

Employer Branding and Its Influence in Employee Retention in the Non Governmental Organizations in Jordan

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Abstract : Abstract The prime purpose of this study was to investigate whether employers use branding in their organizations, and how employer branding influence the attraction and retention of employees in the Non Governmental Organizations (NGOs) in Jordan. The descriptive survey design was adopted for the study. 500 random NGOs employees', including junior and senior staff were conveniently sampled for the study. Data was analyzed using both descriptive and inferential statistics. The results of the study suggest that organizations use employer-branding processes in their business to attract employees and customers. It was also found that brand names of organizations might significantly influence the decision of employees to join and stay in the organizations. It was therefore suggested that employers need to create conducive work environment with conditions to enable employees feel comfortable and remain in the organization.

Keywords : Employer branding, Employee attraction , and retention , Trust , Satisfaction.

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