Current Issues of Employer Branding

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ABSTRACT

Today the world is incredibly competitive, therefore the organizations are continuously developing employer branding to stay competitive within the market and attract the most effective talent. Employer branding means the reputation or image of an employer within the market or within the eyes of its potential employees. The organizations are recognizing that human resource skills make different from another organization and make competitive. Recruiting and nurturing effective talent is totally crucial for ambitious organizations hungry for continued success. Organisational reputation has also played a major role in attracting customers buy products and increasing revenue of an organization. Organizations make efforts to bring the best employer branding to attracting and retaining the best talent with the assistance of greater co-operation among internal stakeholders. There are some issues in terms of employees, which have direct impact on attraction of job seekers. The author discusses the overview of employer branding and its various issues.

Keywords: Employer branding, attraction, issues.

INTRODUCTION

In a progressively competitive worldwide marketplace, attracting and retaining the right kindof skilled employees is central keyof the organization to grow.A strong employer brand isfrequently a strong business tool that can associatethe organization values, people strategy and HR policies to the corporate brand. A strong employer brand helps the organization to attract a better-quality candidate towards theorganization. The employer brand considers what people think it would be like to work there, not just what the experience of being recruited is like. It is the perception of experience, not just the tagline, the hiring manager, the recruiter, the career site, the screening and assessment process, or the job description. Every part of the employer has to play an important role in establishing, communicating, and boost the brand to the world.

A strong employee value proposition will communicate about the organization values in such a way that highlights what makes the uniqueworkplace and attractive to individuals sharing identical values. Employer branding are based on intangible factors such as brand image, identity, and perception that have the potential to be found, a brand that is a way of identifying with emotional leanings, which can prove invaluable to employers. Now a day's number of companies measuring, analyzing and developing strategies to create a brand attractivenessand organization increase their investment in employment branding strategy.

REVIEW OF LITERATURE

Aggarwal, S. (2015) found the 9 elements which determine the employer branding in the study of fresh management student study in the organization. These 9 elements are Job Benefits, the overall reputation of the company, Competitiveness and Challenge, Personality Development, Future Opportunities, Emotional Judgment, Relationship with Peers, Internal Management and Ethics and values.

Alnıaçık, E. et.al (2012) interpreted that the importance of employer attractiveness such as career development, recognition, relationships with superiors, promotion opportunities, job security, innovative and quality products & service, overall compensation package,supporting and encouraging colleagues and work environment dimensions regarding the gender.

Farahvashi, V. et.al (2012)interpreted in his study the attractive components of employer branding to tempt the current and potential employees. The components of employer branding are organization reputation, Market size, growth, Organizational structure, Empowerment, Innovative, culture, Work environment, workplace location, Management, Job Description, Good reference for future work opportunities, Internal career, opportunities, Possibility to work abroad, Salary and bonus, Job benefits, Challenging work tasks, Skills development, Balance between work and professional life, Relationship to closest superior, Colleagues, Morals and ethics.

Heilmann, P. et.al (2013)explore in his studied that the motives for employer branding to make a better employer image which helps with more efficient recruitment. Employer branding is managed and communicated according to the perception of the target group. He found that training and development, work environment which creates a job satisfaction with regard to employees.

Jain, N. et.al (2015) found that employer branding has an essential management practice to attract the organization as a desirable employer in the eyes of potential employees to build their image or create attractive notoriety in the job marketso as to attract and retain the best talent.He also found that the importance of employer branding factors varies by gender and age of potential employees.

Kapoor, V. (2010) expounds that three parameters and variables in regards to employer branding. The appropriate variablesin developing the employer brand, attributes considered as important in attracting new talent, challenges in dealing with an employer brand, metrics to measure return on investment (ROI) for an organization employer brand considered as helpful,variables an employee understands the importance about working closely with theirorganization, communication media has important for communicating the employer brand, activities considered as important in upgrading the employer brand, and finally benefits emerging from implementing employer brand.

Miles, S. J. et.al (2005) explained that organizations are continually making efforts to retain customers and build brand loyalty by enhancing their positive images. The image helps in creating the effective positioning of the organizations in the minds of customers and other stakeholders. For this to happen, the mission and values must be carefully thought out and should produce the desired brand image.

Onah, F. O et.al (2016) in his study found that the noteworthiness of employer branding factors contrastspredominantlyacross gender and age of employees. He also found that employers makethe importanceof the organization and an attractive workplace in the job market in order to attract and retain the best talent. The factors are attractive salary package, work environment, job flexibility, rewards and recognition, and effective employee training and development were identified to influencing the attraction and retention of skilled employees.

Roper, S.et.al (2013)elucidated that innovation opportunities, feeling of confidence, compensation, Career growth, learning, and giving the opportunity to use skills and knowledge. These factors are influential in building a positive reputation of the organization, which will increase thepurpose to apply for a job among potential employees. Consider social mediaas an effective tool for employer branding and recruiting.

NEED: Today's employer branding is extremely important. Every organization wants to attract the foremost effective talent. So there is a requirementtostudy the current issues in employer branding. The trend shows that significant use of employer branding takes place. Employer branding can help the organization to develop an employer branding context for attracting job seekers and moreoverconsiderablysupport the employer branding role within the organization as a competitive. The paper suggests somefactors or currentissues within the perceptions of job applicants which are very important as the characteristics of the organization. These characteristics of the organization help in framing good employer branding.

OBJECTIVE: To enlighten of current issues of employer branding.

RESEARCH METHODOLOGY: The hypotheticalviewpoint of this study is based on literature review, which offers a better understanding of employer branding and its current issues.

FOLLOWING ISSUES ARE:

Overall Compensation: Compensation is the major concern for job seekers. The job seekers understand that their skills are in high demand. Job seekers with high potential attract those employers who offer competitive compensation and benefits packages. So the Organization should offer an attractive salary compared to the competitors according to the experience level of candidates. Salary is just one part of the compensation package besides organization offer a number of desirable perks, like health insurance, retirement contribution, flexible schedules, free food, car allowances, laptops or iPads, tickets to events, and performance bonuses, etc. Little perks make a competitive from others to attract the pool of talent and maintain the stability for long-term.

Goodwill / Image of the organization
The image of the firm is another issue that has an effect on the attraction of potential employees. An organization with a positive image as an employer able to easier attract and retain employees than an organization with negative images. Organization's perform activities like good public relations, and

CSR activities like public services like charity, development of roads, public parks, hospitals, education, and schools help earn image or goodwill for the organization.

Work-life balance: Job seekers look for the organization where work pressure doesn't affect their personal life. A modern-day organization offers so many of its employees. The work conditions should be balanced and it shouldn't become tedious to work all day. Give some options to them like work from home, weekly offs, open environment office. Many companies organize friendly sports matches to keep the employees entertained. A sense of regeneration and freedom is very extremely important otherwise it would become a traditional workplace of 8-9 hours. In short, get away from the conventional working standards.

Work environment: Work environment is the major issue that makes the important. A buffet meal and refreshment to offer, cab facilities, insurance policies, bonuses and allowances, family holidays and much more to attract job seekers. A well-maintained and delightful office area is also one way to add positivity. A culture that promotes positivity and growth is way more attractive to work for than one that comes with negativity and mediocrity into the workplace. A company's culture starts with how everyone treats each other with respect.

Career growth: Today's employees were most focused on career growth. Employees seek those organizations where there are adequate development opportunities. The organization makes a top priority for the growth of employees. The growth of employees leads to organization growth because it called an asset of the organization. So the organization invites knowledgeable speakers from time to time to lead seminars, Invest heavily in training and development, coaching activities, conference, or symposium, etc. to encourage employees to attend. Potential candidates always want to develop more skills to enhance knowledge.

Rewards & Recognition: Reward and recognition are the major issues of employer branding. It is given when an employee performs the job with a full satisfaction or beyond. Always recognizing a job well done by employees. It is the best way to retain and motivate employees by giving monetary and non monetary rewards like an increase in salary, bonus, incentives, promotion or any other benefits.

Transparent Communication: Transparent communications policy issue is significant so that managers and supervisors effectively communicate with their employees. Open communication allows both employees and managers to discuss ideas, problems and future changes with one another. High-performing workers always seek out that organization where communication and with employees constantly without any hesitation.

Motivation: Setting up an employee referral program is a great way to hire candidates and also make current employees happy and they get the motivation. Use current employees of an organization as a brand ambassador for the company. By motivating them like to refer their qualified friends and family and earn rewards. Motivate them by offering appealing employee referral rewards. Motivation is the only source to increase the productivity and satisfaction of

employees. If employees feel appreciated or motivated to work with the company than its effecton employment it means employees maintain their stability with the organization.

Social media: Organization makes a strong social media such as LinkedIn, Facebook, Twitter, YouTube, and (increasingly) Glassdoor and Instagram presence across a range of the most popular social media channels. The organisation makes sure about post content according to clients and job seekers across these channels on a regular basis along with engaging with prospects by responding to comments and playing an active role in relevant communities. Social media gives a channel to interact directly with the organization brand and employees to the job seekers.

FINDINGS

Employer branding means the reputation of the employer. It contains a number of characteristics of the organization which helps in attracting potential applicants.It is sought as the strength of the organization considers as a brand then called employer branding. In review of the study, researcher found the issues which have a great impact on employer branding. So the factors are compensation, image of the organization,work life balance, work environment, career growth, open communication, motivation, and social media. Employerbranding impact on the employee's work behaviors and increase the employee's ability to contribute to organizational productivity and competitiveness. Organizational identity plays a significance role in employer branding which in turn positive outcomes in the domain of recruitment. Employer branding play anessential role in the recruitment to attract and retain talent. It brings a significant level of satisfaction and changes the organization into a great place to work with the potential employees.

CONCLUSION:

The purpose of this review is to highlight the current issues of employer branding and outcomes introduced in this paper highlight the importance of employer branding among the employees through the analysis of various branding factors through the study. Employer branding has gained fame among researchers and practicing managers. Given this intrigue, the current study concludes that variables help in employee satisfaction, and employee retention and attraction, which has very important for the success of the organization. This studyfinds out the various attributes of employer branding which enables an organization to retain and attractthe employees.

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