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A Conceptual view of Employer Branding

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Abstract

The purpose of this study is to review the existing literature and to find out the practices which are used by the company to create employer branding. To analyze the data, we have also used qualitative tools like Atlas.ti. This chapter is important for the organization to understand how they can improve their employer branding and what the factors which affect employer branding are. This chapter helps in finding out what are the strategies used by organisations to create employer branding and what is the implications of employer branding.

Key Words: Employer branding, Internal Branding, Recruitment, Talent management

1. Introduction

A brand is a symbol, sign, or a name or identity given to a product. According to American Marketing, a brand can be defined as "a name, symbol or design, sign, term or combination of them, the objective of which is to differentiate one from another. Employer branding is the strategies use by and organize to differentiate itself from its competitors' (Ambler and Barrow, 1996). Researchers have linked employer branding with attracting and retaining new talent.

Few companies like mining industries and power industries need to retain their expert and skill employees, due to which they provide talent enhancing training to employees. (Heilmann et al., 2013)

We always talk about corporate social responsibility, and there are very few companies that take employer branding as social responsibility.(Aggerholm et al., 2011) Few have tried to interlink internal branding, external branding with the corporate brand and try to conclude if we can manage these three, we can create a successful corporate brand(Foster et al., 2010)

Employer branding can be linked with human resource development practices for managing people effectively and helps in creating a brand for the company.(Itam et al., 2020)

To get a competitive advantage, the company needs to create employer branding. This reduces the recruitment cost will be less, and employees will not leave the organization, and
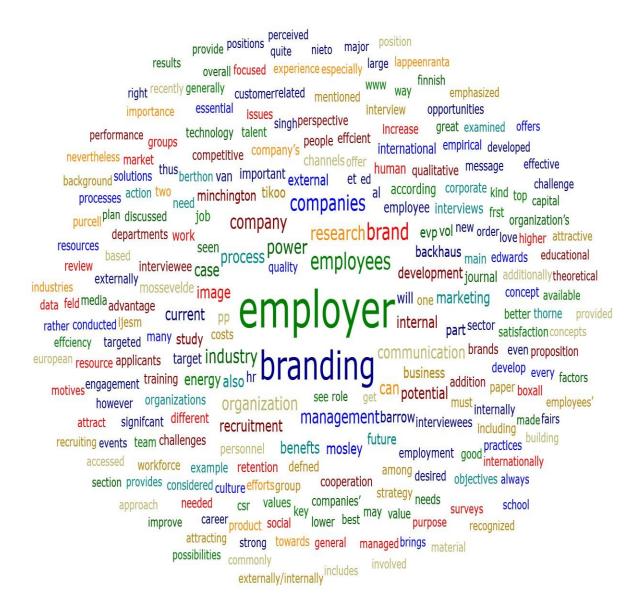
it can help reduce turnover. Employer branding creates employee engagement or attachment with the company, and they feel more dedication towards the organization (Chawla, 2019). This paper is divided into five parts. After the introduction, Section2 presents the meaning of employer branding. Section 2 gives an insight into how we can create a brand. Section 4 comprises the benefits of employer branding. Future Scope/limitations are presented in section 5, and managerial implications and conclusions are given in section 6.

The objectives of the study are:

- To understand the meaning of employer branding
- To know how can we create an employer brand
- To understand what are future scope and limitations
- To understand the managerial implications of the study

2. Employer Branding

Employer branding refers to a firm's efforts to create a product brand and make it different than others. An employer can be treated as a brand, and it is a company with which employers establish a close relationship. If the employee develops a close relationship, it can bring loyalty and trust to the company and create a company brand (Ambler, 1996). Relationship marketing can be treated as a strategy for employer branding. According to social exchange theory, the employee expects something good from the company. When they compare cost or their efforts with the benefits received by them, it creates the employer brand.

3. Creation of Employer Brand

We need to develop a communication strategy. Our Human resource department should be strong enough to create our employer demand. It depends on how the HR department communicates with external customers to create an image.HR policies should use the right word to communicate about customers, and social media like Youtube are the ways to create a positive image of the company.

The company should invest in market research to create a positive image in the market. The company should create a positive image on current employees, and it will reduce employee

turnover and have a competitive advantage on the competitors through word of mouth publicity.

Companies create value for external and internal customers and maintain a relationship with their employees. It continues to check what is needs to be adjusted.

Corporate should provide meaningful and challenging work to employees so that they can attach themselves to the company, provide remuneration and reward reasonable, and make some corporate strategy that helps manage work-life balance.

Companies that manage their employee talent and give them opportunities to develop their talents can retain their employees.

Supervisors have a positive role in creating a positive image of the company. They should make a psychological contact with the employees and provide proper training and achievement to employees.

4. Benefits of Employment Branding

Companies use employment branding to reduce recruitment costs and to recruit better quality of applicants. Employer branding results in increasing employee engagement in the organization. Employer branding brings a sense of belongingness and helps in the attainment of goals of the company.

Word cloud from the review of literatures

Word cloud shows that employer branding has strategically important for the organization. There is a need to create psychological contact with employees to create employer branding, and it can lead to workforce satisfaction, and it is important to retain employees. The perception of employees affects employer branding. This employer branding is very important in health care industries and for other industries where the reputation of the company matter when buying a product.

5 Future scope/Limitations

This paper is based on an existing literature review, which is very limited. Most of the literature focuses on a specific sector like the power industry and mining, health industry. Data is mostly collected through the interview method. Due to specific sectors, it is difficult to generalize the results of existing literature to all populations. We should also try to explore other reasons for employer branding, other than talent management and employee retention. Organizations should link this with social responsibility.

6 Managerial Implications & Conclusion

Managers or companies can take insights from review regarding the benefits of employment branding. They should find new ways to create employment branding or to retain their existing talent. In literature, employer branding is related to maintain current talent, but it should include something more except creating talent. This is true that employees are the one who plays a role in creating employer branding, but it also depends on the psychology of employee. If employees give preference to money, they will love the organization, which gives more salary. However, those who give importance to family life may be possible to leave flexible work hours while creating an employer brand, and it also depends on a different stage of life. Therefore this is a future challenge for every organization how they can maintain employer brand, keeping in mind the need of their employee.

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