

Unveiling the Valuable Contribution of Employer Branding to Increasing Employee Engagement

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Abstract: The diverse preferences exhibited by employees in the contemporary workplace of the 21st century underscore the critical need to comprehend the factors influencing their decision-making within an organization and their active involvement in it. This understanding holds vital significance in addressing challenges such as frequent job transitions and high rates of employee turnover. This work aims to investigate the employer branding's association to employee engagement, specifically in India's business sector. Employing a cross-sectional methodology and quantitative research techniques, the study distributed questionnaires to IT professionals in Delhi-NCR, with the participation of 220 respondents. Fundamentally, it applies the notion of employer branding to corporate milieu, aiming to augment organizational outcomes in the realm of employee administration. Through the application of PLS-SEM, the findings underscore a substantial link amid the perceived value of EBR and EENG. Consequently, this research inquiries further into how IT workers in India see the connection between employer brand and their level of engagement on the job.

Keywords: Employer Branding (EBR), Employee Engagement(EENG), Employee Participation Structural Equation Modeling

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