EMPLOYER BRAND – TODAY’S WINNER MANTRA IN ORGANIZATION

SRIKANTH ANTHARGAM

SR. SYSTEMS ENGINEER,
GLOBAL BUSINESS SERVICES,
IBM INDIA PVT LTD.
SARASWATHI NAGAR, ROAD NO-3,
VIDYARANYAPURI,
HANAMKONDA, WARANGAL DISTRICT.

ABSTRACT
The present paper focuses on the concept of Employer Brand- today’s winning mantra of managers in an organization and how the Management functions are designed to maintain the Employer Brand for an organization. Further, the paper also discusses importance of Employer Brand, Components, and other relevant issues with the help of a case study which focuses on the way HR functions are related with the Employer Brand of an Educational Society. Competition among the Local, National and Global Companies today are due to the Economic Liberalization, Privatization and Globalization of Economies. This huge Competition led the Companies to design various new products with quality to serve the Customers with reasonable cost at right time. Information Technology is another area drawing attention of the entire Businessmen today. It helps to make the Products available at the affordable cost, at the right place and right time. Hence most of the Business activities today are Customer centered. Success in the markets with Products, Brands etc., requires the Human Resources with innovative skills, quality in work, customization and superior speed and so on. So directly or indirectly it is Customer who creates demand for the quality Employers and Employees.

This paper specially focuses on concept of Employer Brand in the Educational Society influence its employees and how it can attract and retain employees. It also focuses to explain the important variables and expectations in creating an effective Employer Brand are really expected by its Employees in the organization. Employer Brand is one which has become Mantra for today’s managers to maintain Quality in their products or services.

KEY WORDS: Brand, Employer brand, competition, Economies and Quality.