

## **EMPLOYER BRANDING: IDENTIFYING THE JOB COMPONENTS IN INDIAN I.T. SECTOR**

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### **ABSTRACT**

The purpose of this paper is to review the existing literature in the emerging area of employer branding and to connect with the theories of the field and get inferences from it. Further, it was tried to enumerate the job components which matter for the employees. A scale of employer branding is expected to be developed to measure the employer attractiveness in the IT sector. The approach involves reviewing conceptual and empirical research papers from academic journals and other available literature which particularly work upon the factors of job. The review provides the insight as to which factors are important for the employees and to what extent. The various facets of job components discussed by the various researchers were identified and analyzed. The main limitation of the review is that selected factors were included which are relevant to the IT industry in India. The capability to attract and maintain best talent in the IT sector is the key to any organization where specialized skill sets are in high demand. Various HR strategies are available which help the employers to not only retain the existing employees but also to capture the ones who will join later. The review provides the factors from various literature and further it can be empirically tested and their response can be an eye opener to the changing demands of the next generation of the employees. The uniqueness of the review is that it provides the base for a new scale in employer branding in the IT sector in the Indian context. A few new factors have been added which were not identified by authors and that are also important in the changing employment scenario.

**KEYWORDS:** Employer, Job Factors, Branding, Theory