ABSTRACT: Employee Value Proposition has been gaining significant importance in the last 10 years. Organizations today not only give tremendous importance to their products, services and innovating new products but they also give importance to their key assets that is their people. The present study explores the concept of Employee Value Proposition and branding the organization to their prospective buyers that is their employees. This is a qualitative study which looks into the practices of some of the companies and their way of building a brand for their respective organization. This study gives us an insight how marketing and human resources join hands and create a brand for the company. No longer marketing is a function of the people in marketing but Human resources also plays a vital role in building brand of the company through its people.

KEYWORDS: employee, value, brand, marketing, human resources.

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