A STUDY OF EMPLOYER BRANDING WITH SPECIAL REFERENCE TO IT COMPANIES IN STPI NAGPUR

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ABSTRACT:

Globalization provided opportunities in each sector and industry. Technical advancement give boost to service industry specifically IT industry. With the development of IT sector new opportunities for the skilled employees also increase resulting in the war for skilled workforce in IT sector. Employee attraction and retention become crucial function for the organizations. In this paper research focus on the various factors responsible for employer branding and how these factor affect employee retention. Major focus was on job security, performance recognition, quality management, opportunities for Growth and company image and how these factors help in creating an employer brand.

Researcher also studies employee's perception towards these factors and their importance in attraction and retention of employee. This study reveals that employer brand play a very important role in attracting and retaining employee. Employer brand can be created through good employee oriented human resource policies and practices. This study is conducted at STPI Nagpur. Five IT companies were selected for the study. 100 employees were randomly selected from these companies. Survey method is used to collect the firsthand data. The inferences are drawn with the help of descriptive statistics. The research concludes that good HR practices help in creation good employer brand which result in attracting and retaining the skilled workforce.

INTRODUCTION

Employer brand is a term referred to describe the company's reputation and popularity from a potential employer's perspective and describes the values the company gives to its employees. The employer branding is an important term which is gaining importance globally. Global shortage of skilled workforce shifted focus of the organizations on employee retention policies and employer branding is an important for employee retention and attraction. Employer branding strategies include various steps which include inculcating and practicing values, aligning the talent management plans of the organization with the value system and forming an appropriate communications strategy which includes both upward and downward communication. Employer branding result in access to high-quality talent, higher employee productivity, engagement, decrease in the time to hire and the cost of hire which are crucial factors for the modern organizations. The main aim of this research is to study the influence that employer branding has on employee retention.

This research is focused on finding out the attractiveness dimensions of employer branding of IT Companies in STPI Nagpur. With distinctive knowledge technology, management consulting and creative capabilities, IT companies in STPI Nagpur deliver vision, execution and value with outstanding digital experience, business optimization and industry solutions. This research was conducted at Five IT Companies ABYSS enterprise Pvt. Ltd, ADCC Infocad Pvt. Ltd. Grover Infotech Pvt. Ltd., Zeon Solution Pvt. Ltd. and VinayRas Infotech Ltd. STPI Nagpur, Maharashtra In this research paper researcher emphasis on the study of various factors responsible for attraction and retention of retention of employee in these companies as well as the role of employer branding in attracting and retaining employees in the organization.

OBJECTIVE

1) To study on employer branding with special reference to IT companies in STPI Nagpur,

2) To identify the factors influencing the employer branding in IT companies in STPI Nagpur,

NEED OF THE STUDY

- This study aims to help the IT companies in STPI Nagpur, professionals to focus on the need for the development and exploration of effective Employer-Branding techniques.

- Create awareness towards effective Employer-Branding t among professionals and the policy-makers to enhance the employer branding practices.

OBJECTIVES OF THE STUDIES

- To study the various factors of employer branding responsible for employees attraction and retention.
- To study the various factors adopted by IT companies

in STPI Nagpur, for attracting and retaining employees.

LITERATURE REVIEW

Work influence and employment conditions have impact upon workers' job satisfaction, motivation, and intention to seek new employment. Certain contextual and motivational factors are responsible for prediction of job satisfaction or for intent to leave the organization. (Vinokur-Kaplan D, 1994) Factors like job embeddedness, job alternatives, job satisfaction, and organizational commitment and the demographic variables included age, gender, level of education, national descent, race, ability employment status, hours of work, base wage etc. are responsible for the retention of employees (Edie V. Slugoski, September.2008).The way people are paid, recognized and achieve salary advancement are critical factors in attracting, retaining, and motivating employees. The challenge for most organizations today is the designing effective employee retention strategy that will help in retaining employees which are considered as critical factor in attaining organizational goals. (Chiboiwa M)

RESEARCH METHODOLOGY

Random sampling method is used to collect the data from 100 employees from five companies in IT Park. For the research purpose survey method is used.Primary data is collected through questionnaire. The questionnaire was designed on the basis 4 point scale. 1to 4 level of agreement. 1 lowest and 4 is highest level of agreement to the factor. secondary data is collected from website and newsletters of the companies. For this research, researcher also refers book and management journals. Simplex percentage analysis and graphs are used to represent the data. The researcher wants to study the perception of employee towards various factors of employer branding. Descriptive statistics help in understanding which factors are predominantly influence retention and on which factors organization need to emphasis more to attract and retain employees

HYPOTHESIS

- H01: Employer branding has no significant impact on employee attraction and retention.
- H02: Employer branding is having impact on employee attraction and retention.

ANALYSIS OF OPINION ON WHY YOU DECIDED TO WORK WITH THIS ORGANIZATION?

1. OPPORTUNITIES FOR THE GROWTH

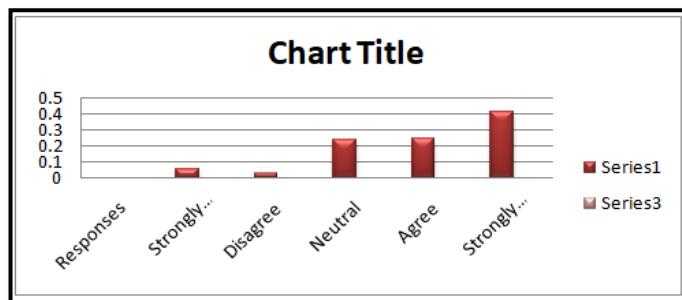| Responses	Percentage	No. of respondent
Strongly Disagree	6.00%	6
Disagree	3%	3
Neutral	24.00%	24
Agree	25.00%	25
Strongly Agree	42.00%	42
Total	100%	100

TAB.1: OPPORTUNITIES FOR GROWTH

FIG. 1: OPPORTUNITIES FOR GROWTH

Interpretation - The survey depicts those 42% employees strongly agrees and 25% employees agree organization provide opportunities for growth. More than 60% employees agreed to the fact that there are growth opportunities in the organization.

2. JOB SECURITY

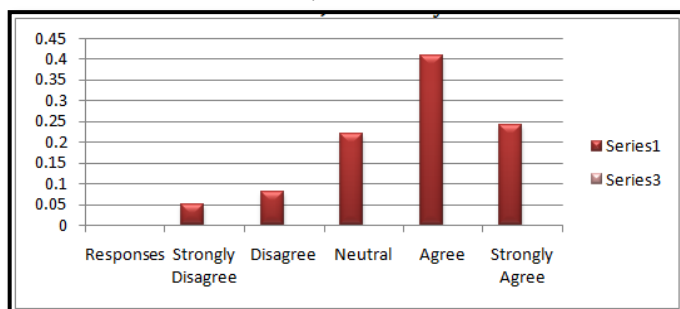| Responses	Percentage	No. of respondent
Strongly Disagree	5%	5
Disagree	8%	8
Neutral	22%	22
Agree	41%	41
Strongly Agree	24%	24
Total	100%	100

TAB.2: JOB SECURITY

FIG. 2: JOB SECURITY

Interpretation- The above graph clear that **2**4% employees strongly agree and 41% agree that there is job security in the organization. From the above graph it is observed those 65% employees are of the opinion that job security is an important factor for creating strong employer brand.

3. COMPANY IMAGE

Responses	Percentage	No. of respondent
Strongly Disagree	6%	6

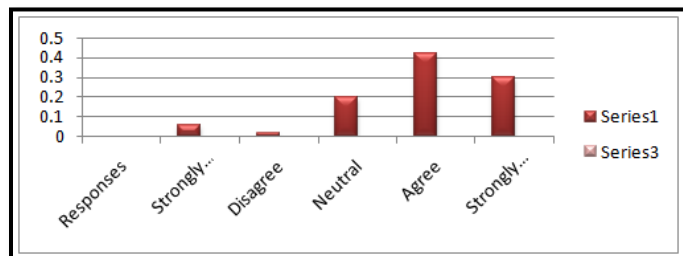| Disagree	2%	2
Neutral	20%	20
Agree	42%	42
Strongly Agree	30%	30
Total	100%	100

TAB.3: COMPANY IMAGE

FIG. 3: COMPANY IMAGE

Interpretation- 30 % strongly agree and 42 % agree that company has good image and value in the market; hence they want to stay with company. More than 70% employee are of opinion that company image plays an informant role in creating employer brand.

4. PERFORMANCE RECOGNITION

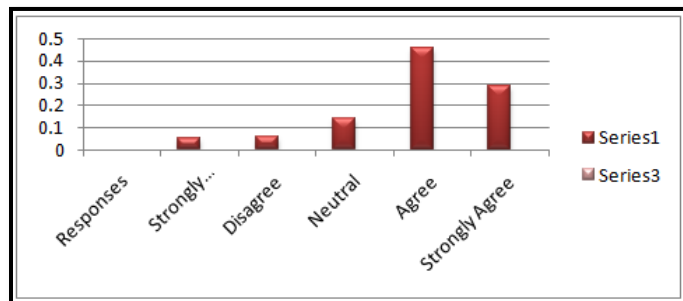| Responses	Percentage	No. of respondent
Strongly Disagree	5%	5
Disagree	6%	6
Neutral	14%	14
Agree	46%	46
Strongly Agree	29%	29
Total	100%	100

TAB.4: PERFORMANCE RECOGNITION

FIG.4: PERFORMANCE RECOGNITION

Interpretation- from the data collected it is observed that 28% strongly agree and 44 % agree that company has sound performance recognition policy and practices which motivates employees to stay in the organization. More than 70% employees are with the opinion that performance recognition is an important factor which helps In creating employer brand.

5. QUALITY OF MANAGEMENT

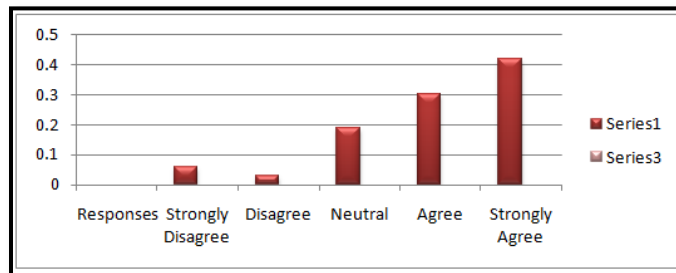| Responses	Percentage	No. of respondent
Strongly Disagree	6%	6
Disagree	3%	3
Neutral	19%	19
Agree	30%	30
Strongly Agree	42%	42
Total	100%	100

TAB.4: QUALITY OF MANAGEMENT

FIG. 5: QUALITY OF MANAGEMENT

Interpretation: the data depicts that 43% strongly agree and 29% agree that quality of management practices as well as the culture of the organization is favorable employee growth and wellbeing. According to 72% employees quality management is one of the important factor for creating an employer brand.

6. EQUAL OPPORTUNITIES AND FAIRNESS

Responses	Percentage	No. of respondent
Strongly Disagree	4%	4
Disagree	5%	5
Neutral	24%	24
Agree	32%	32
Strongly Agree	35%	35
Total	100%	100

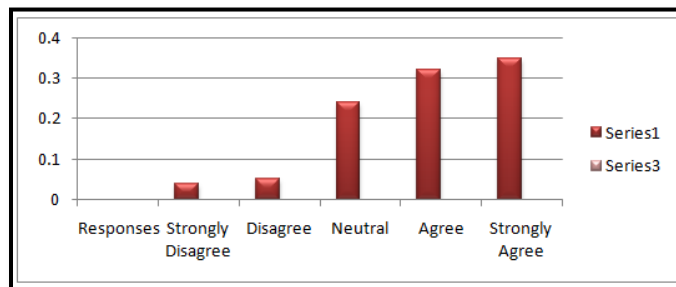**TAB.5: EQUAL OPPORTUNITIES AND FAIRNESS**

FIG. 6: EQUAL OPPORTUNITIES AND FAIRNESS

Interpretation- From the data it is observed that 35% strongly agree and 32% agree that organization provides equal employment opportunities and there is fairness and transparency in all the employee related process of the

organization. 65% employees are having the opinion that equal employment opportunities and fairness practices are crucial for creating employer brand

DISCUSSION AND RESULT

Having a strong employer brand has many opportunities. Besides attracting job candidates, employer branding is very important for retaining employees. The policies and practices related to job security, performance recognition, and equal employment opportunities, fairness are the major contributors to the retention of the employees in the organization. Higher retention leads creates strong employer brand. Good HR practices and policies of the companies help in employee attraction and retention. Hence it is conclude that with the good human resource policies and practices in IT companies in STPI Nagpur are having significant contribution in creating the companies employer brand. Above 60% employees are satisfied with the organization culture, value system and employee oriented practices followed by the companies.

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