

**A COMPARATIVE STUDY (TEACHING AND NON-TEACHING)
ON EMPLOYER BRANDING PRACTICES TO RETAIN TALENT
IN PROFESSIONAL ENGINEERING COLLEGES IN A.P. W.R.T
GUNTUR (DT).**

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Abstract

In the computerized age, associations need to rehash themselves at an auxiliary level and to end up agiler. Advanced development of HR administration suggests a move from conventional worldview on work environment towards commitment, learning and improvement of representatives and scan for ability.

The motivation behind this paper is to offer a methodological commitment to experimental examinations on employer branding in advanced education, investigating a structure to gauge authoritative appeal of advanced education organizations and recognizing specific highlights of work encounter that are most showed, esteemed by and noteworthy to their representatives and the effect employer branding practices in advanced education segment by giving exceptional concentration to Engineering colleges which offer specialized and proficient courses in Guntur (Dt), A.P., to retain talented workforce in their respective colleges, with respect to the Teaching and Non-teaching streams of employees. The researcher inspected that the business marking rehearses examined that the organizations with the assistance of different properties with respect to financial and Non-financial perspectives, career advancement opportunities, feasible workplace, acknowledgment of work, work life balance and so forth.

Keywords: digital HR, Millennial, Generation Y, employer branding, talent management, digital

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1.1 Introduction:

Substances of changing scholastic business around the world, influenced by real advancements of massification, globalization, internationalization, marketisation, managerialism, moves in financing, expanded accentuation on pertinence of information, enhancement of advanced education frameworks, and age change (Enders and De Weert, 2009; Kogan and Teichler, 2007), have decided the falling apart allure of scholarly working environment (Enders and De Weert, 2004). Scholarly calling, persistently encountering expanding work stack, loss of status, outer examination and responsibility, progressive decrease of expert self-direction, compensation issues, surge towards low maintenance and here and now contracts (Tytherleigh et al., 2005; Teichler and Hole, 2013; Enders and De Weert, 2004), is "under worry as at no other time" (Altbach et al., 2009: 1). With respect to the present difficulties and patterns, it is anticipated that advanced education will keep on facing financial and political weights, national and global rivalry, spending cuts, drop in understudy applications, a changing advanced education scene, and an uplifted spotlight on quality confirmation and effectiveness (Anyangwe, 2012). Considering the way that the interest for exceptionally qualified representatives will unequivocally increment in the years ahead and formally recognized capability of advanced education to „help convey employments, success, personal satisfaction and worldwide open merchandise" (European Commission, 2011: 2) it is significant to guarantee that scholarly work environment as a "generous supply of information, ability and vitality" (European Commission, 2008: 11) will recuperate lost ground offering "working conditions suitable to the scholastic condition that support inventiveness and development" (Enders and De Weert, 2004: 5). Along these lines, while obliging the fierce condition, advanced education organizations should reevaluate their human asset methodologies and search for new ways to deal with viably draw in and hold most ideal workforce and staff. For ordinarily advanced education establishments have exceptionally constrained potential outcomes to cultivate work appeal by money related means, assembling their solid business brands – hunting down center qualities and uniqueness of work encounter offered to and esteemed by representatives, and situating this peculiarity in the work showcase – could be a "mystery sauce" and a main system for authoritative survival and achievement winning the war for ability. "An unmistakable personality is the vehicle which empowers an association to accomplish a considerable lot of its key objectives through being

vital, true, and obviously articulating what it brings to the table to the general population that are essential to it" (Distinct Higher Education, 2012: 4).

1.2 Employer brand and talent management

With regards to financial intensity and digitization, one of the real difficulties for worldwide partnerships is spoken to by pulling in and holding top ability. On a long haul, ability administration speaks to a vital part of the plan of action that creates item and promoting correspondence advancement, esteem for purchasers and monetary execution. Subsequently, the scan for gifts is an endless story and interests in adolescents with high potential deciphers in limiting operational costs, giving the chance of taking in the business on a functional level, in concordance with the market progression.

As per the writing audit in this field, business mark includes a progression of measurements trademark to employer branding: Employer branding makes two foremost resources – brand affiliations - shape the organization picture that thusly influences the allure of the association to potential employees; and brand devotion - through hierarchical culture and brand character (Backhaus and Tikoo, 2004, p.505); Employer branding speaks to a viable methodology for propelling representatives to <live the brand> and it speaks to what makes an association appealing to its present and future workers (Maxwell and Knox, 2009, p.1); Employer brand speaks to brand drove culture change and client encounter administration: a powerful component for adjusting workers brand involvement with the coveted client mark understanding, as a typical stage for advertising and HR (Mosley, 2007, p.123). From HR point of view, "employer branding, includes recognizing the one of a kind "business encounter" by considering the totality of unmistakable and elusive reward includes that a specific association offers to its workers" (Edwards, 2010, p.7). This is regularly characterized as "representative offer" and it involves the utilitarian and financial advantages, for example, compensation and compensation strategy, working condition, vocation advancement, hierarchical learning and mental advantages, for example, work fulfillment or notoriety (App, Merk and Buttgen, 2012, p.269). Henceforth, employer branding has turned into a key instrument for HR in the fight for ability procurement and maintenance, helping workers to disguise organization esteems and authoritative culture (Sathya and Indradevi, 2014, p.203).

At display, employer brand has turned out to be synonymous with representative commitment on the grounds that the most critical brand envoys are the workers and with regards to digitization, data about authoritative culture, administration, compensation arrangement and profession openings impacts specifically the alluring picture of the organization. The idea of worker commitment alludes to the level of connection to the organization, the disguise of authoritative culture, the parts and the association with the partners and business (KPMG, 2012). Drawn in representatives are devoted to their calling and association and they speak to a key segment for the organization that creates elusive advantages (as far as positive notoriety and mindfulness – brandrepresentatives for the organization and promoters for items and administrations), yet in addition unmistakable advantages – as far as hierarchical execution, slicing costs through maintenance and enrolment; conveying solid outcomes reliable with the organization's business targets.

Definitions

"Employer Branding can be defined as the package of functional, economic and psychological benefits provided by employment, and identified with the employing Organization. (Simon Barrow: 1996)

Literature Review

Backhaus and Tikoo [1] gave an applied structure of worker marking. It covers two noteworthy angles. The result of one of the perspectives is Employer Attraction and the result of other angle is Employee profitability. In one viewpoint the creator opines that business marking makes manager mark affiliations and influences a business to picture which at long last outcomes in Employer fascination. Further, in the other angle the creator clarifies that business marking makes an association character. It influences the association culture and furthermore gets influenced by it. Both Organizational Identity and hierarchical culture results in business mark reliability lastly influence Employee profitability.

Society for Human Resource Management (SHRM) [2] presents six key focuses to survey the solid brand incentive for successful manager mark in India to be specific pull in and hold best ability, quality client benefit, perceived symbol, boss of decision and center corporate qualities.

Babčanová et al. [3] found that if boss needs to impact ladies in their business decision they have to impart adaptable working examples and a neighborly workplace. Contrasted with men, adaptable working examples are six times more inclined to impact ladies in their business decision. The chance to work with thought pioneers, an association with a culture of development and an obviously characterized mission affects business decision for guys. The exploration indicates representatives in privately owned businesses can be affected to join organizations who esteem authority, compensate for execution and a worldwide viewpoint in their work considerably more than not-for-benefit and government area representatives. Then again, government representatives are more impacted in their business decision by organizations that offer adaptable work examples and who can show a real approach towards corporate social obligation.

Botha et al. [4] recommended that business mark is affected by target amass needs, a separated Employer Value Proposition (EVP), the general population methodology, mark consistency, correspondence of the business brand and estimation of Human Resources (HR) boss marking endeavors.

Figurska and Matuska [5] found that long haul professional stability, focused pay and representative's money related wellbeing and wonderful working climate are the three most vital angles to pull in workers taken after by the fascinating activity content, great work-life adjust, vocation movement openings, adaptable working, strategically placed, great preparing, solid administration, Quality items or administrations, universal/worldwide profession, assorted variety administration, employments of most recent advances and worried about condition and so forth.

1.3 RESEARCH METHODOLOGY

Research methodology states what procedures were employed to carry out the research study.

1.3.1 Research objectives

1. To elicit the views of the Teaching and Non-Teaching respondents on employer branding and talent retention activities practiced by employer in Guntur (Dt).
2. To study the effects of various demographic characteristics on employer branding.

3. To study the various attributes which are contribute to increase employer branding

1.3.2 Research Design

In case of research design we use descriptive research design for this for study

1.3.3 Sampling procedure

The researcher selected the stratified random sampling technique for the study.

3.4 Sample size

Sample size we have taken 610 employees from all over institutions in Guntur (Dt).

1.3.5 Research instrument

We have used questionnaire as research instruments.

1.3.6 Scope of the study

The scope of the study is limited to Guntur (Dt) with special focus to professional Engineering colleges.

1.4 Data sources

In primary data collection we use survey with well-structured questionnaire and as well as personal interview of employees. In case of secondary data source we use internet, related books, and magazines

1.5 Hypothesis

H₁ There is no significant differences in the perceptions of respondents towards employer branding irrespective of Teaching and Non-teaching faculty.

Data Analysis					
A. Workplace Environment and Facilities and Welfare					
Chi-Square Tests	Correlation	Acceptance Hypothesis	of	ANOVA	
0.143	0.969988	H₂₀ is accepted.		Sig.	Adjusted R
				0.000	0.247
Chi-Square Test Inference: The influence of the type of the faculty (Teaching/Non-teaching) on the agreement level is not significant. (Both Teaching & Non-teaching respondents are responded similarly)					
Correlation Inference: Very high correlation is observed between the responses given by Teaching and Non-Teaching faculty.					

B. Workload & Stress						
Chi-Square Tests	Correlation	Acceptance Hypothesis	of	ANOVA		
0.002	0.991759	H20 is accepted.		Sig.	R Squared	Adjusted R Squared
				0.000	0.552	0.48
Chi-Square Test Inference: The influence of the type of the faculty (Teaching/Non-teaching) on the agreement level is significant.						
Correlation Inference: Almost perfect correlation is observed between the responses given by Teaching and Non-Teaching faculty.						

C. Performance Appraisal, Monetary Benefits						
Chi-Square Tests	Correlation	Acceptance Hypothesis	of	ANOVA		
0.009	0.90297	H20 is accepted.		Sig.	R Squared	Adjusted R Squared
				0.000	0.597	0.568
Chi-Square Test Inference: The influence of the type of the faculty (Teaching/Non-teaching) on the agreement level is significant.						
Correlation Inference: Very high correlation is observed between the responses given by Teaching and Non-Teaching faculty.						

D. Management Support and Work Life Balance						
Chi-Square Tests	Correlation	Acceptance Hypothesis	of	ANOVA		
0.856	0.942065	H20 is accepted.		Sig.	R Squared	Adjusted R Squared
				0.031	0.257	0.172
Chi-Square Test Inference: The influence of the type of the faculty (Teaching/Non-teaching) on the agreement level is not significant.						
Correlation Inference: Very high correlation is observed between the responses given by Teaching and Non-Teaching faculty.						

E. Student Standard and Placements					
Chi-Square Tests	Correlation	Acceptance of Hypothesis	ANOVA		
0.988	0.994573	H20 is accepted.	Sig.	R Squared	Adjusted R Squared
			0.000	0.569	0.52
Chi-Square Test Inference: The influence of the type of the faculty (Teaching/Non-teaching) on the agreement level is not significant.					
Correlation Inference: Almost perfect correlation is observed between the responses given by Teaching and Non-Teaching faculty.					

E. Willingness to continue in the college					
Chi-Square Tests		Acceptance of Hypothesis	Yes	No	
0.382		H20 is accepted.	67	133	
Chi-Square Test Inference: The influence of the type o faculty (teaching/non-teaching) on the response is not significant. Most of the respondents do not want to continue in the college for long time..					

F-1. If Yes, Reasons for continuing in respective colleges					
Chi-Square Tests	Correlation	Acceptance of Hypothesis	ANOVA		
0.993	0.904856	H20 is accepted.	Sig.	R Squared	Adjusted R Squared
			0.356	0.533	0.109
Chi-Square Test Inference: The influence of the type of faculty (teaching/non-teaching) on the given reason is not significant.					
Correlation Inference: Very high correlation is observed between teaching and non-teaching respondents.					

F-2. If No, Reasons for not continuing in respective colleges

Chi-Square Tests	Correlation	Acceptance of Hypothesis	ANOVA		
0.959	0.913157	H20 is accepted.	Sig.	R Squared	Adjusted R Squared
			0.090	0.68	0.389

Chi-Square Test Inference: The relation between the reason and level of teaching (UG/PG) is not significant.

Correlation Inference: Very high correlation is observed between teaching and non-teaching respondents.

G. Overall Satisfaction with the college

Chi-Square Tests	Correlation	Acceptance of Hypothesis	ANOVA		
0.24	0.913157	H20 is accepted.	Sig.	R Squared	Adjusted R Squared
			0.012	0.893	0.807

Chi-Square Test Inference: The relation between the faculty type and the response is not significant.

Correlation Inference: High correlation is observed between the responses of the faculty types.

1.5 FINDINGS

1. From the above study it is identified that the majority of the respondents disagree with the job security existed, the supportiveness of organizational environment for their academic growth, amenities relating to utilities & facilities, the provisions relating to safety & Health and the facilities relating to transportation and timings in their respective colleges in Guntur district.
2. From the above study it is observed that the majority of the respondents agree with the level of communication, the issues relating to hygiene facilities and the organizational physical factors at their respective colleges in Guntur district.
3. From the above study it is identified that the majority of the respondents disagree with the stress less ness in the departmental and other works assigned by the management and whether the Sports, cultural and recreational facilities helpful in reducing stress levels at their respective colleges in Guntur district.
4. From the above study it is found that the majority of the respondents agree the working conditions lead to any health problems like BP, Sugar, Migraine headache, Hair loss and Obesity etc. at their respective colleges in Guntur district.
5. From the above study it is found that the majority of the respondents agree with their awareness about the outcomes and achievements expected from job at their respective colleges in Guntur district.
6. From the above study it is opined that the majority of the respondents disagree whether they are having transparency of annual review & promotional process, whether the compensation levels for rank advancement are appropriate, with the regularity in monetary benefits (salary, increments, bonuses etc.), the bias treatment of management in monetary and non-monetary aspects, with the opportunity to undertake personal and professional development and advancement at their respective colleges in Guntur district.
7. From the above study it is observed that the majority of the respondents agree with the relations with faculty (superior, subordinate and peers), at their respective colleges in Guntur district.
8. From the above study it is opined that the majority of the respondents disagree with the relations with management and other departments, with the availability of time to meet the social and family obligations, with the job in this college is very appealing (attractive, pleasing) to me at their respective colleges in Guntur district.

9. From the above study it is observed that the majority of the respondents agree with a good package offered to the students by recruiters at their respective colleges in Guntur district.

10. From the above study it is identified that the majority of the respondents disagree with a good number of MNC companies recruit your students, with that a good percentage and number of students recruiting in campus placements, with giving career counselling, Future guidance & planning and placement at their respective colleges in Guntur district.

11. From the above study it is opined that the majority of the respondents don't want to continue in their respective colleges for long time due to less monetary and non-monetary benefits, and lack of job security, and assigned with other administrative works, having stressful work, and not having opportunity for professional growth for both the teaching and non-teaching respondents, and some of the respondents opted for yes because they are having convenient from their residence, having good relations, and opportunity for career development, lack of employment opportunities, stress less work for teaching respondents, and for having good relations, lack of employment opportunities outside, convenient from their residence, loyal towards college, stress less work for non-teaching respondents. There is a great coincidence among the responses of teaching and non-teaching.

12. From the above study it is found that the majority of the respondents dissatisfied with the present college, and this is followed by highly dissatisfied do not prefer their respective colleges to others both the teaching and non-teaching respondents at their respective colleges in Guntur district.

1.5 SUGGESTIONS

1. From the above finding it is suggested that the management of the professional engineering colleges is to provide job security, opportunity for academic growth, good transportation and timings and facilities to be provided.

2. From the above finding it is proposed that the management of professional engineering colleges is to reduce the work load, do not assign stressful works to the employees and other works like admissions pressure and assigning of administration works etc. and no other stress relief programs are conducted by the management.

3. From the above study it is recommended that management of professional engineering colleges is to maintain transparency of annual review & promotional process and provide good, regular, sufficient and reasonable compensation to their employees.
4. From the above study it is suggested that the management of the professional engineering colleges is to provide the employees with sufficient time to meet their personal and social obligations and create an environment to maintain good organizational relations.
5. From the above study it is suggested that the management of the professional engineering colleges is to provide the students with good number of MNC companies to recruit student by offering good amount of salaries and to give proper guidance in selecting their career and to maintain existing talented employees in their respective colleges.
6. From the above finding it is suggested that the management of the professional engineering colleges is to provide such facilities by improving monetary and non-monetary benefits, and by providing job security, and recruit additional employees for other administrative works, reducing stressful work, and by providing opportunity for professional growth for both the UG and PG respondents at their respective colleges in Guntur district. to retain the existing talents in their respective colleges as majority of the employees don't want to continue at their respective colleges
7. From the above finding it is suggested that the government and management of the professional engineering colleges in Guntur district to make necessary legislations and to formulate necessary policies to retain all the talented employees in their respective colleges as the majority of the respondents are dissatisfied with their respective colleges as a whole in Guntur district.

1.6 CONCLUSION

The Teachers accept an extraordinary part in the change of understudies which give outrageous result in country progression. Subsequently, it is fundamental to take a gander at the issues of work force having such an importance and mind blowing part in building strong and learning based and moral based society. The researcher is cantered on organization sharpens taken after by the organization of master building colleges to hold capacity in their different schools in Guntur (Dt). The researcher has gathered that the suppositions of the Teaching and Non-indicating staff in capable outlining colleges in the picked district are particularly worried

over their expert solidness, academic and work advancement, workplaces at establishments and uneasiness related with the action and smallest and erratic monetary points of interest exhibit an inconceivable adverse effect constitute to fabricate strong business check and the majority of the faculty picked calling as they are enthusiastic towards the calling and the demonstrations of organization make them especially disillusioned and not prepared to amass strong administrator stamping. Most of the preparation work force will change the school because of the incapable organization practices and Non-staff are not willing to change as they are not having sufficient open entryways outside. The organizations are in like manner having some strong money related and budgetary clarifications behind relationship to get up to speed the organization sharpens decidedly. In this way there is a need to bring some regulatory driving forces by government and bearings by managerial masters like UGC and AICTE for better and strong help of Management sharpens by the organization of the master planning colleges in Guntur (Dt).

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