



Researching the attractiveness of employer branding: A review

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Abstract

Unprecedentedly, owing to globalization and technological evolution, a firm's ability to attract and retain talent is of greater concern in reaping competitive advantage. Under this view, firms are in the quest for robust techniques to attract and retain talent. Intriguingly, the concept of "Employer branding" has gained significant popularity among managers and researchers as a strategic tool to acquire and retain talent. The resource-based view of the firm signifies that employer branding is predicated on the understanding that human resources carry dramatic worth to the firm, and the management of human talent can prompt a reinforced competitive advantage. Notwithstanding, employer branding research has formed into a divided field with heterogeneous understandings of the employer branding idea furthermore, its extension, which has hindered further theoretical and empirical progression. To reinforce the establishment for future work, this article aims to review the extant literature to add insights from the human resource management perspective and to derive future research avenues. Bibliometric and citation analysis was performed to identify the most influential research articles in the domain of employer branding and to find out the notable research topics, themes, and clusters that have been studied to date. Based on the analysis, it is found that there are nine compelling clusters in the domain of employer branding that portrays the employer branding effectiveness viz, innovation, human resource development, corporate social responsibility, employee value proposition, social media, brand equity, strategic brand management, talent management and Psychological contract. Eventually, the research agenda on employer branding is provided.

Keywords: *Competitive advantage, employer branding, globalization, human resources.*

1. Introduction

Today, owing to the limitless, innovation-driven, swiftly transforming business climate, one of the major corporate troubles is to satisfy the expanding need for executive talent. The survival of firms relies on the nature of their labour force who can confront the above challenges. The test with the corporate lies in identification and fascination of talent and such labour force is limited in the present competitive climate (Chhabra & Sharma, 2014). Consequently, it is pivotal for firms to develop sufficient and pertinent strategies to captivate the best candidate pool and to nurture and hold the present employees. As indicated by Kotler (1994) the tasks of effectively recruiting, training and motivating capable individuals to serve the client is characterized as internal marketing. One segment of internal marketing that is as yet immature as 'employer branding' and explicitly employer attractiveness' (Berthon, Ewing, & Hah, 2005). Employer branding focused on a long-term plan to oversee mindfulness and view of employees, potential employees and related interested parties concerning a specific firm (Sokro, 2012). The employer brand assembles an image affirming the firm as a good residence to work. Today, a compelling employer brand is fundamental for competitive advantage. Additionally, employer branding has become a new strategy for acquiring an edge in the competitive world. It alludes to the way toward recognizing and making an organization brand message, applying customary promoting standards to accomplishing the status of the employer of choice (Sutherland, Torricelli, & Karg, 2002). Barrow and Mosley (2011) delineate employer branding is utilized not exclusively to transmit the message of the character of an organization as an employer of choice; however, it likewise has been utilized to adapt the tools and procedures generally used to inspire and engage employees. Essentially, for improving the brand image of these firms, employer branding not exclusively would upgrade and solidify corporate goodwill for fairness, inclusion and opportunity for all, yet in addition empower more motivations and productivities in work (Dawn & Biswas, 2010; Biswas & Suar, 2016). Employer branding intently depends on marketing concepts for featuring the positioning of an organization as an ideal employer. The customer here is the existing or potential employee, further attracting new customers while holding the current ones. Just like a consumer brand, the employer brand features the emotional and rational advantages that the business gives to the workers.

The popularity of employer branding among practitioners and the lack of academic research on the topic raises interesting questions for management scholars (Backhaus & Tikoo, 2004; Berthon et al., 2005). Further, employer branding has got a lot of attention in practitioner venues, nonetheless not so much in academic settings; the theoretical foundation for it has not been thoroughly explored. Even though the employer branding practice acquired critical distinction, the academic literature about it is still scant (Backhaus & Tikoo, 2004). Additionally, it has been 20 years since the employer brand concept was introduced, and we still have much to learn about the purpose and practices of employer branding (Backhaus, 2016). Edwards (2010) discovered a gap in research in human resource (HR) and organizational behaviour fields, and the current literature is somewhat descriptive and focused on experts. Most of the branding research focuses on consumers, and little research has investigated the job it plays in attracting workers (Wilden, Gudergan, & Lings, 2010). In

the course of recent many years, academic interest in employer branding has firmly expanded. Nonetheless, employer branding research has formed into a divided field with heterogeneous understandings of the employer branding idea furthermore, its scope, which has hindered further theoretical and empirical progression (Theurer, Tumasjan, & Welp, 2018). Despite the employer branding is generally utilized by organizations across Sri Lanka, it has been under-explored and not very much recorded in scholarly pursuits. In contrast to the organizations across the developed nations, the organizations working in Sri Lanka will, in general, attract and retain the most versatile individuals for a long time. It is of specific significance in Sri Lanka because of the states of its post-war economy, an absence of graduates in various areas, and the migration of exceptionally talented labourers as there are generally accessible open positions abroad, particularly in the Middle East on account of high wages (Aldousari, Robertson, & Yajid, 2017).

It has been a long time since the employer branding thought was introduced, yet answers concerning the purpose and practices of employer branding remains obscure. Thus, the present study primarily focuses on the review of the previous research literature published in reputed journals. First, researchers define the concept of employer branding by providing a theoretical foundation. Second, provide a synopsis of the most influential papers through citation analysis. Third, discover the research clusters that have been studied to date through bibliometric analysis. Finally, present a research agenda for researching and establishing employer branding as an effective practice for human resource management.

2. Research methodology

This study specifically employs evidence-informed management reviews by (Tranfield, Denyer, & Smart, 2003), how to conduct a literature review systematically by using an archival method with three-step processes. Stage-1: planning the review; the underlying phases of systematic reviews might be an iterative process of definition, explanation, and improvement. Inside management, it will be important to lead scoping studies to evaluate the significance and size of the literature and to restrict the subject area or theme. Stage-2: conducting the review; Systematic review has been contended to give the most effective and first-class technique for distinguishing and assessing broad literature (Mulrow, 1994). A systematic search starts with the distinguishing proof of keywords and search terms, which are developed from the scoping study, the literature and conversations inside the review team. The commentator should then settle on the pursuit strings that are generally proper for the examination. Stage-3: reporting and dissemination; A good systematic review should make it simpler for the professional to comprehend the exploration by orchestrating broad primary research papers from which it was inferred.

3. Theoretical underpinning

American Marketing Association defines a brand as a name, term, logo, symbol, or design, or a blend thereof aimed to identify the goods and services of one seller or group of sellers and to separate them from competitors (Schneider, 2003). Brands are among a company's most important resources and therefore, brand management is a vital concept in many

organizations. The term branding was initially utilized to separate between physical products, but over the years it has been harnessed to distinguish between people, places and organizations (Backhaus & Tikoo, 2004). The idea of the employer brand arose in the 1990s. Indeed, being conscious of it or not, all firms having employees simultaneously also have the employer brand. Nevertheless, the idea of the 'employer brand' was instituted in 1996. Over the long haul, the employer brand brings extra advantages, as it likewise upgrades the product brand (Backhaus, 2016). The essential driver behind the rise of this concept is the need to attract and hold the best and the most skilled human resources. Employer brand indicates the difference between the qualities of firms as employers and those of their competitors. Employer branding portrays identical elements of the firm's employment offerings or environment. Ambler and Barrow (1996) delineate employer branding as a bundle of functional, economic, and psychological paybacks given by the job, and steady with the employing firm. Identically, employer brand establishes the identity of the firm as an employer. Potential outcomes of effective employer branding incorporate diminished turnover, expanded employee satisfaction and performance, enhanced service quality, and a higher level of customer retention (Miles & Mangold, 2004).

Notwithstanding, the omnipresence of employer branding among professionals and the lack of scholarly research on the theme brings up intriguing questions for management researchers. What theories can assist us with understanding employer branding? How might employer branding be researched and validated as a pertinent practice for human resource management? (Backhaus & Tikoo, 2004). Firms now seem to be allocated significant resources on employer branding campaigns, showing that they are discovering the value in practice. As indicated by the conference board report on employer branding (Backhaus, 2016) firms have tracked down that compelling employer branding prompts competitive advantage, assists individuals to internalize firm values and helps in employee retention. Regardless of the evolving prevalence of the employer branding practice, academic research on the topic is restricted to a couple of articles in the marketing literature.

The resource-based view (RBV) of the firm recommends that attributes of a firm's resources can add to persistent competitive advantage (Barney, 1991). Early interest in employer branding existed transcendently in the HR practitioner domain, with an assortment of white papers and magazine articles portraying ways that marketing concepts could be and where employer branding large adequately applied to the HR field. Even though organizations typically focus their branding efforts toward creating product and corporate brands, branding can also be utilized in the domain of HRM (Backhaus & Tikoo, 2004). Increasingly, firms are utilizing employer branding to captivate recruits and ensure that current employees are occupied with the way of life and the methodology of the firm. Employer branding is characterized as a targeted, long-term technique to deal with the mindfulness and perceptions of employees, potential employees, and related stakeholders concerning a specific firm (Sullivan, 2004). Further, employer branding is a long-term strategy to deal with the mindfulness and view of employees, potential employees, and related partners concerning a specific firm. The employer brand advances an image showing the firm as a good place to work (Biswas & Suar, 2013). Employer branding is a distinguishing and

pertinent opportunity for an organization to separate itself from the competitors making its branded elements for employee satisfaction and employee happiness resulting in retention, productivity, and efficiency. Backhaus and Tikoo (2004) posit that employer branding generally includes the company's value system, policies also, practices toward the destinations of attracting, motivating, and retaining the firms' present and possible employees.

These definitions demonstrate that employer branding includes promoting, both inside and outside the firm, a transparent perspective on what makes a firm extraordinary and alluring as a business. They characterize employer branding as the way toward building a recognizable and special employer personality, and the business brand as an idea of the firm that separates it from its rivals (Figurska & Matuska, 2013). The management researchers can utilize employer branding to coordinate a wide range of however related constructs that have been examined in the recruiting, selection, and retention literature under one umbrella (Sokro, 2012). Sullivan (2004) claimed that in HRM literature employer branding encapsulates three-stage progress. First, a firm formulated the 'value proposition', which should be ingrained in the brand. Harnessing information regarding the firm's culture, management posture, present employee's qualities, present employment image, and attractions of product or service quality managers create a concept of their firm's specific value to its staff. The value proposition generates the focal message that the brand transmits.

Miles and Mangold (2004) claimed that the key to ideal employer branding was sympathetic to the link among a firm and its members. To define this link and to portray its status in the context of employer branding, they turned to the theory of psychological contracts. Notwithstanding, the new pattern toward downsizing, outsourcing, and flexibility on some portion of the business has forced another type of psychological contract, in which employers give labourers marketable skills through training and development in return for effort and adaptability (Baruch, 2004). Despite negative perceptions of this new business reality, firms use employer branding to promote their advantages, including training, career opportunities, personal growth, and development. As cited in Berthon et al. (2005) HR specialists Hewitt Associates indicates that there are five stages to fostering a solid employer brand: (i) comprehend your firm, (ii) make a 'convincing brand promise for employees that reflects the brand promise for clients, (iii) foster guidelines to quantify the fulfilment of the brand promise, (iv) 'ruthlessly align' all individuals practices to support the brand promise, and (v) execute and measure. Also, it is theorized that organizations with solid employer brands can decrease the expense of recruitment, improve employee relations, increment employee retention and surprisingly offer lower pay rates for equivalent staff to firms with more fragile employer brands (Ritson, 2002). Berthon et al. (2005) posit that a system of five dimensions of employer brand that are valid to employees are, interest value, social value, economic value, development value, and application value. Interest value is because of the perception that a firm conveys an encouraging and enthusiastic workplace, inventive company policies and procedures, and uses the creativity of its employees to develop prestigious products and services. On the other hand, the social value indicates the extent to which the firm provides the employees with a friendly, pleasant working climate and

promotes collegiality and teamwork culture. Further, economic value is based on the perception that the organization provides its employees above-average remuneration, job security and prospects. Development value entails the extent to which an employer admits his employees' actions and gives career-enhancing experiences that act as a commencement for future employment. Eventually, application value is in light of the perception that the employer provides employees with the opportunities to apply their knowledge and skills at work and teach others through training, coaching and mentoring opportunities.

Referring to the environment of the firm, critical for the development of the concept of employer branding are demographic changes, changes in the design of HR's abilities and changes in perspectives towards work (Figurska & Matuska, 2013). Diminishing the working-age populace, various views of the role of work in human life by youthful age and going on for quite a long-time battle for talents make the challenges in selecting and retaining the correct employees in firms (Sokro, 2012). Another factor that decides the requirement for making moves in the area of employer branding is globalization. Above all else, organizations increasingly more often and again understand their organizations on the transnational level. Furthermore, advanced information and communication advances imply that it is difficult to assemble an employer brand in one market or a chosen district. The next determinant of employer branding is competitiveness. These days, an ever-increasing number of employers append incredible significance to talent management, given the assumption that it is essential for building a competitive organization in the long term. Specifically, this applies to those firms for which attracting and retaining talented employees can't be simple. Thusly, numerous employer branding strategies to get long-term needs of talented employees (Schneider, 2003).

4. Result and discussion

In enriching a specific line of research, synthesizing the past research findings is of greater important task (Zupic & Čater, 2015). Researchers have usually harnessed two methods to understand earlier research findings: the qualitative structured literature review and the quantitative method of meta-analysis. The bibliometric research methods are of gaining popularity to map the structure and growth of scientific fields and disciplines. Zupic & Čater (2015) delineated that bibliometric methods use a quantitative approach to describe, evaluate, and monitor published research in a particular domain delineated that bibliometric methods use a quantitative approach for the description, evaluation, and monitoring of published research in a particular domain. Bibliometric analysis was performed to identify the research clusters in employer branding. The bibliometric analysis depends on the principle that citations are an effective and dependable proxy for surveying the impact of different publications or authors on a domain of research. Although citation behaviour can be prejudiced by components like the openness of a specific report or negative citations, citation counts alone can give a target proportion of the practicality of a publication. Citation analysis objectively distinguishes compelling articles in a domain and investigates the connection between citing and cited articles and the publications containing the citations (Gundolf & Filser, 2013). The frequency of citation signifies the meaning of a record, and subsequently, an oftentimes cited report conveys prominent discoveries and significant

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contributions to the research discipline (Yue & Wilson, 2004). Citation analysis assists with analyzing development in citations after a while and recognize when key articles were composed and subsequently track their prevalence.

Table 1
The synopsis of the most influential research article on employer branding

Authors	Topic	Citation	Purpose	Findings
Edwards (2005)	An integrative review of employer branding and OB theory	793	To review the existing literature linked to the emerging field of employer branding, to add insight from the perspective of the management of HR.	Research and theory from a range of fields can help add to one's knowledge of employer branding; these include areas of research that investigate organizational attractiveness to potential recruits, research and writing linked to the psychological contract literature.
Aggerholm and Andersen (2011)	Conceptualizing employer branding in sustainable organizations	290	To reconceptualize employer branding in sustainable organizations at the intersection of branding, strategic HRM and CSR.	When firms adopt strategies for sustainable development (including CSR), it affects how to approach stakeholder relations and organizational processes.
Backhaus and Tikoo (2004)	Conceptualizing and researching employer branding	2318	Explore the link between employer branding and organizational career management. Finally, it outlines research issues that need to be addressed to develop employer branding as a useful organizing framework for strategic HRM	Employer branding is a relatively new approach toward recruiting and retaining the best possible human talent within an employment environment that is becoming increasingly competitive.
Chhabra and Sharma (2014)	Employer branding: strategy for improving employer attractiveness	279	Aims to study the already adopted employer branding strategies and the preferred channel through which organizations should promote employer attractiveness.	Among the students, the most preferred organizational attributes were organizational culture, brand name and compensation. Students rated the job portal to be the preferred channel for employer attractiveness.
Mouton and Bussin (2019)	Effectiveness of employer branding on staff retention and compensation expectations	25	This study investigated the effects of employee branding on staff retention and compensation expectations.	Increased perceptions of employer branding relate to staff with greater reports of retention and lower levels of compensation expectations. Demographic factors were not significant in the analysis.
Ahmad and Daud (2016)	Engaging people with employer branding	94	To determine the relationship between employer branding and turnover intention among employees in Malaysia's SME-ICT industry.	The development value in employer branding influenced the employee's turnover intention. The resulting framework is useful in providing a better understanding of how to develop a successful HRM from a managerial perspective.
Backhaus (2016)	Employer branding revisited	156	Provides an overview of the work that has been	Firms must unite their change management function with

			done on employer branding, highlights recent developments in the research, and suggests future research directions.	their employer-branding efforts. Each time an organization undergoes a strategic change, a change in ownership, an acquisition, or a merger, it is essential that the internal and external employer brand messaging is current and realistic.
Berthon et al. (2005)	Captivating company: dimensions of attractiveness in employer branding	1650	Identify and operationalize the components of employer attractiveness from the perspective of potential Employees.	Objective centres on developing and validating a scale to assess employer attractiveness
Biswas and Suar (2016)	Antecedents and consequences of employer branding	240	Reviewing and analyzing the phenomenon of employer branding.	Realistic job previews, perceived organizational support, equity in reward administration, perceived organizational prestige, organizational trust, the leadership of top management, psychological contract obligations, and corporate social responsibility influence employer branding.
Theurer et al. (2018)	Employer branding: a brand equity-based literature review and research agenda	222	Takes a brand equity perspective to review the extant literature and create an integrative model of employer branding.	The authors develop an employer branding value chain model and derive future research avenues as well as practical implications.
Aldousari et al. (2017)	Impact of employer branding on organization's performance	34	Explores employer brand by employing branding that examines the interrelation between the elements and the branding process' outcomes.	Firms with an advanced employer branding strategy have greater productivity than those organizations that lack or have partially developed strategy.
Miles and Mangold (2004)	A conceptualization of the employee branding process	509	Propose a conceptual model of the employee branding process in which the employee brand image is driven by the messages employees receive and the mechanisms within employees' psyches that enable them to make sense of those messages.	The model identifies various sources through which messages are delivered and describes the contributions of those sources to the employee branding process. The psychological contract is identified as a perceptual mechanism central to the employee branding process.
Moroko and Uncles (2008)	Characteristics of successful employer brands	656	Examine the perceptions of industry experts of the characteristics of employer branding success.	There are two key dimensions of success for an employer brand: attractiveness and accuracy. As with customer-centric brands, attractiveness is underpinned by awareness, differentiation and relevance. For employer brands, however, the accuracy with which the employer brand is portrayed is also critical to success.

Source: Developed by the researchers based on literature (2021).

responsibility program that evokes employer branding effectiveness. Cluster four is the employee value proposition that is linked to employee engagement and employer brand image. Cluster five shows social media and social media branding both inside and outside the firm. Cluster six brand equity. Cluster seven was identified as strategic brand management. Cluster eight is recognized as talent management. Cluster nine represents the Psychological contract.

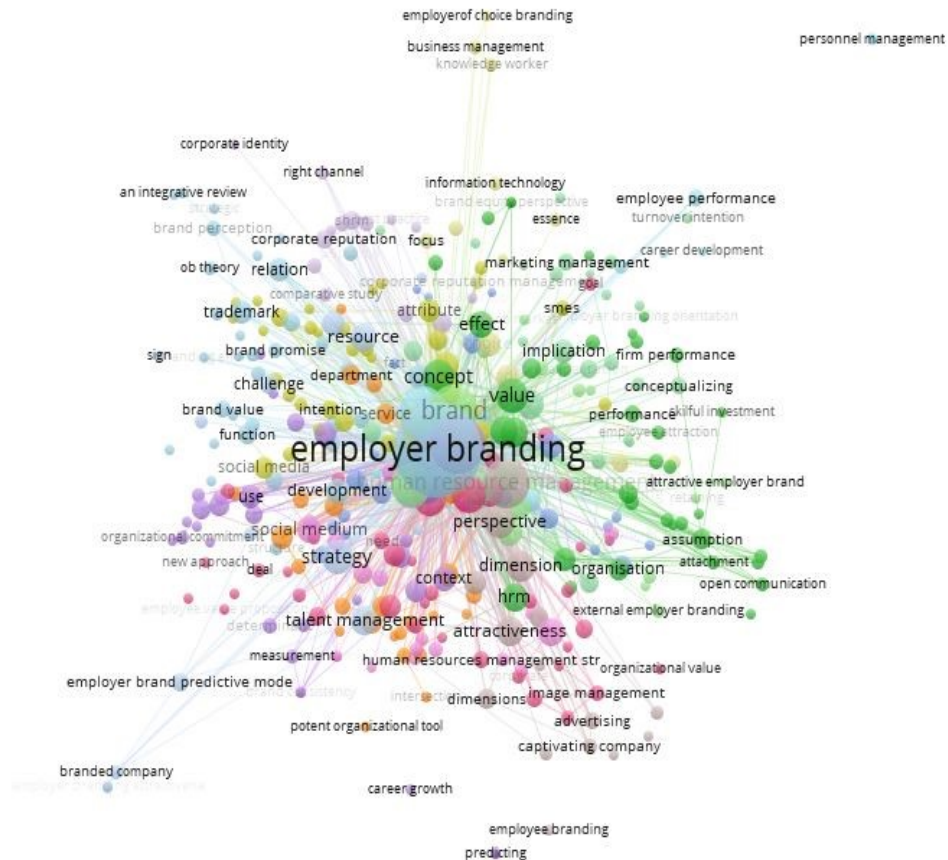


Figure 2 Clusters in employer branding

Source: Bibliometric analysis.

4. Discussion

There is no doubt that the reason for employer branding is to present a positive and captivating image to current and anticipated employees. Employer branding is one of the various reputational factors that add to competitive advantage. Over the long haul, there has been definitional coast in the employer branding literature. At its initiation, employer branding didn't propose the hankering of a firm to be the employer of choice. One target of the employer branding process is a division of the employer in the employment marketplace,

while an ensuing goal is to keep up worker obligation to the firm through a sensation of solidarity with the brand. The employer branding idea can be particularly important in the quest for an organizing framework for strategic human resource management. Employer brands are created to be reliable with the company's product and corporate brand (Foster, Punjaisri, and Cheng, 2010). There are a few similitudes between the employer brands and the product and corporate brand; however, there are likewise two key contrasts. One, the employer brand is employment specific, describing the firm's way of life as a business. Two, it is aimed at both internal and external audiences through product and corporate branding endeavours are essentially aimed at an outside audience (Foster, et al., 2010). Firms will embrace branding techniques to distinguish themselves from competitors in either product or corporate branding and employer branding arenas. Employer branding thus, focuses on constructing a unique image in the minds of the prospective employment market that that firm, over all others, is an ideal place to work. Ambler and Barrow (1996) saw the chance to attract employees to firms utilizing brand marketing strategies, yet their vision for employer branding went further. They proposed that internal marketing of the brand would likewise assist with building more noteworthy degrees of employee inspiration and improved client results (cited in Backhaus, 2016). Organizations with a stronger employer brand image can habitually offer less remuneration than organizations without a created employer brand to employees with equivalent capabilities and abilities. The explanation is that graduates try to work in an organization that addresses specific values (Edwards, 2005). In a contemporary business setting, it is challenging to attract and hold steadfast and competitive workers, because a solid employer brand fills in as a factor to organizations with employer brand system to situate themselves immovably in the cutthroat work market (Berthon et al., 2005; Grace & Iacono, 2015).

5. Research agenda

In the section above, we have given a theoretical underpinning for employer branding. In this part, we lay out a research agenda for developing and validating employer branding as a valuable practice for human resource management.

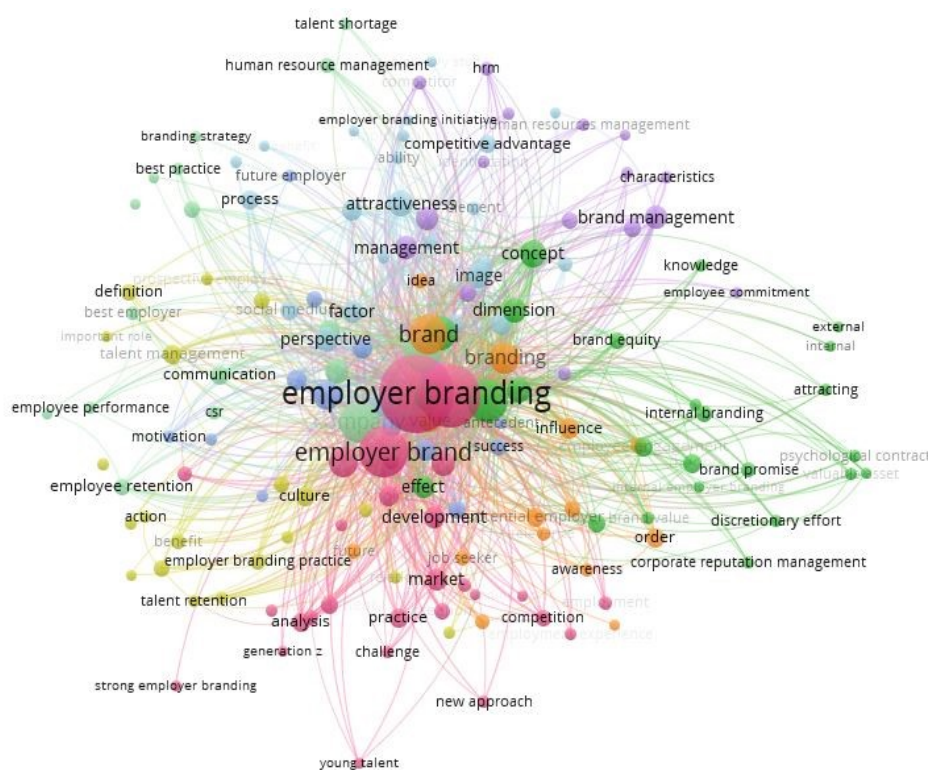


Figure 3 Employer branding research domains (topics, abstracts, keywords)

Source: Bibliometric analysis.

Above all else, research should be directed into how firms should create and execute successful employer branding. In particular, what process should be utilized to foster the fundamental value proposition of the employer brand? What techniques and strategies should be utilized for the internal and external marketing of the employer brand? What are the hindrances to keeping up consistency between the outside and inward showcasing of the brand? How could these obstructions be overseen? (Backhaus & Tikoo, 2004).

Sustainability is a great concern for firms today owing to environmental pressures. Every firm should be mindful in their production and business operations, which significantly affect nature's well-being. Green environmental practices should also be taken into account in terms of their interaction with employer branding. The concept of *sustainability* has advanced into almost every part of the management, with the attention typically set on dealing with the present resources in a way that guarantees their accessibility for the further (Backhaus, 2016). Firms concern about the triple bottom line of people, profit, and planet, to gauge the financial, social, and natural performance of the organization. Sustainability with regards to employer branding can be portrayed as the capacity of the brand to follow through on its promises in a positive manner, over time, to expand employee outcomes. Further,

firms are now focusing on innovation as a branding strategy. Today, many firms are utilizing innovative strategies to brand themselves and differentiate themselves from those of their competitors. Despite the fact, while formulating employer branding strategy, firms should integrate their innovation strategy as a mechanism to elevate their success.

The assemblage of employer branding research over time led to date has tried the links of the fundamental paradigms. Research has imitated and reevaluated efforts done in the spaces of firm attractiveness and firm identity. The more troublesome task is yet to be done. What is the value of an employer brand? Does employer brand equity exist and how much does it drive the firm's outcome? Does it contribute to worker loyalty? Is there a quantifiable contrast between an organization with a solid employer brand also, an organization without one? To put it, does a solid employer brand contribute to employee productivity in apparent and quantifiable ways? (Backhaus, 2016). As cited by Backhaus and Tikoo (2004) if employer branding is in progress, it should be cautiously overseen for it to be successful. This requires measuring the resources made by employer branding and the effect of employer branding on firm performance. Employer branding makes two primary resources-employer brand associations furthermore, employer brand loyalty. The marketing literature gives instructions to examining brand associations and brand loyalty. Usually, branding has been the area of the marketing function. Therefore, future researchers can also focus on the accompanying research questions. What role, if any, should marketing play in employer branding? If the marketing has a role to play, how should the human resource-marketing interface be managed (Ewing & Caruana, 1999)? Employer branding is a relatively new approach toward recruiting and retaining the ideal human talent inside an employment environment that is turning out to be progressively competitive. Employer branding can be an important idea for both managers and researchers. Managers can utilize employer branding as an umbrella under which they can channel various employee recruitment and retention activities into an organized human resource strategy. Incorporating recruitment, staffing, training, and development and career management activities under one umbrella will have a significantly unexpected impact than each of the processes would have alone.

The most intriguing research question is regardless of whether employer branding assists a firm in accomplishing ideal performance. This is a confounded research question. It is particularly hard to explore an immediate relationship between human resource management programs and firm performance. It is simpler to decide the degree to which the program has made an influence on firm resources, like human resources or the behaviour of the individuals. On the other hand, it would be important to recognize the mediators between employer branding and the firm's net revenue or profit development. To have a superior comprehension of employer branding practice, research must be led to contrasting discernments of the employer brand image and the firm's overall reputation. Specialists may investigate the role of the employer brand in impacting the psychological contract of labourers. How much do labourers utilize the employer branding message as a groundwork of their psychological contract?

5. Conclusion

This paper explored a detailed literature review on employer branding through bibliometric and citation analysis. Nine compelling clusters were identified that are significant in employer branding. The cluster encapsulates, innovation, human resource development, corporate social responsibility, employee value proposition, social media, brand equity, strategic brand management, and talent management and Psychological contract. Further, firms ought to comprehend the components contributing to employer attractiveness. Just when firms run after incorporating these elements into the employer brand can effectively contend around the world in captivating new talents. Additionally, numerous lacunae still exist concerning the employer branding that ought to be fulfilled through additional research. Such lacuna incorporates matters of the brand identity's sources, the components of the brand image, the employer branding process, the connection among the employer brand and other firm's brands and identities, and its capacity to bring about sure results. The information and knowledge in regards to these issues should be explored inside a specific socio-economic setting. Interestingly, firms will utilize branding strategies to separate themselves from rivals in both the product/corporate branding also, employer branding fields. Social media will be the primary stage for outer employer branding, putting serious strain and control brand messaging across every social media channel. Organizations have to make and share their special brand message; they should control the ways by which enlisted people and individuals collaborate with the brand on social media and the impressions that outcome. Further, firms ought to bring together their change management practices with their employer branding efforts.

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