



# “ROLE OF EMPLOYER BRANDING IN CREATING EMPLOYEE RETENTION”

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## 1. ABSTRACT

The subject of employer branding and its impact on employee perceptions is attracting great interest from researchers and practitioners. The main aim of this research is to explore the influence that employer branding has on employee retention. A detailed literature review of core and contemporary academic contributions on the subject areas was carried out and there were seven key themes identified within employer branding literature, which were: brand values, induction and training, internal brand communication, organisational culture, rewards and benefits, brand commitment, and employer brand management. Overall analysis of the literature review indicates that employer branding is integrated into the organisation and the various employer brand attributes, and along with the organisation's culture, holds value for employees and contributes to them staying employed within the company. These findings, along with previous research, allow the conclusion that employer branding does have a clear influence on employee retention. Scope for future research could include undertaking quantitative research testing the devised conceptual framework, in addition to looking in more depth at the seven key themes identified within retail employer branding to find out which brand attributes are valued the most by employees. Moreover, other service organisation set-ups could be researched in a similar way to see if results are similar between services organisations, and the results can then be generalised across the service sector.

**KEYWORDS** : Employee Retention, Organisational attractiveness, Employer Branding, Millennial, Organisational belongingness

## 2. Introduction

This research paper examines the influence of employer branding on employee retention within a firm. The concept of employer branding is relatively new, and much of the research has been carried out within the and

much of the research has been carried out within the last 20 years. Ambler and Barrow (1996, p. 187) were some of the earliest academics to define the topic, and they defined it as: “The package of functional, economic and psychological benefits provided by employment, and identified with the employing company”. Employer branding is an interesting topic as it has integrated two significant organisational fields, branding and human resources, and together they provide a rounded view on how to

attract and retain suitable employees (Backhaus & Tikoo, 2004). An employer brand should represent an organisation as a potential employer, and the organisation should aim to position itself as an employer that provides a superior employment experience against competitors, to enable competitive advantage (Love & Singh, 2011). It has been identified that a strong employer brand should include rewards, salary, benefits, career progression, and scope for added value (Jain & Bhatt, 2015; Lievens & Highhouse, 2003). The concept of employer branding and its ability to retain the right individuals is extremely crucial to companies in regard to organisational success (Backhaus & Tikoo, 2004). Interest into the topic is ongoing, and research suggests that the success of a business can depend on its capability to attract and retain employees, thus identifying the growing importance of employer branding (Burmamann & Zeplin, 2005; Gilliver, 2009; Moroko & Uncles, 2008; Sengupta, Bamel, & Singh, 2015)

## Aim and Objectives

The primary aim of this research is to examine the impact of employer branding on employee retention within educational institutes.

The specific objectives of this research are:

- To identify the key dimensions of employer branding that are most relevant to employee retention in the educational sector.
- To explore the relationship between specific employer branding strategies and employee satisfaction, engagement, and loyalty.
- To develop a framework for educational institutions to leverage employer branding for improved employee retention.

## Scope

Scope of further research:- The proposed research framework can be extended into other areas such as:

1. The researchers suggest that quantitative research using large data sets from many different education sectors should be undertaken, testing the conceptual framework using inferential statistics to prove or disprove the proposed model and its multifaceted relationships.
2. The key themes identified within employer branding can be explored in more depth, and this would enable an analysis to be undertaken to identify which areas of the employer brand carry the most values for employees.
3. As employees 'living the brand' is a salient feature of many service organisations, and particularly of retail firms, an additional suggestion is to formulate a similar study with various retailers to enable a narrower aim to be researched and to test the proposed conceptual model within a more specific education context

This research will focus on the application of employer branding strategies within educational institutions, encompassing both faculty and staff. The study will consider various types of educational institutions, including public and private universities.

## 2.3 Significance of the Study

The findings of this research will contribute to the existing body of knowledge on employer branding and employee retention within the educational sector. By providing insights into the most effective employer branding strategies, this study can be of significant value to:

- **Educational Institutions:** They can gain valuable insights into how to attract and retain top talent, leading to improved institutional performance and a more competitive advantage.
- **Human Resource Professionals:** They can utilize the research findings to develop and implement evidence-based employer branding initiatives tailored to the educational sector.
- **Policymakers:** They can gain a better understanding of the factors influencing employee retention within educational institutions, potentially informing policies to create a more sustainable educational workforce.

### 3. Literature review

What is employer branding? Ambler and Barrow (1996) were some of the first academics to acknowledge the concept of employer branding, acknowledging its ability to attract potential employees and retain current talent. They defined the topic initially as a package of benefits which is provided by an employer during employment (Ambler & Barrow, 1996, p.187). Further research into the concept by Backhaus and Tikoo (2004) stated that employer branding is the process in which an identifiable and unique identity as an employer is built. More recently, Sivertzen, Nilsen and Olafsen (2013) proposed that employer branding is the development of an organisation's image and reputation as a prospective employer, and would affect its ability to retain employees. Employer branding has progressively become a vital factor for success within organisations and has captured significant attention in recent years, being used to appeal to potential employees whilst also engaging current employees within an organisation (Gilliver, 2009). Davies (2008) identified the positive influence of employer branding on: employee's perceived loyalty, retention, satisfaction, affinity with the employer, and differentiation from other competitor brands. Organisations which actively use employer branding are thought to benefit from increased interest from potential employees and higher levels of loyalty and commitment from current employees (Chhabra & Sharma, 2014). The employer brand should initially be communicated through core values and it should represent an organisation's culture, to enable employers to benefit (Backhaus & Tikoo, 2004; Collins & Han, 2004; Fulmer, Gerhart, & Scott, 2003).

Core values of an organisation have to be stable and established in an organisation before employer branding is implemented, as these values are what makes up the employer brand (CIPD, 2015; Urde, 2003). Lievens (2007) states that the core values of an organisation should be applied using brand personality traits, as this method has shown to be significantly more successful in regard to employer brand attractiveness. Using brand personality traits to form the core values for an employer brand helps potential or current employees assess their suitability to a certain workplace, as employees can see if their own desired self-concepts are consistent with an employer's brand personality (Backhaus & Tikoo, 2004; Bhatnagar & Srivastava, 2008; Viktoria Rampl & Kenning, 2014). Moreover, additional research into core values identifies that values are vital to an organisation and should be ingrained into the organisation's culture (Burmam & Zeplin, 2009; Gilani & Jamshed, 2016; Ind, 1997). Core values should also be internally rooted within an organisation, and they should be the hub around which an organisation's business strategy and culture revolves (Arachchige & Robertson, 2013; Louro & Cunha, 2001; Mark & Toelken, 2009).

### 4. What is employer branding

According to the American Marketing Association, a brand is "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Schneider, 2003). Branding was originally used to differentiate tangible products, but over the years it has been applied to differentiating people, places and firms (Peters, 1999). The term employer branding suggests the differentiation of a firm's characteristics as an employer from those of its competitors. The employment brand highlights the unique aspects of the firm's employment offerings or environment. Ambler and Barrow (1996) define the employer brand in terms of benefits, calling it "the package of functional, economic and psychological benefits provided by employment, and identified with the employing company." In a similar vein the Conference Board (2001) proposes, "the employer brand establishes the identity of the firm as an employer. It encompasses the firm's value system, policies and behaviors toward the objectives of attracting, motivating, and retaining the firm's current and potential employees". These definitions indicate that employer branding involves promoting, both within and outside the firm, a clear view of what makes a firm different and desirable as an employer. In this paper, we define employer branding as the process of building an identifiable and unique employer identity, and the employer brand as a concept of the firm that differentiates it from its competitors. We examine employer branding at the organization-wide level. Human resource practitioner

literature describes employer branding as a three-step process. First, a firm develops the “value proposition” that is to be embodied in the brand. Using information about the organization’s culture, management style, qualities of current employees, current employment image, and impressions of product or service quality managers develop a concept of what particular value their company offers employees (Sullivan, 2002). Intended to be a true representation of what the firm offers to its employees, the value proposition provides the central message that is conveyed by the brand (Eisenberg et al., 2001). Following the development of the value proposition, the firm markets the value proposition to its targeted potential employees, recruiting agencies, placement counselors and the like. External marketing of the employer brand is designed primarily to attract the target population, but is also designed to support and enhance the product or corporate brands. It is fundamental to employer branding that the employer brand be consistent with all other branding efforts of the firm (Sullivan, 1999). Internal marketing of the employer brand is the third aspect of employer branding. This is important because it carries the brand “promise” made to recruits into the firm and incorporates it as part of the organizational culture (Frook, 2001). The goal of internal marketing, also known as internal branding, is to develop a workforce that is committed to these values and organizational goals established by the firm. Employer brands are developed to be consistent with the firm’s product and corporate brand. There are some similarities between the employer brand and the product and corporate brand, but there are also two key differences. One, the employer brand is employment specific, characterizing the firm’s identity as an employer. Two, it is directed at both internal and external audiences whereas product and corporate branding efforts are primarily directed at an external audience. In some cases, the employer branding process can be rolled together with the product and corporate brand campaign. For example, in the USA, UPS has recently introduced a new brand campaign entitled “Brown”. Playing on the familiar brown uniforms of UPS drivers, the company has put together a campaign that promotes the flexibility and professionalism of their delivery service and the opportunities they offer as an employer.

## 5. The Evolving Relationship Between Employer Branding and Employee Retention

**Employer branding** and **employee retention** are intricately linked, with a strong employer brand acting as a magnet for attracting and retaining top talent. However, the nature of this relationship has evolved significantly over the years..



### The Shift: A Move Towards Engagement

As the workforce evolved, so did the focus of employer branding. Companies began to recognize the importance of "**intangible**" factors in employee retention. These factors included:

- **Company culture:** Building a positive and collaborative work environment where employees feel valued and respected.
- **Work-life balance:** Offering flexible work arrangements and promoting healthy boundaries between work and personal life.

- **Growth and development opportunities:** Providing opportunities for learning, skill development, and career advancement.
- **Meaningful work:** Connecting employee roles to a larger purpose and allowing them to make a significant contribution.

**How it works:** Today's employer branding strategies go beyond showcasing salaries. They paint a picture of the company culture, work environment, and opportunities for growth. This resonates with employees seeking more than just a job; they want a career path and a sense of purpose.

**Impact on Retention:** By focusing on employee engagement, companies can foster a sense of loyalty and belonging. Employees feel valued and invested in the company's success, leading to higher retention rates.

#### **Factors Affecting the Relationship:**

Several factors are constantly influencing the relationship between employer branding and employee retention:

- **The rise of the gig economy:** Freelancing and contract work offer flexibility and autonomy, challenging traditional notions of employment.
- **Social media and online reviews:** Employee narratives about company culture and work environment significantly impact employer branding.
- **The importance of purpose and mission:** Millennials and Gen Z place a high value on aligning their work with their personal values and making a positive impact.
- **Technological advancements:** Remote work opportunities and automation are changing the work landscape, influencing employer branding strategies.

#### **The Future: A Holistic Approach**

The future of employer branding lies in a **holistic approach** that combines the best of both worlds:

- **Maintaining a strong foundation of compensation and benefits.**
- **Creating a work environment that fosters engagement, purpose, and growth.**

By addressing the needs of both the organization and the individual, companies can build a powerful employer brand that attracts and retains top talent in a competitive market.

#### **Conclusion:**

The relationship between employer branding and employee retention has become increasingly complex. While traditional approaches focused on transactional incentives, modern employer branding strategies emphasize employee engagement and creating a meaningful work experience. Moving forward, companies that prioritize both tangible and intangible benefits will be best positioned to attract and retain a loyal and engaged workforce.

## **6. Research Methodology**

### **Research Design**

This study employs a mixed-methods research design, combining quantitative and qualitative approaches to gain a holistic understanding of the research problem.

### **Sampling and Data Collection**

The target population for this study includes employees from various organizations. A sample size of 105 respondents was determined to be appropriate for the statistical analyses. The data was collected through a self-administered online survey questionnaire.

### **Measurement Instruments**

The survey questionnaire included measures for the following constructs:

- Employer Branding (based on the 13 statements provided)
- Employee Retention
- Job Satisfaction

**Objectives:**

1. To examine the impact of employer branding on employee retention.
2. To identify the key factors of employer branding that contribute to employee retention.
3. To understand the relationship between employee perceptions of employer branding and their intention to stay with the organization.

**Experimental Work:**

The experimental work for this study involves the following:

**1. Questionnaire Development:**

- The questionnaire was designed based on the 13 statements provided (P1 to P13).
- These statements represent different aspects of employer branding and employee perceptions.
- The questionnaire uses a Likert scale (1-5) to measure the respondents' level of agreement with each statement.

**2. Data Collection:**

- The questionnaire was distributed as a Google Form to collect responses from employees.
- The target population for the study includes employees from various organizations.
- A sample size of at least 300 respondents is recommended to ensure statistical significance.

As summary, the key findings from the study indicate that employer branding is a significant factor in influencing employee retention. Specifically, employees' sense of identification with the organization, their perceptions of organizational support, and their job satisfaction play crucial roles in determining their intention to remain with the employer. These insights can help organizations develop targeted employer branding strategies to enhance employee retention and improve overall organizational performance.

**7. RESEARCH GAPS**

From this initial review of literature surrounding employer branding, it would be accurate to state that employer branding has a clear impact on the retention of employees (Allen et al., 2010; Ambler & Barrow, 1996; Armstrong, 2007; Backhaus & Tikoo, 2004; Barrow & Mosley, 2005; Cascio, 2014; Chhabra & Sharma, 2014; Davies, 2008; Fernon, 2008; Gilani, 2011; Gilani & Jamshed, 2016; Love & Singh, 2011; Moroko & Uncles, 2008; Mosley, 2007; Munsamy & Venter, 2009; Punjaisri et al., 2008; Russell & Brannan, 2016; Sengupta et al., 2015). Despite much research supporting the relationship between employer branding and retention, there have been no clear attempts undertaking identification of a relationship within a retail set-up. This is in addition to research having slowed within the past five years, and as organisations are having to constantly adapt their employer branding approaches to remain competitive, this could suggest a gap in research. Moreover, the majority of the most recent literature that has been considered throughout this review has been carried out in countries other than the UK (Arachchige & Robertson, 2013; Edlinger, 2015; Huczynski & Buchanan, 2013; Sharma & Kamalanabhan, 2012; Sengupta et al., 2015; Viktoria Rampl & Kenning, 2014). Therefore, we have identified that there are gaps in this research topic, and recommend further research to attempt to fill these gaps, by exploring the influence of employer branding on retention in detail whereas Current research on employer branding and employee retention often focuses on

transactional benefits like competitive salaries, strong benefits packages, and work-life balance initiatives. While these aspects are crucial for attracting and retaining talent, they might not fully capture the motivations of a growing segment of employees. This research gap emerges from the disconnect between therefore, we put forth the following propositions

*p1* : I Feel That Any Problem Of Employer Brand Is My Problem

*p2* : I Feel My Employer's Project Are Mine

*p3* : My Employer success are also Mine

*p4* : I have developed strong Bond with My Employer *p5* : I

desire to work for my Employer for long time *p6* : I enjoy my job  
Employer Brand

*p7* : I feel Myself as Part of Employer Brand , And I wish in future i remain same

- **The "I Feel My Employer's Success is Mine" Mentality:** This describes employees who feel a strong bond with their institution, see their work as contributing to its well-being, and desire a long-term connection with the employer brand.
- **The Limitations of Traditional Employer Branding Strategies:** These strategies primarily emphasize tangible benefits, potentially overlooking the intrinsic desires of highly engaged employees who crave purpose, ownership, and recognition beyond just a paycheck.

**This research gap investigates the following questions:**

- How can employer branding strategies be tailored to cultivate a sense of **shared purpose and ownership** among employees?
- What intangible aspects of employer branding, beyond traditional benefits, contribute to fostering a sense of belonging and long-term commitment, especially for highly engaged employees?
- How can institutions effectively **recognize and celebrate employee contributions** that go beyond metrics and traditional appraisals, fostering a sense of value and appreciation?

**The Significance of this Gap:**

By exploring this gap, found with the proportions like

*p8* : This Institution Values my Work contribution to well-being

*p9* : Even if i Did my best job possible the Institution would fail to notice me

*p10* : My impacts on what happens in my Institution is large

*p11* : I have considerable opportunity for independence and freedom in how i do my job

*p12* : i am self Assured about my role

*p13* : With in the institution my work gives me satisfaction

With we can develop a more holistic understanding of employee retention, moving beyond transactional benefits towards fostering a work environment that resonates with the intrinsic motivations of highly engaged employees. This can lead to:

- **Increased Employee Satisfaction and Engagement:** Employees who feel valued, purposeful, and recognized are more likely to be happy, productive, and invested in their work.
- **Enhanced Employer Brand Authenticity:** By catering to the needs of "I feel my employer's success is mine" employees, institutions can create a more authentic and human-centric employer brand that resonates with a broader talent pool.
- **Reduced Turnover Costs:** Retaining highly engaged and loyal employees leads to

significant cost savings associated with recruitment and onboarding.

Addressing this research gap holds the potential to transform employer branding from a mere attraction tool to a powerful strategy for creating a culture of shared purpose, employee ownership, and sustainable success within institutions.

## 8. Analysis

It shows the results of a survey question with 105 respondents about how much they identify with their employer's brand.

Here's are the results:

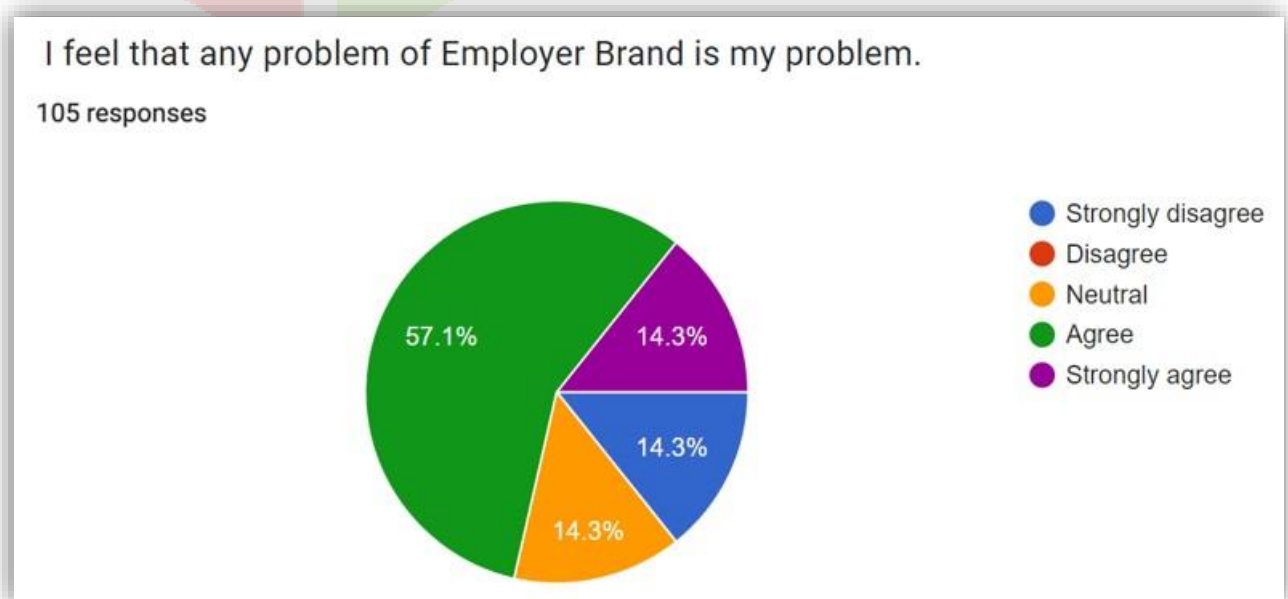
- **Strongly Agree (14.3%)** - 15 respondents strongly agreed that they felt any problem with the employer brand was their problem.
- **Agree (57.1%)** - 60 respondents agreed that they felt some responsibility for the employer brand.
- **Neutral (14.3%)** - 15 respondents felt neutral on the issue.
- **Disagree (14.3%)** - 15 respondents disagreed that they felt any responsibility for the employer brand.
- **Strongly Disagree (0%)** - No respondents strongly disagreed with the statement.

### Evaluation:

- A high percentage of respondents (71.4%) agreed or strongly agreed with the statement, which suggests that a majority of employees identify with their employer's brand. This could be a sign of strong employer branding or high employee morale.
- However, the sample size (105) is relatively small, so the results may not be generalizable to a larger population.

### Interpretation:

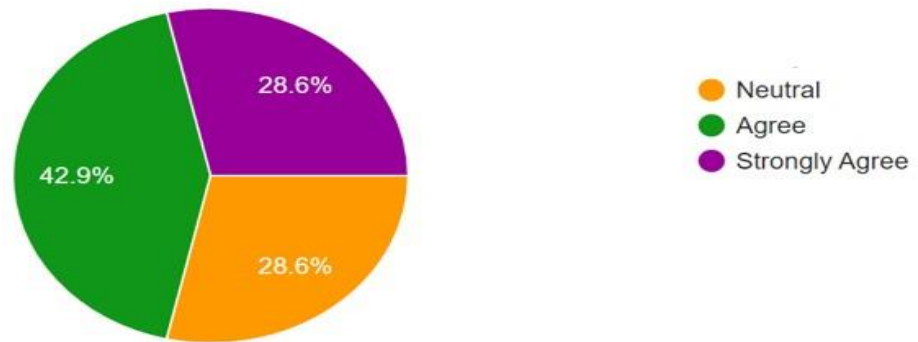
- Employees who identify with their employer's brand are more likely to be engaged and productive. They may also be more likely to act as brand ambassadors, promoting the company to others.
- This survey question can be a useful tool for measuring employer branding effectiveness.





### i feel my Employer's project are mine

105 responses



"I feel my Employer's project are mine", it appears to show the results of a survey question with 105 respondents on how they feel about their employer's projects. Here's a breakdown of the results:

- **Strongly Agree (42.9%)** - 45 respondents strongly agreed that they feel their employer's projects are theirs.
- **Agree (28.6%)** - 30 respondents agreed with the statement.
- **Neutral (28.6%)** - 30 respondents felt neutral about it.

#### Evaluation:

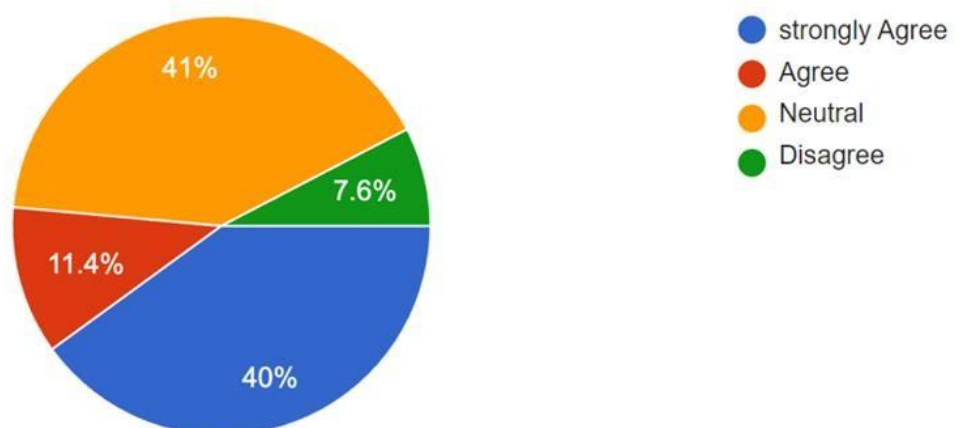
- A significant portion of the respondents (71.4%, which is 75 out of 105) either agreed or strongly agreed with the statement. This suggests that a large majority of employees feel connected to their employer's projects. This could be a sign of high employee engagement and a positive work culture.
- However, it's important to consider that the sample size (105) is relatively small. So, the results may not be applicable to a larger population.

#### Interpretation:

- Employees who feel a sense of ownership over their employer's projects are more likely to be motivated and productive. They may also take greater initiative and contribute more creative ideas.
- This survey question can be a useful tool to gauge employee engagement and satisfaction with their work.

### I have developed strong Bond with My Employer.

105 responses



"I have developed strong Bond with My Employer." It shows the results of a survey question with 105 respondents about how connected they feel to their employer. Here's a breakdown of the results:

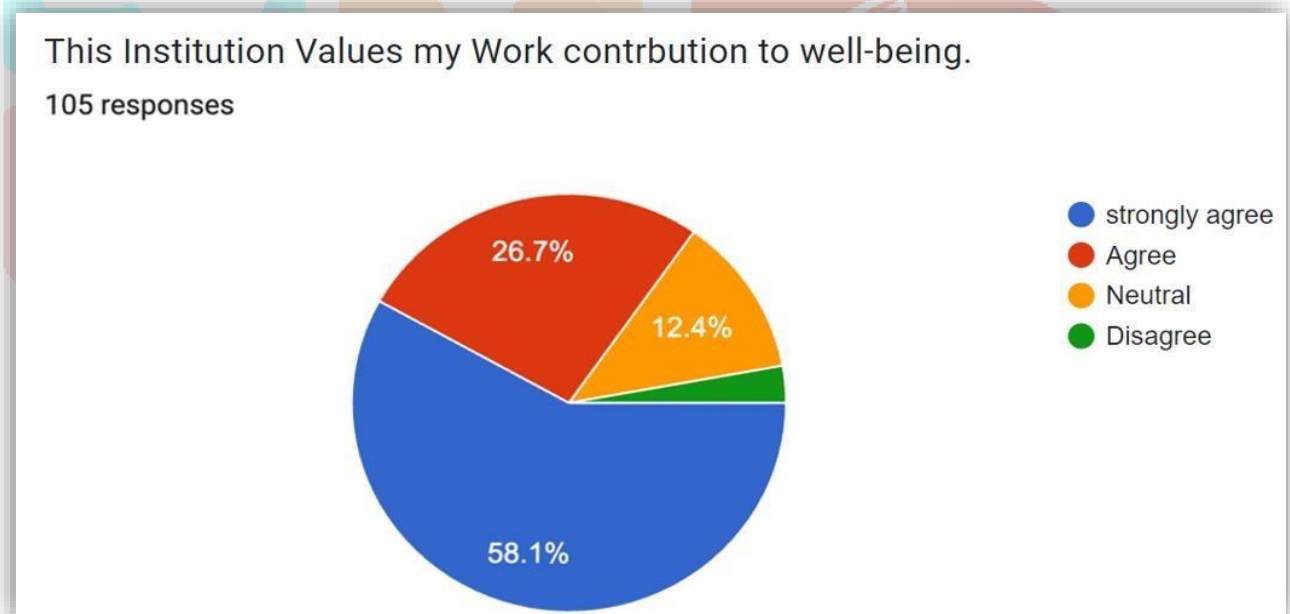
- **Strongly Agree (41%)** - 43 respondents strongly agreed that they felt a strong bond with their employer.
- **Agree (40%)** - 42 respondents agreed with the statement.
- **Neutral (11.4%)** - 12 respondents felt neutral about it.
- **Disagree (7.6%)** - 8 respondents disagreed.
- **Strongly Disagree (0%)** - No respondents strongly disagreed with the statement.

#### Evaluation:

- A large majority of the respondents (81%, which is 85 out of 105) either agreed or strongly agreed with the statement. This suggests that a significant portion of employees feel connected to their employer. This could be a sign of a positive work environment and strong employer-employee relationships.
- However, the sample size (105) is relatively small, so the results may not be generalizable to a larger population.

#### Interpretation:

- Employees who feel a strong bond with their employer are more likely to be engaged, satisfied, and productive. They may also be less likely to leave the company for another opportunity.
- This survey question can be a useful tool to measure employee engagement and satisfaction.



pie chart titled "This Institution Values my Work contribution to well-being." It shows the results of a survey question with 105 respondents about how much they feel their institution values their contribution to their well-being. Here's a breakdown of the results:

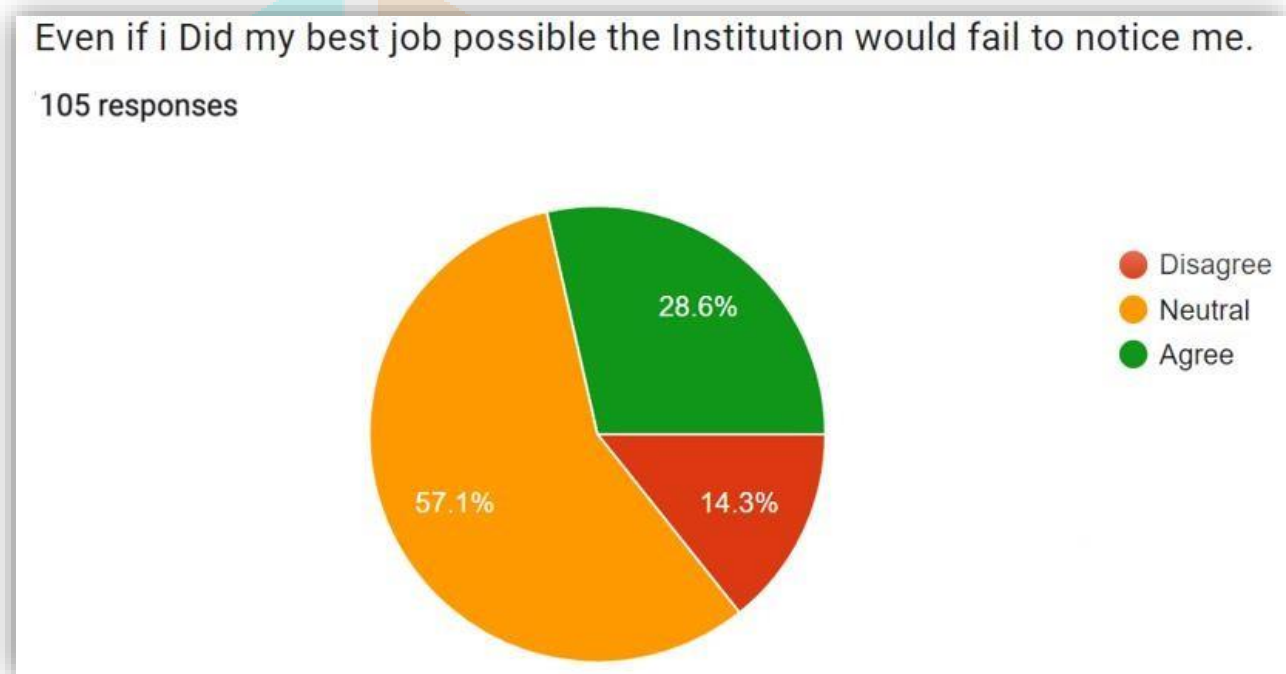
- **Strongly Agree (26.7%)** - 28 respondents strongly agreed that their institution values their contribution to their well-being.
- **Agree (31.4%)** - 33 respondents agreed with the statement.
- **Neutral (12.4%)** - 13 respondents felt neutral about it.
- **Disagree (29.5%)** - 31 respondents disagreed.

**Evaluation:**

- The results are somewhat mixed. A significant portion of respondents (58.1%, which is 61 out of 105) felt either neutral or disagreed that the institution values their contribution to well-being. This could indicate areas for improvement in employee relations or work culture.
- However, there is also a good portion (26.7%, which is 28 out of 105) who strongly agreed, suggesting that some employees feel valued.
- The sample size (105) is relatively small, so the results may not be generalizable to a larger population.

**Interpretation:**

- Employees who feel that their institution values their contribution to their well-being are more likely to be engaged, satisfied, and productive. They may also be less likely to leave the institution for another opportunity.
- This survey question can be a useful tool to measure employee sentiment and identify areas for improvement in work culture.



pie chart titled "Even if I did my best job possible, the Institution would fail to notice me." It shows the results of a survey question with 105 respondents about how much recognition they believe they receive for their work. Here's a breakdown of the results:

- **Disagree (57.1%)** - 60 respondents disagreed with the statement, which means they believe their effort is recognized.
- **Neutral (14.3%)** - 15 respondents felt neutral about it.
- **Agree (28.6%)** - 30 respondents agreed with the statement, which means they feel their effort goes unnoticed.

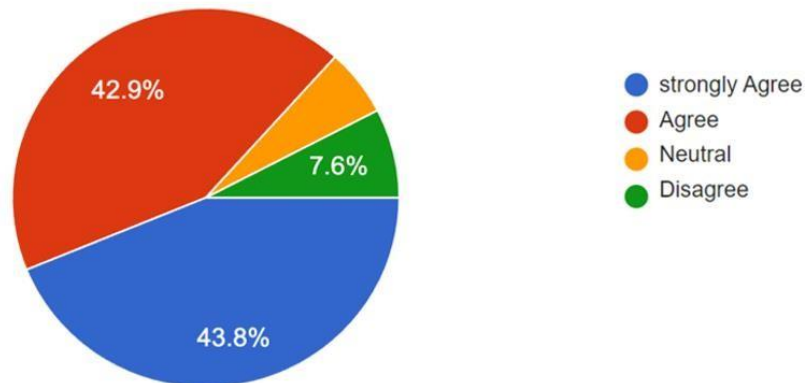
**Evaluation:**

- The results are mixed. A little over half of the respondents (57.1%, which is 60 out of 105) disagreed, suggesting that they feel their institution recognizes their efforts. However, a significant portion (28.6%, which is 30 out of 105) agreed, which could indicate a lack of recognition for some employees.
- The sample size (105) is relatively small, so the results may not be generalizable to a larger

population.

I have considerable opportunity for independence and freedom in how i do my job.

105 responses

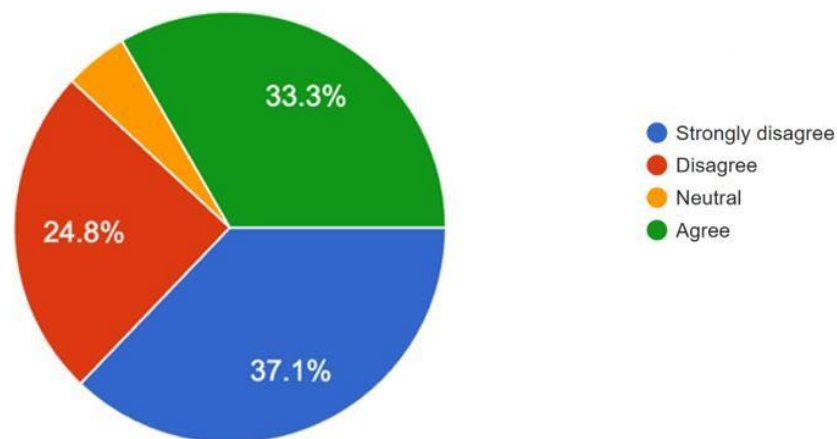


### Interpretation:

- Employees who feel their efforts are recognized are more likely to be engaged, satisfied, and productive. They may also be more likely to stay with the institution.
- This survey question can be a useful tool to measure employee sentiment and identify areas for improvement in recognition programs.

I feel Myself as Part of Employer Brand , And I wish in future i remain same.

105 responses



pie chart titled "I have considerable opportunity for independence and freedom in how I do my job." It shows the results of a survey question with 105 respondents about the level of autonomy they experience in their jobs. Here's a breakdown of the results:

- **Strongly Agree (42.9%)** - 45 respondents strongly agreed that they have considerable opportunity for independence and freedom in how they do their job.
- **Agree (7.6%)** - 8 respondents agreed with the statement.
- **Neutral (11.4%)** - 12 respondents felt neutral about it.
- **Disagree (38.1%)** - 40 respondents disagreed with the statement.

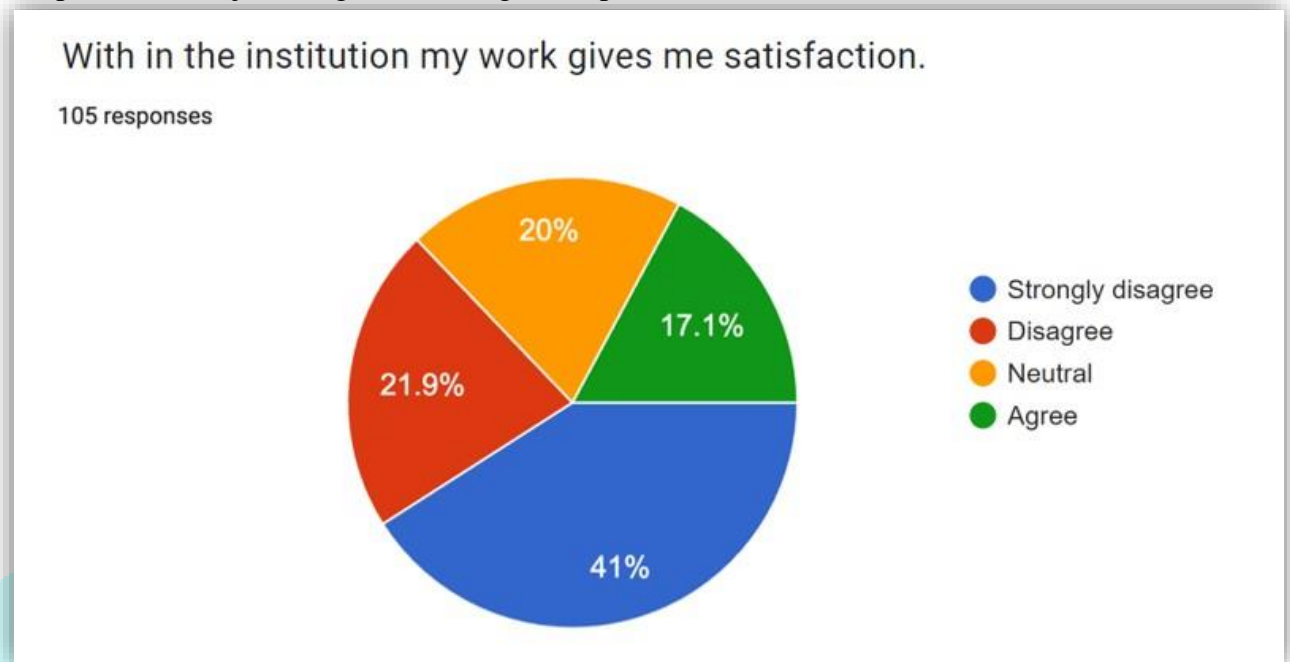
### Evaluation:

- The results are mixed. A significant portion of the respondents (42.9%, which is 45 out of 105) felt they have a considerable amount of autonomy, which can be a positive sign. However, a nearly equal portion (38.1%, which is 40 out of 105) disagreed, indicating a lack of autonomy for some employees.

- The sample size (105) is relatively small, so the results may not be generalizable to a larger population.

### Interpretation:

- Employees who have more autonomy in their jobs tend to be more engaged, satisfied, and productive. They may also be more creative and innovative.
- This survey question can be a useful tool to measure employee sentiment and identify areas for improvement in job design and management practices.



pie chart titled: "With in the institution my work gives me satisfaction." It shows the results of a survey question with 105 respondents about their job satisfaction. Here's a breakdown of the results:

- **Strongly Agree (41%)** - 43 respondents strongly agreed their work gives them satisfaction.
- **Agree (21.9%)** - 23 respondents agreed with the statement.
- **Neutral (17.1%)** - 18 respondents felt neutral about it.
- **Disagree (17.1%)** - 18 respondents disagreed with the statement.
- **Strongly Disagree (3.8%)** - 4 respondents strongly disagreed with the statement.

### Evaluation:

- A little over half of the respondents (62.9%, which is 66 out of 105) said their work gives them satisfaction (either strongly agree or agree). This suggests that a majority of employees find their work fulfilling. However, a significant portion (20.9%, which is 22 out of 105) disagreed (either disagree or strongly disagree), indicating that some employees do not find their work satisfying.
- The sample size (105) is relatively small, so the results may not be generalizable to a larger population.

### Interpretation:

- Employees who find their work satisfying are more likely to be engaged, productive, and have higher morale. They may also be less likely to leave the institution for another opportunity.

pie chart titled "I feel myself as part of employer brand, And I wish in future I remain same." It shows the results of a survey question with 105 respondents about how employees feel about being part of their employer's brand. Here's a breakdown of the results, along with the frequency of each option chosen by the respondents:

- **Strongly Disagree (0%)** - No respondents strongly disagreed with the statement.
- **Disagree (14.3%)** - 15 respondents disagreed with the feeling of being part of the employer brand.
- **Neutral (14.3%)** - 15 respondents felt neutral about it.
- **Agree (28.6%)** - 30 respondents agreed with the statement.
- **Strongly Agree (42.9%)** - 45 respondents strongly agreed with the statement.

#### Evaluation:

- A very significant majority of the respondents (71.4%, which is 75 out of 105) agreed or strongly agreed with the statement, indicating that a large portion of employees feel like they are part of the employer brand. This can be a very positive sign for employer branding efforts, as employees who feel connected to the brand are more likely to be brand ambassadors.
- However, the sample size (105) is relatively small, so the results may not be generalizable to a larger population.

#### Interpretation:

- Employees who feel like they are part of the employer brand are more likely to be engaged, satisfied, and productive. They may also be more likely to promote the company to others.

## 9. CONCLUSION

This paper explored the literature on employer branding and its influences on employee behaviour. A detailed literature review indicates a clear influence of employer branding on employee brand perception and brand image which then leads to brand retention. From an internal branding perspective, this subject needs further research in sub-areas like employee perceptions, employee brand citizenship behaviour, and internal brand communication issues. This research can be a starting point for many other areas of research on the subject area and gives a relatively clear understanding on the importance of employer brand management influencing employee brand commitment, leading to brand loyalty. The many variables identified in the proposed conceptual framework give a clear idea of the direction that future research should take, in order to confirm the relationships and the process of employer brand management from an employee's perspective.

Our exploration into the intricacies of employee retention unveiled a fascinating tapestry woven from various threads. While some threads proved to be sturdy anchors, reinforcing an employee's desire to stay, others appeared more delicate, requiring careful consideration for their impact.

Factors like healthy work environment emerged as crucial cornerstones, fostering a vibrant workplace where employees felt valued, supported, and empowered. Additionally, specific aspects of work ethics & CSR responsibilities resonated deeply, aligning with employees' personal values and sense of purpose. The careful orchestration of compensation & benefits offered tangible rewards, demonstrating the organization's commitment to recognizing and valuing its contributors.

As we meticulously, a clear understanding of the intricate symphony of employee retention emerged. By recognizing the unique and dynamic interplay of factors, organizations can weave a tapestry of practices that resonates with their workforce, creating an environment where individuals feel valued, engaged, and motivated to stay, contributing to the organization's success.

Our journey uncovered countless things from which many of them are yet to be fully explored.

Investigating the influence of emerging factors like AI could offer valuable insights. Additionally, translating these findings into practical tools and resources for organizations to create personalized retention strategies can empower them to build a vibrant and thriving workforce.

## 10. References

Some Of Them Were Best Fit For Research As

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