

## IMPACT OF ORGANISATIONAL INITIATIVES ON INTERNAL BRANDING – EVIDENCE FROM INDIAN IT ORGANISATIONS IN BANGALORE

Gayatri Sasi Tampi<sup>1</sup> & Githa Heggde<sup>2</sup>

<sup>1</sup>Research Scholar, Bharathiar University, Coimbatore, Tamil Nadu, India and

Assistant Professor, St Joseph's College of Commerce, Bengaluru, Karnataka, India

<sup>2</sup>Director and Dean, Research and International Relations, IFIM Business School, Karnataka, India

### ABSTRACT

*It is argued that the success of internal brand building depends on the ability to leverage the organizational initiatives. This paper explores the perspectives on the impact of these organizational initiatives, namely, Internal Communications, Leadership, Training, Recruitment and Rewards and Recognition on the components of internal branding. The aim of this paper is to ascertain the organizational initiatives of internal branding and to determine the impact of each of the organizational initiatives on the components of internal branding. It empirically assesses the organizational initiatives and the components of internal branding. To achieve its objectives, a quantitative survey conducted with 400 employees from the top ten IT companies in Bangalore, was carried out. It proved statistically that the impact of organizational initiatives on each Internal Branding Component is significant. The implication of this study is that the management can make use of the organizational initiatives to directly shape the cognitive, affective and behavioral components of internal branding.*

**KEYWORDS:** *Internal Branding, Organizational Initiatives, Internal Communications, Leadership, Training, Recruitment, Rewards and Recognition, Brand Identification, Brand Commitment, Brand Loyalty, Brand Citizenship Behavior*

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