

**“To Study the Effects of Employer Branding on Employee Satisfaction”**



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# **ABSTRACT**

Employee branding is the strategy that organizations uses in order to appeal their existing and potential employees. In simpler words employee branding explains why an employer's organization is unique, appealing and the best place to work for the employees. Employee satisfaction is condition of content and happiness of employees in an organization, it is one of the primary aims of organizations to keep their employees happy.

The research theses studies the effects of employer branding elements on employee satisfaction. It was found that pay, location, career programs and opportunities for advancements have a positive effect on the dimensions of employee satisfaction which include employee loyalty, employee affinity, and employee's perceived sense of differentiation. The findings were consistent with the hypotheses and hence employer branding measures are proved to be successful in satisfying employees.

## **Keywords**

Employee branding, Pay, Location, Career programs, Opportunities for Advancement, Employee Satisfaction, Employee Loyalty, Employee Affinity, Employee Perceived Differentiation

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