong employer branding contributes to its sustainable image. The company's commitment to the environment, such as providing 'environmental leave' to employees and sharing experiences with a like-minded community, fosters a real bond with customers. Authentic videos and responsible practices, like buying back and reselling used products, showcase the brand's values and reinforce its positive employer brand impact.</p>
<p><b>Brand Advocacy:</b> Satisfied employees become brand advocates, promoting the company as a great place to work. This positive word-of-mouth attracts more customers and potential employees.</p> 	<p><b>Southwest Airlines</b> is a prime example of a company with satisfied employees who become brand advocates. The company's emphasis on employee happiness and treating employees as family members creates a strong sense of loyalty and advocacy. Southwest's employees actively promote the company as a great place to work, attracting both customers and potential employees.</p> <p>Companies with strong employer brands create emotional connections with candidates by showcasing the impact their work will have. This sense of purpose unites employees and makes their job feel more meaningful. For instance, when Lippincott worked with Southwest Airlines to develop their brand, they emphasized "putting people first," inspiring the motto, "Without a heart, it's just a machine." To define purpose effectively, companies should ask tough questions, ensuring it serves as a rallying cry and resonates without explanation, making candidates excited to work for them.</p>
<p><b>Competitive Advantage:</b> Having a reputable employer brand gives the organization a competitive edge. It helps attract the best talent and positions the company as an employer of choice.</p>	<p><b>Tesla</b> showcases how a reputable employer brand can provide a competitive advantage. Tesla's reputation for cutting-edge technology and environmental consciousness attracts top talent in the automotive industry. This positioning as an employer of choice allows Tesla to stay ahead of competitors and maintain its leading position in the electric vehicle market.</p> <p>SpaceX and Tesla, led by Elon Musk, rank at the top of the list for attracting and retaining top talent. Their strong employer brands, coupled with a compelling mission, vision, and values, draw in skilled individuals eager to make a difference. Musk's focus on career advancement, creativity, and high employee engagement fosters a culture of autonomy and collaboration, making these companies highly</p>



	attractive to workers globally. Understanding employee preferences and consistently nurturing their Employee Value Proposition enable SpaceX and Tesla to stand out as top employers, according to Universum's CEO Mats Rödmark .
<p><b>Increased Productivity:</b> Motivated and satisfied employees tend to be more productive. They put in extra effort to achieve goals and contribute positively to the organization's success.</p> 	<p><b>Apple</b> is a prime example of a company that benefits from increased productivity due to a positive employer brand. The company's focus on innovation and creating revolutionary products motivates its employees to put in extra effort, resulting in exceptional products that capture the market and contribute to Apple's success.</p> <p>Steve Jobs created an iconic employer brand for Apple through the "Think Different" campaign. The emotionally compelling message identified the type of employees Apple sought: rebels, risk-takers, and creative thinkers. This clarity in the employer brand played a vital role in Apple's success, even after Jobs' passing. The company's ability to attract like-minded individuals has led to continued innovation and profitability, reflecting the power of a strong and distinct employer brand.</p>

In brief, Employer branding is how a company is seen as a good place to work by its employees and potential employees. When a company has a positive employer brand, it means that employees are happy and motivated to work hard. This makes them perform better, stay longer in the company, and tell others good things about the company. As a result, the company becomes successful and respected in its industry. So, having a strong employer brand helps employees do their best, which leads to the company's success. Examples of companies like Google, Apple, and Southwest Airlines show how having a good employer brand makes employees happy and motivated, leading to their success.

### CONCLUSION:-

This research explored three main aspects: employer branding, factors influencing it, and its impact on employee performance and organizational success. Employer branding is all about how a company presents itself to potential and current employees. It includes things like the company's reputation, work culture, and how it treats its employees. Several factors influence employer branding, such as the company's culture, pay and benefits, career growth opportunities, work-life balance, and how employees are recognized and empowered. The research showed that a positive employer brand can greatly impact employee performance. When employees feel valued and motivated, they work better, leading to the overall success of the organization. It also helps attract talented individuals and keeps them loyal to the company. In summary, having a strong employer brand is crucial for companies to succeed. It helps create a happy and productive work environment and attracts skilled employees. By focusing on employer branding, organizations can improve employee performance and achieve their goals in the competitive job market.

**REFERENCES:-**

- \* Pawar, A. (2018). Study On Employer Branding In IT Companies: The Indian Scenario. Journal of Applied Management and Investments, Vol.7 No.3, pp. 162-171.
- \* Vijayalakshmi, V., & Uthayasuriyan, K. (2015). The Impact of Employer Branding on Employee Performance, volume : 5 | issue : 8 | August 2015 | ISSN -2249-555X.
- \*<https://www.jobteaser.com/en/corporate/the-fundamentals/employer-branding-3-companies-who-stand-out-due-to-their-content>
- \*Ramaswamy, S., Yadav, M., & Singh, S. A Study on Employer Branding Initiative with Reference to Selected Indian IT Companies. Vidyabharati International Interdisciplinary Research Journal, 12(2), 372-381. ISSN 2319-4979.
- \* <https://clearhrconsulting.com/blog/hr-smalltalk/employer-branding-lessons-from-apple/>
- \*<https://universumglobal.com/blog/how-to-supercharge-your-employer-brand-like-elon-musk/>
- \*Buttenberg, K. (2013). The Impact of Employer Branding on Employee Performance. In New Challenges of Economic and Business Development - 2013 (pp. 9-11). Riga, University of Latvia.
- \*<https://www.linkedin.com/business/talent/blog/talent-acquisition/how-southwest-airlines-built-a-stand-out-employer-brand#:~:text=To%20stand%20out%20from%20the,%2C%20it's%20just%20a%20machine.%E2%80%9D>
- \* <https://www.comparably.com/companies/salesforce/employer-brand>
- \*<https://corp.smartbrief.com/original/2017/08/3-factors-make-costco-americas-best-employer>
- \*<https://www.randstad.com/workforce-insights/employer-branding/case-study-employer-branding-google/>
- \* Schlager, T., Bodderas, M., Maas, P., & Cachelin, L. (2011). The influence of the employer brand on employee attitudes relevant for service branding: an empirical investigation. Institute for Insurance Economics, (I.VW-HSG, University of St Gallen, St Gallen, Switzerland.
- \*OpenAI. (2021). ChatGPT (Version X.XX) [Mobile application-android]. <https://chat.openai.com>
- \*<https://www.whatishumanresource.com/employer-brand>
- \*[www.scholars.google.co.in](http://www.scholars.google.co.in)
- \*<https://www.randstad.com/workforce-insights/employer-branding/case-study-employer-branding-microsoft/>