Conceptual Analysis 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 analyse the data we have also used qualitative tools like Atlas.ti. This chapter is important for the organisation to understand how they can improve their employer branding and what the factors which affect employer branding are. This chapter helps in finding the gap left by different researchers and then integrate those gaps.

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

1. INTRODUCTION

A brand is the symbol, sign or a name or identity given to a product. According to American Marketing associating 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 organise 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 which 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 due to which recruitment cost will be less and employee will not leave the organisation and it can help in reducing turnover. Employer branding creates employee engagement or attachment with the company and they feel more dedication towards the organisation(Chawla, 2019)

1. 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 employer establish a close relationship. If the employee develops a close relationship, it can bring loyalty and trust for the company and it 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 and when they compare cost or their efforts with the benefits received by them, it creates employer brand.
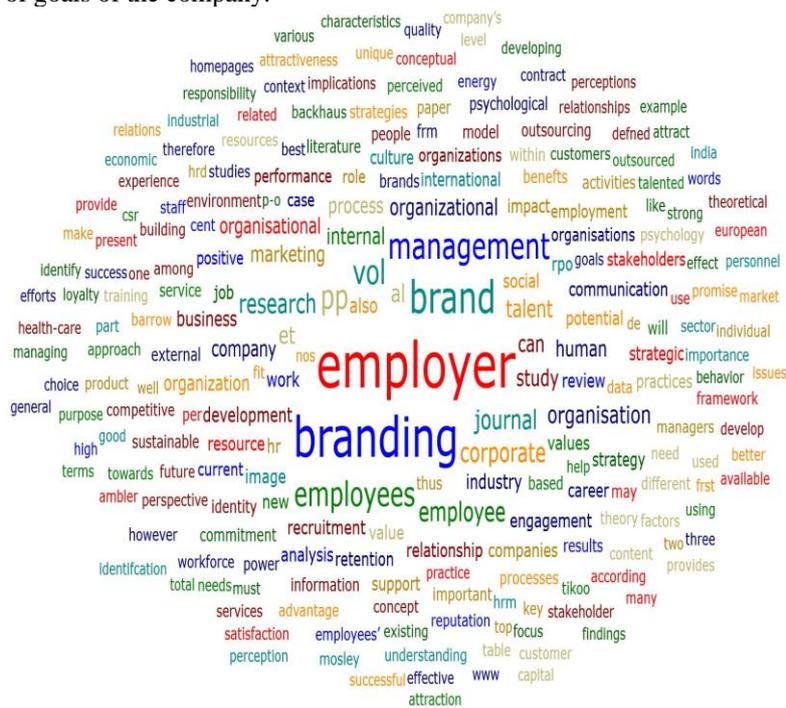
3. CREATION OF EMPLOYER BRAND

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 You tube 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 and it should create a positive image on current employee and potential market. What are the reasons the employees want to work with the company and what are the competitive advantage from the competitors? Companies create value for external and internal customers and maintain a relationship with their employees. It continues to check what is need to be adjusted.

Corporate should provide meaningful and challenging work to employees so that they can attach themselves to the company and provide remuneration and reward reasonable and make some corporate strategy which helps manage work life balance. Companies which 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 used employment branding to reduce recruitment costs and to bring a better quality of applicants. Employer branding increase employee engagement in the organization. The happy employee does not leave the organization. It can reduce labor turnover. Employer branding brings a sense of belongingness and helps in attainment of goals of the company.

Word cloud from the review of literatures

Word cloud shows 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. Perception of employees affect employer branding and this employer branding is very important in health care industries and for other industries where the reputation of 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 power industry and mining, health industry. Data is mostly collected through interviews method. Due to specific sectors, it is difficult to generalize the results of existing literature to all population. 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

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 existing talent but it should include something more except creating talent. This is true 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 to the organization which give more salary but those who give importance to family life, it may possible they give importance to leave, flexible work hour while creating 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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