

A STUDY ON THE INFLUENCE OF EMPLOYER BRANDING ON THE RETENTION OF EMPLOYEES IN THE ORGANIZATION. (With reference to Multinational Corporations in Hyderabad.)

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Abstract

Employer Branding is concerned with talent attraction and retention strategies developed to enhance the company's brand. The effectiveness of internal marketing activities can be short lived if the brand values on which the service experience is founded are not experienced by the employees in their interactions with the organizations. There is also growing concern among the CEO's about finding and keeping the best talents to achieve their growth ambitions. Therefore strengthening the organizations brands have become one of the key skills of the leaders in the organizations.

Therefore this study tries to find out the employer brand thinking and practice that seeks to address with a more mutually beneficial employment deal, which enhances the brand image of the organizations along with the satisfaction of the employees to get recruited in the organization, which in turn helps the organization in recruiting the key skills.

Key words: Multinational Corporations, Employer Branding, Recruitment and Retention Strategies, Key Skills.

I. Introduction

To Employer Branding Increasing competition in the global business environment expects the organisations to develop competitive advantage over other organisation not only to sell their products even to recruit new talents and to retain the best employees with them. Brands are among a firm's most valuable assets and as a result brand management is a key activity in many firms. Although firms commonly focus their branding efforts toward developing product and corporate brands, branding can also be used in the area of human resource management. The application of branding principles to human resource management has been termed —employer branding. Increasingly, firms are using employer branding to attract recruits and assure that current employees are engaged in the culture and the strategy of the firm. Employer branding communicates the identity of an organisation to the public. It is the process of placing an image prospecting and existing employees. With the liberalization of the Indian economy in 1991 and the subsequent economic reforms, Indian companies are required to focus on employer branding even when they have a strong organization or customer brand.

A successful employer brand program must be sponsored by the CEO or Managing Director and should demand a high level of visibility in the company's strategic plan. The concept of branding for products and services is well known. Employer branding may be the least known type of branding yet is becoming more important to organizations. The reason is changes in workforce demographics. The baby-boomers are retiring and the pool of new recruits is not sufficient to fill the gap.

The concept of Employer Brand has gained importance since 1990's or it is a result of Global manic competition but above all it has become a magnetic force, a catalyst, an accelerator and a prime factor which determines an organization success and future.

Employer brand is the image of an organization as a great place to work in the minds of its current employees and key stakeholders.

It is the development of such an organizational culture which fosters a sense of belongingness with the company and encourages the employees to share organization's goals for success. In short, it is the value of the company in external marketplace. The goal of employer branding is to create loyal customers; the customers here being the employees. From an HR point of view branding is very important. If an organization has a good brand image in the market, it will help you in getting right workforce at right time and at the same time you will have a control over the employee cost. An organization with no brand name has to shell out lots of money to attract and retain the right candidate. Thus with the growing start ups this study concentrates on finding out if employer branding is a good strategy in recruiting, retaining and development of employees in the organization.

II. Review of Literature

Malati and Pratiksha Tiwari, in this paper, the authors tries to compare the employee branding practices of three top Information Technology companies TCS, Infosys and Wipro and understand their similarity and dissimilarity with respect to various branding practices. Further, it reveals that branding practices of TCS and Wipro are significantly different while Infosys has practices common to both the organizations.

Dr. V.T.R Vijayakumar and Mrs. S. Asha Parvin, begins by defining the concept of Employer Branding practices carried out by the organizations to attract talents and to move towards their vision for a successful style.

Dr. Shivdasini Singh Amin and Shilpa Bhaskar, in their paper examine the effective and practical employer branding strategies in India that address the issues like recruitment as well as training, employee engagement and employee motivation, and finally retention.

III. Objectives of the Study

- 1) To know if employer branding is an ideal tool in recruiting and retaining the best employees.
- 2) To know if employer branding is an ideal strategy to fight competition in the market.

IV. Hypothesis

H0: Employer branding is not an ideal strategy to retain employees and to fight competition in the market.

H1: Employer branding is an ideal strategy to retain and to fight competition in the market.

V. Limitations of the Study

- 1) All the multi-national companies of Hyderabad region could not be covered.
- 2) Time constraint.

VI. Data Analysis

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Branding * Branding to retain employees	38	97.4%	1	2.6%	39	100.00%

Branding * branding to retain employees Cross tabulation count

		Branding to retain employees		
		Yes	No	Total
Branding	Important	7	2	9
	Very Important	21	4	25
	Most Important	4	0	4
Total		32	6	38

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.031a	2	.597
Likelihood Ratio	1.630	2	.443
Linear-By-Linear Association	.869	1	.351
N of Valid Cases	38		

VII. Conclusion

The significance level where we can say that both employer branding and retention of employees is possible is 0.05 but the answer we have got is 1.031 that means both employer branding and retention of employees are not significant, Thus the analysis proves that employer branding is an ideal tool in recruitment but there is no relationship between retention and employer branding, this can be due to the increase in start ups and high competition, because of which employees are shifting towards the new market trend.

VIII. Bibliography

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