

A study of Employer Branding and its Impact on Employee Retention.

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Abstract: *It is becoming increasingly and critically important for organisations to attract and retain the employees they desire. Branding should include not only products, services but also the organization as a whole. Organizations need to market themselves as a great place to work in order to attract qualified candidates to fill positions. As many organisations compete for the most talented employees, it is more important than ever to attract and retain those who are already on board. This paper investigates employer branding in IT firms in Delhi NCR and its impact on employee retention.*

Keywords: Talent Retention, Employer Branding

1. INTRODUCTION

According to Sullivan (2004) employer branding as "a purposeful long-term strategy for managing the perceptions and perceptions of employees, potential employees, and related stakeholders of a particular company." For instance, successful employer branding has increased the fame and awareness of the organization, increased coherence among employees, and described the organization as a rewarding place, so there are a large number of applicants (Sullivan, 2004) The definitions clearly points out that crystal clear brand management and employer branding is essential when retaining present employees and attracting the prospective ones. Strategically employer branding originated by managers is based on thoughtful behavior and values (Sullivan, 2004). The employer brand gets stronger when it gets desirable to its organization. (Berthon et al., 2005). The current employees are the firms' greatest assets to prosper and create the most successful strategies for employer branding organizations. (Schlager et al., 2011). When an employer has a positive image in the market then only it can think about employer branding. Therefore, employer branding has an important role to play through motivating employees to apply and making decisions about their employment choice decisions of prospective applicants. The strategy of employer branding today is of utmost importance which organizations generally employ to procure and retain the ideal talent. In the current state of Globalisation and internationalization the concept of employer branding is a key for all round prosperity and fame of an organization. Due to facing rigorous competition with each other now organizations concentrate on the image, reputation and culture of their organisation and they can win this cut throat competition successfully if they have successful corporate image with skilled, proficient and talented employees. When initiated and developed in the correct manner, employer brand has the ability to boost employee engagement, enhancing organisation morale and undoubtedly it enhances the ability to retain the coveted employees. The concept of employer branding is significantly of great importance in the IT industry due to the many benefits that each company offers.

1.1 Objectives of the study

1. A study of relevance of employer branding.
2. To attract potential employees
3. To find out the factors which enhance employer branding in the prospective candidates of the IT industry.
4. To examine the impact of employer branding on employee retention.

1.2 Scope of the study

The study covers the Employer Branding practices at select IT companies for all functions and for all bands/levels/roles in the organization. The study covers two main areas of the employer branding and employee retention. The paper covers the concept of Employer Branding in few IT companies in Delhi NCR.

2. REVIEW OF LITERATURE

The term "employer branding" was coined by Simon Barrow and Tim Ambler in the December 1996 issue of the Journal of Brand Management, where they stated that marketing can certainly be applied to employment situations. Bringing this idea into a functionally different role would benefit both parties and result in roughly similar performance measures for both employers and employees. Vijaya kumar and Anantha narayanan (2016) utilised data mining to identify some of the most crucial reasons for employee attrition, such as professional advancement, workdays, personal circumstances, working conditions, and salary package. However, the factor of employer branding just does not find a place in their study, despite its importance in minimising attrition in this competitive market. Extending on the importance of employer branding mentioned above, Kavitha and Jublee (2015) discussed the concept of employer branding, stating that employer branding is a retention strategy that ensures organisations are able to attract, engage, and retain their most valuable resource- human resource. Another researcher (Patra, 2011) discussed the concept of employer branding, stating that a strong employer branding has the potential to acquire and retain talent while displaying quality to its customers. Schlager et al. (2011) recognise six dimensions: social value, economic value, development value, diversity value, and reputation value. If these dimensions are favourable, they will bring out positive work attitudes and influence existing employee behaviors. According to a study conducted by Kumar (2014), applicants consider the company's reputation when applying for jobs. She also claims that a positive company image of the company is a key factor to attract and retain the employees. Another researcher (Ritson, 2002) supports the above statement by stating that a company with a stronger employer image can possibly lower the cost of employee achievement, improve employee relations, boost employee retention, and even offer lower salaries for comparable staff to businesses with weakened employer brands.

3. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN: The study employs a descriptive research design. The study employs the convenience sampling method.

SAMPLE SIZE - 50

SAMPLING AREA- Delhi NCR

3.2 Sources of Data Collection

DATA SOURCE

- The research was conducted using both primary and secondary data.
- **PRIMARY DATA**- Structured questionnaires
- **SECONDARY DATA**- From various websites, journals, magazines

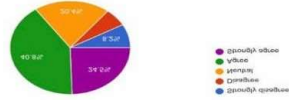

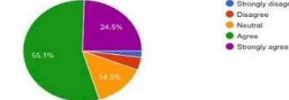
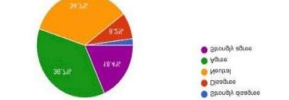
4. DATA ANALYSIS AND INTERPRETATION

Table 1: Employee Analysis on Employee Engagement

Questions	Analysis
1. I feel my organization has an innovative culture.	45.8% agree, 29.2% feel neutral, 18.8% strongly, 7% strongly disagree and rest disagree.
2. The management process in my organization is supportive	41.7% agree, 22.9% strongly agree, 20.8% feel neutral, 8.3% strongly disagree and rest disagree
3. I personally agree with the organization values.	55.1% agree, 18.4% strongly agree, 14.3% feel neutral, 10.2% strongly disagree and rest disagree.
4. I believe leaders of my organization contributes to positive culture of the organization.	40.8% agree, 24.5% strongly agree, 20.4% feel neutral, 8.2% strongly disagree and rest disagree.
5. My organization has a good positive image in a market.	38.8% agree, 32.7% strongly agree, 18.4% feel neutral, 8.2% strongly disagree and rest disagree.
6. I am appreciated and recognized at my workplace.	42.9% agree, 28.6% strongly agree, 14.3% feel neutral, 8.2% strongly disagree and rest disagree
7. Most of the employees in my organization enjoy their work.	51% agree, 22.4% strongly agree, 16.3% feel neutral, 5.9% strongly disagree and rest disagree.
8. I would recommend this organization to my acquaintance and friends.	55.1% agree, 24.5% strongly agree, 14.3% feel neutral, 3.2% strongly disagree and rest disagree.
9. The work pressure and stress at my organization is tolerable.	36.7% agree, 18.4% strongly agree, 34.7% feel neutral, 8.2% strongly disagree and rest disagree.

Table 2: Employee Engagement Practices

Interpretation	Chart
1. I feel my organization has an innovative culture sources 45.8% agree, 29.2% feel neutral, 18.8% strongly, 7% strongly disagree and rest disagree.	
2. The management process in my organization is supportive sources 41.7% agree, 22.9% strongly agree, 20.8% feel neutral, 8.3% strongly disagree and rest disagree.	
3. I personally agree with the organization values sources 55.1% agree, 18.4% strongly agree, 14.3% feel neutral, 10.2% strongly disagree and rest disagree.	

<p>4. I believe leaders of my organization contributes to positive culture of the organization sources 40.8% agree, 24.5% strongly agree, 20.4% feel neutral, 8.2% strongly disagree and rest disagree</p>	
<p>5. My organization has a good positive image in a market sources 38.8% agree, 32.7% strongly agree, 18.4% feel neutral, 8.2% strongly disagree and rest disagree.</p>	
<p>6. I am appreciated and recognized at my work place sources 42.9% agree, 28.6% strongly agree, 14.3% feel neutral, 8.2% strongly disagree and rest disagree.</p>	
<p>7. Most of the employees in my organization enjoy their work sources 51% agree, 22.4% strongly agree, 16.3% feel neutral, 5.9% strongly disagree and rest disagree.</p>	
<p>8. I would recommend this organization to my acquaintance and friends sources 55.1% agree, 24.5% strongly agree, 14.3% feel neutral, 3.2% strongly disagree and rest disagree.</p>	
<p>9. The work pressure and stress at my organization is tolerable sources 36.7% agree, 18.4% strongly agree, 34.7% feel neutral, 8.2% strongly disagree and rest disagree.</p>	

5. CONCLUSION

The IT companies selected for the research adopted appropriate policies and regulations, resulting in greater retention rates for these organisations. Nonetheless, firms must comprehend the advantages of retaining personnel in order to achieve commercial development and enhance a competitive advantage. Employer branding variables such as employer culture, company reputation, and image of the organisation, work environment, revenue, and benefits all have an impact on employee retention. Employer branding is an important strategy for retaining great employees by leveraging well-established criteria such as corporate culture and employer image. It's all about employer branding, whether it's reducing the cost per hire, having effective application processes, improving the candidate experience, or building a network of engaged candidates.

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