

Employer Brand Image and Employee Engagement: An Exploratory Study in Britain

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Abstract : Maintaining a good employer brand image is crucial for companies since it has numerous advantages such as better recruitment, retention and employee engagement, and commitment. This study aims to understand the relationship between employer brand image and employee satisfaction and engagement in the British context. A panel survey data (N=228) is tested via the regression models from the Hayes (2012) PROCESS macro, in IBM SPSS 23.0. The results are statistically significant and proves that the more positive employer brand image, the greater employee' engagement and satisfaction, and the greater is employee satisfaction, the greater their engagement.

Keywords : employer brand, employer brand image, employee engagement, employee satisfaction

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