



An Extensive Review on Employer Branding

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ABSTRACT: In present times, the working environment is becoming progressively competitive to prosper in that competition, Employer Branding is fast developing as an extended term human resource strategy to draw in and retain talented manpower. The aim of this research paper is to form a conceptual framework of review. Our most significant findings disquiets the impression of Employer Branding which can be determinedly related to Brand.

KEYWORDS: Employer, Branding, Retention, Review of Branding

I. INTRODUCTION

In many developed economies, changing demographics and economic conditions have given rise to increasingly competitive labor markets. Where competition for good employees is strong. Consequently, strategic investments in attracting suitably qualified and skilled employees are recommended. Every Company wants to increase their market share, brand equity and Reputation of the company but without good employees can't be possible to achieve it. Employer Branding denotes an organizations reputation as an Employer .The term was first used in the early 1990's, and has since become widely adopted by the global management community .To attract talent, mainly focusing on the 21st century, the image of the company must be good as talented employees are not selected by the company rather than they select the organization as their Employer. The success of every company largely depends upon the efficiency and talent of its employees. Now- a-days Attracting and Retaining talented employees has become for companies a big challenge.

Employer Branding in the context of recruitment is the package of psychological, economic and functional benefits that potential employees associate with employment with a particular company. This word has become very popular among Human resource professionals because it offers the possibility for them to think strategically on promoting the organization as an employer.

II. LITERATURE REVIEW

There are a excess of theories about marketing and branding, and a large number of literatures discussing corporate image and corporate reputation, however, there are only a few theories available concerning employer branding, especially the linkage between employer brand and consumer marketing communication methods.

A brand was defined as 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 (Gardner &Levy, 1995). Clark (1987) on the other hand, offered another definition relating brands with values, i.e. brand is values that provide the important link between consumers and marketers, while Kapferer (1992) approaches brands under a holistic view. He claimed that a brand is not a mere product. It is a product's essence and often brands are examined through their component parts like brand name, logo, design or packaging etc.

According to Keller (1993) brand equity elevated the importance of brand in marketing communication strategy and is often used to persuade customers to buy a product or service.

However, in recent years, especially in today's competitive market, employer branding is used to recruit and retain good employees from a diverse work force. Most companies tend to promote factors that make their firm a good place to work and also offering a bright and cheerful office space, an ethos of collaboration and teamwork, flexible working hours, crèche facilities, or even an excellent canteen. Such results suggest that potential applicants are aware of firms' CSP and that those with more positive ratings may have competitive advantages because they attract more potential applicants than firms.

Levinson (2007) also suggests that employees who are happy in their work are more likely to stay in that organization, and found that work engagement is significantly related to organizational commitment.

According to Robert & Dowling (2002), superior performing firms have a greater chance of sustaining superior performance over time if they also possess relatively good reputations. It is consistent with the growing body of strategy research that links high quality intangible assets with sustained superior performance. Collins and Stevens (2002) have also stated that early recruitment and advertising may have beneficial effects on increasing the quantity and quality of applicants. Fulmer, Gerhart and Scott (2003) have analyzed employer branding policies on top100 US companies. They found that employer branding policies were associated with not only stable and highly positive workforce attitudes but also had effect on organization's performance. Turban and Cable (2003) have argued that firms higher in corporate social performance (CSP) have more positive reputations and are more attractive employers to employees than firms lower in CSP.

III. THEORETICAL FRAMEWORK OF EMPLOYER BRANDING

Employer branding is the process to communicate an organization's culture as an employer in the marketplace. An employer brand is the sum of all the characteristics and distinguishable features that prospective candidates and current employees perceive about an organization's employment experience. The employment experience serves as the foundation of the employer brand and includes tangible features such as salary, rewards and benefits, but also extends to intangibles such as an organization's culture, values, management style and opportunities for employee learning, development and recognition (Newell & Dopson, 1996; Hendry & Jenkins, 1997).

Figure 1, which is described below gives an idea about employer branding and its determinants. In establishing employer branding, organizational identity comes when there is a common ownership of an organizational philosophy which is manifested in a distinct corporate culture. It helps organizations to enhance employer brand identity. An organization's image refers to how the potential and existing employee receives and perceives the employer brand. Organizational culture is an idea in the field of organizational studies and management which describes the psychology, attitudes, experiences, beliefs and values (personal and cultural values) of an organization.

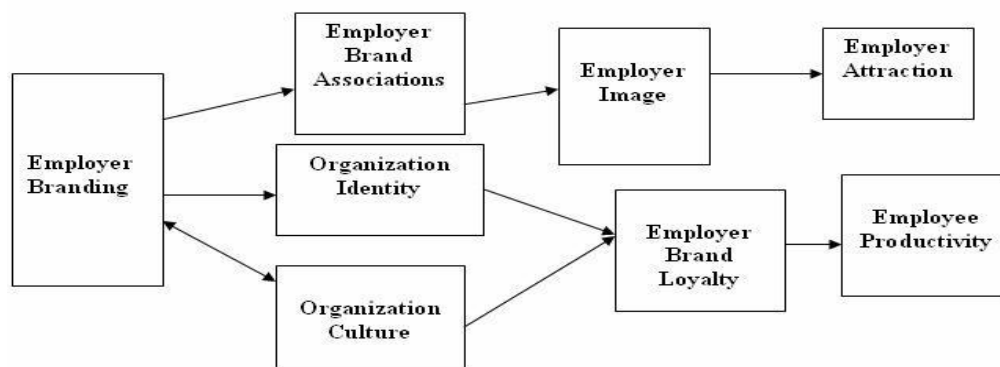


Fig 1: Dimensions of Employer Branding

According to Corporate Leadership Council (1999), a firm's employment brand is ultimately based on its actual employment offers and its ability to deliver on its promises. Like a product brand, the employer brand has multiple components, each contribute to strength of the brand with current and potential employees.

IV. CONCLUSION

After analyzing more than 25 research articles the researcher concluded that, this paper highlights the Literature review on Employer Branding and its influence on Employee behavior. Currently, an active employee value proposition and employer brand is a key for increasingly upper hand. 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 process of Employer Brand Management from an employee's perspective. Increasingly Indian companies are revolving out to be decisively calculated to use the employee brand to attract and retain talent for the development.

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