

EconWorld2018@Lisbon

The Effect of Employer Branding on Organizational Identification / İşveren Markasının Örgütsel Ösdeşleşme Üzerine Etkisi

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ABSTRACT

The ability of companies to convert their tangible and intangible assets into sustainable basic skills in the face of increasing competition and to have a sustainable competitive edge on this basis depends on having highly skilled employees. In highly competitive labor markets, attracting and retaining superior talent, especially in difficult-to-fill positions, is gaining increasing importance in creating sustainable competitive advantage (Uen, et al., 2015; Lores et al., 2014). For this reason, attracting the talented potential workforce nowadays and keeping existing talented employees has become the main strategic priority of the companies. However, the lack of skilled workforce in labor markets (Chambers et al., 1998; Cascio, 2014), as well as the loss of experienced and skilled workers, pose a significant threat to the performance of firms. This leads to loss of intellectual capital and negatively affects the competitive power of companies. In this context, research in recent years has focused on establishing employer brand awareness to attract, recruit, and protect talented employees in businesses (Tanwar and Prasad, 2016). While companies generally concentrate their efforts to develop brand awareness in developing products and corporate brands, the use of brand awareness building principles in the field of human resources management is called "employer brand". The employer brand is defined as "a long-term strategy to manage the awareness and perceptions of a company's current employees, potential employees and related stakeholders". The employer brand is an image that shows the firm as "a good place to work" (Sullivan, 2004). Firms use the employer brand in hiring and try to ensure that their existing employees adhere to the company culture and strategy and identify with the companies. This study aims to examine the effect of the employer brand on organizational identification. The data for the study were obtained using Berholt et al.'s (2005) 25-item 5-dimensional employer brand perception scale over five different industry employees identified by convenience sampling method. The data were firstly analyzed for validity and reliability, and then multiple regression analysis (step-wise method) was applied. In the findings, it was determined that the employees perceive the dimensions of the employer brand as important and then the effect of the employer brand on the organizational identification was evaluated and suggestions were developed.

KEYWORDS Employer Branding; Organizational Identification; Talent management

JEL M12, M51, J24

Presented at EconWorld2018@Lisbon, Lisbon, Portugal.