Employee Engagement and Employee Branding on Organization's Productivity: Review Report

Pragya Srivastava[1],

P.G.D.M Human Resources, Xavier Institute of Management and Entrepreneurship, XIME, Chennai, Tamil Nadu, India

Abstract:

The purpose of this study was to study the impact of Employer Branding and Employee Engagement via literature review. This study aimed to find the interpose the impact of employee engagement between the relationships of employee engagement and employer branding and finding out the reasons for their performance of the employees and understanding their perception to join companies and retain in them. Employee engagement also known an "engine" in talent management, the drive draws its pliability from the impact of numerous external and internal environmental influences on an organization. Initiatives for strategic employee engagement help the organization's reputation and brand within its workforce. The present day take a look at offers conceptual basis as to the impact of enterprise emblem popularity and enterprise emblem delight on worker engagement which results in worker emblem loyalty behavior. This takes a look at offers empirical aid for generalizability of this relationship. The worker's experience of delight and belongingness with their enterprise's emblem/popularity, undoubtedly impact their attitude (engagement) and behavior (loyalty). When the worker feels delight in belonging to a emblem this has a fine social popularity; as such the ones personnel are motivated, engaged and constant to their enterprise's emblem.

Keywords:
Employee Engagement, Employer Branding, Individual Performance, Organizational Performance, Corporate Strategies.

Introduction:

In the world of human capital management, the concept of employer branding has caught the attention of professionals and academics and has gained wide popularity among employers. The concept had been introduced nearly two decades earlier, but was in a developmental & evolutionary stage. Ambler and Barrow's (1996) study is a landmark study that introduced the notion of employer branding, defined as "the package of functional, economic and psychological benefits provided by employment and identified with the employing organization". as a tool to attract talent in the context of the prospective employee's perspective (Alniacik, Eart & Akcin, 2014; Born & Kang, 2015; Rampl & Kenning, 2014), but research on the importance of employer branding is lacking in the context of existing collaborators (Gozukara & Hatipoglu, 2016; Ilyas et al., 2018; Kucherov & Samokish; 2016; Tanwar & Prasad, 2017).

Maxwell and Knox (2009) study states that the benefits and desired outcomes of employer branding can only be achieved if current employees find them attractive. The aim of the present study is therefore to better understand the effect of psychological benefits of the employer brand on the current behavior of employees. The Psychological benefits include employer brand reputation and employer brand pride, which

influence employee attitude and behavior(loyalty). The employer brand reputation that current employees perceive about their employer is a crucial predictor of employer branding practices (Moroko & Uncles, 2005). Including in the employer brand dimension the external reputation of the employer brand that employees perceive towards their organization's brand would help the organization achieve perpetuation (Moroko & Uncles, 2005).

Employee feel proud when their employer brand is recognized by the outside world compared to other employers on the job market, which has a significant impact on employee attitudes and behavior. Therefore, the present study conceptualized the relationship between employer brand reputation, employer brand pride, employee engagement and employee brand loyalty.

Nowadays industries and companies efficaciously use social media to sell the employee brand together with conventional recruitment tools. Employer branding campaigns are mainly inspired through an aspiration to sell worker engagement which may be defined as "The ability to capture the heads and hearts of your personnel to instill an inherent choice and ardor for excellence". Developing an attractive organization that can provide some unique and attractive working environment, employee engagement, and retention. Promotion of emblem in the organization will growth worker loyalty, despite the fact that the merchandising of emblem outside to the organization will make it appealing to the possible workforces. "Employer attractiveness is the supposed profits that a potential worker or an employee acknowledges a certain corporation".

Existing literature shows a advantageous dating among worker engagement and agency branding which frequently considers true agency branding techniques as drivers of engagement. The digitalization of HRM practices enables the usage of greater internet-primarily based totally recruitment tools, together with the cap potential of social media, to perform a centered recruitment strategy. However, there are limited educational research connecting agency branding, the mindset of personnel and engagement. Organizations dedicated to personnel's expectation, according to, use agency branding for the growth of workers engagement, despite the fact they renowned that its far nonetheless doubtful why personnel reply with various ranges of engagement.

Mostof preceding research display the significance of agency branding through growing agency attractiveness, worker engagement, and worker retention, similarly to specializing in worker retention as a first-rate detail for gaining a aggressive advantage.

Hence, it's far important to in addition recognize how they have an effect on every other.
Studies truly exhibit that social media, a destiny in agency branding, but it nonetheless wishes in addition investigation. Therefore, this paper targets to reply the subsequent question:
how agency branding via social media can have an effect on worker engagement and agency attractiveness?
Using a case take a look at technique in an coverage brokerage firm, this paper gives an
advanced knowledge of agency branding via social media and in-intensity analysis of
the impact of true agency manufacturers on worker engagement and agency attractiveness.

On a managerial level, it's far supposed to assist groups to successfully maintain personnel' engagement
and entice cappotential personnel through enhancing agency branding practices. This paper
is established into 3 foremost parts. At first, an assessment of the literature gives applicable factors regarding

employee branding, engagement, and organizational attractiveness Subsequent sections
embrace the study's technique and the study's findings. The paper concludes with a summary,
the studies contributions, a crucial reflection and cappotential possibilities for further studies.

Literature Review:

This literature review evaluates tested peer-reviewed articles, operating papers, textbooks, and other posted assets applicable to worker engagement. Rothbard (2001) defines engagement as mental presence and, furthermore, states that it entails important components: interest and absorption. Attention refers to cognitive availability and the quantity of time one spends questioning about a function, whilst absorption method being engrossed in a function and refers back to the depth of one's cognizance on a function. According to Maslach et al. (2001), six regions of paintings-existence result in both burnout or engagement: workload, control, rewards and reputation, network and social support, perceived equity and values. They argue that task engagement is related to a sustainable workload, emotions of choice and control, suitable reputation and reward, a supportive paintings network, equity and justice, and significant and valued paintings.

According to Holbeche and Springett (2003), people's perception of "meaning" in relation to the workplace is clearly linked to their engagement and ultimately their achievement. They argue that employees actively seek meaning through their work, and when organizations don't try to instill a sense of purpose, employees are likely to quit. Robinson et al. (2004) define employee commitment as "a positive attitude that the employee has towards the organization and its value. An engaged employee is aware of the business context and works with colleagues to improve job performance for the benefit of the company.

The organization must work to develop and foster engagement, which requires a two-way relationship between employer and employee." Buckingham and Coffman (2005) found that salary and benefits are equally important to all employees, good or bad bad. A company's salary should be at least comparable to the market average. Bringing the pay and benefits package to market levels, which is a sensible first step, won't get the company very far though; They're like stadium tickets, they can get the company in, but they can't stop them from winning. Saks (2006) argues that one of the ways people pay for your business is through their engagement.

In other words, employees will engage in varying degrees and in response to the resources they receive from your organization. A fuller involvement in one's professional roles and the use of greater amounts of cognitive, emotional, and physical resources is a very profound way for individuals to respond to an organization's actions.

According to Pech and Slade (2006), globalization, speed and ambiguity in the business landscape require the highest level of aptitude to facilitate organizational survival. In such volatile environments, competitors with the right mix of economic performance, trust, innovation and leadership have the best chance of surviving. Penna (2007) researchers also developed a new model they called "Hierarchy of Commitment" that is similar to Maslow's model of the hierarchy of needs. In the bottom line there are basic needs for payment and benefits. If an employee has fulfilled these needs, the employee looks for development opportunities, promotion opportunities and then the management style flows into the model mix.

Finally, when all of the sub-aspirations listed above are met, the employee strives for a value-meaning alignment, which is reflected in a true sense of connectedness, shared purpose, and a shared sense of work. Mone and London (2010) define employee engagement as "a condition of the employee feeling involved, engaged, passionate and empowered and displaying these feelings in work behavior". It is therefore the level of dedicationand commitment thata employee has to their company and its values. The organization must work to develop and foster engagement, which requires a two-way relationship between employer and employee. As such, employee engagement is a barometer that determines an individual's affiliation with the organization.

Literature Review of Employer Branding:

Brands are critical to both marketing and business strategies. In traditional marketing consumers received three benefits for purchasing goods or services: function, scarcity or market price, and psychological benefits (San Bernardino de Siena, c. 1420). On the other hand, in recent years, brand management has been applied to human resources management in general and has been referred to as employee branding (Berthon, et al., 2005; Backhaus & Tikoo, 2004).

The theoretical basis of employer branding relates to the assumption that employees are the most valuable assets in any organization and employers who are experienced in investing in human capital would benefit from greater returns, which consists of a resource based, psychological contract, brand equity, fit between person and organization, and social identity theory. Ambler and Barrow (1996) have been credited as the creators of the term "employer brand," which has been defined as "the package of functional, economic, and psychological benefits provided by employment and identified with employing organization (Ambler & Barrow, 1996, p.187). The authors used semi-structured in-depth interviews with senior executives from 27 UK companies and then found relevance to brand engagement. Compared to traditional branding, the authors explained functional benefits as employee development and job roles, economic benefits as material or financial rewards, psychological benefits as a sense of satisfaction and recognition.

Many authors proposed different viewpoints when describing employer branding as a strategy to build an image in the minds of potential employees that they are "a great place to work" or a preferred employer (Ewing et al., 2002). Meanwhile, some researchers argued that a strategy of just becoming a preferred employee is unlikely to deliver on the brand promise to the customer (Barrow & Mosley, 2005; Maxwell & Knox, 2009).

S.no	Researcher	Objective	Key Findings
1.	Kristin Backhaus and Tikoo	Conceptualizing and researching employee branding	1. Corporate goals 2. Internal marketing 3. Employer productivity 4. Employer attraction
2.	Lieli Suharti & Dendy Suliyanto Muhammad Awais Memon & Dr. Nadir Ali Kolachi	Conceptualizing the Relationship between Employer Brand Pride, Employer Brand Reputation, Employee Engagement and Employee Brand Loyalty	1. Social identity Theory 2. Employee Engagement 3. Organizational recognition
3.	Dorothée hanin*, florence, stinglhamber & nathalie delobbe	The impact of employer branding on employees:	1. Employment experience 2. Employment offerings 3. Employees' attitudes 4. Organizational identity
4.	Bernard Kunerth and Richard Mosley	Applying employer brand management to employee engagement	1. Employer's external reputation 2. Employee Involvement 3. Employee retention
5.	Barrow & Mosley, 2005; Maxwell & Knox	Employees to "live the brand": a comparative case study of employer brand Motivating attractiveness within the firm	1. Corporate brand 2. Employer brand 3. Employee behavior 4. Social identity theory

Literature Review of Employee Engagement:

Recently, employee engagement has become a hot topic and widely used by practitioners in organizations, while researchers have conducted little academic and empirical research (Robinson et al., 2004; Saks, 2006; Rurkkhum, 2010). The theoretical underpinning of employee engagement relates to the assumption that an individual consciously chooses specific courses of action based on their perceptions, attitudes, and beliefs about desired consequences that increase pleasure and avoid pain. Employees receive economic and socio-emotional outcomes from their organization and feel obligated to respond and pay well, while the organization under supports these outcomes, leading to the high levels of disengaged employees that the theory of expectations and expectations involves social exchange. The definition of employee engagement is mixed and goes in many different directions. Considering the academic literature, there are four terms of employee engagement. Because of the first term, Kahn (1990) was the first researcher to apply the concept of engagement to work.

S.no	Researcher	Objective	Key Findings
1.	Bakker and Schaufeli (2008)	To analyze the approaches that exists for employee engagement.	1. commitment fulfillment 2. Fully motivational state 3. Work-related total well-being
2.	Menguc et al.	Study of the effect of supervisory support, supervisory feedback, and perceived autonomy on employee engagement	1.Supervisory support 2. Perceived autonomy
3.	Macey and Schneider (2008)	To study on employee engagement and bottom-line profit of the organization.	1.Job satisfaction 2. Organizational commitment 3. Psychological empowerment 4. Job involvement 5. Sense of self-presence in the work
4	Kahn (1990)	How people occupy their roles at work in varying degrees or how much people are psychologically present during particular moments of role performances at work	1. Meaningfulness 2. Safety at work 3. Psychological availability at work.
5	(Cropanzano & Mitchell, 2005),	Survey of engagement and its benefits to employee and the employer	1. Enthusiasm 2. Greater value to the employer 3. Improved physical health 4. Happiness

| 6 | Harter et al. (2003) | Survey of employee engagement, job satisfaction and business level performance | 1. Clarity in expectations 2. Resources 3. Opportunity at work 4. Recognition 5. Caring 6. Encouragement 7. Opinion honouring |
| 7 | Saks (2006) | Study of the difference between job and organization engagements and that perceived organizational support predicts both job and organization engagement | 1. Job satisfaction 2. Organizational commitment 3. Job characteristics 4. Organizational citizenship |

Employee Behavior Impact on Organization's Productivity:

Employee's understanding of the way properly an organization's belongings are being controlled has an effective effect on engagement. There is a robust hyperlink among productiveness and engagement. Employees' understanding of an organization's productiveness ranges additionally has effective effect on engagement. Employee Engagement relies upon on 4 essential situations withinside the place of business which include organization's culture, continuous reinforcement of human beings targeted policies, significant metrics and organizational performance.

1. Company culture helps an organization to connect with employees, empower them in the decision-making process and encourage them to take on greater responsibility.

2. Continuous reinforcement occurs when an organization formulates policies that act as facilitators for the achievement of goals by employees, and therefore by the organization itself.

3. Meaningful Metrics refers to designing performance measurement criteria in a way that employees are clear about their goals.

4. Organizational achievement generates pride, job satisfaction, trust and a sense of belonging to the organization.

Employees have to have the sensation that they own the proper sort of physical, cognitive and emotional sources to carry out their process at finest level. A company have to additionally recognize the way to undertaking and talk the achievement testimonies of the company to the personnel. Thus, personnel are capping a position to relate their character performances with the achievement and additionally recognize how their overall performance has a direct effect at the overall performance of the company as a whole. This contributes in the direction of enhanced worker engagement. High engagement results in better monetary overall performance, better productivity, better consumer pleasure and decrease manpower turnover.

Conclusion:

After reviewing the results of various research and surveys on employee engagement, it can be concluded that high levels of employee engagement led to higher employee engagement and participation in work, and thereby creating a motivated workforce that will work together, to achieve the common goal. organizational goals. In today's changing economy like ours, finding skilled workers is simply not enough; Instead, there is still much work to be done to bind, retain and commit them to the organization and its goals. Engagement, then, is a state in which a person is not only intellectually engaged, but also has a strong emotional attachment to their work that goes beyond the duty of furthering the interests of the organization. Organizations should not only provide their employees with great infrastructure and other facilities, but also freedom to make their work exciting and also provide them with an environment where they can say goodbye to monotonous work. Due to three HR focus areas such as employee motivation, career growth & Compensation and Compensation. Therefore, working in a safe and collaborative environment increases an employee's engagement

The purpose of this document is to conceptualize the relationship between employer brand, and employee engagement and employee brand loyalty. The results are that employees can be proud of belonging to an employer brand that has a positive social reputation and that employees are motivated, engaged and loyal to their employer brand and that there is an exchange with their family, friends, and Colleagues in relation to the positive perception. Image of the employer brand. Employees are proud to belong to an employer brand that their family, friends and colleagues see as a great place to work or a preferred place to work.

References:

Muhammad Awais Ilyasa, Ifraz Adeela , Ahmad Said Ibrahim Alshuaibib , Hasnizam Shaaric ; Conceptualizing the Relationship between Employer Brand Pride, Employer Brand Reputation, Employee Engagement and Employee Brand Loyalty; International Journal of Innovation, Creativity and Change. www.ijicc.net Volume 7, Issue 5, 2019.

Burawat Piyachat, Kuntonbutr Chanongkorn and Mechinda Panisa; The Relationships among Perceived Employer Branding, Employee Engagement, and Discretionary Effort; Suranaree J. Soc. Sci. Vol. 9 No. 1; June 2015 (37-60)

Jaya Bhasin1 , Shahid Mushtaq1 and Sakshi Gupta1; Engaging Employees Through Employer Brand: An Empirical Evidence; in.sagepub.com/journals-permissions-india DOI: 10.1177/0258042X19870322 journals.sagepub.com/home/mls

Binita Tiwaria, *, Usha Lenkab; Employee engagement: A study of survivors in Indian IT/ITES sector; School of Management, NIT Rourkela, India b Department of Management Studies, Indian Institute of Technology, Roorkee, India Received 10 May 2017; revised form 31 August 2018; accepted 10 October 2019; Available online 17 October 2019

Boonyada Nasomboon1 1 Graduate School of Commerce, Burapha University, Chonburi, Thailand; The Relationship among Leadership Commitment, Organizational Performance, and Employee Engagement; International Business Research; Vol. 7, No. 9; 2014 ISSN 1913-9004 E-ISSN 1913-9012 Published by Canadian Center of Science and Education

Manoj Kumar Mohanty; Drivers of Employee Engagement - A Chronological Literature Review Excluding India; Publishing India Group, Journal of Strategic Human Resource Management

Dorothée Hanin*, Florence Stinglhamber and Nathalie Delobbe; THE IMPACT OF EMPLOYER BRANDING ON EMPLOYEES: THE ROLE OF EMPLOYMENT OFFERING IN THE PREDICTION OF THEIR AFFECTIVE COMMITMENT; Psychologica Belgica 57 2013, 53/4, 57-83;DOI: http://dx.doi.org/10.5334/pb-53-4-57

Hanin, Dorothée Stinglhamber, Florence Delobbe, Nathalie ,The influence of the characteristics of employer branding-messages on employees' attitudes: The mediating role of organizational identification; "*XVth Congress of the European Association of Work and Organizational Psychology*", Maastricht, Netherland (du 25/05/2011 au 28/05/2011)

Rachael Maxwell & Simon Knox; Motivating employees to "live the brand": a comparative case study of employer brand attractiveness within the firm; Pages 893-907 | Published online: 23 Jul 2010

Gilani, Hasan; Cunningham, Lucy; Employer branding and its influence on employee retention: A literature review; The Marketing Review, Volume 17, Number 2, Summer 2017, pp. 239-256(18); Westburn Publishers Ltd; https://doi.org/10.1362/146934717X14909733966209