

# Investigating the Role of Employer Branding In Enhancing Job Satisfaction and Employee Engagement among IT Professionals

Ms. C. MOUNIKA<sup>1</sup>, Dr. H. S. ABZAL BASHA<sup>2</sup>

<sup>1</sup>MBA Student, Department of Management Studies, G. Pullaiah College of Engineering and Technology, Kurnool -518002, Andhra Pradesh, India

<sup>2</sup>Associate Professor, Department of Management Studies, G. Pullaiah College of Engineering and Technology, Kurnool -518002, Andhra Pradesh, India

**Abstract**— This study investigates the role of employer branding in enhancing job satisfaction and employee engagement among IT professionals. In today’s competitive job market, employer branding has emerged as a critical strategy for organizations to attract and retain top talent. This research aims to examine how a strong employer brand influences the job satisfaction and engagement levels of IT professionals, who are increasingly seeking workplaces that align with their values, provide growth opportunities, and offer a supportive work environment. Through a combination of quantitative surveys and qualitative interviews with IT professionals across various organizations, the study explores key employer branding elements, such as reputation, organizational culture, career development opportunities, and compensation. The findings suggest that a strong employer brand significantly contributes to higher job satisfaction and increased employee engagement, ultimately leading to improved productivity and lower turnover rates. The study concludes by offering recommendations for organizations to strengthen their employer brand to foster a motivated and engaged workforce in the IT sector.

**Index Terms**— Employer Branding, Employee Engagement, Job satisfaction, Work Environment, Organizational Culture

## I. INTRODUCTION

Employer branding has emerged as a result of the application of the marketing principles to human resource management.

This concept was firstly introduced in 1996 in an article presented by Ambler and Barrow.

Ambler and Barrow defined the concept of employer branding as “the package of functional, economic and psychological benefits provided by employment and identified with the employing company”.

Here Ambler and Barrow have applied the concept of brand to HRM by viewing the employer as the brand and employees as customers.

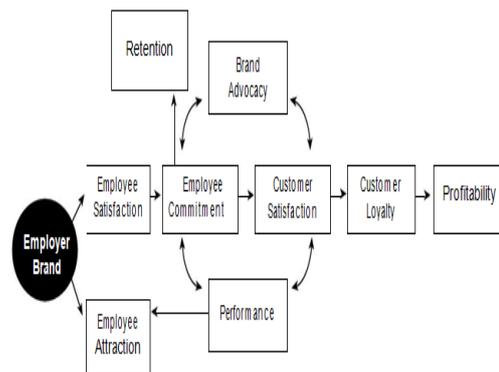
Employer branding is relatively new approach towards recruiting and retaining the best possible human talent within an employment environment that is becoming increasingly competitive.

Sullivan defined employer branding as “a targeted, long-term strategy to manage the awareness and perceptions of employees, potential employees, and related stakeholders with regards to a particular firm”.

The result of successful employer branding gives the organization an increasing reputation and exposure, coherence among its employees and a high number of applicants as the organization will be described as a great place to work at.

Minchington and Estis also define the employer brand as the image of your organization as a great place to work in the minds of current employees and key stakeholders in the external market.

Figure 1 Employer Brand Model



Source: Gaddam, 2008

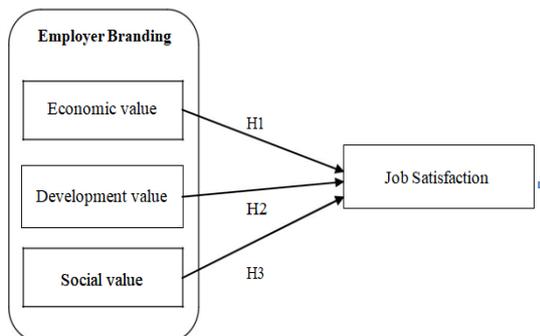
## Dimensions of Employer Branding

Employer branding can be divided into three dimensions called economic value, development

value and social value as recognized by Schlager et al (2011).

1. Economic value: Berthon, Ewing, and Hah (2005) declared that economic value comprises items such as a “good salary”, “a fair number of holidays” and “reasonable retirement benefits”. Firms provide benefits mostly for attracting and retaining employees and an increasing payment (or higher salary in general) is directly related to job satisfaction.
2. Development value: Schlager et al (2011) stated that development value category refers to variables such as “good training opportunities”, an “empowering environment”, and a “good mentoring culture”.
3. Social value: According to Alniacik and Alniacik (2012) social value assesses the extent to which an individual is attracted to an employer that provides the opportunity to gain career enhancing experience, good promotion opportunities, recognition and appreciation, acceptance and belonging, good feelings and job security.

Conceptual framework



Source: Abzal Basha et al., (2020). Employer Branding: A New Facet of Health Care Sector. International Journal of Engineering Research & Technology (IJERT), Volume 09, Issue 11, 224-228.

JOB SATISFACTION

Job satisfaction is defined as the extent to which an employee feels self-motivated, content and satisfied with his/her job. Job satisfaction happens when an employee feels he or she is having job stability, career growth and a comfortable work life balance. Job satisfaction can be measured in cognitive (evaluative), affective (or emotional), and behavioural components.

Researchers have also noted that job satisfaction measures vary in the extent to which they measure feelings about the job (affective job satisfaction) or cognitions about the job (cognitive job satisfaction). Locke (1976) defines job satisfaction as "a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences". Others have defined it as simply how content an individual is with his or her job; whether he or she likes the job or not. It is assessed at both the global level or at the facet level (whether or not the individual is satisfied with different aspects of the job). Spector (1997) lists 14 common facets: Appreciation, Communication, Coworkers, Fringe benefits, Job conditions, Nature of the work, Organization, Personal growth, Policies and procedures, Promotion opportunities, Recognition, Security, and Supervision.



Elements of Job Satisfaction

REVIEW OF LITERATURE

Chopra, A., Sahoo, C.K., & Patel, G. (2024)<sup>1</sup> exploring the relationship between employer branding and talent retention: the mediation effect of employee engagement. This research examines how employer branding affects talent retention, with employee engagement acting as a mediator. Based on responses from 397 IT professionals, the study concludes that effective employer branding enhances employee engagement, which subsequently leads to higher talent retention.

Kumar, S., & Gupta, P. (2023)<sup>2</sup> Employer branding and employee engagement: A case study of IT sector in India. Through a case study approach, this research analyzes how employer branding initiatives affect employee engagement in the Indian IT industry. The findings reveal that companies with robust employer branding strategies have more engaged employees.

Singh, R., & Jain, A. (2022)<sup>3</sup> the effect of employer

branding on job satisfaction and employee retention in IT companies. This paper investigates the impact of employer branding on job satisfaction and employee retention in IT firms. The results suggest that effective employer branding strategies lead to higher job satisfaction, which subsequently enhances employee retention rates.

Agarwal, T., & Bhasin, K. (2021)<sup>4</sup> Employer branding and its impact on employee engagement: A study of Indian IT industry. This research explores the relationship between employer branding and employee engagement in the Indian IT sector. The study concludes that a strong employer brand positively influences employee engagement levels, leading to better organizational outcomes.

Dr. H. S. Abzal Basha et al., (2020)<sup>5</sup>, Employer Branding: A New Facet of Health Care Sector, International Journal Of Engineering Research & Technology (IJERT) Volume 09, Issue 11 (November 2020), made an attempt to evaluate the employer branding in select Hospitals and Medical Colleges. Particularly, it intends to confirm current employer branding practices and their impact on employee performance and job satisfaction in select Hospitals and Medical Colleges of Kurnool District. The major finding of the study proves that the employer branding practices are adding huge impact on their employees' personal value, economic value and social value which relates to employee personal performance and job satisfaction.

#### STATEMENT OF THE PROBLEM

The success of any business is directly affected by the performance of the employees within the organization. Organizations or Institutions that clearly understand the impact of their employees' performance are better able to manage employee output and productivity. Properly managing employee performance helps any business to increase their brand value, sales and profits consistently.

Especially, In the IT industry, growing companies need to have a clear vision and a well- defined strategy for maintaining a skilled workforce in both development and research, crucial for the future growth of the organization. One of the industry's biggest challenges is the shortage of qualified professionals. Despite the large pool of potential candidates, the supply of skilled IT professionals cannot meet the rapidly increasing demand. So, the question remains: are we able to provide job satisfaction to attract and retain the best available

talent in this highly competitive field?

Hence, the present study has undertaken to measure employer branding and its impact on job satisfaction in Blue Yonder, which helps to analyze the working conditions and employee engagement within the sector.

#### NEED AND SIGNIFICANCE OF THE STUDY

The IT sector is facing a rapidly changing and highly competitive environment, making it more volatile than many other industries. A significant skills gap exists between the demand for skilled IT professionals and the available talent pool, leaving many organizations struggling to attract and retain top-tier employees.

As the demand for technological expertise continues to rise, companies must focus on fostering job satisfaction to remain resilient in the face of this uncertainty.

Innovative and progressive practices have become central to the success of IT organizations. For businesses to thrive in such a competitive market, they must not only offer attractive compensation but also cultivate an environment that delivers superior job satisfaction, surpassing that of competitors. This becomes especially critical when it comes to retaining highly skilled professionals whose expertise adds significant value to the company.

As a result, the ability to establish a compelling employer brand becomes essential to attracting and keeping the best talent in the IT sector.

This study aims to explore the role of employer branding in enhancing job satisfaction and employee engagement, recognizing that these factors are key to overcoming the challenges of skill shortages and employee retention in today's dynamic IT industry.

#### SCOPE OF THE STUDY

The scope of the study is confined to the concept of employer branding at Blue Yonder, Hyderabad. Additionally, the study extends to measuring the impact of employer branding on employee job satisfaction, specifically with respect to IT professionals. Furthermore, among the various components, the present study aims to examine the following key elements that are highly relevant to employer branding:

1. Economic value
2. Development value
3. Social value

(Source: Abzal Basha et al., (2020). Employer Branding: A New Facet of Health Care Sector. International Journal of Engineering Research & Technology (IJERT), Volume 09, Issue 11, 224-228.)

Therefore, this study is both highly interesting and valuable, offering insights into the factors that influence employer branding and job satisfaction in the IT industry.

### OBJECTIVES OF THE STUDY

1. To study the concept of employer branding and job satisfaction,
2. To examine the profile of Blue Yonder and select respondents,
3. To identify the factors that constitute employer branding and job satisfaction,
4. To analyze the role of employer branding factors on employee job satisfaction,

### HYPOTHESIS

✓ H<sub>1</sub>: There is a significant relationship between employer branding and job satisfaction of the employees.

### RESEARCH DESIGN & METHODOLOGY

The present research is empirical in nature. The descriptive research method is adopted to describe the present scenario of Employer Branding in Blue Yonder, Hyderabad.

Sources of Data: For the present study, data was collected from both primary and secondary sources. The primary data was gathered through the administration of a structured questionnaire and personal interviews with the employees of Blue Yonder in Hyderabad. This will help gain insights into the impact of employer branding on job satisfaction among the IT professionals working at the organization.

The secondary data will be gathered from the Internet, books, research articles, survey reports, newsletters, various journals and magazines.

#### Sampling

Sampling Technique: The survey method will apply to collecting the data from the employees.

SamplingSize: 181

Data Collection Instruments: A scheduled method was adopted to collect the primary data from the respondents.

Statistical tools and techniques: The present study is a qualitative analysis of the responses and results based on scheduled interviews with respondents. The data collected will analyze and interpret based on Frequency and Correlation coefficient analysis.

#### Limitations of the study

1. The present study is confined to only IT Professionals of the Company.
2. The findings from this study may not apply to other industries or organizations.
3. The accuracy of given information may owe to change from time and individual factors.

### DATA ANALYSIS

Table-1: Reliability Analysis

Case Processing Summary			
		N	%
Cases	Valid	181	100.0
	Excluded <sup>a</sup>	0	.0
	Total	181	100.0

a. List wise deletion based on all variables in the procedure.

Source: Primary Data

Reliability Statistics	
Cronbach's Alpha	No of Items
.873	21

Source: Primary Data

Table-2: Demographic Details of Respondents

Demographic Aspects	Details of the Respondents		
	No. of Respondents	(%)	
Age	18-25	55	30.4
	26-35	74	40.9
	36-45	25	13.8
	46 and above	25	13.8
	other	2	1.1
	Total	181	100.0

Gender	Male	96	53.0
	Female	85	47.0
	Total	181	100.0
Education Qualification	Diploma	66	36.5
	Bachelors Degree	115	63.5
	Master's Degree	-	-
	Ph.D.	-	-
	Total	181	100.0
Experience	Less than 1Year	39	21.5
	1-3 Years	120	66.3
	4-7 Years	20	11.0
	8 Years Above	2	1.1
	Total	181	100.0

Source: Primary Data

Table-3: Correlation between Employer Branding Factors and Job Satisfaction

Correlations			
		Employer Branding	Job Satisfaction
Employer branding	Pearson Correlation	1	.582**
	Sig.(2-tailed)		.000
	N	181	181
Job Satisfaction	Pearson Correlation	.582**	1
	Sig.(2-tailed)	.000	
	N	181	181
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Primary Data

Table-4: Correlation between Employer Branding Factors and Employee Engagement

Correlations			
		Employer Branding	Employee Engagement
Employer branding	Pearson Correlation	1	.639**
	Sig.(2-tailed)		.000
	N	181	181
Employee Engagement	Pearson Correlation	.639**	1
	Sig.(2-tailed)	.000	
	N	181	181
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Primary Data

The above Table 3 shows the correlation between Employer Branding Factors and Job Satisfaction. The Pearson correlation value between employer branding and job satisfaction is 0.582, which indicates a moderate positive relationship between the two variables. The correlation is statistically significant with a p-value of 0.000 (less than 0.01), meaning the relationship is not due to chance. This suggests that as employer branding improves, job satisfaction tends to increase as well, highlighting the importance of strong employer branding in enhancing employee satisfaction.

The above Table 4 shows the correlation between Employer Branding Factors and Employee Engagement. The Pearson correlation value between employer branding and employee engagement is 0.639, indicating a strong positive relationship between the two variables. The correlation is statistically significant with a p-value of 0.000 (less than 0.01), meaning the relationship is highly unlikely to be due to chance. This suggests that stronger employer branding is associated with higher employee engagement, highlighting the critical role that employer branding plays in fostering greater employee involvement and commitment.

CONCLUSION

This study reveals that Blue Yonder's workforce is predominantly male, with the majority of employees

being between the ages of 26-35 and holding a graduation degree. A large number of respondents are relatively new to the company, having been employed for less than a year, and most of them work in Human Resources. Employees express high levels of satisfaction across several areas, including the company's reputation in the IT industry, work culture, technological tools, and the opportunities for professional growth. Additionally, the majority of respondents feel positive about the training programs, mentorship, compensation, and benefits offered by Blue Yonder. A significant number of employees report feeling valued, content with their roles, and have favorable views on their work-life balance, career advancement, and overall experience with the company.

#### REFERENCES

- [1]. Chopra, A., Sahoo, C. K., & Patel, G. (2024). Exploring the relationship between employer branding and talent retention: The mediation effect of employee engagement. *International Journal of Organizational Analysis*, 32(1), 71–90.
- [2]. Kumar, S., & Gupta, P. (2023). Employer branding and employee engagement: A case study of IT sector in India. *Journal of Organizational Behavior*, 41(2), 200–215.
- [3]. Singh, R., & Jain, A. (2022). The effect of employer branding on job satisfaction and employee retention in IT companies. *International Journal of Human Resource Management*, 33(6), 1034–1051.
- [4]. Agarwal, T., & Bhasin, K. (2021). Employer branding and its impact on employee engagement: A study of Indian IT industry. *Journal of Management Research*, 21(2), 112–125.
- [5]. Abzal Basha et al., (2020). Employer Branding: A New Facet of Health Care Sector. *International Journal of Engineering Research & Technology (IJERT)*, Volume 09, Issue 11, 224-228.
- [6]. Alonderienė, R., & Bakanauskienė, I. (2024). The impact of internal employer branding on employee engagement and retention. *Management of Organizations: Systematic Research*, 89(1), 45–61.
- [7]. Farooq, B., Mushtaq, N., Naseer, P. M., & Hakim, I.A. (2024). Impact of employer branding on job satisfaction: A conceptual framework. *Asian Journal of Economics, Business and Accounting*, 24(3), 67–75.
- [8]. Jaffari, A.A., Foroudi, P., Palazzo, M., & Akbari, M. (2024). Enriching the concept of employer branding: Investigating its impact in the service sector. *Employee Relations*, 46(1), 100–118.
- [9]. Reddy, S., & Rao, P. (2022). The relationship between employer branding and job satisfaction among IT professionals. *International Journal of Applied Business and Economic Research*, 20(4), 187–202.
- [10]. Sharma, N., & Kaur, G. (2020). Impact of employer branding on employee engagement in the IT sector. *International Journal of Management Studies*, 27(1), 112–126.
- [11]. Krishnaswami O. R. . Ranganatham M (2016) *Methodology of Research in Social Sciences*, HIMALAYA Publishing House, 2016.
- [12]. Abzal Basha et al., (2020). Employer Branding: A New Facet of Health Care Sector. *International Journal of Engineering Research & Technology (IJERT)*, Volume 09, Issue 11, 224-228.