

Roles and Strategies of Employer Branding

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Abstract

Employee branding is a new turn of employee engagement and this branding captures the essence of company as well as convert the employees into brand ambassador for presenting your brand more innovational as well as impactful. Many companies are adopting as their new management strategy and it recruits the best skillful individuals to work with and it can more effectively crispered through diverse social networking sites as many of users are continuously active on these sites. It is being investigated that “Employer Branding through social networking sites” is presenting the positive impact but in past, less research has been done to show this impact so, this study focuses to demonstrate the concept of “Employer Branding” and role as well as the strategies to enhance this branding are being explained. It has been said by the many researchers that companies having strong employer brand will attract other potentials and that will help in company’s growth.

Keywords: Employer Branding, Roles, Strategies

Introduction

The term “Human Resource Management” is a strategic approach to maximize the employee performance as well as management of all the employees with the organization’s culture and environment and with the time this expression is evolving new notion to be called as the effective term. Recently, new concept of “Employer Branding” is protruding as this highlights the company’s identity through their employees and a company having powerful employer brand will help in alluring more talented employees and this all will strengthen culture and reputation of the company. This is one of newer and effective management strategy for the company. To make it more successful all the digital applications are also implementing so, that best and potential employees are being hired and because of these its gaining importance day by day from job seekers as well as recruiters. Concept of “Employer Branding” as well as roles of this branding is mentioned in this paper and some of the ways in which our employer can be done are also demonstrated.

Review of Literature

Gupta et.al (2014) contours the hypothetical view of “Employer Branding” including its benefits, limitations as well as process of this phrase. They also mentioned the impact of employer brand as well as the responses on current as well as on newer employees.

Casio & Graham (2016) highlights the review of strategic HRM (Human Resource Management) and how these strategies can be the rudiments for guiding as well as informing the employer branding process. They also told about the role of strategic HR for organizational behavior and few footsteps lay hold for enlarging and ameliorate the “Employer Brand”.

Rana & Kapoor (2016) concentrated on revealing the impact of “Employer Branding” through social networking in building the corporate image and they also explained the use of social media in knowledge sharing, employee relationships and recruitment process.

Eger et.al (2018) concludes their study in gaining the understanding of the symbolic factors that relates to prospective applicants and in their research they Firstly, investigate the personality traits of young people and secondly, they examines their respondents while using the internet especially in terms of recruitment websites. They also describe that social media plays the crucial role in recruitment process in terms of “Branding”.

Purusottama & Ardianto (2019) focused in exploring the proportions of “Employer Branding”. They examine the dimensions towards the talented local employees (students) of Indonesia. Mainly, 5 aspects were taken in consideration which highlights the importance of “Employer Branding”.

Roles of Employer Branding

Attract New Talent:

This branding will help in attracting new individuals because of getting the positive responses from the existing employees. Satisfied employees in organization will send the positive feedback to others and all these will help in attracting new potential individuals easier.

Strengthen Reputation, Culture:

A company is a group of all individuals who work together for achieving the goals by using good strategies so, the talented employees will attract new talented individuals and all together talented environment while working will bring effective results as well as strengthen the company’s reputation and culture.

✚ **Positive Impact on Customers:**

It's impossible for the companies to attract people every time only through their brand. So, we have employees who can attract as well as bring the positive influence regarding our brand while dealing. Good dealing with customers will lead to bring satisfaction as well loyalty towards the brand.

✚ **Reduces the Recruitment Costs:**

This branding helps in reducing the recruitment cost because talented employees through good strategy will always captivate more individuals to work with.

✚ **Enhance Employee Engagement:**

Engaging employees in promotion of the company's brand will boost the productivity level of the employees who are working within the organization.

✚ **Helps in retaining the best employees:**

Existing employees will feel proud to be a part of your organization because these days work culture is very crucial for a job seeker and a company having ethical working environment and culture will help in retaining the existing employees for longer period.

Effective Employer Branding Strategy

Creating Internal Promotional Material:

For promoting their brand company adopt many of the strategies by combining different platforms like E-mail surveys, Employee handbooks, Wellness infographics, Magazine. It's main focus in highlighting the company's values as well as mission in form digital publication.

Creating an Internal Digital Platform:

These days digital forums are becoming most powerful tools for popularizing the brand as it helps in connecting with lots of more people. It enrolls all of the employees which increase the employee engagement while making the strategy for their brand popularization via digital forums. They can also enhance their official websites as websites carry out the first outlook.

Video Strategy:

This is one of another effective strategy for employer branding. In this strategy, they mainly create unique video content for alluring the hearts of job seekers as well as help in presents the positive aspects of their company.

Audit the Perception of your Brand:

Auditing of the perception of your brand can be one of the best master plan as in this they mainly review the current perception of their brand by checking on employment review sites and by getting the feedback from their employees. This auditing helps in gaining the deeper insight into checking the reviews from people towards our brand.

Social Media:

These days many recruiters are dedicated to hire newer employees for their company on social media sites. Nowadays, these sites are providing the feature of advertising the job

opportunities by posting pictures, articles, blog from current employees. So, that they can captivate skillful people.

Conclusion

“Employer Branding” is one of the game plan in enlisting the new employees and to get the efficient results from this master plan we need to know all of the aspects of this newer phrase as it includes theoretical as well as practical implications and from our study we can conclude that these days, this branding is gaining much significance from all of the employee as this enhances the employee engagement as well as helping them in strengthening the brand culture and reputation. Lots of strategies are adopting for captivating potential individuals and through this job seekers are also getting the positive impact. So, that’s why “Employer Branding” is being highlighted and utilized by the companies for achieving the overall productive goals as well as they are coming up as the efficacious strategy for the long survival of the business.

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