

Exploring the Relationship between Employer Brand and Organizational Attractiveness: The Mediating Role of Employer Image and the Moderating Role of Value Congruence

Authors : Yi Shan Wu, Ting Hsuan Wu, Li Wei Cheng, Pei Yu Guo

Abstract : Given the fiercely competitive environment, human capital is one of the most valuable assets in a commercial enterprise. Therefore, developing strategies to acquire more talents is crucial. Talents are mainly attracted by both internal and external employer brands as well as by the messages conveyed from the employer image. This not only manifests the importance of a brand and an image of an organization but shows people might be affected by their personal values when assessing an organization as an employer. The goal of the present study is to examine the association between employer brand, employer image, and the likelihood of increasing organizational attractiveness. In addition, we draw from social identity theory to propose value congruence may affect the relationship between employer brand and employer image. Data was collected from those people who only worked less than a year in the industry via an online survey (N=209). The results show that employer image partly mediates the effect of employer brand on organizational attractiveness. In addition, the results also suggest that value congruence does not moderate the relationship between employer brand and employer image. These findings explain why building a good employer brand could enhance organization attractiveness and indicate there should be other factors that may affect employer image building, offering directions for future research.

Keywords : organizational attractiveness, employer brand, employer image, value congruence

Conference Title : ICSSM 2022 : International Conference on Social Science and Management

Conference Location : Barcelona, Spain

Conference Dates : December 15-16, 2022