

Factors Influencing Employer Brand Attractiveness of Management Undergraduates in Rajarata University of Sri Lanka

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Abstract

Branding principles and practices are new trends and play a vital role in Human Resource Management. The term “Employer Branding” comes up with the engagement of application of branding principles and Human Resource Management. Most of the organizations have considerable weight on Employer Branding campaigns. Moreover they know that it will bring a huge value in practice and it is a prominent topic in the Human Resource Management. This study attempts to bring a fresh view to Employer Branding, which is a new concept in the Marketing, Human Resource Management as well as in Sri Lankan context. In the case of picking up the right employer, people take number of vital factors into consideration. Therefore, this study aims to investigate the factors influencing Employer Brand Attractiveness by paying special attention on management undergraduates of Rajarata University of Sri Lanka. Employer Brand perception has deeply penetrated the undergraduates not only with their educational improvement but also several purposes. Two hundred management undergraduates who are currently studying in Rajarata University of Sri Lanka were selected as a sample through stratified sampling technique and the data was collected through structured questionnaire. Descriptive statistic, correlation and regression analysis were used to analyze the data. As per the study findings, social value, economic value, interest value, development value and application value are positively influenced towards the employerbrand attractiveness. Correlation analysis accepted all five hypotheses and regression results accepted only three hypotheses. The impact of social value, development value and application value on employer brand attractiveness were accepted and other two hypotheses were not accepted. The researcher recommends to the future researchers to gothrough on the same topic and bridge the gap within this research area while improving quality and validity of the study. Moreover, employers can go through the key factors which is highlighted in this study in order to become a potential employer among the management undergraduates while enabling employees to feel satisfied and remain in theorganization.

Keywords: Employer brand attractiveness, employer branding, managementundergraduates