

HUMANITARIAN APPROACH OF EMPLOYER BRANDING: IMPACT ON JOB SATISFACTION OF THE EMPLOYEES' AND THE MEDIATING ROLE OF EMPLOYEE ENGAGEMENT

Divyaa Sarswat*
Dr. Deepika Upadhyaya**

Abstract

"Human being is a social animal" with this saying our HR personnel have always focused on creating a happy work environment and developing good personnel relationship among the employees. With the entry of term employer brand, professionals have tried to inculcate each and every aspect of working which helps in developing their organization as a Brand in the eyes of their employees'. Employer branding have been utilized to for attracting, retaining and engaging the employees'. This paper focuses on the humanitarian approach of employer branding and to determine its impact on job satisfaction of the employees' and to determine the mediating role of employee engagement. This research has been performed on 250 banking professionals working in public sector banks in Rajasthan. The data was analyzed through regression and correlation. The positive relationship has been determined between employer branding and employees' engagement. This paper facilitates a comprehensive understanding of the implications of three main concepts for employer branding, job satisfaction and employee engagement.

Keywords: Employer Branding, Social Value, Job Satisfaction, Employee Engagement, Work Environment.

Introduction

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify a product or services of an organization from the groups of competitors (King & Grace, 2008). A brand is considered as an intangible asset which provides a competitive advantage to the organization. Balmer & Gray (2003) says that a strong brand is a powerful tool to attract and retain various stakeholders and existing employees. With this concept the HR professionals have identified a new term of Employer branding with the combination of marketing and HR strategies. Branding is an indispensable factor while service industry is taken into consideration as customers directly deals with the employees and their satisfaction is directly influenced by employees' satisfaction. Defining with the various aspects of employer branding this paper tries to evaluate the importance of humanitarian approach and to determine its impact on job satisfaction of the employees'. This paper also tries to identify the mediating role of employee engagement.

Literature Review

Ambler and Barrow (1996) define the employer brand as "the package of functional, economic and psychological benefits provided by employment, and identified with the employing company." Similarly Conference Board (2001) proposes, "The employer brand establishes the identity of the firm as an employer. It encompasses the firm's value system, policies and behaviors toward the objectives of attracting, motivating, and retaining the firm's current and potential employees". An employer brand has been defined as the "company's image as seen through the eyes of its associates and potential hires" and is intimately linked to the "employment experience" of what it is like to work at a company, including tangibles such as salary and intangibles such as company culture and values (Ruch, 2002).

* Research Scholar, Department of Management Studies, MDS University, Ajmer, Rajasthan.

** Associate Professor, Department of Management Studies, MDS University, Ajmer, Rajasthan.