

Employee Branding: An Exploratory Study Applied to Nurses in an Organization

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Abstract : Due to cutting edge competitions between organizations and war for talent, the workforce as an asset is gaining significance. The employees are considered as the brand ambassadors of an organization, and their interactions with the clients and customers might impact directly or indirectly on the overall value of the organization. Especially, organizations in the healthcare industry the value of an organization in the perception of their employees can be one of the revenue generating and talent retention strategy. In such context, it is essential to understand that the brand awareness among employees can effect on employer brand image and brand value since the brand ambassadors are the interface between organization and customers and clients. In this exploratory study, we have adopted both quantitative and qualitative approaches for data analysis. Our study shows existing variation among nurses working in different business units of the same organization in terms of their customer interface or interactions and brand awareness.

Keywords : brand awareness, brand image, brand value, customer interface

Conference Title : ICHRM 2017 : International Conference on Economics and Human Resource Management

Conference Location : Toronto, Canada

Conference Dates : June 15-16, 2017