

EXPLORING THE CONTRIBUTION OF EMPLOYER BRANDING IN CORPORATE IMAGE BUILDING

RENU RANA¹ & SHIKHA KAPOOR²

¹Asst. Professor, Echelon Institute of Technology, Faridabad PhD Scholar, Amity University, Noida

²Professor and Area Chairperson - HR & OB Program Director - PhD Program Amity International Business School Amity University, Noida

ABSTRACT

Employer Branding is the current buzz area in organization marketing. It was first introduced by marketing researchers but presently it is in the hands of HR professionals. Employer branding through social media tools like Facebook, Twitter, YouTube, etc. is increasingly gained attention. Organization's adopting social media for good relationships with their customers and employees. It has been found that social media helps in increasing business performance as well as business capabilities. Likewise now a day's social media used to build up the corporate image building. The purpose of this paper is to reveal the impact of employer branding through social networking in corporate image building. It also explains the use of social media in knowledge sharing, employee relationships and in recruitment process. HR recruiters using social media for hunting wide range of candidates for the job. Employer branding helps the organization in maintaining the corporate image building and facing the competition in the competitive world.

KEYWORDS: Employee Branding, Social Media, Corporate Image Building, Human Resource