

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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**EMPLOYER BRANDING: A NEW STRATEGIC ASPECT OF HUMAN RESOURCE****DR. RUCHI JAIN****HEAD****DEPARTMENT OF BUSINESS STUDIES****THE IIS UNIVERSITY****JAIPUR****SURINDER KAUR****RESEARCH SCHOLAR****DEPARTMENT OF MANAGEMENT****THE IIS UNIVERSITY****JAIPUR****ABSTRACT**

Employer Branding, in today's organizations has not only converted extreme multifaceted and diverse but has become a significant issue for global organisation operative & achievement. Employer brand is approximately the spirit of an organization in a way to involve existing and potential talent. It articulates an organization's 'value proposition'- the entity of its philosophy, coordination, approach and employee relationships, as long as a new pivotal opinion for the company. Meanwhile overview their first Global employer brand strategy in 2006, shall have not only developed their association table position from 45<sup>th</sup> to 15<sup>th</sup> in the world prominent 'employers of choice' position but also decline in their complete recruitment cost. The objective of this paper is to provide an assessment and review on Employer Branding field and Employer Branding development in Indian organisation and its overall impact in employee retention. This paper emphasis on the value of employer branding in India, an effective employer brand is vital for competitive benefit. Progressively, Indian corporation are attractive deliberately planned to exploit the employer brand to fascinate and retain talent and, eventually, to enlarge and develop. To improvement a sympathetic of how the conception of employer brand is existence leveraged by Multinational Corporation with procedures in India, strategic assistance & reference for building an Employer Branding. This paper is also focus on an opportunity of HR. This paper deliberates the consequence of Employer Branding- A novel planned aspect of HR and also elucidates how this perception can be used as long as best involvement to the employees with the organisation.

**KEYWORDS**

Branding, human resource, employer branding, employees.

**INTRODUCTION**

According to Borrow and Mosley(2005), employer branding is used not merely to assign the message of the personality of a company as an employer of choice, nonetheless it also has been used to acclimate implements and methods generally used to influence and involved employees like a consumer brand it is an demonstrative association among an employer and employee.

Amber and Borrow (1996) have well-defined employer branding as the expansion and communication of an organizations philosophy as an employer in the market place. It is the package of efficient economic and psychosomatic benefits offer by engagement and with the retaining company.

It conveys the value suggestion- the entirety of the organization's philosophy, method, attitude and employee relationship with promising your people to encirclement and share aims for achievement effectiveness and satisfaction both in personal and professional levels.

Employer branding is distinctive and appropriate prospect for a company to differentiate itself from the struggle generating its branded influences as its USP for employee satisfaction and pleasure subsequent in retention productivity and proficiency.

**FEATURES OF EMPLOYER BRANDING**

Area	Employer Branding
Direction of branding Activities	External and internal
Branded entity	The organization
Target of Branding	Current & potential employees
Roots	Personnel/HR Management Marketing literature
HR Activities	Recruitment and selection Advertising External and internal communication Benchmarking
Aim	To ensure the company attracts new recruits of quality and retains existing employees
Intended outcomes	Winning the war for talent High quality, motivated and high performing work force Having the competitive edge

**MECHANISMS OF EMPLOYER BRANDING**

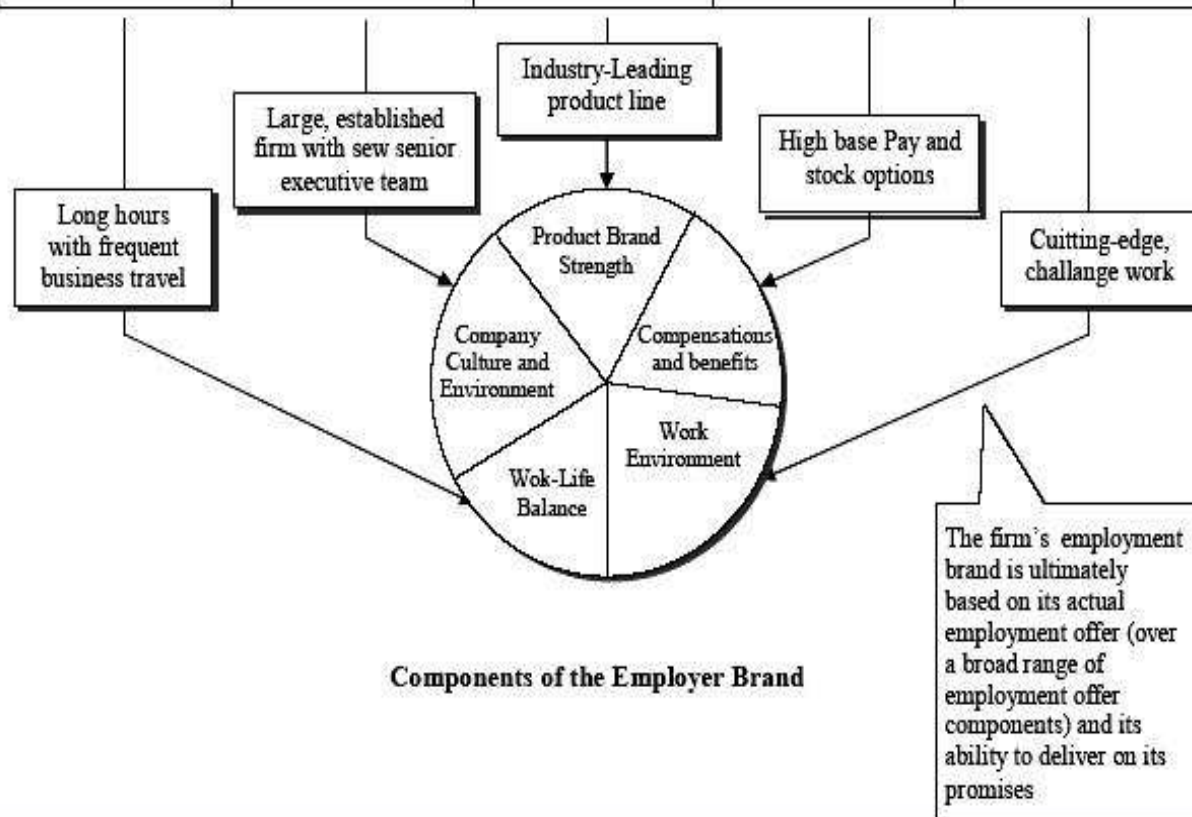
According to Corporate Leadership Council (1999), an organization's employment brand is eventually founded on its genuine employment suggestions and its capability to provide on its potentials. Like a product brand, the employer brand has numerous apparatuses, each donate to asset of the brand with current and potential employees. There are five mechanisms that make a good employer brand. The first component is product brand strength. A product has supplementary standards which encounters certain psychosomatic requirements of the consumers. These supplementary ethics are stimulated that the brand is of sophisticated eminence or more desirable than comparable products from challengers. This is also appropriate on employer branding. The second component is the company philosophy and environment. This comprises the values that the company opinions for, exertion rituals and systems.

The third component is work life balance. The fourth component is work environment. The fifth is the reimbursements and theories, which is the job offer made to an employee.

FIG. 1

Job Offer Components/ Dimensions

Work-Life Balance	Company Culture and Environment	Product/Company Brand Strength	Compensation and Benefits	Work Environment
<ul style="list-style-type: none"> <li>• Business Travel</li> <li>• Location</li> <li>• Flex time</li> <li>• Childcare</li> <li>• Work Hours</li> <li>• Vacation</li> <li>• Telecommunication</li> </ul>	<ul style="list-style-type: none"> <li>• Senior Team Quality</li> <li>• Development Reputation</li> <li>• Technology Level</li> <li>• Risk Taking Environment</li> <li>• Company "Fit"</li> <li>• Company Size</li> </ul>	<ul style="list-style-type: none"> <li>• Reputation (Appeal of Company's Product or Service)</li> </ul>	<ul style="list-style-type: none"> <li>• Salary (Base pay)</li> <li>• External Equity (Pay to market)</li> <li>• Internal Equity</li> <li>• Bonus</li> <li>• Stock Options</li> <li>• Retirement Contributions</li> <li>• Health Benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Manager Quality</li> <li>• Co-worker Quality</li> <li>• Recognition</li> <li>• Empowerment</li> <li>• Work Challenge</li> <li>• Cutting-Edge Work</li> <li>• International Mobility</li> <li>• Role Clarity</li> <li>• Project Responsibility</li> </ul>



Source: Corporate Leadership Council, 1999

#### KEY BENEFITS FOR EMPLOYER BRANDING

1. Recruiting the right people is vital for any business achievement and is a implication competitive benefit.
2. A sturdy employer brand is support to distinguish the organisations in the market place and entice the best people.
3. All business is exceptional, so by classifying and collaborating the organisations' employer brand, is to entice applicant who are idyllic fit.
4. Employee with the accurate fit or match to the companies' philosophy will be prosperous in the organisation and have a developed retention potential.
5. A strong employer brand forms an intellect of conceit in people working for the organisation.

#### EMPLOYER BRANDING OBJECTIVES

1. Inaugurate an image of the employment involvement.
2. Generate collaboration with consumer brand:
  - Give support to customer with assurance to employees.
3. Obviously state "what's in it for me" to prospective applicants.
4. Invite the right candidates to apply for the job.

#### EMPLOYER BRANDING DEVELOPMENT IN TODAY'S SCENARIO

The three chief advantages of strengthening your employer brand recognized in isolated studies accompanied by Hewitt Associates, the consultation board and the economist are quoted are being:

- Improved attraction
- Retention



- Engagement

## EMPLOYER BRAND IN INDIA: A STRATEGIC HR TOOLS

Today, an actual employer brand is vital for competitive improvement. Progressively, Indian corporation are becoming deliberately premeditated to develop the employer brand to attract and retain talent and finally, to develop and grow. To gain an sympathetic of how the conception of employer brand is being leveraged by Multinational Corporation with operations in India.

## THE VALUE OF EMPLOYER BRAND IN INDIA

"The Employer Brand- A New Strategic Dimension of Human Resource" highlights that HR uses the employer brand for three main reasons:-

1. Organizational philosophy and employee fit.
2. Position outcomes for recruiting.
3. Retaining talent with business standards and a team-based culture.

At its most operative, the employer brand is a long-standing strategy with a translucent message that encourages the organization as an employer of choice. The developing and growing emphasis on brand in India is one of several great vagaries happening in the Indian business background.

## RECENT TRENDS

**"Employees who feel respectable about the collaboration among the corporate model and brand value inclines to stay longer and be more engaged, leading to higher productivity"**

Trends indicate a shift in the global landscape regarding talent for both employees and organization. Talent management continues to be more efficient than before while leveraging cost awareness and monitoring demand for key position. Finding and retaining quality talent continues to be essential to business sustainability but it difficult in global markets that may act differently in terms of opportunity and salary movements. Should multinational companies treats everyone equally or deploy different strategies in different countries to pay for and retain talent."

An economic uncertainty fundamentally changes the motivators that attract and retain employees.

These trends reinforce the importance of having an effective employer brand to recruit and retain the right kind of talent needed by the corporation to establish, attain and retain its competitive advantage in the marketplace.

## KEY ADVICE AND RECOMMENDATION FOR BUILDING AN EMPLOYER BRANDING

1. Every employer brand is an speculation that should determine a arrival equivalent to other form of business investment.
2. Offer a sturdy assessment intention to talent.
3. Employer brand are at-least as must about retaining and arrangement as they are approximately staffing.
4. Retain the fundamental of the brand and appropriate growth.
5. Retain the local perspective in concentration: ascertain perception and adapt to local ethos.
6. The employer brand should integrate sympathies of employees in foreign countries.
7. The publicity of the employer and employee brand should be as synergistic and reciprocally emphasizing as potential.

## THE OPPORTUNITY FOR HR

The employer brand methodology can theoretically help to address two of the key challenges at the soul of HR management. As Dave Ulrich argument "Human Resource Champions", the first of these is HR's prerequisite to be both a partner to the business and employee campaigner. The apparatuses of brand management are intended to address this corresponding act by aiding to defined and arbitrate between the assessment of brand of individuals and to the business. It's generally in the customer's curiosity to demand more for more. If this comprehensive familiar in the perspective of employee pay negotiation, it considers there is a distinctive assistance in lengthening this functional and categorical act to the broad relationship between the employee and the organization.

The second challenge is the constraint for HR to be both mediator of change and guardians of constancy. As Unrich point out: "Organisation must stabile the past and the future, the significance of free agency and control effectiveness and innovation." This second assessment act is also a dominant feature of effective brand management and considers that the well-honed tools connected with this discipline can be of pronounced benefit to the HR profession in addressing this intricate and highly demanding task. In additional major advantage of accepting the employer brand methodology is the opportunity it offers for more continuous integration with the 'external' business outline.

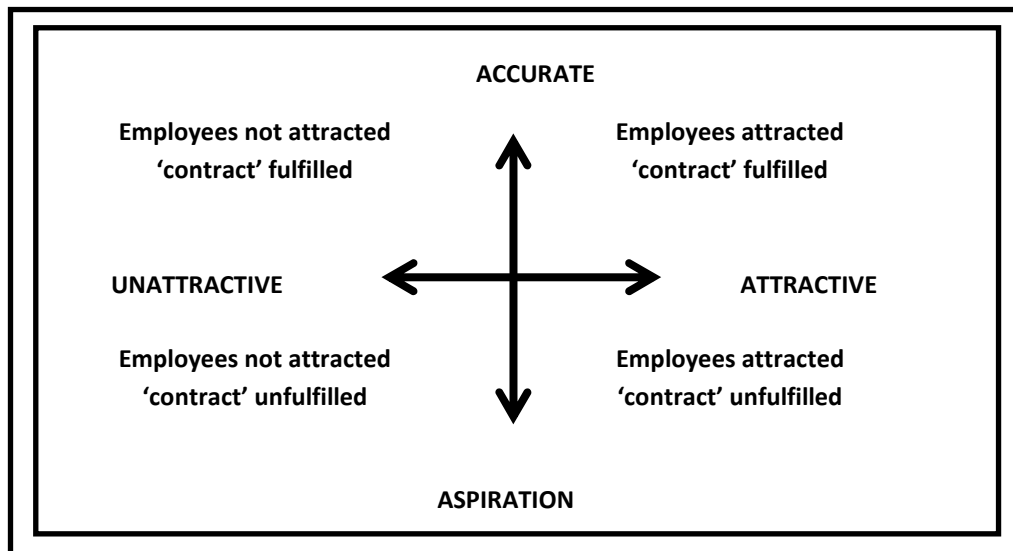
## EMPLOYER BRAND MODEL



## THE RESEARCH UNCOVERED TWO KEY DIMENSION OF SUCCESSFUL/UNSUCCESSFUL/ UNSUCCESSFUL EMPLOYER BRANDING

1. **The first is Attractiveness:** Attractiveness narrates to reliability in terms of being known & and manifest, being seen as applicable and resonant and being discriminated from direct competitors.
2. **The second is Accuracy:** Ambition, involving to the serenity of a assured psychological contract and unintentional assumption of brand values.

# **TYPOLOGY OF EMPLOYER BRANDING SUCCESS CHARACTERISTICS**



## **CONCLUSION**

Today, an effective employer brand is essential for gaining competitive advantage. Increasingly, Indian corporations are becoming intentionally strategic to utilize the employer brand to attract and retain talent for the expansion and growth. The increasing focus on competitive advantage is leading many Indian firms to rethink their employer brands. A powerful employer brand has the capacity to attract and retain talent and represent quality to its customers, with the goal of gaining global recognition in a sustainable manner. The right kind of employer branding has also plenty of advantages as it provides a personality to the company and helps structure recruitment. It pulls in the right kind of candidates and spells out the company's expectations from them right at the beginning. Most importantly, it ensures that the best employees stay on longer, thus allowing the company to carry on its operations smoothly. Ultimately, the key to a successful employer brand is to ensure that expectations are fully aligned with the realities of working for the organization.

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