

# EMPLOYER BRANDING: FROM THE PERSPECTIVE OF HUMAN RESOURCE PRACTITIONERS IN SRI LANKA

**Thasika Yogeswaran**

*University of Jaffna, Sri Lanka*

---

This research aims to explore how human resource practitioners understand the concept of Employer Branding (EB) and factors fostering Employer brand internally in organizations. While reviewing the literature of EB, it has been noted that a majority of the research has considered the “recruitment” aspect of EB and focused on the perceptions of potential employees. Since there is a difference between the perceptions of current and potential employees regarding their organizational brand, it would be interesting to investigate the human resource practitioners for understanding their beliefs and perceptions of employer branding to identify whether an EB helps the firm in retaining the best among its employees. Using qualitative research methodology, This study carried out in-depth, in-person interviews with 15 Human resource practitioners, representing diverse industries. The findings of the study was derived from the thematical analysis and indicated that the most of the participants were adequately aware of what Employer branding is and that they tend to boost employer branding in several ways. The participants also commonly identified autonomy in their job, reputation, job orientation, power of communication, participative management, employee enculturation and socialization, two way communication, role modelling and Decision making authority as internal brand boosting factors. This study identified a number of insightful remarks to be further researched in Employer branding.

**Keywords:** *Employer branding; Human resource practitioners; Interview; Qualitative research*

---