ABSTRACT

Service Sector has played the major role in growth of Indian Economy in recent times. It is a major contributor to the GDP of India. Recent years have witnessed a huge boom in the Indian service sector. Because of such a huge opportunity, the service sector has become highly competitive. To survive in such competitive scenario, the key differentiating factor required is the manpower (i.e. the knowledge executive). By its nature, services cannot be separated from the person who is delivering the service. For customer, the personal banker of HDFC Bank is the Bank itself. For customer, the Sales executive of Pantaloons is the Retail store itself. In this type of scenario, it becomes very critical to ensure that the employees live the brand itself. Before promoting the brand to customer, the brand should be promoted to your employees. Each employee should understand the value system of the organization and the brand deliverables. If this does not reflect in the behavior of the employees, the customer will have a brand disconnect. This phenomenon is referred to as employee branding.

Employee branding touches upon two different aspects of business management i.e. Human resources management and Marketing. A huge amount of literature is available on both of these individual streams but integration of both these is not available in abundance. Even the results on the application side of Employee branding leaves a lot to desire. The current research proposes to throw more light on the concept which can be extremely useful for companies to generate a unique competitive advantage in the market place.

The major beneficiaries of the research study would be the decision makers in the service sector. Due to the under penetration and good prospects for growth, the service sector has become highly competitive. To differentiate and succeed in such competitive environment, managements needs to use all the resources and tools at their disposal. The proposed research study will add to the existing body of knowledge in the area of Employee branding, which can be a very useful tool at the disposal of management in the service sector. The study will help the decision makers to understand the impact of employee branding on consumers and also provide direction to imbibe the values of the brand in their employees.