

A Study on Importance of Employee Branding or Branding Strategy with Reference to Vadodara City

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ABSTRACT

This research explores the concept of employee branding is a crucial strategy that aligns employees' values, behaviour, and engagement with the company's brand identity. This study explores the significance of employee branding in enhancing organizational reputation, employee motivation, and customer perception. It delves into various branding strategies, including internal communication, training, leadership influence, and corporate culture, that contribute to a strong employer brand. The research highlights how effective employee branding can lead to higher employee retention, increased productivity, and a competitive advantage in the industry. By analysing key branding strategies and their impact on employee engagement, this study provides insights into how organizations can leverage employee branding to create a strong and consistent corporate identity.

Keywords: Employee Branding, Leadership, Corporate Culture, Employee Retention and Employee Productivity.

Introduction

In today's competitive business landscape, organizations are recognizing the importance of employee branding and branding strategy in driving business success. Employee branding refers to the process of creating a positive and consistent image of an organization in the minds of its employees, while branding strategy encompasses the overall approach to creating and maintaining a brand. This study aims to investigate the importance of employee branding and branding strategy at Amazon, one of the world's largest and most successful companies.

Amazon's success can be attributed to its strong brand reputation, which is built on its commitment to customer satisfaction, innovation, and employee engagement. However, with the rise of competition in the e-commerce industry, Amazon needs to continue to innovate and differentiate itself to maintain its market leadership. Employee branding and branding strategy play a critical role in this process.

This study will explore the importance of employee branding and branding strategy at Amazon, examining how these concepts impact organizational performance, customer satisfaction, and employee engagement. The study will also identify the key factors that influence the effectiveness of employee branding and branding strategy at Amazon.

The significance of this study lies in its contribution to the existing literature on employee branding and branding strategy. By examining the importance of these concepts at Amazon, this study will provide insights into how organizations can leverage employee branding and branding strategy to drive business success. The study's findings will also have practical implications for HR managers and branding professionals, providing them with a framework for developing effective employee branding and branding strategies

Literature Reviews

Name of Author	Month & Year of published	Title of Research paper	Research Objective
Ketaki Bhushan Shetye	2023	Competitive Employee Value Proposition And Employer Branding In Management Institutes Across Twin Cities Of Maharashtra And Gujarat	<ul style="list-style-type: none"> Assess the perceived competitiveness of EVPs and Employer Value Proposition in management institutes. Examine the impact of employer and employee branding strategies on employee attraction and retention. Identify key components of EVPs contributing to employee satisfaction in business schools. Explore the effect of EVP, employer branding, and employee branding on organizational commitment.
Neelanjana Basu	2021	Impact of Employee Engagement Tools and Techniques on Employer Branding and Organisational Citizenship Behavior	<ul style="list-style-type: none"> To explore the effectiveness of the various tools and techniques viz. psychological safety, work-life balance, and gamification used by Organizations for engaging their employees. To ascertain the effect of different employee engagement tools and techniques on employer branding. Examine the impact of employee engagement tools on organizational citizenship behavior.
ROHINI SHARMA	2021	Analyzing the Effect of different Leadership Styles on Employer Branding in the selected Indian ITES Industry	<ul style="list-style-type: none"> Examine leadership styles' impact on employer branding in Indian ITES. Explore leadership styles' effect on employer branding variables. Determine leaders' role in enhancing employer brand image. Suggest a model for effective leadership styles in ITES industry.
Onkar Banwaskar Bhakti	18-May-2016	Impact of Employer Branding On Attraction And Retention Of Employees In Banking Financial Services And Insurances Sector	<ul style="list-style-type: none"> Analyze employer branding's impact on employee attraction in BFSI. Identify parameters differing in employee attraction for current vs prospective employees. Examine employer branding differences in banking, financial services, and insurance. Understand decision-making process of prospective employees.

LAKSHMI B	13-dec-2016	Role of employee value proposition in creating employer brand value for employee attraction and retention in the IT industry	<ul style="list-style-type: none"> • Examine EVP's impact on internal/external employer brand. • Analyze employer brand value's relation to stay/apply intentions. • Explore employer brand value's mediating role between EVP and intentions. • Develop a model for strong internal/external employer brands using EVP
Chandrakant Ramprakash Varma	31-Jul-2012	Building high performance organization culture - creating an employer brand with reference to Indian banking industry	<ul style="list-style-type: none"> • Examine the role of organizational culture in shaping future objectives and performance. • Investigate the influence of organizational culture on individual and team capabilities. • Analyze HRM practices that foster organizational culture aligned with business strategies. • Understand how organizational culture and HRM practices impact employee commitment.
Muhammad Ali Dado	November 2024	Impact Of Job Satisfaction on Employees' Retention A Case Study Of National Bank Of Egypt	<ul style="list-style-type: none"> • Analyzing the Relation of Job Satisfaction and Employee Retention in national bank of Egypt. • To measure the relationship between Motivation system and employees retention in National Bank of Egypt • Analyzing the relation between job content and employee retention in the National Bank of Egypt. • Analyzing the relation between Supervisor Support and employee retention in National Bank of Egypt.
A. TULBURE A. POPESCU	June 2023	Maximizing the value of LinkedIn for employer Branding and Reputation Management of Small Business	<ul style="list-style-type: none"> • To understand the importance of employer branding and reputation management for businesses. • To examine how small business owners perceive the value of LinkedIn in building and managing their employer brand and reputation.
			<ul style="list-style-type: none"> • To identify the challenges small business owners face in utilizing LinkedIn effectively for employer branding and reputation management and how they overcome them • To explore the opinions on the benefits of employee advocacy on LinkedIn for small businesses.

<ul style="list-style-type: none"> • Ayesha Nazish • Syed Ali Abdullah Mehboob • Asadullah Khan • Sajjad Haider 	January 2023	Exploring the role of human resource management practices in the nexus of internal and external employer branding	<ul style="list-style-type: none"> • The development of the services based economies • The importance of global and corporate branding the growing importance of intellectual capital and intangible assets as sources of strategic competitive advantage. • Recruitment of talented employees helps in the external employer branding of an organisation
Santosh Bommanavar and M. D. Archana	March 2025	Employee Resilience and Employer Branding: The Mediating Role of Employee Engagement	<ul style="list-style-type: none"> • To study the relationship between employee resilience and employer branding. • Inspect the relationship between employee engagement and employer branding. • Examine the correlation between employee resilience and employer engagement. • Investigate employee engagement's mediating role between resilience and branding

Objectives of the Study

- To Explore the concept of employee branding and branding strategy
- To Examine the impact of employee branding on organizational performance
- To Analyze challenges in implementing employee branding strategies
- To Investigate the role of leadership in promoting employee branding
- To Explore recommendations for enhancing employee branding strategies.

Findings

- The majority (41%) of respondents are aged between 18-24 years, followed by 31% in the 25-34 age group, indicating a younger respondent demographic.
- 66% of respondents belong to the working profession, making it the largest occupational group, followed by business owners (22%).
- The respondent pool is well-educated, with 49% holding a bachelor's degree and 31% having a master's degree.
- The manufacturing sector has the highest industry representation (36%), followed by finance (15%), education (14%), and healthcare (12%).
- Mid-level employees form the largest workforce group (30%), with entry-level (24%) and senior-level (20%) positions also having a significant presence.
- 47% of respondents consider employee branding very important, with an additional 27% finding it important, showing strong awareness of branding's role in job selection.
- "Opportunities for growth and development" (38%) is the most valued employer brand attribute, followed by "Positive work-life balance" (26%).
- 39% believe employee branding has a very high impact on talent attraction, reinforcing its significance in recruitment strategies.
- 39% find it very easy to access job openings and company culture information, with 30% finding it somewhat easy, indicating effective communication by companies.
- Career growth opportunities (38%) and job security (21%) are the most critical factors influencing job selection.

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- 35% rate candidate quality as very high, and 24% as somewhat high, suggesting a positive perception of hiring outcomes.
- 31% of respondents find talent acquisition strategies highly effective, with 30% considering them somewhat effective.
- The company's reputation as an employer is rated very positive by 42% and positive by 32%, reflecting a strong employer brand image.
- Workplace culture (30%) and work-life balance (29%) are key factors enhancing employer brand reputation.
- 34% rate employer branding strategies as very effective, while 34% find them somewhat effective, indicating a strong but improvable approach.

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