

Research Paper on Employer Branding and Its Coalition to Skill Acquisition: A Case Study of an IT Company in Bangalore

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Abstract: *The Principle of Employer Branding was initially presented in 1996, where the writers specified "company brand name" as "the bundle of useful, financial as well as psychological advantages offered by work, as well as determined with the using firm" (Amber & Barrow, 1996). Preliminary application of company brand name in human source monitoring concentrated greatly on bring in as well as hiring abilities; However, a current study by People in Business Co. located that 42% of the 104 study individuals (companies that are presently establishing company brand names) concentrate as much inner as outside (People in Business, 2010). Employer Brand name is identified as an effective device to aid workers to internalize company assets (The Conference Board, 2001), to shape the business culture (Backhaus & Tikoo, 2004), to engage employees, and to align talent management to business strategies and monitoring with business approaches (Kunerth & Mosley, 2011). SHRM's study in 2008 located that 61% of evaluated business have actually had an employer brand, and 25% were either creating or intending to do so within the following 12 months (SHRM, 2008). Talent Acquisition has been a very difficult task to the recruiting team as IT company's today*

This research work has been an in-depth analysis as to how Employer Brand works in partnership for Talent Acquisition work in an organization. Employer Brand are tied with 7 crucial styles recognized within company branding are, which are; Brand Name Asset, Induction and also Training, Internal Brand Interaction, Organisational culture, Benefits, Brand Name Loyalty, and also Company Brand Administration. Total evaluation of the research works shows that company branding is incorporated right into the organisation and also the different company brand name qualities, as well as along with the organisation's culture, holds staff members as well as adds to retain the talents within the firm. Range for future research study might consist of taking on measurable study examining the created theoretical structure, in enhancement to looking in even more deepness at these crucial styles to company branding to locate out which brand name characteristics are valued the most by these talents

Keywords: *Human Resources, Coalition, Employer Brand, Correlation between Employers Brand and Skill Acquisition.*

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I. Introduction

Employer branding is tied in with ensuring that employees are comfortable at the place of work and they being potential ambassadors of the organization, it becomes even more essential and if employees can be connected to this good vibe it can pervade out to the customers and clients of the organization. Employer branding is a key strategy and advertising action which makes the organization more inviting and thus helps creating a suitable workplace environment. The strategy and implementation of plans devised focuses on creating an image or helps frame perceptions in the minds of current, former and potential employees which then also shapes the opinion of the general public. Constant and dedicated efforts to create a brand ought to lessen employing expenses and facilitate the procedures of recruiting.

The basis of employer branding would be application of the advertising and market branding practices to the organizations human capital in terms of attracting, recruiting and retaining.

1.1 Employer branding can be understood as under

Employer – Person or a legal entity who appoints, supervises and demonstrates leadership or who devises action plans to be followed by the appointees or the employees and this arrangement can be an express contract or an implied contract where the employer would compensate for the work done in form of salary and benefits to the employee.

Branding – An art of standing apart, principles and strategies implemented that enables an organization to have a competitive edge in the market while also earning a good client base and keeping up the existing client

base loyal to the organization. Thus a firm position is made that is substantially potential and the competitors cannot poach easily. With branding loyalty is given importance as loyal customers would never want to detach from the brand of the organization while a satisfied customer will want to try something new, so the main target is customer retention with loyalty as a base

Employer branding has value and positioning involved in it with the mission being very clear and crisp. The methodology utilized by the organization is an Employee Value Proposition that would be accepted and conveyed to the current and potential employees, giving out reasons as to why the organization is different and appealing, and the reasons for it to be the choice of employees to work at ,compared to that of other firms belonging to same industry.

Employer branding has gained enormous significance at times when the potential talent pool is withdrawing its loyalty and also hiring prospective talent and retaining the same has become a tedious process. This effects the organizations positioning and also creates varied perception in the minds of the current and potential candidates, and organization would slack on skills and knowledge which forms the basic foundation to move forward in the competitive market place

Employer brand should be firmly incorporated with the corporate brand, the brand values, philosophies, the core set up and proposition need to mirror the culture practiced in the organization and ensure that employee value propositions are homogenous.

1.2 Importance of Employer Branding

For a fresher or an experienced employee the consideration that they make before being a part of the organization is as follows:

- ❖ The experience of the existing employees
- ❖ Ethics and work culture followed
- ❖ Growth opportunities
- ❖ Training and development for personal welfare
- ❖ Perks and benefits that is provided

Companies resorting to employer branding would not have to answer these questions as the brand itself stands out strong and makes it the employer of choice. Employer branding is not an illusion, organizations have to deploy methods to be in the forefront to withstand competition and to drive towards innovation while aiming at the right talent. Examples of companies that have strived to create a brand are Google, Mahindra and Mahindra, Adobe etc.

1. Attracting talent as people would want to be a part of the organization that cares for the wellbeing and gives them the autonomy to grow.
2. Existing employees have to be sustained in the organization and retention policies must be practiced which in turn brings down the cost of recruitment process, also favors in spreading a good image about the brand.
3. Strategies to own a global reputation which would help attract talent pool from all over the world and will ease retention.
4. Customer satisfaction and the reputation of the company are interlinked, and reputation is built only if the company has innovative resources that is its employees who work towards building product and rendering service of customer's choice.
5. With social media platforms booming it is essential for companies to be visible and adopt strategies in order to reach out to untapped areas and bring in brand visibility.
6. Branding enables to strengthen relationships internally that is with its employees. It is always told that if there is internal satisfaction in the organization then it shows out in its productivity enhancing sales and in turn customer satisfaction.

1.3 Skill Acquisition

Today, human resource executives and business pioneers perceive learning as a vital part of their strategies and are utilizing incorporated ability applications to drive ideal employee execution. E-learning is broadly thought to be the most proficient and practical approach to convey and to prepare the workforce. Be that as it may, the most ideal approach to really plan for employees to meet the objectives is by focusing on areas of skill development, Utilizing a learning arrangement that is equipped for conveying ideal preparation needed for each sort of aptitude and checking for perception and understanding by analyzing the results from examinations and performance in other procedures will drive execution and better performance inside the organization as employees build up their delicate, practical and consistence based abilities.

1.4 Importance of Skill Acquisition

Employees are the assets of the organization and to benefit out of these resources it is important to provide the necessary skills end results would be improved organizational performance.

- Provides insights to the current trends and techniques through which employees could be better equipped
- Helps prep up employees to face adverse and challenging situations
- With new skill development opportunities, employees know that the organization is investing the resource and time for their good making them want to perform better and be loyal
- Employees might not be aware of the skills they possess but through learning and development it might surface out which could imbibe a sense of pride and confidence thus boosting their morale.
- Outsourcing trainers, in house faculties, web based learnings, customization of certain skill based programs might make employees reliable and the outcome would be seen in their productivity
- With skill based programs on a rise, learning curve is on an upward swing giving rise to continuous development and improvement in the overall functioning of the organization
- Also cuts down the employee attrition and hence reduces cost per hire, which is an optimal situation for the organization

With skill acquisition programs employees tend to understand that the organization cares for their development and this strengthens the relationship and the organization would also in turn be self-evolving as a result of various trainings, forums for interaction and knowledge sharing among employees will become a culture thus would be termed as a learning organization. Such a brand for the organization will make it grab global reputation and attention.

1.5 Employer Branding and Its Coalition to Skill Acquisition

A brand that is known and recognized will communicate learning and its impact on the organization as well as employee development. Most companies in the initial stages of adopting to employer branding sought out for the best outward presence that is to attract potential candidates. The significance of engaging existing representatives and affecting their sense of commitment towards the organization is always been a critical task. With emerging trends engaging and developing employees has been a prime concern as it brings in loyalty and impacts the work environment positively. To contribute to this organizations have resorted to learning and development programs which influences the employees ability to work and commit better. Employer branding gets a perk when skill acquisition is introduced in implementation as it fulfils the expectations a brand promises for the employee in terms of individual growth in the course of the employment lifecycle. Learning and acquiring skills endorses the following which further enhances the brand of the company in the following ways:

1. It empowers engagement by giving guaranteed chances to proficient advancement and professional development of the individual.
2. Constructs required working environment practices, and provides necessary skills and knowledge to deliver customer satisfaction while also keeping in tune with the management requirements

The hiring and selection process in an organization is no more conventional and it has emerged and spread in to improving the employee engagement which will help in retention and development plans of the organization. Turnover can be specific to either the top, middle or lower level managements, this would mean increase in cost per hire, delayed targets of the organization and productivity taking a downward trend which finally effects customer relationship hence bringing down sales and the entire organization is in a turmoil. The retention plans hence formulated must suffice and keep evolving in order to safeguard the key employees at every level by providing opportunities of skill acquisition and engaging them in numerous learning and development plans which enhance their knowledge and employees can always be on par with the changing trends. Engaged and happy employees who are acquiring skills and learning along achieving individual and organizational goals thrive to endorse the company and also provide for employee referrals so the good is passed out in the market and this builds a strong employer brand.

II. Review of Literature

Martin R. Edwards (2010) paper states that a brand is created or is associated for the organization on two aspects:

- Basis of the tangible and intangible benefits that it provides for its existing and former employees.
- The organization systems values policies and procedures adopted in the process of attracting potential employees, motivation and retaining existing employees.¹

Evans Sokro's (2012) paper highlights on

- How influential the work environment, history and mission of the company, strong held values over the years retain and motivate employees thus creating a strong reputation.
- The orientation system through which image can be created about the organization²

Gary Davies (2008) paper – provides the following key points

- The way managers perceive the employer or the organization.
- The loyalty, affinity, satisfaction of work environment that is referred to by the managers when endorsing or remaining in the organization.³

Dr. Rupali S. Khanolkar (2014) in the paper published provides the following details

- Workforce population being highest under the age group 35, how employer branding can keep them rooted for a long term with the organization⁴
- Changing workplace demands, meeting the same and keeping the employees committed to their responsibility.⁵

Funda Yalim, Kagan Cenk Mizrak (2017) highlights the following

- Employee satisfaction is and must be given due importance and also there are multiple factors that can assess if it is achieved duly by the organization or not.
- The brand of the organization is definitely influenced by the promises that they make, how this is perceived and the deliverability of the promises.
- The formation of an employer branding model with key contributors being corporate culture, identity, employer attractiveness.⁶

Mohamed Wahba, Dalia Elmanadily (2015) in their paper provides the following insights

- The way employee reacts to certain situation were used as indicators and was connected with how the same effects the identity of the organization
- Also highlights that employer branding acts as a filter and sorts out the right set of employees for the organization
- Its impact which could be a drawback or a positive development in terms of employee differentiation, their loyalty and satisfaction towards the organization.⁷

Pallavi Srivastava, Jyotsna Bhatnagar (2010) in their paper, highlights on the following aspects given below

- The concerns in poaching talent, developing on need base and how influential could the organizations brand be in overcoming these concerns and its relevancy in current economic scenario
- How the employee value proposition is associated on the talent fit an employee has.⁸

Dr. Venkatesh .J, Dhibiya .P, Thenmozhi .S, Manjula Gandhi (2014) highlights the following aspects

- Apart from recruiters who do attract the employees, the traditional method of getting high performing employees of other organization through head hunters is now replaced with talent acquisition specialists and their influences and strategies to place the business on the forefront.
- With organizations having the pressure to minimize cost and increase productivity , it is not just recruiting the candidate to do the job but making sure the talent required are rightly equipped in the employees who would then contribute to the growth and profitability of the organization.
- The modern dynamics of talent and how it is valued at all levels in an organization structure.⁹

Mathew J Manimala, Abhishek Bhati (2010) highlights on

- The essence of employee contribution in decision making to bring in a sense of loyalty and commitment along with opportunities of learning and development targeting their personal growth
- Provision of benefits be it ownership by equity shares or fringe , attracting them to work at a scenic location all this enable the organization to build a brand identity
- The organization should not just be based on the traditional grounds of salary, perquisites, and perks of being an employee centric organization which are regarded to have a better corporate identity.¹⁰

Mohan Parthasarthy, Dr. Sameer Pingle (2014) provide insights on

- Acquisition of talent by human resource practitioners has been a strategic task over the years in order to meet the dynamic changes of the business world and acquiring highly efficient and potential talent remains a key challenge faced by most organizations
- Having a well-designed talent acquisition strategies is essential at all levels of management in an organization as this will provide or be one of the essential factors that give a competitive edge to a company in positioning themselves in the market.¹¹

Neha Agarwal (2016) provides insights to

- The recruitment of the right candidate to the right job or it would have several drawbacks like unhappy stakeholders, mismanagement issues, lowers the cultural values followed by the business, brings down the ethics and this will have a negative impact on the brand image of the company. This analysis was done in Larsen & Turbo
- With human capital being the main force behind the success of the organization it is essential to have

potential existing and to recruit suitable candidates.¹²

Webster Buchanan (2010) has viewpoints stated as below

- There has been an increasing trend in web based recruiting through social media platforms which has brought about considerable changes in the way an organization deploys strategies in hiring and selection
- With these trends there are multiple issues that human resource manager faces when building and retaining an effective talent acquisition strategy, these issues would be solved only with a right mix of operational effectiveness, streamlining of costs and having the right mix of web based and internal recruiting.¹³

Babar Yaqub, Dr. Muhammad Aslam Khan (2011) research paper states that

- The study is based on the various perceptions of university students as how they select the company they want to work for and how organization can build an image to be employer of choice
- It is understood that students prefer those organization which do have a good branding which is again judged on the basis of career and learning advancements provided to the students by the employer.¹⁴

III. Research Design & Methodology

1.1 Introduction

With advancements in the way an organization runs and the world now coming to picture as a global village it becomes even more important to have a stand or identity among the peer firms, across industry, sectors or nations. Brand can be associated with an image in terms of quality, credibility, and satisfaction it provides to the consumer. It could mean the positioning of product, service, or the name of a company in the customers mind.

With this thought Employer branding has been one of the key topics of discussion at every board room, at every level of management in order to build a strong foot reputation and stand tall. Employer branding is all about earning a good value from its employees and deploying practices and policies that would enhance their ability to achieve the rankings like - the best place to work, this would highlight employee value proposition. To achieve such targets it should have comprehensive yet competitive continuous improvement process with efficient communication strategies put in place. It is all about creating a positive image that has to be perceived by both existing and former employees

1.2 Importance of Research Design

- Efficient and reliable outputs can be derived
- Collection of data for research gets simpler
- Marginal errors and minimal usage of time
- Better framework of decisions and direction to proceed

1.3 Statement of the Problem

The focus has always been on retaining and attracting employees who can align their goals with that of the organization and also provision of advancement is only on the job need basis, but today with skill competencies increasing and the employees willing to equip themselves, the dynamics of employer branding is put to test because it no longer remains in hiring the right and retaining but beyond that.

1.4 Objectives

1. To understand the growing need of employer branding which has become one of the long term strategies
2. To know the importance of learning and being equipped with competent skills to face the changing dynamics of workforce
3. To understand the mechanisms and perceptions involved in identifying an organization as an employer of choice

1.5 Hypothesis

H0: There is no significant relationship between Employer Branding and Skill Acquisition

H1: There is significant relationship between Employer Branding and Skill Acquisition

1.6 Research Methodology

Sample: Employees of IT Company, Koramangala, Bangalore

Sample size: Employees of IT Company, Koramangala, Bangalore – **80 respondents**

Data collection: Primary data

Research instruments: Questionnaire branched into 3 sections as follows:

- ❖ Part A: Demographics
- ❖ Part B: Respondents general perceptions/ awareness towards Employer branding and Skill Acquisition

- ❖ Part C: Establishing the relationship between Employer branding and its coalition to Skill Acquisition
- ❖ Tools and techniques: Statistical Technique adopted using IBM SPSS Statistical Software
- ✓ Correlation
- ✓ Factor Analysis

1.7 Limitations of the Study

1. Confidentiality criteria adopted by not disclosing the IT Company in Bangalore.
2. The employees perception and understanding when filling in the questionnaire
3. Biased opinion of respondents
4. Time constraint of respondent and researcher

2 Analysis and Interpretation of Data

2.1 Summary of Data

2.1.1 Part A: Demographics

1. Age

Table 4.1 - This table depicts the varied age of employees from fresher's to highly experienced working at IT Company in Bangalore

Age	Total
21-26	2
27-32	23
33-38	39
39-44	15
45+	1
Total	80

Source: Primary data

Analysis – It could be noted that people in the age brackets 27-32, 33-38 are high in number. At this point of time in their careers they are well aware and have experienced other jobs and moved in or are highly happy being a part of this company, a way of emphasizing culture and values adds to personal development.

2. Gender:

Table 4.2 - This table depicts the male female count of employees working at at this IT Company

Gender	Total
Male	43
Female	37
Total	80

Source: Primary data

Analysis – There is no major difference in the gender count, the company had taken initiatives to employ several women to the board and various other operations.

3. Qualification

Table 4.3 - This table depicts the employee qualification ranging from Under graduates to Post Graduates, Professional to Technical

Qualification	Total
Under Graduate	36
Post Graduate	12
Professional	19
Technical	13
Total	80

Source: Primary data

Analysis – This Enterprise has a strong sense of belief that innovation paves way and hence has always focused on hiring new talent be it at the graduate level where learning and development is provided which would benefit the company and also caters to various other qualifications that would bring in specialization and advancement.

4. Experience

Table 4.4 - This table depicts the years of experience of the employees

Experience	Total
Less Than 5 Years	16
6 To 10 Years	32
11 To 15 Years	24
15+	8
Total	80

Source: Primary data

Analysis – This result could be associated with the work ethics and brand image that this Enterprise has in the market reason being it could mean employees have been retained and provided with best skill acquisitions and personal growth or that the employer branding is so efficient that it has worked in favour to have employee’s preference over the rest

5. What is your general understanding about Employer branding?

Table 4.5 - This table depicts the perception of employees to Employer branding

Options	Total
Career Path Offered	9
Priority To Personal Development	41
Salary And Benefits Provided By The Company	12
Reputation Of The Company	18
Total	80

Source: Primary data

Analysis – The majority opinion perceives on the option priority to personal development and then the reputation of the company which can be understood that if employee value proposition is high then employees can be easily retained and this would also promote the brand of the company

6. How important is Employer branding as a part of your career?

Table 4.6 - This table depicts the significance of Employer branding as a part of their career to the employees

Options	Total
Extremely Significant	13
Significant	47
Not Significant	20
No Idea	0
Total	80

Source: Primary data

Analysis– Voices out as significant the preferred choice, people when choosing a brand do consider so when it comes to career the employer reputation and stability does matter, for a few it could be extremely significant who are very particular and not significant for those who are inclined to minimal assessment that is kind of work, pay.

2.2 Hypothesis Testing

H0: There is no significant relationship between Employer Branding and Skill Acquisition

H1: There is significant relationship between Employer Branding and Skill Acquisition

2.2.1 Table 5.13 – Analysing relationship between Employer Branding and Skill Acquisition

CORRELATION			
		Skill Acquisition	Employer Branding
Skill Acquisition	Pearson Correlation	1	.878
	Sig. (2-tailed)		.000
	N	80	80
Employer Branding	Pearson Correlation	.878	1
	Sig. (2-tailed)	.000	
	N	80	80

Source: IBM SPSS Statistics Software

Interpretation: r = 0.878, indicating a positive correlation between Employer Branding and Skill Acquisition. Positive correlation means when one variable increases the other also increases or when there exists a decrease in one variable, the other also decreases. With organization focusing on individual learning and providing

various skill acquisition facilities, the branding of the organization also matches the employee value proposition. Employee when trained and provided opportunities to grow the employer brand also gets better visibility.

Conclusion: Hence the null hypothesis is rejected. “There is significant relationship between Employer Branding and Skill Acquisition is accepted”.

2.3 Factor Analysis

This method is adopted to condense variable into factors and to know which factor contributes how much or the percentage of influence it has. Likert scale of data used in the questionnaire for the factor analysis.

2.3.1 KMO and Bartlett's Test

In SPSS it shows two tests as in the table below that indicate the suitability of data for structure detection. A set of factors can be obtained which summarize the information, A pre requisite for the factor analysis

2.3.1.1 Table representing KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	208.580
	df	6
	Sig.	.000

Source: IBM SPSS Statistics Software

Interpretation: According to the KMO and Bartlett's Test value greater than 0.70 is a good sample to perform factor analysis. In the test performed the result is **0.791** which is a good sample. The data is adequate enough to perform factor analysis

2.3.1.2 Table representing Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.056	76.390	76.390	3.056	76.390	76.390	2.045	51.132	51.132
2	.542	13.556	89.946	.542	13.556	89.946	1.553	38.814	89.946
3	.223	5.564	95.510						
4	.180	4.490	100.000						

Extraction Method: Principal Component Analysis.

Source: IBM SPSS Statistics Software

Interpretation: All Four variables contribute into two factors Variables considered are:

- Learning and Development Programme contribute to professional development
- Skill acquisition moulds self-identity.
- First factor individual contribution = 51.32%
- Second factor individual contribution = 38; Skill acquisitions Programme help in driving the employer brand

2.3.1.3 Table – Table representing Rotated Component Matrix

Rotated Component Matrix		
	Component	
	1	2
Q12.1	.933	.197
Q12.2	.258	.945
Q12.3	.803	.461
Q12.4	.681	.639

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

Source: IBM SPSS Statistics Software

2.3.1.4 Interpretation:

Q12.1 - Skill acquisitions Programme help in driving the employer brand

Q12.2 - Learning and Development Programme contribute to professional development Q12.3 - Skill acquisition moulds self-identity

Q12.4 - Undertaking these programme benefits you

2.3.1.5 Row wise

- **0.933** – Highest variable – 1
- **0.945** - Highest variable – 2
- **0.803** - Highest variable – 3
- **0.681**- Highest variable – 4

Conclusion: Through factor analysis it can be concluded that:

- 3 variables in factor 1 (Skill acquisitions Programme help in driving the employer brand , Skill acquisition moulds self-identity, Undertaking these programme benefits you) contribute the highest
- 1 variable in factor 2 (Learning and Development Programme contribute to professional development) contributes the highest.

IV. Findings, Suggestions & Conclusions

2.4 Findings

1. The company researched has a strong sense of belief that innovation paves way and hence has always focused on hiring new talent be it at the graduate level where learning and development is provided which would benefit the company and also caters to various other qualifications that would bring in specialization and advancement.
2. 6-10, 11-15 years of experience is the highest among employee respondents this could be associated with the work ethics and brand image that the company has in the market, strategy followed is to retain and provide the best skill acquisitions and personal growth
3. Respondents feel that willingness to learn is a requisite that is necessary for an employee to delegate the duties and responsibilities required and also be updated to the changing dynamics by constant learning
4. Varied training sessions and other credential trainings like cloud computing, trainings are also provided every six months and a month once depending on the needs through virtual instructors and various subject matter experts
5. The number of opportunities in terms of project management, certifications of various skills by industry standard certification parameters have all added up to employee choosing learning and development as a reason to rate as “Employer of Choice”
6. Existing brand image also counts on for “Employer of Choice”, as it provides employee a better outlook on the workplace culture, values followed by work ethics and trust that exists amidst the various levels of management.
7. The company researched strongly believes in providing the best to its employees just not employment per se it also focuses on the growth and learning opportunities by offering variety of Skill acquisitions Programme.
8. $r = 0.878$, indicating a positive correlation between Employer Branding and Skill Acquisition. With organization focusing on individual learning and providing various skill acquisition facilities the employee value proposition is met

Through factor analysis it is proved that Skill acquisitions Programme helps in driving the employer brand, Skill acquisition moulds self-identity, undertaking these programme benefits you to contribute the highest to the brand of the company

2.5 Suggestions

1. Optimize human capabilities and to devise strategies that can enhance their abilities to perform within the organization that would in turn bring in efficiency in operations and contribute to the profitability and productivity.
2. Employer must provide for the time and resources necessary to train the employees in order to build a workforce that would be indispensable in nature.
3. Recognition, promotion and appreciation must be emphasized at all levels

4. Empowering women at all levels and providing flexi hours
5. To invest in research and get quality feedbacks from the workforce only to improve the existing processes and alter the same with the need of the hour
6. Employee value proposition message that would be conveyed to the existing and potential employees needs careful considerations
7. To have a continuous evaluation of the implemented branding strategy, this will help tweak the process and messages if necessary and make it more suitable for the target audience.
8. The brand must provide highlights and insights of the organizations operations and must be exclusive in comparison to that of the competitor
9. Organization has to chalk out and be specific and clear to provide this learning experience to keep the employee motivated and engaged
10. In order to ensure productivity the individual goals are to be aligned to that of the organizations goals

2.6 Conclusions

A brand that is known and recognized will communicate learning and its impact on the organization as well as employee development. Most companies in the initial stages of adopting to employer branding sought out for the best outward presence that is to attract potential candidates. The significance of engaging existing representatives and affecting their sense of commitment towards the organization is always been a critical task. With emerging trends engaging and developing employees has been a prime concern as it brings in loyalty and impacts the work environment positively. To contribute to this organizations have resorted to learning and development programs which influences the employees ability to work and commit better. Employer branding gets a perk when skill acquisition is introduced in implementation as it fulfils the expectations a brand promises for the employee in terms of individual growth in the course of the employment lifecycle

Employer branding and its coalition to skill acquisition provides for:

- ❖ Empowers engagement by giving guaranteed chances to proficient advancement and professional development of the individual
- ❖ Constructs required working environment practices, and provides necessary skills and knowledge to deliver customer satisfaction while also keeping in tune with the management requirements

Engaged and happy employees who are acquiring skills and learning along, achieving individual and organizational goals thrive to endorse the company and also provide for employee referrals so the good is passed out in the market and this builds a strong employer brand

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