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EMPLOYER BRANDING: EMPLOYER OF CHOICE

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ABSTRACT

As war for talent is growing companies easily loose qualify talent by being perceived as undesirable place to work . Employer Branding--defined as the process of placing an image of being a "great place to work" in the minds of potential employees--influence the firms' success in increasing the quantity and quality of applicants and retaining their current employees Employer branding is important as employers wish to recruit and retain skilled employees Since firms operate in an environment of intense global competition, a strong employer brand emerged as the key to winning this war for talent Employer Branding is recent buzz in corporate world . The term was first used in early 1990s, published in journal of business management & since become widely adopted by global management community. The present paper briefly provides overview of employer branding ,its importance & strategies companies should adopt to make their company desirable to work for. The data required for the study has been collected from secondary sources.

KEYWORDS

Employer Branding, strategies, war for talent.

INTRODUCTION

Since firms operate in an environment of intense global competition, a strong employer brand emerged as the key to winning this war for talent. The term Branding which is an marketing term recently received lot of attention in the field of Human Resource Management (HRM) and is generally explained as improving the image of an employer .This concept has been called Employer Branding' and was first coined by Ambler and Barrow (1996), who described it as the —package of functional, economic, and psychological benefits provided by employment, and identified with the employing company. Employer Branding is recent buzz in corporate world . The employer branding brings forth an image which shows the organization as a first-class employer. Employer branding is the strategy companies use to appeal to the wanted potential and current talent. Employer branding differentiates the company's characteristics as an employer from its competitors. In general, a brand can be defined as a name, term, sign, symbol, design or a combination of them, meant to identify the goods or services of one seller or group of sellers and to differentiate them from competitors' goods or services (Kotler and Keller, 2009). An employer brand offers the same benefits to employees as a product brand offers to consumers, including developmental and/or useful activities (functional), material or monetary rewards (economic) and feelings such as belonging, direction and purpose (psychological) Employer branding applies marketing principles to human resource (HR) activities in relation to current and potential employees.

BENEFITS OF EMPLOYER BRANDING

The main role of brands is typically to add value. In addition, strong employer brands may help to lower costs Recruitment is the most notable area in which costs can be reduced. The cost of replacing employees can be higher than the cost of expanding the organization .A company with a strong employer brand can even offer lower salaries than companies with weaker employer brands do for similar positions.

FIG. 1



When the personnel turnover in a company is lower than that of its competitors', it will offer a remarkable advantage in terms of the cost base. Hence, organizations with strong employer brands have higher employee retention Additionally, higher employee engagement provides higher overall performance and reduces costs.

PROCESS OF EMPLOYER BRANDING

Van Mossevelde (2010) has stated that employer branding is a five step process :

- Resarch- The position of current employer in employment market is important to understand & then action plan need to define . Resarch on current employee and employment market will help to understand how company employment experience is perceived .Resarch will help in knowing how employer is perceived by target group, learning what is needed & wanted from employer by targrt group & discovering the employer's position with regard to its competition.

FIG. 1



- Define EVP- EVP is set of association & offering provided by organization in return to skill & capabilities an employee bring to organization . It provide potential and current employee a reason to work for an employer & reflects the competitive advantage of company.
 - Develop communication Strategy-The third stage is the development of a communicational strategy which is based on resarch findings & well defined evp . HR, Marketing or communication can use EVP to emphasize the most attractive factor & be consistent in employer communication.
 - Express EVP with RT. Words & image- fourth step of this process is to express EVP .
 - Implementation & review – Final step of employer branding process is to implement & all steps & to observe closely what works or needs adjustment .
- The significance of employer branding continues to increase in the future, as companies strive to gain a competitive advantage by attracting top talent and creating an image as an attractive employer.

CONCLUSION

As war for talent is growing companies easily loose qualify talent by being perceived as undesirable place to work .Employer Branding--defined as the process of placing an image of being a "great place to work" in the minds of potential employees--influence the firms' success in increasing the quantity and quality of applicants and retaining their current employees Employer branding is important as employers wish to recruit and retain skilled employees Since firms operate in an environment of intense global competition, a strong employer brand emerged as the key to winning this war for talent Employer Branding is recent buzz in corporate world . The term was first used in early 1990s, published in journal of business management & since become widely adopted by global management community. The present paper briefly provides overview of employer branding ,its importance & strategies companies should adopt to make their company desirable to work for. The data required for the study has been collected from secondary sources.

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