

**EMPLOYER BRANDING ON ORGANISATIONAL CITIZENSHIP
BEHAVIOUR : A MODERATED MODERATION MODEL
OF ORGANISATIONAL POLITICS AND ORGANISATIONAL
DISSENT BEHAVIOUR**

Navaneethakrishnan Kengatharan*

*University of Jaffna, Jaffna, Sri Lanka
kenga@univ.jfn.ac.lk*

and

Manikavasakar Puviraj

*Arpico Insurance PLC, Jaffna, Sri Lanka
smpuviraj@gmail.com*

Abstract

By synthesising theories of social exchange, psychological contract, conservation of resources and independent-mindedness, the present study aims at establishing the relationship between employer branding and organisational citizenship behaviour, with a moderated moderation of organisational politics and organisational dissent behaviour. Results revealed that employer branding was significantly positively related to organisational citizenship behaviour and the true benefits of employer branding were encumbered by a high level of organisational politics. The study further revealed that employer branding strengthened organisational citizenship behaviour in the presence of high organisational dissent behaviour, with low organisational politics. The present study pushed back the frontiers of human resource management literature and proffered many useful practical implications for HRM. At the end of the paper, potentially fruitful research avenues have been pointed out.

Keywords: *Employer branding, Organisational citizenship behaviour, Organisational dissent behaviour and Organisational politics*

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*** Corresponding Author**