

IMPACT OF EMPLOYER BRANDING ON EMPLOYEE RETENTION; WITH SPECIAL REFERENCE TO AN UMBRELLA COMPANY IN KANDY DISTRICT

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Abstract

Employer branding plays a vital role in improving employee retention, resulting in reduced employee turnover. Since the global talent shortage has increased, the "Employer Brand" has been heavily used by organizations to attract and retain the best talent. The main objective of this paper is to identify the impact of employer branding on employee retention. The study has been conducted with special reference to an umbrella company in Sri Lanka. The impact of employer branding on employee retention is identified in terms of three dimensions: reward strategy, people-orientedness, and leadership development. 73 employees were selected as the sample using the simple random sampling technique. Regression analysis was utilized to test the hypotheses of the study. The results of the study found that there is a significant positive impact of reward strategy and people-orientedness in the umbrella company on employee retention. However, no impact of leadership development on employee retention has been found. Thus, embracing reward strategies and people-orientedness strategies could be treated as measures for employer branding to retain their talent for longer.

Keywords: Employer Branding, Employee Retention, Leadership Development, People-orientedness, Reward Strategy