

## **A Study on Employer Branding**

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### **Abstract**

Employer branding represents a firm's efforts to promote, both within and outside the firm, a clear view of what makes it different and desirable as an employer. In recent years employer branding has gained popularity among practicing managers. Given this managerial interest, this paper presents a framework to initiate the scholarly study of employer branding. Combining a resource-based view in increasingly competitive labour markets, attracting and retaining talent has become a prime concern of organizations. Employers need to understand the range of factors that influence career decision making and the role of employer branding in attracting human capital that best fits and contributes to the strategic aims of an organization. Employer brand helps for creating attracting, developing, utilizing and retaining the employees for a particular employer.

### **Key words**

Employer Brand, HR, Strategy, Globalization, Employee Expectation, labour market, job market.

### **Introduction**

Economic liberalization, privatization and globalization of economics adapted by various countries led to the increased competition among the global companies, national companies and local companies. In view of the scarcity of talent, companies have been formulating strategies to attract talent. One of these strategies is creating and establishing employer brand. In the home and global labour markets especially in the minds of present and prospective Employees and employment agencies. Product brand creates, attracts and retains the customers, and similarly, employer brand helps for creating attracting, developing, utilizing and retaining the employees for a particular employer. Employer branding is a critical input in HR marketing, employer brand is defined as an emotional bond among employer, present

and prospective employees and various organs of the labour market that creates and builds an organizations reputation as the most preferred employer.

Employer brand carries various human resource management aspects in particular and business-both internal and external-aspects in general in order to attract, utilize and retain talent thus, employer brand creates employee friendly image of the employer, builds healthy working relationships between employer and employees, enhances self-esteem and organizational loyalty of the employees.

Employer brand is further defined as ‘creation, maintenance and management of an agreeable, trustworthy and progressive image of the employer with his/her eyes and ears turned towards the needs and concerns of the current and prospective employees and all other parties concerned. The employer has to build image that not only attracts the best talent but also retains the despite better offers by rival employers in the job market.

### **Objective of Study**

- To understand the detail study of Employer Branding.
- To study the concept of Employer Branding.
- To study the need for Employer Branding.
- To study employees expectations from Employer Branding.

### **Methodology**

This paper is completely a conceptual one whose basic foundation comes from various secondary sources like research articles, published and unpublished scholarly papers, books, various international and local journals, newspapers and websites.

### **Conceptual Frame Work of Employer Branding**

Employer branding is the process of promoting a company, or an organization, as the employer of choice to a desired target group, one which a company needs and wants to recruit and retain. The process facilitates the company’s ability in attracting, recruiting and retaining ideal employees – referred to as Top Talent in recruitment – and helps secure the achievement of the company’s business plan.

### **Wheel for Employer Brand**

The concept of brand wheel ideas was used by Bates North America to define the functional and emotional components of a brand. The various



- **To Enhance HR Utilization:** Employees prefer to explore their potentialities and contribute maximum, if they prefer to stay in a particular organization. Employee's preference to stay in a particular organization continuously depends up on employer brand.
- **Reduces Job Misfit:** employer brand communicate information to the prospective employees quite in advance with regard to skill requirement. This in turn attracts appropriate applicants and thus reduces job misfit.
- **Retain Talent:** continuous upgrading the value of employer brand help to retain the talent within the company.
- **Converts Job Seeking onto Job Shopping:** prospective employees used to seek for jobs. Employee branding provides a number of attractive offers to the prospective employees to select the employer of their choice. This can be possible in the form of shopping.
- **Social Branding, Product Brand and Business Brand:** employer brand enable the company to build a good social brand that creates a positive impression of the company in the mind of the various communities in the social brand along with employer brand improves product brand and total business brand.
- **HRM Standards:** creation and upgrading of employer brand invariably enhances the standards of human resource management practices, values and human relations.

### **Employees Expectations from Employer Brand**

Employee's expectations from an employer brand vary from one employee to another, however. The following list provides a guideline in this respect:

- Keeping up promises
- Guaranteeing service security
- Providing growth opportunities for employees
- Thoughtful benefits and pre-requisitions
- Rewarding merits
- Responding readily to employee needs
- Maintain high ethical values
- Maintaining transparency
- Ensuring qualities in service and products

### **What Constitutes an Employer Brand**

All aspects of human resource management practices from the view point of employees as well as employer constitute employer brand. In fact, employer brand should emphasize employee needs. They include:

- Interesting work
- Appreciation/recognition for the work done
- Feel-in-on things
- Freedom and involvement in the decision making
- Sympathetic understanding of person problems
- Attractive salary and benefits
- Climate of ‘feel of ownership’
- Career planning and development including promotional opportunities
- Personal loyalty to works
- Empowerment

### **Changing Needs and Aspirations of Employees**

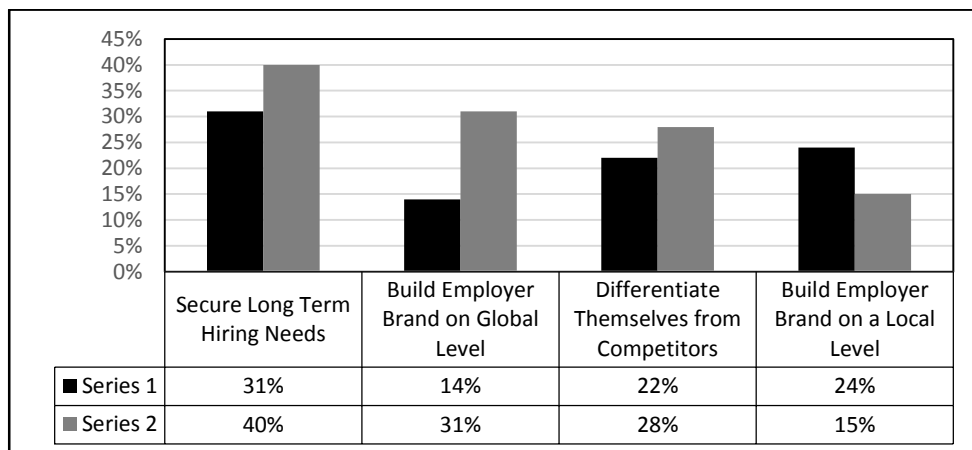
Talent war is real. Most companies are trying to attract and retain great talent by showing that they will be valued the most. Well, this philosophy may attract some of the greatest talent, but it doesn't necessarily create an engaged workforce that wants to be retained in the company.

The needs and aspirations of employees have changed over time. As they bring a wealth of ideas with them, they expect organizations to give them freedom over where they work, when they work and how they work. Besides they also expect their companies to take care of the rest.

As workforce is now bombarded with millennial who value freedom more than anything, organizations need to drop the traditional ways of work and offer creative freedom to their people. It not only instills trust in people but they get people to work when their creativity is at peak.

More is less. Just when you think you're doing enough for your employees, look at your competitors. What you've just started offering your employees, most of them has been doing it for decades. Millennial look for unique benefits, personalized to their needs and interests – something that could bring the best out of them. So, if you're trying to attract them with routine benefits, you're at the losing end. Stay current with what people want. You may want to adopt look-in approach to analyze HR procedures and practices and benefits as Mahindra does.

According to a new survey conducted by the Society for Human Resource Management, here are the five things that employees want the most other than freedom and flexibility at work. The survey was conducted on over 600 people.

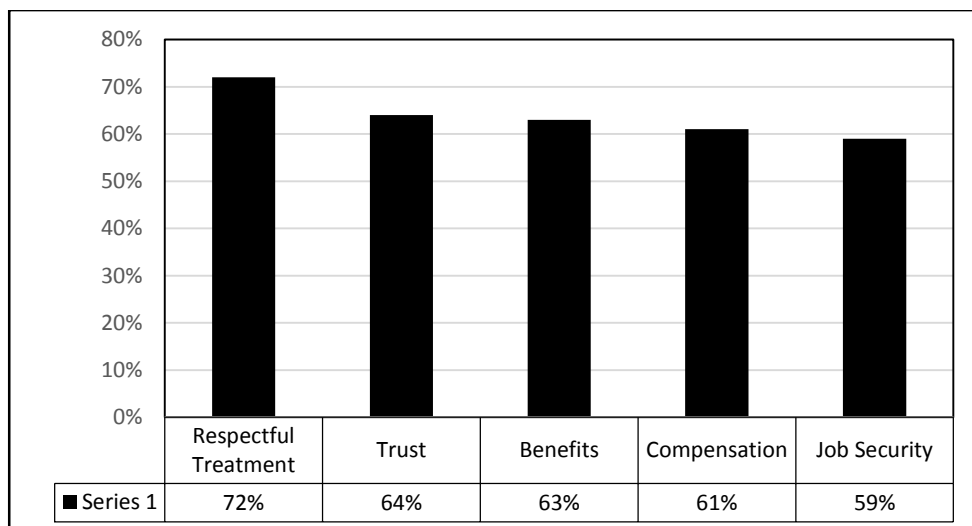


**Figure 2: Goals of Employer Branding Strategy**

### Importance of Employer Branding

The Future of Work recognizes the value of innovation, flexibility and agility. And only companies with the best think tanks can sustain and grow in a highly turbulent business environment. The employer brand has a direct impact on the kind of people businesses attract. It's at the centre of any recruitment strategy.

Let's look at the latest findings of Harvard Business Review about what employers expect to achieve through employer branding:



**Figure 3: What Employees Want Most**

40% of the CEOs surveyed want to secure long term hiring needs by focusing on their employer branding initiatives.

This clearly shows that employer branding is important to:

- Attract new talent as people want to associate themselves with an organization that cares for its people and gives them freedom to work the way they want to.
- Retain their existing employees to reduce the cost of new hiring. Investing into well being and happiness of employees is important in shaping employer's brand. It's the word of mouth that spreads faster than fire.
- Build a global reputation, so that people from around the world are attracted to work with them. With a wider talent pool, companies have more choices and can pick the best from the crowd.
- Secure long term hiring needs, which is possible only if the company is able to attract a wider pool of talent for years to come.
- Enhance customer experience. This is because company reputation and customer experience are intertwined. And a company's reputation depends much more on the quality of people it has and innovation it drives.
- Strengthen online brand visibility. As social media plays a crucial role in spreading the information, with a strong employer brand a company will be able to expand its reach to far flung areas.
- Have more influence on customers. It's impossible for companies to police their brands constantly. It's the employees whose experience counts. What they spread about you has influence on customers. When you're good with your internal customers, it directly impacts the satisfaction level of external customers.

<b>Name of the Organization</b>	<b>Category</b>
<b>By Alphabetical Order</b>	
Accor Hotels India	Best Employer 2016
AGS Health	Best Employer 2016
Bajaj Allianz General Insurance Company Limited	Best Employer 2016
Bajaj Finance Limited	Best Employer 2016
Becton Dickinson India Private Limited	Best Employer 2016
Bharti Infratel	Best Employer 2016
Blue Dart Express Limited	Best Employer 2016
DHL Express (India) Pvt. Ltd	Best Employer 2016
Godrej Consumer Products Ltd	Best Employer 2016
Hewlett Packard Enterprise, India	Best Employer 2016
IndiGo	Best Employer 2016

Lupin Ltd.	Best Employer 2016
METRO Cash and Carry India	Best Employer 2016
Reliance Capital Asset Management Limited	Best Employer 2016
Saint-Gobain India Private Limited – Gyproc Business	Best Employer 2016
SKS Microfinance Limited	Best Employer 2016
Starwood Hotels & Resorts India Private Limited	Best Employer 2016
Tata Auto Comp Systems Limited	Best Employer 2016
TATA AIA Life Insurance Company Limited	Best Employer 2016
Tata Chemicals Ltd.	Best Employer 2016
Tata Communications	Best Employer 2016
The Oberoi Group	Best Employer 2016
Whirlpool India Limited	Best Employer 2016
WNS Global Services Private Limited	Best Employer 2016
YASH Technologies Pvt. Ltd.	Best Employer 2016

**Figure 4: Best Employer List 2016**

## **Conclusion**

The aim of this paper is to provide Employer brand carries various human resource management aspects in particular and business-both internal and external-aspects in general in order to attract, utilize and retain talent thus, employer brand creates employee friendly image of the employer, builds healthy working relationships between employer and employees, and enhances self-esteem and organizational loyalty of the employees. Employer brand is necessary to create a positive impression about the company in the minds of prospective employees and present employees. Employer brand is necessary to create a sense of loyalty to the organization among employees. The employer brand has a direct impact on the kind of people businesses attract. It's at the centre of any recruitment strategy. Retain their existing employees to reduce the cost of new hiring. Investing into well-being and happiness of employees is important in shaping employer's brand.

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