



## **An Extensive Analysis of Employer branding**

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### **Abstract:**

The objective of the study is to explore the importance of employer branding in current scenario. In Present era, the working culture is becoming increasingly competitive to grow in that competition, Employer branding is rapidly developing as an including strategies in human resource to draw in and retain the employees. The most significant findings concern the impression of Employer Branding which can be firmly related to Brand.

**Keywords:**Employer, Working environment, Human resource, Retention

### **Introduction:**

In past times, the organization managers are used to look upon sales and marketing, product development as important functions to derive organization's success. Later in the period of Industrialization, all organisations focused more on Customer satisfaction. But now a days, organizations considering that human resource as strategic function, in order to identify, attract and retain talent from different sources and to avoid scarcity of human capital in the organization for in advance competitive advantage. By focusing of this fact, that population is rising in India and it is also adding manpower in the human resources market, then why the question of scarcity of talent is raised. It can't be left without that workforce is growing and richly available in the market, still there is a big gap in workforce availability and their



employability. To meet this gap, organizations can have competitive advantage only by recruiting and retaining talented workforce.

### **Review of Literature:**

According to Gardner and Levy (1955), "A brand will be identified by its name, word, sign, symbol, design or a combination of them that identifies the goods and services of a group of vendors and refers to them as competitors.

Clark (1987) on the other hand, offered another explanation relating brands with values, i.e. brand is values that give 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 is important, brand in marketing communication strategy and is often used to influence 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.

### **Reasons behind Employer branding:**

To gain the competitive advantage, in present scenario all organization leaders need to focus more on the employees recruit and retain. Keep that view Employer branding plays vital role for the development of organization through man power.

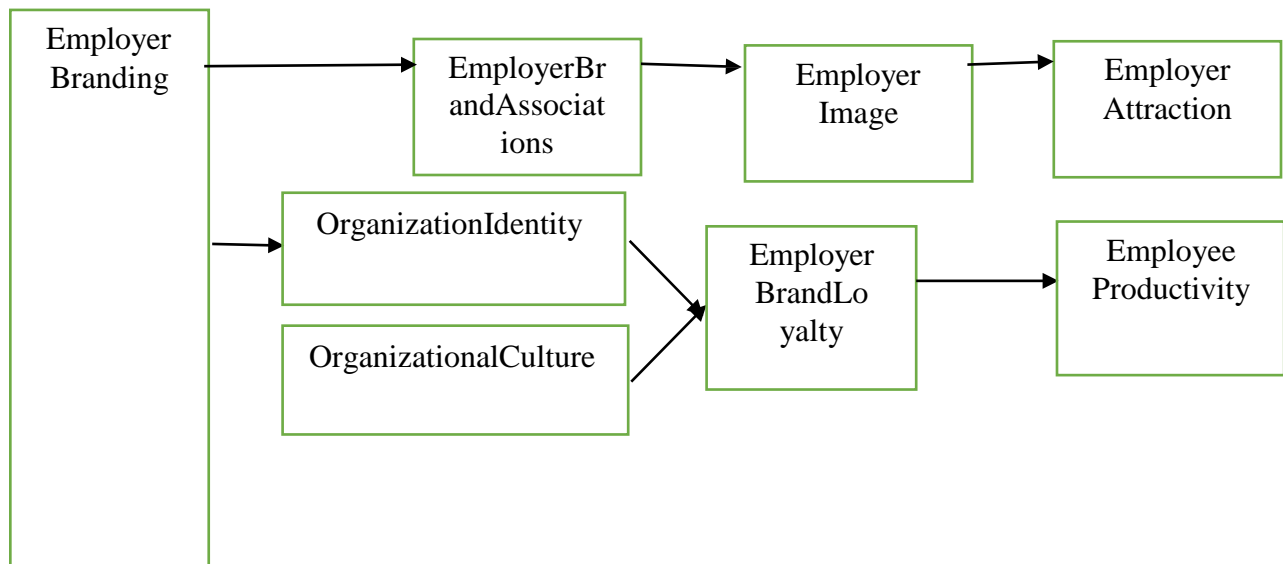


- 1. Attract great Employees and Retain presented ones:** An Employer brand will make all employees proud that they are a part of the organization .In today's scenario, the job seeker, and companies need to be mindful of how they are showcasing the culture.
- 2. Reduce Recruitment Costs:**If any organization will have a solid employer brand, candidates will come flocking to the company, which means you can spend less on recruitment marketing costs. Why pay for a posting on a job board when people are already flocking to your careers site? Working for a well-known, reputed company is important to a lot of people, and if you position your company as such, you'll attract more candidates for open roles.
- 3. Turn Your Internal fund into Brand Advocates:**Above 50% of job seekers rely on employee reviews. So, when your star performers share their own positive work experiences with their social circles on social networking sites, it will work to support your company's recruitment strategies.
- 4. Enhance Employee Engagement:**When the organization commits to an employee-centric company brand, purposely engaging employees becomes an essential component of company culture. And the outcome of intentional employee engagement is increased productivity and profits. The resulting low turnover provides a firm basis on which your company can pull towards you more potential candidate for new roles
- 5. Convey Your Brand Value:** The market belongs to top industry talent and so they have ample options. Skilled professionals will always pick employers with a firm brand reputation and shared values.
- 6. Demonstrate Your Unique Culture and Diversity:** Many candidates want to work for a company with an energetic culture and a diverse workforce. They want work to be enjoyable and rewarding at the same time. So, recruiters need to be very tactful when promoting their employer brand, work environment, company culture, and perks.
- 7. Appeal to Tech-Savvy Candidates:** An employer that demonstrates digital aptitude will attract tech-savvy candidates. Technology is the way of future for companies that want to stay competitive and you can start with revamping your careers site

#### **Conceptual model of Employer Branding:**

According to Backhaus and Tikoo (2004) employer branding involves in all functions of Human Resources Management from organization requirements to employee efficiency. In this conceptual framework by creating the process of both internal and external communication of attributes to identify the organization needs with the aim of attracting, acquiring and retaining the employee.

Figure1:Employerbrandingframework..Source:BackhausandTikoo(2004)



The above picture representing the idea about employer branding and its determinants. Employer branding helps organisations to enhance employer brand identity .An organisations 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 study and management which describes the all personal and professional values.

**Conclusion:**



After analyzing more than 60 research Articles and finally concluded that ,this study mainly highlights the reasons for Employer branding and its influence in recruitment ,attire and retain of employees .Presently an active employee value proposition and brand will the key for improvement .in this study main variables identified which shows influences on organization growth and development .Rapidly Indian companies are revolving out to be determinedly calculated to use the employee brand to attract and retain talent for the success.

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