

Role of Ethics and Values in Employer Branding: An Empirical Study

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Abstract

Values and ethics are majorly needed movement for employer branding. Such efforts fall into the monarch of internal communication that needs closer association between marketing, human resources, and public relations. In the efforts of creating a brand of a company, developing a successful employer brand is not just a sign of a socially responsible business, but it is also a tool that help in achievement of competitive advantage in market, it also helps in expanding employment opportunity, as well as retaining best employees of company. Employer's reputation is defined by employer branding to be a potential employer, value proposition of employees, as distinct to general brand name and consumer's value proposition. Potential employees notice values and culture of organization and see if they match with their beliefs. The values comes from within the organization. In this competitive world and market, a key for growth of organization to attract and retain right person at the right job. A strong employer brand is considered as strong tool of business that can relate the values, people strategy, and human resource policy of organization to corporate brand. 193 respondents is the sample size for the study. With the help of -test and mean data analysis was performed to identify the result of the study.

Keywords: Employer Brand, Values, Employer Brand Attractiveness, Ethics & Ethical Issues, Employee Retention

Introduction

The brand of employer considers thinking of people who like to work in company, not only what experience of being hired is like, it is an insight of experience, not only tagline, recruitment manager, career website, the process of screening and assessment, or the description of job. An

important role is played by every part of employer to establish, communicate, and boost their brand in market. It is intangible factors on which employer branding is based, intangible elements like brand image, perception, and identity having the latent to be identified, a brand that is a way to identify sensitive propensities that can prove precious for employers. In present time, many companies measure, analyze, and develop strategies for creation of their brand attractiveness and organization to increase investment in employment of brand strategies. Reputation of employer is what employer branding is as it includes huge number of features of company that assists in fascinating prospective candidates. It is needed as a strength of company considering as a brand called as employer branding. Reviewing study, issues are found that makes huge influence on employer branding. Thus, the elements are compensation, organization's image, balance between work and life, environment at workplace, growth of career, open communication, social media influence, and motivation. Nine factors determining employer branding is studying fresh management participants in company. Nine factors are job benefits, company's reputation, challenges and competitiveness, personality development, future opportunities, association with colleagues, emotional judgment, ethics, and values, and internal management (Aggarwal, 2015). New insights are given by this study with regards to how internal communication do promotion of ethics and values among new and present employees under employer branding. While practitioners of public association makes high impact in two areas of creating strategic plans of communication and disseminate messages to workers, they play lesser role on recruitment and orientation of employees that are known as critical stages in development of organizational identity, and engaging new workers. Because of the strong skills of communication, practitioners of public relations makes significant impact in areas like development of promotional materials and videos related to promotion of ethics and values, seeking to coordinate with HR. A dominant role is played by public relations to create strategic plans of communication and disseminate messages to workers about ethics and values. The focus of employer branding is on development of logical and emotional buy-in among workers to the point where they are devoted to their workers, imitate values of their brand, and becomes champion of brand (Neill, 2016). **The theme of** Employer branding always had the content of intrinsic interdisciplinary, as it develops a connection between studies of strategic marketing with management, and of human resource management with organizational behavior. In a time

period, when a brand appears to be losing its power, strength, meaning, and thoughts at that time string brand strategies must be developed to reach to at top level and to provide high quality products and services and talented HR (Corte et al, 2011).

Literature Review

Lubecka (2013) stated that employment branding and employee branding are newest versions of employer branding that does not just show particular trend in practices of management as well as some real values of such instruments. Study noticed a constantly rising numbers of companies using employer branding to develop name in market, for creating competitive image of their brand in market as well as in society and increase its intangibles. In any company that understands value of employer branding, it become as employee and employer discourse.

Sokro, (2012) revealed that employer branding has positive relation with retention and attraction for workers. Pleasant and positive work environment, development of career, core values of company are considered as major causes to attract talented participants, on the other hand, growth opportunities, security of job, image of organization are considered as substantial elements to retain workers.

Sivertzen et al. (2013) found that important elements for potential employees are social and economic development, and application values of organization. Reputation of organization are also considered as major dimensions for attractiveness of employers.

Rathee & Ritu (2015) found that economic, social, developmental, and reputational elements makes substantial impact on attitude of employees towards company and they also makes impact on retention, satisfaction, and productivity in a company. Author mentioned that monetary element is considered by workers as one of the strong influencer and company's reputation as the least that impacts level of satisfaction in an organization.

Lee et al., (2015) revealed that emotional responses to worker's job and company is increased by identification of organization. Organizational identifications are intellectual relations between organization's definition and employee's self-definition. Emotional response of employee' jobs and organization are improved by organizational identification.

Freeman & Hasnaoui (2011) explained that definition about support towards society is not able to finance itself. The aspect of environment was not present in concept of corporate social

responsibility. The concepts emerging after that fundamentally vary from elements on which major concentration is placed in corporate social responsibility. Essentially, distinct definitions deals with sustainability meaning, ethics, and microeconomics. Other researchers also claim that it is exceptional function of organization. As per the point of view of researchers conducted in previous years goes in the direction that corporate social responsibility does not require any uniform definitions.

Scott et al., (2011) stated that to establish consistency of organization, it is essential that multiplicity which is lived in organization must also be carried outside. Subsequently, credibility is damaged by company it is found at a high level of multiplicity in their external presence like through advertising, but has a similar distribution of values, culture, and attitude within organization. Inside any organization, contribution of leader is a major part that ensures multiplicity is appreciated and is not only advertised.

Love & Singh (2011) stated that companies have realized that effective employer branding develops high advantages and also assists employees in assimilation of enterprise values.

Bali & Dixit (2016) found that companies are establishing and revealing a brand image that shows its values, attitude and supports the requirements of talent management by attracting right and talent participants. The branding process of company or employer branding develop its roots from branding and marketing and has achieved its significance in development of image of company as an employer of choice. The process of development of brand is wide and needs commitment and support from overall company. If everything is managed well, it goes on to develop brand ambassador for company and therefore establish a company as an employer of choice.

Biswas & Suar (2013) explained, just like in marketing, brands are chosen by customers. Thus, branding is considered as an activity having the goal of increasing the possibility of being chosen by customers. The same goes with the notion of employer branding. To reach to the goal, it is important for the employer to understand what is needed by employee. In this work author has attempted to present the concept of employer branding from employee's value perspective. There are four factors that can affect employer branding namely social values, developmental values, social values, and economic values. It is the duty of management to work on portraying in brand same values that employee of company hold to be there, then it will maximize the opportunity to

retain talented employees. This part of research is appropriate for both marketing managers and human resource as well as academicians as attracting and to retain talented workers need investment of more resources for branding strategies related to employment.

Study's Objective

- 1) Finding role of ethics and values in Employer Branding.
- 2) To identify how ethics and values influence employees and employer branding.

Method of the Study

Study is empirical in nature, and includes 193 respondents. The nature of Questionnaire was structured to collect data from respondents. Mean and t-test was applied to find the result of study. Convenience sampling was the method of sampling.

Demographic Profile of Respondents

Table 1 show respondent's gender, male respondents are 54.92%, and female respondents are 45.08%. Age group of respondents is, 26 to 28 years is 37.82%, 28 to 30 years is 30.57%, and above 30 years is 31.61%. According to Experience, less than 1 year are 30.57%, 1 to 5 years are 36.79%, and more than 5 years are 32.64% looking at Employees Levels, Entry Level of employees are 40.93%, Middle level employees are 27.46%, and Higher level employees are 31.61%.

Table1. Demographic Profile of respondents

Variables	Number of respondents	Percentage %
Gender		
Male	106	54.92%
Female	87	45.08%
Total	193	100 %
Age		

26 - 28 years	73	37.82%
28 – 30 years	59	30.57%
Above 30 years	61	31.61%
Total	193	100 %
Experience		
Less than 1 year	59	30.57%
1 to 5 years	71	36.79%
More than 5 years	63	32.64%
Total	193	100 %
Employees Levels		
Entry Level of employees	79	40.93%
Middle level employees	53	27.46%
Higher level employees	61	31.61%
Total	193	100 %

Table2. Role of Ethics and Values in Employer Branding

Serial No.	Statements	Mean Value	T- Value	Sig.
1.	Ethics and values in employer branding helps attract talent employees and customers	4.13	15.975	0.000
2.	Effective ethics and values improve business operations	4.27	18.068	0.000
3.	Ethics and values help in beating competitive	4.29	18.644	0.000

	market			
4.	The core benefit of ethics and values makes up wider employer brand	4.22	17.277	0.000
5.	Effective ethics and values create unique image of company and brand in the market	4.01	14.538	0.000
6.	Good ethics and values help in maintaining good work life balance	4.17	16.557	0.000
7.	It also helps in maintain positive work environment and gives career growth	4.11	15.856	0.000
8.	Ethics and values helps in providing motivation and rewards and recognition to employees	3.27	3.874	0.000
9.	Effective ethics and values of company provide opportunities of improving skills through training and development	3.19	2.693	0.004
10.	A good work culture is created by effective ethics and values that motivates employees	4.07	15.433	0.000

Table 2. showing mean values of “Role of Ethics and Values in Employer Branding” the first statements of T-test is Ethics and values in employer branding helps attract talent employees and customers (mean value 4.13), Effective ethics and values improves business operations (mean value 4.27), Ethics and values helps in beating competitive market (mean value 4.29), The core benefit of ethics and values makes up wider employer brand (mean value 4.22), Effective ethics and values create unique image of company and brand in the market (mean value 4.01), Good ethics and values helps in maintaining good work life balance (mean value 4.17), It also helps in maintain positive work environment and gives career growth (mean value 4.11), Ethics and values helps in providing motivation and rewards and recognition to employees (mean value

3.27), Effective ethics and values of company provide opportunities of improving skills through training and development (mean value 3.19), A good work culture is created by effective ethics and values that motivates employees (mean value 4.07). T-value of statements in a survey with regards to Role of Ethics and Values in Employer Branding are significant because T value of every survey statement is positively significant because its value is less than 0.05.

Conclusions

Goal of employer branding is important to develop image of a product or service and that image makes huge impact on perceived worth of product or service and increases value of brand for customer or for an employee of their company that leads to brand loyalty. An employer's brand can be utilized to assist companies beat competition in labor market effectively and drive employee's devotion by effective employment, commitment, and retention. Employer branding assists companies in attracting and retaining talented employees, it also helps in selling culture of workplace, its values, and goals to budding and existing workers. It is extremely fundamental to guarantee that workers experience the brand. Companies are developing and forecasting a brand image that booms its ethics, and values along with philosophy that supports talent management requirement to attract talented employees. T-value of survey statement to study Role of Ethics and Values in Employer Branding is found to be significant as t-value of statements are positive and significance value also less than 0.05.

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