



The Role of Employer Branding & Employee Branding in the Modern Corporate World

Mala Sharma and Pratibha Verma

EasyChair preprints are intended for rapid dissemination of research results and are integrated with the rest of EasyChair.

February 23, 2022

The Role of Employer Branding & Employee Branding in the Modern Corporate World

Prof. Mala Sharma

PhD. Research Scholar, Galgotia University, G. Noida, India

Dr. Pratibha Verma

Associate Professor, School of Management, Galgotia University, G. Noida, India

Abstract

This research examines and analyze the impact of employee branding and employer branding in Modern Corporate World that exceeded the national boundaries in globalization. Modern Corporate World culture spreading in India widely where all the facilities are available to the employees. Modern Corporate World has developed the culture that focus on employee-oriented approach, this drastic change in such organizations. Modern Corporate World organization focused on employee & employer branding to achieve the desired goals. Employee branding is a new term in service industry that emphasis the internal marketing of organization Infront towards the external image of a company. India has a significant presence of service sectors as in top ten around the world. Employment rate in service sector in India is more that 32.33% as per the collected data by world bank in 2020. Where such a large number of employees contribute their services in the different fields than its matter of concern of company's policies for the employees. This research discusses the role of employee & employer branding is success mantra to achieve the desired goals of the organization. As employee branding represents the employer image among its employees in an organization. Competent organizations known for their employee fleet. Such organizations believe in employee as a brand ambassador. Employer branding for employer attractiveness in Modern Corporate World Employees are the most important part of the organizations that develops its culture and played most important role in the success and failure of the organization.

Keywords: Modern Corporate World, Employer Branding, Employee Branding

Introduction

Employee branding is an emerging concept in today's scenario. It is an effective and innovative tool to shape the behavior of employees for their daily activities and it promote the employee engagement, performance and identity in the organization. Employee branding is a concept where organization transform the employees into brand ambassadors of the organization and employee present the social media image sharing the word of mouth that convey that externally of organization to attract customers and other business opportunity as well. Employee branding proves as a new tool in today's market to presents its brand image. According to D.K. Srivastava, VP, HCL, "A single unfulfilled customer tells others ten unfulfilled customer for the same job experience though an unfulfilled employee share his experience with hundred." Any organization is sustained by the employees in real sense employee represents as a brand ambassador of any organization. Employee branding is a tool that molds the conduct of employees so that employees can present brand image of the company by employees work conduct and commitment. Any good organization is known by the strength and ability of their employees.

Employee Branding: Employee branding is an effective and creative tool to encourage the employee performance, engagement in the organization. Employee branding is a tool that molds the conduct of human resource with the intention that employees can present brand image of the company by the employees work conduct and commitment. Any good organization is known by the strength and ability of their employees. Any organization is sustained when employees communicate with the outside people, in the manner to represent the image of the organization. Employee branding is an internal activity where employees represent the brand equity. The purpose of employee branding is to interact with customers. This is a HR process to create such personnel as brand with good HR policies for the employees like Induction, Training and Development, Performance Management, Competency based HR Systems and Internal communication. With the objective of employer branding to safeguard employee's performance towards the company goals and shared vision of the organizations as the image of the organization, and to increase workforce determination, their identification, maximize the satisfaction and loyalty of customer. Employee branding is a concept that develops a feeling of ownership and employees sense pleasure and associates tell what it realizes to be the member of the organization, this also signifies the social image, culture, management style in a company, it supports the alignment with corporate brand product and brand organization appeals potential of candidates for employment with the organization. (Dr. Sullivan 1999). Employee branding is a term where in an organization work force admire and value the employer and employee wants to sustain or retain in the same organization for long.

Impact of Employee Branding in MCW:

- 1. Employee branding helps to reduce the Turnover:** Employee branding provides the employee-friendly organization where organization/top management establish strong knot between employee and employer. Good companies adopt the policies to appoint the potential employees once and rest work on the internal marketing to reduce the turnover. Some case studies of Japan and USA supported such theories.
- 2. Employee branding improve employee performance:** As it discussed earlier employee branding is an emerging term where organization focus on providing better working conditions, positive organization culture, personal/career development to improve the performance of existing employees.
- 3. Employee branding improve the Online Visibility:** Today's Modern corporate world understands the value of company's image on digital platform. On this platform employee's image measure the company's creditability more than the top management of the organization, Google and Amazon prove that example. Employees positive online image represents company's digital brand image.

4. Employee branding increase the employee productivity: Employee branding increase the employee productivity by improving workplace conditions required to employee individual output. It works for the required environment that it required to improve the individual output of employee.

Employer Branding: Employer branding concern with the long-term policies of internal and external communication with distinguish characteristics that create brand image to the organization. Employer branding distinguishes its brand value by recruiting potentials employees, retaining employees and to the increase the productivity on an employee among its competitors, stakeholders & customer. Employer branding is an internal and external activity of an organization. In employer branding brand equity is the organization, where present and skilled employees are the source to target the branding. The HR policies plays a significant role by Recruitment and selection, External and Internal Communication and Bench Marking are the HR activities for this. The purpose of employer branding to make sure that organization develop interest of new applicants that ensure quality in existing employees. It is an important tool of management to achieve the goals towards the skilled, potential, dedicated and high performing employees in such a globally competitive advantage. Employee branding is a tool that ensures internal and external communication of the unique characteristics that creates the identity of the company as an employer and that distinguish a company from others, with this objective it ensures potential and current employees. Chhabra and Mishra (2008) explained Employer Branding is a procedure of top management to develop a distinctiveness of employer and managing the organization image as brand. Employer branding is a term where employer present the company's image and reputation where word of mouth of existing employees depicts positive about the current organization to the external world.

Impact of Employer Branding in MCW:

1. Helps to grow Business: Employer branding is the strategy of top management to grow business by adopting the trust of employees. Adopting this approach helps to make employees more productive and loyal in their routine work. Good brand image of an organization attracts the best talent to work with organization e.g. Wipro, Tata & IBM are the few examples of employer branding image.

2. Increase the retention of potential employees: Employer branding create a brand image of an organization where employee's retention rate improves and turnover of talent pool reduce. In such organizations HR professionals make them capable to cultivate a work environment where employees feel happy to work.

3. Reduces cost per hire: Employer branding helps to reducing the cost per hire of personals in an organization. This helps the time and money of the organization.

4. Table No.1 finds difference between employer & employee branding proposed by Bindu N. Menon in 2014

Area of employer and employee branding	Employer branding	Employee branding
Direction of branding activities	External and Internal	Internal
Branded Equity	The organisation	The employee
Target of branding	Current and Potential employees	Customers who interact with branding employees
HR Activities	Recruitment and selection External and Internal Communication Bench Marking	Induction Training and Development Performance Management Competency based HR Systems Internal communication
Aim	To ensure the company attracts new recruits of quality and existing employees	To ensure employees act on 'brand' and share the values of the organization's brand.
Intended Outcomes	Winning the war for talent High quality, motivated and high performing work force having the competitive edge.	Increased employee commitment and identification Increased customer satisfaction and loyalty

Purpose of the Study

1. To identify the impact of Employer & Employee branding in Modern Corporate World.
2. To explore the difference between Employer & Employee branding.

Methods of Research :

In this study quantitative research used by the researcher by survey the Modern Corporate World in India consisting experience and basic condition of employees. The sample collected by the questionnaire include two parts, first of basic conditions and second part consist Modern Corporate World parameters. Main data collection tool considered questionnaire by taking response as samples of population by survey approach method (Creswell, 2013).

Questionnaire Design and Data Collection:

To identify the explanation of employer & employee branding in Modern Corporate World. The questionnaire comprises two parts, in the first part basic information of respondent being surveyed carry respondent experience and age. In this survey second part is based on the dimensions of the study i.e., employee branding & employer branding parameters to measure the desired statements of the MNCs, 10 measures were mainly developed to attain the purpose of the research. Adopt 5- point Likert scale for measure the constructs ranging from (Strongly Disagree (SD) =1; Disagree (D) =2; Undecided (U) = 3; Agree (A) = 4 and Strongly Agree = 5). To find out the research and the degree how the statements supported by the opinions of respondent. It has been distributed among the 5 MNCs organization targeted 300 respondent and total 180 returned back. In this research distribution was done by random sampling to certify the legitimacy of data. Data analysis of the survey was coded in Ms-Excel 2015 and SPSS-21.

Table 2 : Result of survey on Employee Branding

Construct / Statement	SA		A		ND		D		SD	
	F	%	F	%	F	%	F	%	F	%
Present employees get inspired and devoted.	23	12%	56	30%	33	18%	50	27%	23	12%
Skilled employees get attracted.	16	9%	62	34%	42	23%	35	19%	30	16%
Employees complete given objectives.	42	23%	72	39%	27	20%	25	14%	9	5%
Employees highlights the brand image of the organization.	63	34%	20	11%	39	21%	49	26%	14	2%
Learning/growth environment for employees	18	10%	61	33%	15	8%	32	17%	59	32%

This research finds that majority of respondents are strongly agreed (34%) with the statement employees highlights the brand image of the organization. With the good organization culture and work-life balance approach employees feel great to retain their work place and present the brand image for the organization growth, where 21% responses are not decided and 26% respondent disagreed with statement. Employee branding motivate employees to represent the desired image of organization image (Miles and Mangold, 2004). The respondents majorly agreed (39%) with the statement that Employees complete given objectives where 20% are not able to decide and 14% respondent are disagreed with the given statement. Next majority of agreed statement (33%) where Learning/growth environment for employees in organization, potential employees always look for such environment where the they grow their career prospects although 32% strongly disagreed responses. Potential employees hinder their skills and productivity if organization not empower them (Memon and Kolachi, 2012). In Modern corporate world employee branding is a significant process of attaining brand image with help of providing balance between organization culture and work-life balance where employees perform their duties with full enthusiasm, dedication and responsibilities.

Table 3 : Result of survey on Employer Branding

Construct / Statement	SA		A		ND		D		SD	
	F	%	F	%	F	%	F	%	F	%
This Organization provide good promotional opportunities.	43	23%	23	12%	35	19%	18	10%	40	22%
This organization provides creative and dynamic work environment.	56	30%	72	39%	6	3%	35	19%	18	10%
This organization values and makes good use of employees' creativity.	42	23%	18	10%	27	20%	40	22%	9	5%
In this organization, superiors and sub – ordinates have good relation.	63	34%	20	11%	39	21%	49	26%	14	2%
This organization provide adequate infrastructure facilities provided to its employees.	23	12%	61	33%	18	10%	32	17%	59	32%

This research finds that majority of respondents are strongly agreed (23%) with the statement This Organization provide good promotional opportunities. With the good organization policies to provide better promotional offers that presents the brand image for the organization growth, where 18% responses are not decided and 40% respondent strongly disagreed with statement. Employer branding motivate the employees to represent the desired image of organization image (Miles and Mangold,

2004). The respondents majorly agreed (39%) with the statement that this organization provides creative and dynamic work environment where 6% are not able to decide and 35% respondent are disagreed with the given statement. Next majority of agreed statement (23%) with this organization values and makes good use of employees' creativity, potential employees always look for such environment where they can use their creativity although 9% strongly disagreed responses. Potential employees hinder their skills and productivity if organization not empower them (Memon and Kolachi, 2012). In Modern corporate world employer branding is a significant process of attaining brand image with help of providing good HR policies & growth to the employees where employee values the employer. In such environment external world recognize the brand image of such organization.

Conclusion

This research finds a conclusion that Employer & employee branding both terms are equally important part of success and failure of the organization. In a survey the research investigated that employer branding practices in good promotional activities, HR policies, better organization culture, growth-oriented attitude of top management motivate the employee branding. Employee branding helps to target the achieved goals of the company and potential employees want to sustain in such organization for long run. In Modern corporate where boundaries are not the limits, employer and employee branding play important role to sustain the business world. In India it has been found that these two terms not explored completely. This research study the employer attractiveness and important of employee branding in business success and this study found significant impact of these two terms in modern corporate world.

References:

- Abdullah, A. and Ramay, M.I. (2012). *Antecedents of organizational commitment of Banking sector employees in Pakistan*. *Serbain Journal of Management*. 7(1), 89-102.
- Abu-Alruz, J., & Khasawneh, S. (2013). Professional identity of faculty members at higher education institutions: A criterion for workplace success. *Research in Post-Compulsory Education*, 18(4), 431–442. <https://doi.org/10.1080/13596748.2013.847235>
- Agarwal, P. (2006). Working Paper No. 180 Higher Education in India the Need for Change. Indian Council for Research on International Economic Relations (ICRIER), (180), 1–194.
- Aslam, R., Shumaila, S., Azhar, M. & Sadaqat S. (2011). Work-family conflicts: Relationship between work-life conflict and employee retention. A comparative study of public and private sector employees. *Interdisciplinary Journal of Research in Business*, 1(2), 18-29.
- Awadh, A. M. and Saad, A. M. (2013) 'Impact of Organizational Culture on Employee Performance', *International Review of Management and Business Research*, 2(1), pp. 168–175.
- Clark, B. R. (1970). *The Distinctive College*, Chicago, Ill.: Aldine.
- Clay, K. L., Murphy, R. C., & Watrins, W. D. (1975). Experimental methanol toxicity in the primate: Analysis of metabolic acidosis. *Toxicology and Applied Pharmacology*, 34(1), 49–61. [https://doi.org/10.1016/0041-008X\(75\)90174-X](https://doi.org/10.1016/0041-008X(75)90174-X)
- Creswell, J. W. (2013) *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, Research design Qualitative quantitative and mixed methods approaches. doi: 10.1007/s13398-014-0173-7.2
- Demo, G., Neiva, E. R., Nunes, I., & Rozzett, K. (2012). Human resources management policies and practices scale (HRMPPS): exploratory and confirmatory factor analysis. *BAR – Brazilian Administration Review*, 9(4), 395–420. <https://doi.org/10.1590/s1807-76922012005000006>
- Hussain, S. (2018). *A study on organizational culture of educational sector in India – with special reference to management institutions of Delhi / NCR Management*. September 2017.
- Jeanquart, S., Mangold, W. G., Asree, S., Revell, J., Glynn, W., & Revell, J. (2015). *Pittsburg State university Assessing the Employee Brand: A Census of One Company All use subject to*

JSTOR Terms and Conditions Assessing the Employee Brand: A Census of One Company. 23(4), 491–507.

Lari, B., Mohammad, S., Maymand, M., Rasoul, D., & Fard, S. (2015). *International Journal of Asian Social Science effect of employee branding on customer satisfaction, avorable reputation and employee satisfaction Contribution / Originality*. 5(3), 140–155. <https://doi.org/10.18488/journal.1/2015.5.3/1.3.140.155>

Memon, M. A., & Kolachi, N. A. (2012). *Interdisciplinary journal of contemporary research in business towards employee branding: a nexus of HR & Marketing*. 46–61.

Meyer, J. P., & Allen, n. J. (1991). *A three-component conceptualization of organizational commitment*. 1(1), 61–89.

Muindi, F.K. (2011). *The Relationship between Participation in Decision Making and Job Satisfaction among Academic Staff in the School of Business, University of Nairobi*. Journal of Human Resources Management Research, Article ID: 246460

Muogbo, B. U. (2013) 'The Impact of Employee Motivation on Organizational Performance (A Study of Some Selected Firms in Anambra State Nigeria)', *The International Journal Of Engineering And Science*, pp. 2319–1813. Available at: www.theijes.com (Accessed: 19 September 2017).

Musebe, R. O., & Nassiuma, B. (2018). *THE ROLE OF WORK LIFE BALANCE ON EMPLOYEE TURNOVER IN THE FLOWER INDUSTRY IN THE. March*.

Palmer, B. R., Stough, C., Harmer, R., & Gignac, G. (2009). *Assessing Emotional Intelligence*. 103–117. <https://doi.org/10.1007/978-0-387-88370-0>

Punjaisri, K., Wilson, A. M., & Evanschitzky, H. (2008). Exploring the Influences of Internal Branding on Employees' Brand Promise D... *Journal of Relationship Marketing*, 7(4), 407–424.

Rafiei, N., & Davari, F. (2015). The Role of Human Resources Management on Enhancing the Teaching Skills of Faculty Members. *Materia Socio Medica*, 27(1), 35. <https://doi.org/10.5455/msm.2014.27.35-38>

RJOAS, 12(72), December 2017. (2017). 12(December), 81–85.

Schneider, B. (1987). *The people make the place*. Personnel Psychology, 40, 437–453.

Sheikh, Z. et al. (2017) 'Acceptance of social commerce framework in Saudi Arabia', *Telematics and Informatics*. doi:/10.1016/j.tele.2017.08.003.

Sims, R. R. (1994). Human resource management's role in clarifying the new psychological contract. *Human Resource Management*, 33(3), 373–382. <https://doi.org/10.1002/hrm.39303330306>

Solomon, O. et al. (2012) 'Employee Motivation and Organizational Performance in Multinational Companies: A Study of Cadbury Nigeria Plc', *IRACST-International Journal of Research in Management & Technology*, 2(3), pp. 2249–9563. Available at: [http://eprints.covenantuniversity.edu.ng/4967/1/Employee Motivation and Org Performance.pdf](http://eprints.covenantuniversity.edu.ng/4967/1/Employee_Motivation_and_Org_Performance.pdf) (Accessed: 19 September 2017).

Spreitzer, G. M. (1995). Psychological, Empowerment in the Workplace: Dimensions, Measurement and Validation. *Academy of Management Journal*, 38(5), 1442–1465. <https://doi.org/10.2307/256865>

Szelényi, K., & Denson, N. (2020). *Personal and Institutional Predictors of Work-Life Balance among Women and Men Faculty of Color*. 43(2), 633–665.

Tahmincioglu, Eve. (2010). *More Dads Looking to Balance Work and Family*". *Journal of Marriage and Family work conflict and women's promotability: Glass ceiling effects*. Academy of Management Journal.

Tharakan, P. S. (2019). *Double-Blind Peer Reviewed Refereed Open Access International Journal*. 6(11), 10–18.

Watson, D., Galway, J., O'Connell, P.J. & Russell, H. (2009). *The Changing Workplace: A Survey of Employees' Views and Experiences*. Dublin: National Centre for Partnership and Performance.

Yousef, D.A. (1998). *Satisfaction with job security as a predictor of organizational commitment and job performance in a multicultural environment*. International Journal of Manpower. 19 (3), 184 194.

Bindu N. Menon (2014). *Employer and Employee Branding on Productivity*. Golden Research Thoughts 2231-5063 (3).