

A STUDY ON STUDENTS PERCEPTION TOWARDS EMPLOYER BRANDING

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ABSTRACT

Employment branding is the process of planting the idea that your company is a great place to work in the minds of potential job candidates, says Estis. It is essentially a promise of what it would be like to work at your organization and is similar to corporate branding, which involves using a company logo to convey a certain image or idea to the general public. However, an employment brand asks potential employees to essentially change their lives by coming to work at the organization. Employees who can feel proud of where they work are more likely to remain with that employer. An employment brand can help build that pride and make it easier to communicate to job candidates that your Company is a desirable place to work and to build a career.

KEY WORDS: Employment, branding.
