Csr an Driver for Employer Branding

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ABSTRACT: Employer branding is an ability of an organizationto differentiate among other organizationsand widely used to promote this identity for hiring adefined group of candidates. "Employer brand is your unique scent" as quoted by William tincup (2017). It is everything that makes us different and everything that makes us STAND OUT. CSR has long since moved out of the primary and into the heart of the boardroom. In today's saturated high-growth market, it's the business that embraces CSR as part of their long-term strategy that are catching the attention of competitors and candidates alike. Organizations now days are portraying increasingly on incorporating CSR (Corporate Social Responsibility) in their employer brand aligning to maximizing their attractiveness and in engaging current and potential employees. In this paper, we recommend that organization start thinking about what is authentic, to the way that they want the business. People thinking about CSR strategy as being expensive not contributing to the bottom line of times, it issimply because they are just thinking of it as a cost center when in fact it does not have to be that way. The importance of setting targets, making sure that the organization know what are they trying to accomplish, and finally what is the timeline that we are setting to allow ourselves to accomplish that.
Keywords: CSR, Employee engagement, Employer branding.

I. INTRODUCTION:

A growing body of literature, media, and public commentary emphasize the value of CSR as a competitive advantage (Aggerholm, Andersen, & Thomsen, 2011; Du et al., 2010; Siegel & Vitaliano, 2007). CSR is a concept whereby organizations integrate social and environmental concerns in their business operations and are suing their interactions with their staff on a voluntary basis. Engagement is the emotional and intellectual commitment of one individual to an entire organization that is supporting, building and sustaining business performance.

Bringing out the three-dimensional aspects of engagement the first highlights physical, where sometimes at work when we are feeling full packed energy. The second aspect which is cognitive, where one feelsthat they are immersed in work and the other aspect is considered to be very important it is an emotional aspect,for instance, having thoughts that they love their job. CSR is serving those three aspects of engagement especially the third aspectmentioned which is emotions.

Employer branding and CSR are two widely discussed topics by leading organizations today. An increasing number of companies are beginning to understand a very basic but indeed very powerful formula, the companies that give back to the community become the companies that are successful at engaging their team members. There comes success, Corporate Social Responsibility drives Employee engagement and employee engagement drives to better brand image and branding. We are combing two main aspects of the business that are doing well, which is the business performance and doing good for the communities.

II. REVIEW OF LITERATURE:

Concepts of Employer Branding, CSR, Employee Engagement, Motivation and Brand Image:

Employer Branding:

Employer branding can be understood as the identity-based development and positioning of a company as a credible and attractive employer, both for existing and potential employees (Deutsche Employer Branding Academies, 2007). It comprises the planning, steering, coordination, and controlling of the employer brand (Sponheuer, 2010, p. 27) as "the package of functional, economic and psychological benefits provided by employment, and identified with the employing company" (Ambler & Barrow, 1996, p. 187).

The term was first used in the early 1990's and has become widely adopted by the global management community. The art and science of employer branding is concerned with the attraction,

engagement and retention initiatives targeted at enhancing the company's employer brand. Top three drivers globally are salary & benefits, Job security, Work-life balance according to Randstard.

Corporate Social Responsibility:

Ensuring that economic development and technological progress benefit the greatest number of people. Faced with these challenges, a more sustainable development approach becomes necessary. Which requires the commitment of all international organizations, governments, associations, companies, citizens. The overall goal is to combine economic progress, social justice and environmental preservations.

Research of corporate social responsibilitypractices has largely been conducted on institutional level and mostly focused on external stakeholders (Aguiinis & Glavas, 2012). However, exploring CSR in micro level organization is increasingly popular (Glavas & Kelly, 2014)

Based on its Corporate Social Responsibility, a company can ensure that it's economic growth is beneficial to everyone. Depending on the sector activity the specific issues and challenges differ from company to company .CSR is now recognized as a real performance driver as it encourages innovation, reduces costs and brings employees together around meaningful projects. CSR has been welcomed positively in employee performance (Jonas, 2010), commitment (Maignan, Ferrell, & Hult, 1999) and attractiveness to prospective employees (Greening & Turbo, 2000).

Employee Engagement:

Employee engagement refers to how committedemployees are to theirorganization, and also about how engaged they feel, and about the effort they put in to supporting business organization. An engaged workforce is a huge asset.Once the workforce isengaged, they will work harder and have better relationship with primary customers and the suppliers and also would help in enhancing the reputation.

It is well established that employees are the key stakeholders in the group (Freeman, 1984; Donaldson and Preston, 1995; Matten and Crane, 2005; Greenwood, 2007; Kaler, 2009), and, specifically in a CSR context, enact the social activities and policies of the organisation. Collier and Esteban (2007) highlighted the dependence of organisations on employee responsiveness to, and engagement with, CSR for the effective delivery of CSR programmes.Indeed, Mowday et al. (1979)

commented on the individual willingness of an employee to exert effort and time on behalf of the organisation.

Motivation:

A force either within or external person that arouse enthusiasm and persistence to pursue a certain course of action. Employee motivation affects productivity and part of manager's job is to channel motivation towards the accomplishment of organizational goals. High employee motivation goes hand-in-hand with high organizational performance and profit. It's the responsibility of the managers to find the right combination of motivational techniques and rewards to satisfy employee needs and simultaneously encourage great work performance. Organizations that understand the motives that compel people to initiate alter or continue a desired behavior are more successful as motivators.

(Morgan, 2008) argument about taking retention seriously is supported by Glen (2006) who mentioned that for many companies the retention of key skills, employee engagement and to some extent also employee motivation and attendance are key operational and even strategic concerns.

Brand Image:

Customer's perception of your brand based on their interaction. Brand image is based on the impressions and experience of a consumer. People's experience can be different or the same product, therefore it's very judgmental and very selective about things. Brand image can also be influenced by external events. CSR not only creates brand awareness among but it also leads to a positive brand image in the minds of potential customers.

For the employer, their brand combines human capital, strategic capabilities and culture into its reputation as a best place to work (Ewing, Pitt, de Bussy, & Berthon, 2002). For the employee, the employer brand represents what their workplace is going to be like (Prouty McLaren, 2011). Since these two perspectives are not necessarily aligned, the main objective in employer branding should be to take into consideration multiple stakeholders and try and project the right employee experience (Moroko & Uncles, 2009; Mosley, 2007). Aggerholm, Andersen, and Thomsen, 2011 conceptualize employer branding as "communicative, relationship building and cross-disciplinary processes, which create, negotiate and enact sustainable employer-employee relationships.

III. RESEARCH METHODOLOGY:

The researcher has made use of the Ex-post Facto research design for this study. The sampling technique used to select samples was Non-Probability Sampling method- Purposive sampling technique. The population includes employees across various sectors across India. The researcher has adopted a self-constructed scale and a standardized scale on self-efficacy developed by Schwarzer and Jerusalem (1995) consisting of ten (27) items and sample size was N=200.

Cronbach's alpha is a commonly used measure of reliability for a set of two or more construct indicators. With values ranging from 0 to 10, the higher values indicate a higher reliaility among the items.

CRONBACH'S ALPHA	NUMBER OF ITEMS
0.912	20

3.1 OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVE:

- To explore the potential influences on corporate social responsibility and brand image on corporate reputation.

SECONDARY OBJECTIVES:

- To find the interdependence of Employer branding and Retention rate.
- To find out the correlation between CSR and Employer branding.
- To discover the dimensions of Employer branding.
- Examining whether Employee loyalty concur with Employer branding strategy.
- To ascertain CSR focused with goals.
- To perceive whether there is relevance and impact brought.

3.2 HYPOTHESES OF THE STUDY:

1. There is no relationship between Employer branding and Corporate Social Responsibility of the organization.
2. There is no relationship between Corporate Social Responsibility aligned to the core capability of the organization.
3. There is no positive relationship between organization CSR activity and attractiveness of the employees.
4. There is no relationship between company's commitments to social issues important when employees decide where to work.
5. There is no relationship in employee's engagement in working for an organization that gives back to community.

IV. RESULTS AND DISCUSSION:

Demographic Profile of the Respondents:

A majority of the respondents (54%) were male participants andaround (56.5%) of the respondents were in the age groups of 30 to 49 years.

CORRELATION ANALYSIS

Table No.1 Correlation betweenCorporate Social Responsibility and Employer brand

		CSR	Employer brand
CSR	Pearson Correlation Sig. (2-tailed)	1	.450" (.000)
Employer brand	Pearson Correlation Sig. (2-tailed)	.450" (.000)	1

**. Correlations significant at the 0.01 level (2-tailed).

INFERENCE:

It can be inferred from the above table no.1, that the correlation for Corporate Social Responsibility and Employer brand was found to be 0.450 and the p-value is 0.000 respectively. Since p<0.05, the alternate hypothesis "There is a significant relationship between Corporate Social Responsibility and Employer brand is accepted. This indicates that "as opportunities for CSR in organization increases, Employer brand would also simultaneously increase". Thus, it is evident that Corporate Social Responsibility have a positive effect on Employer brand.

Table No.2 Correlation betweenCorporate Social Responsibility and Organization's core capability

		CSR	Organization's core capability
CSR	Pearson Correlation Sig. (2-tailed)	1	.549" (.000)
Organization's core capability	Pearson Correlation Sig. (2-tailed)	.549" (.000)	1

**. Correlations significant at the 0.01 level (2-tailed).

INFERENCE:

It can be inferred from the above table no.2, that the correlation for Corporate Social Responsibility and Organization's core capability was found to be 0.549 and the p-value is 0.000 respectively. Since p<0.05, the alternate hypothesis "There is a significant relationship between Corporate Social Responsibility and Organization's core capability is accepted. This indicates that "as opportunities for CSR in organization increases, Organization's core capability would also simultaneously increase". Thus, it is evident that Corporate Social Responsibility have a positive effect on Organization's core capability.

Table No.3 Correlation betweenCorporate Social Responsibility and Attractiveness

		CSR	Attractiveness
CSR	Pearson Correlation Sig. (2-tailed)	1	.642" (.000)
Attractiveness	Pearson Correlation Sig. (2-tailed)	.642" (.000)	1

**. Correlations significant at the 0.01 level (2-tailed).

INFERENCE:

It can be inferred from the above table no.3, that the correlation for Corporate Social Responsibility and Attractiveness was found to be 0.642 and the p-value is 0.000 respectively. Since p<0.05, the alternate hypothesis "There is a significant relationship between Corporate Social Responsibility and Attractiveness is accepted. This indicates that "as opportunities for CSR in organization increases, Attractiveness would also simultaneously increase". Thus, it is evident that Corporate Social Responsibility have a positive effect on Attractiveness.

Table No.4 Correlation between Company's commitment and Brand image of the organization

		Company's commitment	Brand image
Company's commitment	Pearson Correlation Sig. (2-tailed)	1	.540" (.000)
Brand image	Pearson Correlation Sig. (2-tailed)	.540" (.000)	1

**. Correlations significant at the 0.01 level (2-tailed).

INFERENCE:

It can be inferred from the above table no.4, that the correlation for Company's commitment and Brand image of the organization was found to be 0.642 and the p-value is 0.000 respectively. Since p<0.05, the alternate hypothesis "There is a significant relationship between Company's commitment and Brand image of the organization is accepted. This indicates that "as opportunities for Company's commitment in organization increases, Brand image of the organization would also simultaneously increase". Thus, it is evident that Company's commitment has a positive effect on Brand image.

Table No.5 Correlation between Employee engagement and Humanitarian organization

		Employee engagement	Humanitarian organization
Employee engagement	Pearson Correlation Sig. (2-tailed)	1	.336" (.000)
Humanitarian organization	Pearson Correlation Sig. (2-tailed)	.336" (.000)	1

**. Correlations significant at the 0.01 level (2-tailed).

INFERENCE:

It can be inferred from the above table no.4, that the Employee engagement and Humanitarian organization from the organization was found to be 0.336 and the p-value is 0.000 respectively. Since p<0.05, the alternate hypothesis "There is a significant relationship between Employee engagement and Humanitarian organization from the organization is accepted. This indicates that "as opportunities for Employee engagement, Humanitarian organization from the organization would also simultaneously increase". Thus, it is evident that Employee engagement has a positive effect on Humanitarian organization.

4.1. DISCUSSIONS:

The aim of this article was to contribute to the perception of corporate reputation and its interrelatedness with perceived corporate social responsibility and employer brands. Anticipated that CSR Corporate Social Responsibility be in possession of employer brand and reputation. In order to compare these two components, we conducted series of correlation analysis. The interrelatedness of Corporate Social Responsibility is not only in line with objectives (Brand image, Employee engagement, Employee Branding, Motivation & Retention) but also consistent with serving the vent between Organizations CSR performance and with perceived CSR.

CSR potentially contributesto Motivation in an employer by monitoring with sense of belonging and by stimulating employee's growth.

This article respective the relation betweenCSR and employer branding has just begun. Companies already use CSR as value propositionto their stakeholders. Understanding the ways how it can be enhanced is a major challenge which may fabricate companies to metamorphose themselvessuperior from their competitors.

V. CONCLUSION

CSR is undoubtedly an integral part of brand building; it gives any corporate a halo of responsibility for the discerning well informed external and internal public's of today. Being a good corporate citizen and ethically in a corporate environment is always a must. This is given by CSR, to interact and engage with its customer and shareholders. This study shows the results of actions that are aimed at employer branding across various sectors such asIT, Manufacturing, FMCG, Health care and service sector. However, the remaining impacts of corporate social responsibility strategies applied by the companies have an indirect impact in the analyzed realm.

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