

Employer Branding: An Empirical Study on Budding Computer Engineers

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Abstract

In the current fast-changing business environment the most influential factor of change, probably, is computer and computing. The capacity of any IT firm to lure and hold the computer scientists and engineers ensure competitiveness within the industry. The present study is aimed at identifying the receivables today's computer scientists and the engineers ordinarily look for. In addition to this, the study is also aimed at identifying the degree of preference of the said class over select receivables. The study utilizes a sample of computer science students from Assam University, Silchar, Assam, India. Identification of factors and the components of employer branding was done through literature review followed by a pilot survey. A questionnaire was developed incorporating a five-point Likert scale. Mean and rank was used to grasp the relative capability of each factor and components to allure the budding computer engineers. In addition to that standard deviation was also used to know the dispersion in opinion of the respondents. *Direct monetary benefit, Opportunities for career development and Image of the organization* were found to be the topmost alluring factors; and *basic pay, free membership to corporate clubs, ease of connectivity, fame of the brand of the product/service, type of ownership of the firm, scope for learning and training, job related (timings of job, flexi-time, nature of hardship) and housing facility* were found to be the topmost alluring components within each factors.

Key words: Employer branding, computer engineers, career opportunity, allurements of employment

Introduction

Almost all the developed and developing economies of the world have entered into an era of stiff competition. The organizations and the firms, whether engaged in manufacturing or providing service(s), are worried about finding the ways with the help of which they can prove themselves as the best brand in the respective fields. Those are already on the top feel stressed as to how to continue to be on the top. The older strategies of utilizing the capital and the material in the best possible manner and employing the latest technology have reached its zenith. The attention to such situation naturally moves towards the living being composed of the production i.e., the Men, the fourth 'M' of the production. In present time the contribution of this factor of production though cannot be termed as poor; it needs to be enriched in light of the increasing competition. Increased internationalization of business coupled with the changing technology is the factor which has made the competition tougher. More demanding customers with their frequently changing preferences, on the other hand, have forced the firms to further identify the ways and means with the help of which they can extract still superior contribution from their employees.

Being able to address the requirements of the present employees in terms of the monetary and non-monetary benefits to be provided to them is one task and changing the composition of the workforce by replacing them gradually by the ones who are prepared to accept the benefits wished to be provided by the employers is another.

One of the ways to do so is to identify the set of the people, maybe the students studying the concerned courses, ready to accept the receivables provided by the firm which could be possible if the preferences and the likings of the budding employees of the desired rank having requisite qualification are noted down by the employers.

The present study is aimed at identifying the receivables today's computer scientists and the engineers ordinarily look for. In addition to this, the study is also aimed at identifying the degree of preference of the said class over select receivables.

Objectives of the Study

1. To identify and select the employment factors and its components those are capable of alluring the students of Computer Science pursuing their Five Years' Integrated course and also Two Years' P.G., course;
2. To measure the relative capability of the select employment factors capable of alluring the students pursuing their aforesaid Computer Science courses offered by Assam University, Silchar and
3. To measure the relative capability of the components of the select factors capable of alluring the students pursuing their aforesaid Computer Science courses offered by Assam University, Silchar.

Research Methodology

Population and the Sample:

The target population of the study was the students of Assam University pursuing two such select courses which are run by the Department of Computer Science of Assam University and fall under the control of AICTE in addition to U.G.C. The population for the study was 80. A judgmental sampling method, which is a non-probability sampling, was adopted. As per this, a sample of 39 students was picked up, which seems to have properly represented the population. Table no. 1, pasted below, describes the population as well as the sample for the study:

Table no. 1: Population and sample for the study

| Name of the Department | Name of the Course | Duration of the course | Semester from which the samples were picked up | Population | Sample | Total Population | Total No. of Sample from the course |
|------------------------|---|------------------------|--|------------|--------|------------------|-------------------------------------|
| Computer Science | Five years Integrated Program in computer science | Five years | 8 th | 25 | 12 | 60 | 24 |
| | | | 10 th | 35 | 12 | | |
| | Two years P.G. Program in computer Science | Two Years | 2 nd | 10 | 7 | 20 | 15 |
| | | | 4 th | 10 | 8 | | |
| Total | | | | | | 80 | 39 |

Source: Office Records

Procedure:

In order to address the requirement of the first objective viz., to identify the factors and its components, a thorough scan of the two kinds of the literature i.e., the conceptual aspects and also the research conducted on the matter till date was carried out. Keeping in mind that the above exercise of scanning the literature might not have been complete and all those factors and its components which might be at work would not have been identified, a supplementary exercise of consulting the students to be interviewed over the list of the factors and its components was carried out. In a way it was a kind of pilot survey. Thus, it was a blend of the two exercises that ensured the inclusion of almost all the factors and its components in the list of the probe to be carried on.

To attain the second and third objectives of the study i.e., to measure the relative capability of the select employment factors capable of alluring the students pursuing their aforesaid Computer Science courses offered by Assam University, Silchar; and to measure the relative capability of the components of the select factors capable of alluring the students pursuing their aforesaid Computer Science courses offered by Assam University, Silchar; the major dependence was made on the information provided by the respondents and the opinion shared by them on the matter through a questionnaire developed for the purpose.

Tools and Techniques of Analysis:

After collecting the primary data with the help of questionnaires the raw data was fed in excel sheet. Apart from frequency and percentage, mean was used to address the requirements of second and third objectives of the study and interpret the same on that basis.

Brief demographic profile of the respondents

Though the information regarding the enrolled courses and semester details of the respondents were depicted above (Table no.1) it was felt important to highlight two important demographic profiles of the respondents along with its composition in order to grasp more appropriately the nature of the respondents. The first one is *Location of permanent residence* of the respondents

and the second one is *schooling* of the respondents. Table 2 and Table 3 display the same along with the percentage to total.

Table 2: Respondents’ number and percentage-Location of Permanent Residence wise

| Location of Permanent Residence | Number of Respondents | Percentage of Respondents |
|--|------------------------------|----------------------------------|
| Rural | 19 | 48.7% |
| Semi Urban | 11 | 28.2% |
| Urban | 9 | 23.1% |
| Total | 39 | 100 |

Source: Field Survey

The Table shows the number and the percentage of respondents’ location of permanent residence wise. It may be observed from the table that 48.7% of the respondents were from rural areas, 28.2% from semi-urban and 23.1% from urban areas.

Table 3: Respondents’ number and percentage-Schooling wise

| Schooling | Number of Respondents | Percentage of Respondents |
|--------------------------|------------------------------|----------------------------------|
| Kendriya Vidyalaya | 6 | 15.4% |
| Navodaya Vidyalaya | 6 | 15.4% |
| Missionary schools | 10 | 25.6% |
| Non-Missionary schools | 9 | 23.1% |
| School having vernacular | 8 | 20.5% |
| Total | 39 | 100 |

Source: Field Survey

The Table above shows the number of respondents as per their schooling. It may be observed from the table that 15.4% of the respondents had their schooling from Kendriya Vidyalaya, 15.4% from Navodaya Vidyalaya, 25.6% from Missionary Schools, 23.1% from Non-Missionary schools and 20.5% from Vernacular Medium Schools.

Review of literature

Pierre, B. and Michael, E. and Li, L.H. (2005) suggested that like traditional brands, an employer brand has both personality and positioning. Employment branding is, therefore, concerned with building an image in the minds of the potential labor that the company, above all

other companies, is a 'great place to work'. The researchers identified and operationalized the components of employer attractiveness from the view point of potential employees. Their efforts developed a scale for the measurement of employer attractiveness.

Foster, C., Punjaisri, K. and Cheng, R., (2010) made a study on exploring the relationship between corporate, internal and employer branding. This study seeks to explore and demonstrate how the three concepts of branding are interrelated through a new framework. Secondary data was used for the study. The review of the literature highlights the importance of employer branding and its potential to support the corporate brand building initiatives, whilst maintaining their distinctiveness in the literature. It also sheds light in terms of the inter-relationships among the three concepts of branding. The analysis of the literature reveals a degree of synergy and integration between employer branding and internal branding. It also facilitates a comprehensive understanding of the implications of the two concepts and integrated corporate brand management.

Sokro, E. (2012) made a study on impact of employer branding on employee attraction and retention. The primary purpose of this study was to investigate whether employers use branding in their organizations and the way employer branding influences the attraction and retention of employees in the banking sector in Ghana. The descriptive survey design was adopted for the study. The result of the study suggested that organizations use employer branding processes in their business to attract employees and customers. It was also found that brand names of organizations may significantly influence the decision of employees to join and stay in the organization. It was therefore suggested that employers need to create conducive work environment with conditions to enable employees feel comfortable and remain in the organization.

Aggarwal, S. (2015) made research on determining factors of employer branding. The respondents for the study were fresh management students. This study basically addresses two aspects; first, is reliability of the source of information, which is used by the employer for branding and second, is the factors that determine the employer branding. In totality nine factors have come out to determine the employer branding. These nine factors are basic job benefits, overall status of company, competitiveness and challenge, self-development, future

opportunities, emotional judgments, relationship with peers, internal management and ethics and value.

Employment factors and its components those are capable of alluring the students

The factors which emerged, out of the exercises mentioned in the heading *procedure* above, were eight. Each of these factors entailed in it certain number of components, totaling thirty two. The **eight factors and its components**, four in each case, thus developed were as follows:

I. Direct Monetary Benefits

Its components were-

1. Basic pay
2. Dearness Allowance
3. Performance Based Incentive
4. Other Allowance
(conveyance Allowance + HRA)

II. Indirect Monetary Benefits

Its components were-

1. Paid Vacations
2. Free membership of corporate Clubs
3. Life Insurance premiums paid by the employer
4. Health Insurance premiums paid by the employer

III. Accessibility to Workplace

Its components were-

1. Nearness from the native place
2. Transportation / conveyance facility provided by the employer
3. Ease of connectivity
4. Location of the workplace

IV. Image of the Organization

Its components were-

1. Work environment in terms of Industrial Discipline
2. Financial soundness of the Organization
3. Fame of the brand of the product/Service
4. Company Fit

V. Nature and type of Industry

Its components were-

1. The nature of the production by the Industry, firm is engaged in
(e.g., textile, coal, cement etc.)
2. Type of ownership of the firm
(e.g., public/private/cooperative)
3. Nature of the operation of the sector firm belongs to (e.g., manufacturing/service/trading)

4. Reach of the organization (e.g., Regional/National/International)

VI. Opportunities of Career Development

Its Components were-

1. Scope of learning and training
2. Opportunities for promotion in short period
3. Scope of posting Abroad
4. Career Advancement prospects in terms of specialization

VII. Employment Conditions

Its components were-

1. Job Related (Timings of Job, Flexitime, Nature of Hardships)
2. Opportunities to participate in decision making
3. Leave with pay (Privilege, casual, medical, etc.)
4. Retirement Benefits

VIII. Welfare facilities

Its components were-

1. Housing Facilities
2. Medical facilities and/or reimbursement
3. Canteen Facilities
4. Recreational facilities

The relative capability of the select employment factors

After identifying and selecting the factors the next work was to grasp its relative capability of alluring the students pursuing their aforesaid Computer Science courses offered by Assam University, Silchar. Table no. 4 depicts the same-

Table no. 4: Relative Capability of the Employment Factors

| Factors | Mean | Rank | S. D. | Rank |
|-------------------------------------|------|-------------------|-------|-----------------|
| Direct Monetary Benefits | 4.13 | 1 st | 1.11 | 6 th |
| Indirect Monetary Benefits | 3.85 | 6.5 th | 1.20 | 8 th |
| Accessibility to Workplace | 3.79 | 8 th | 0.98 | 1 st |
| Image of the organization | 3.92 | 3.5 th | 1.04 | 2 nd |
| Nature and type of Industry | 3.85 | 6.5 th | 1.07 | 4 th |
| Opportunities of career Development | 3.97 | 2 nd | 1.04 | 3 rd |
| Employment Conditions | 3.87 | 5 th | 1.08 | 5 th |
| Welfare facilities | 3.92 | 3.5 th | 1.13 | 7 th |

Source: Field Survey

Note: Higher the mean score higher the rank and lower the S. D. higher the rank

Out of the eight factors 'Direct Monetary Benefit' secured 1st rank with a mean score of 4.13 which got followed by 'Opportunities of Career Development' with the 2nd rank and a mean score of 3.97 and the 'Image of the organization' the 3rd with a mean score of 3.92. Further 'Welfare facilities' got ranked 4th with a mean score of 3.92, 'Employment conditions' 5th with a

mean score of 3.87, 'Indirect Monetary Benefits' 6th with a mean score of 3.85 and the 'Nature and type of Industry' 7th with a mean score of 3.85. The factor 'Accessibility to Workplace' got the last rank i.e., 8th with a mean score of 3.79.

Out of the eight factors, in terms of the Degree of Dispersion, the factor 'Accessibility to Workplace' secured 1st rank as its SD was the lowest i.e., 0.98, which got followed by 'Image of the organization' with a rank 2nd having a SD of 1.03 and the 'Opportunities of career Development' with a rank 3rd having a SD of 1.04. Further, 'Nature and type of Industry' secured the rank 4th with a SD of 1.07. 'Employment Conditions' rank 5th with a SD of 1.080, 'Direct Monetary Benefits' rank 6th with a SD of 1.11 and 'Welfare facilities' rank 7th with a SD of 1.13. The factor 'Indirect Monetary Benefits' got the last rank i.e., 8th as it had the highest SD of 1.20.

The relative capability of the components of the select factors

To provide more meaning to the exercise of ascertaining the relative capabilities of the identified factors another set of work was carried out and that was to identify the relative capability of the components of the select factors. This piece of work is depicted from table no. 5 to table no. 12.

Table no. 5: The Degree of Influence of the Components Grouped under the Factor 'Direct Monetary Benefits'

| Components | Mean | Rank | S.D. | Rank |
|---|------|-----------------|------|-----------------|
| Basic Pay | 3.74 | 1 st | 1.33 | 2 nd |
| Dearness Allowance | 3.31 | 4 th | 1.36 | 3 rd |
| Performance Based Incentives | 3.67 | 2 nd | 1.24 | 1 st |
| Other Allowances (Conveyance Allowance + HRA) | 3.59 | 3 rd | 1.39 | 4 th |

Source: Field Survey

Note: Higher the mean higher the rank and Lower the S.D. higher the rank

Out of the four components grouped under the factor 'Direct Monetary Benefits', pitted to measure the Degree of Influence, the component 'Basic Pay' secured 1st rank as it had a mean score of 3.74 which got followed by 'Performance Based Incentives' with the 2nd rank and the mean score of 3.67 and 'Other Allowances (Conveyance Allowance + HRA)' 3rd having a mean score of 3.59. The component 'Dearness Allowance' got the last rank i.e., 4th with a mean score of 3.31.

In terms of Degree of Dispersion, the component 'Performance Based Incentives' secured 1st rank as its SD was the lowest i.e., 1.24 which got followed by 'Basic Pay' having been ranked 2nd with a SD of 1.33 and 'Dearness Allowance' obtained 3rd rank with a SD of 1.36. The component

‘Other Allowances (Conveyance Allowance + HRA)’ secured the last rank i.e., 4th as its S.D. was the highest i.e., 1.39.

Table no.6: The Degree of Influence of the Components Grouped under the Factor ‘Indirect Monetary Benefits’

| Components | Mean | Rank | S.D. | Rank |
|---|------|-----------------|------|-----------------|
| Paid Vacations | 3.41 | 4 th | 1.33 | 4 th |
| Free Membership of Corporate Clubs | 3.79 | 1 st | 1.22 | 1 st |
| Life Insurance Premium Paid by the Employer | 3.67 | 3 rd | 1.22 | 2 nd |
| Health Insurance Premium Paid by the Employer | 3.74 | 2 nd | 1.23 | 3 rd |

Source: Field Survey

Note: Higher the mean higher the rank and Lower the S.D. higher the rank

Out of the four components grouped under the factor ‘Indirect Monetary Benefits’, proposed to measure the Degree of Influence, the component ‘Free Membership of Corporate Clubs’ secured 1st rank with a mean score of 3.79. It was followed by the component ‘Health Insurance Premium Paid by the Employer’ which stood 2nd rank with a mean score of 3.74 and ‘Life Insurance Premium Paid by the Employer’ 3rd with a mean score of 3.67. The component ‘Paid Vacations’ got the last rank i.e., 4th with a mean score of 3.41.

Out of the four components grouped under the factor ‘Indirect Monetary Benefits’, in terms of Degree of Dispersion, the component ‘Free Membership of Corporate Clubs’ secured 1st rank as its SD was the lowest i.e., 1.22 which got followed by ‘Life Insurance Premium Paid by the Employer’ which stood 2nd rank having a SD of 1.22 and ‘Health Insurance Premium Paid by the Employer’ 3rd having a SD of 1.23. The component ‘Paid Vacations’ got the last rank i.e., 4th as its SD was the highest i.e., 1.33.

Table no. 7: The Degree of Influence of the Components Grouped under the Factor ‘Accessibility to Workplace’

| Components | Mean | Rank | S.D | Rank |
|---|------|-----------------|------|-----------------|
| Nearness from the Native Place | 3.97 | 3 rd | 1.14 | 3 rd |
| Transportation/Conveyance Facility provided by the Employer | 3.82 | 4 th | 1.23 | 4 th |
| Ease of Connectivity | 4.15 | 1 st | 1.11 | 2 nd |
| Location of the Workplace | 4.05 | 2 nd | 1.09 | 1 st |

Source: Field Survey

Note: Higher the mean higher the rank and Lower the S.D. higher the rank

Out of the four components grouped under the factor ‘Accessibility to Workplace’, in terms of Degree of Influence, the component ‘Ease of Connectivity’ secured 1st rank with a mean score of 4.15, ‘Location of the Workplace’ 2nd with a mean score of 4.05 and ‘Nearness from the Native Place’ 3rd with a mean score of 3.97. The component ‘Transportation/Conveyance Facility provided by the Employer’ got the last rank i.e., 4th with a mean score of 3.82.

Out of the four components grouped under the factor ‘Accessibility to Workplace’, in terms of Degree of Dispersion, the component ‘Location of the Workplace’ secured 1st rank as its SD was the lowest i.e., 1.09 which got followed by ‘Ease of Connectivity’ with a rank 2nd and a SD of 1.11, and ‘Nearness from the Native Place’ 3rd with a SD of 1.14. The component ‘Transportation/Conveyance Facility provided by the Employer’ had to content with the last rank i.e., 4th as its SD was the highest i.e., 1.23.

Table no.8: The Degree of Influence of the Components Grouped under the Factor ‘Image of the Organization’

| Components | Mean | Rank | S.D | Rank |
|--|------|-----------------|------|-----------------|
| Work Environment in terms of Industrial Discipline | 3.69 | 2 nd | 1.22 | 4 th |
| Financial Soundness of the Organization | 3.41 | 4 th | 1.12 | 2 nd |
| Fame of the Brand of the Product/Service | 3.74 | 1 st | 1.09 | 1 st |
| Company Fit | 3.46 | 3 rd | 1.13 | 3 rd |

Source: Field Survey

Note: Higher the mean higher the rank and Lower the S.D. higher the rank

Out of the four components grouped under the factor ‘Image of the organization’, in terms of Degree of Influence, the component ‘Fame of the Brand of the Product/Service’ secured 1st rank as its mean score was the highest i.e., 3.74, followed by the component ‘Work Environment in terms of Industrial Discipline’ with the rank 2nd and a mean score of 3.69 and ‘Company Fit’ rank 3rd with a mean score of 3.46. The component ‘Financial Soundness of the Organization’ got the last rank i.e., 4th as its mean score was the lowest i.e., 3.41.

Out of the four components grouped under the factor ‘Image of the Organization’, in terms of Degree of Dispersion, the component ‘Fame of the Brand of the Product/Service’ secured 1st as it had the lowest SD i.e., 1.09 which got followed by State of ‘Financial Soundness of the Organization’ with a rank 2nd and a SD of 1.12 and ‘Company Fit’ rank 3rd with a SD of 1.13.

The component ‘Work Environment in terms of Industrial Discipline’ got the last rank i.e., 4th as its SD was the highest i.e., 1.22.

Table no.9: The Degree of Influence of the Components Grouped under the Factor ‘Nature and Type of Industry’

| Components | Mean | Rank | S.D | Rank |
|--|------|-----------------|------|-----------------|
| The Nature of the Production by the Industry, Firm is engaged in (e.g., textile, coal, cement) | 3.67 | 2 nd | 1.34 | 4 th |
| Type of Ownership of the Firm (e.g., public/ private/ cooperative) | 3.79 | 1 st | 1.24 | 2 nd |
| Nature of Operation of the Sector Firm belong to (e.g., manufacturing, service and trading) | 3.51 | 3 rd | 1.19 | 1 st |
| Reach of the Organization- Regional/ National/International | 3.46 | 4 th | 1.27 | 3 rd |

Source: Field Survey

Note: Higher the mean higher the rank and Lower the S.D. higher the rank

Out of the four components grouped under the factor ‘Nature and type of Industry’, in terms of Degree of Influence, the component ‘Type of Ownership of the Firm (e.g., public/ private/ cooperative)’ secured 1st rank as its mean score was the highest i.e., 3.79 followed by ‘The Nature of the Production by the Industry, Firm is engaged in (e.g., textile, coal, cement)’ with the rank 2nd having a mean score of 3.67, and ‘Nature of the Operation of the Sector Firm belongs to (e.g., manufacturing, service and trading)’ with the rank 3rd having a mean score of 3.51. The component ‘Reach of the Organization- Regional/ National/International’ got the last rank i.e., 4th with a mean score of 3.46.

Out of the four components grouped under the factor ‘Industry type firm belongs to’, in terms of Degree of Dispersion, the component ‘Nature of Operation of the Sector Firm belongs to’ secured 1st rank as its SD was the lowest i.e., 1.19 followed by ‘Type of Ownership of the Firm’ having the rank 2nd with a SD of 1.24 and ‘Reach of the Organization- Regional/ National/International’ having the rank 3rd with a SD of 1.27. The component ‘The Nature of the Production by the Industry, Firm is engaged in (e.g., textile, coal, cement)’ got the last rank i.e., 4th as its SD was the highest 1.34.

**Table no. 10: The Degree of Influence of the Components Grouped under the Factor
'Opportunities of Career Development'**

| Components | Mean | Rank | S.D | Rank |
|---|------|-----------------|------|-----------------|
| Scope for Learning and Training | 4.18 | 1 st | 1.21 | 2 nd |
| Opportunity for Promotion in Short Period | 3.89 | 2 nd | 1.12 | 1 st |
| Scope for Posting Abroad | 3.72 | 4 th | 1.26 | 3 rd |
| Career Advancement Prospects in terms of Specialization | 3.74 | 3 rd | 1.35 | 4 th |

Source: Field Survey

Note: Higher the mean higher the rank and Lower the S.D. higher the rank

Out of the four components grouped under the factor '*Opportunities of Career Development*', in terms of Degree of Influence, the component 'Scope for Learning and Training' secured 1strank as its mean score was the highest i.e., 4.18 followed by 'Opportunity for Promotion in Short Period' which got 2ndrank having a mean score of 3.89 and 'Career Advancement Prospects in terms of Specialization' which got 3rdrank with a mean score of 3.74. The component 'Scope for Posting Abroad' got the last rank i.e., 4th as its mean score was the lowest i.e., 3.72.

Out of the four components grouped under the factor '*Opportunities of Career Development*', in terms of Degree of Dispersion, the component 'Opportunity for Promotion in Short Period' got 1strank as its SD was the lowest i.e., 1.12 followed by 'Scope for Learning and Training' having ranked 2nd with a SD of 1.12 and 'Scope for Posting Abroad' got the rank 3rdwith a SD of 1.26. The component 'Career Advancement Prospects in terms of Specialization' got the last rank i.e., 4thas its S.D. was the highest 1.35.

Table no. 11: The Degree of Influence of the Components Grouped under the Factor ‘Employment Conditions’

| Components | Mean | Rank | S.D | Rank |
|--|------|-----------------|------|-----------------|
| Job Related (Timings of job, Flexi-time, Nature of hardship) | 4.00 | 1 st | 1.28 | 2 nd |
| Opportunity to Participate in Decision Making | 3.46 | 4 th | 1.25 | 1 st |
| Leave with Pay (privilege, casual, medical, etc.,) | 3.62 | 2 nd | 1.44 | 4 th |
| Retirement Benefits | 3.59 | 3 rd | 1.35 | 3 rd |

Source: Field Survey

Note: Higher the mean higher the rank and Lower the S.D. higher the rank

Out of the four components grouped under the factor ‘Employment Conditions’, in terms Degree of Influence, the component ‘Job Related (Timings of job, Flexi-time, Nature of hardship)’ secured the rank 1st as its mean score was the highest i.e., 4.00 followed by ‘Leave with Pay (privilege, casual, medical, etc.,)’ with a rank 2nd and a mean score of 3.62 and ‘Retirement Benefits’ with a rank 3rd having a mean score of 3.59. The component ‘Opportunity to Participate in Decision Making’ got the last rank i.e., 4th as its mean score was the lowest i.e., 3.46.

Out of the four components grouped under the factor ‘Employment Conditions’, in terms of Degree of Dispersion, the component ‘Opportunity to Participate in Decision Making’ secured 1st rank as its SD was the highest i.e., 1.25 followed by ‘Job Related (Timings of job, Flexi-time, Nature of hardship)’ with a rank of 2nd and a SD of 1.28, and ‘Retirement Benefits’ with a rank 3rd and a SD of 1.35. The component ‘Leave with Pay (privilege, casual, medical, etc.,)’ got the last rank i.e., 4th as its S.D. was the highest i.e., 1.44.

Table no. 12: The Degree of Influence of the Components Grouped under the Factor ‘Welfare Facilities’

| Components | Mean | Rank | S.D | Rank |
|---------------------------------------|------|-----------------|------|-----------------|
| Housing Facility | 4.21 | 1 st | 1.06 | 1 st |
| Medical Facility and/or Reimbursement | 3.92 | 2 nd | 1.13 | 2 nd |
| Canteen Facility | 3.51 | 3 rd | 1.19 | 3 rd |

| | | | | |
|-----------------------|------|-----------------|------|-----------------|
| Recreational Facility | 3.33 | 4 th | 1.40 | 4 th |
|-----------------------|------|-----------------|------|-----------------|

Source: Field Survey

Note: Higher the mean higher the rank and Lower the S.D. higher the rank

Out of the four components grouped under the factor 'Welfare Facilities', in terms of Degree of Influence, the component 'Housing Facility' secured 1strank with a mean score of 4.21 followed by 'Medical Facility and/or Reimbursement' having 2ndrank with a mean score of 3.92 and 'Canteen Facility' with the 3rdrank and a mean score of 3.51. The component 'Recreational Facility' got the last rank i.e., 4th as its mean score was the lowest i.e., 3.33.

Out of the four components grouped under the factor 'Welfare Facilities', in terms of Degree of Dispersion, the component 'Housing Facility' secured 1strank as its SD was the lowest i.e., 1.06 followed by 'Medical Facility and/or Reimbursement' with a rank of 2nd having a SD of 1.13 and 'Canteen Facility' with a rank 3rd having a SD of 1.19. The component 'Recreational Facility' got the last rank i.e., 4th as its S.D. was the highest i.e., 1.40.

Conclusion

Employer branding has emerged as a tool for knowing the employment factors an employee wants to get in his/her employment. This study was designed in a manner which not only brings to light the factors and its components of employer branding which allure budding computer engineers but also indicated the relative capability of the factors and the components in terms of its capacity of allurements. The study was confined to eight factors viz., **Direct monetary benefits, Indirect benefits, Accessibility to workplace, Image of Organization, Nature and type of industry, Opportunities of career development, Employment conditions and Welfare facilities**; each with four components. Among the eight factors so selected *Direct monetary benefit, Opportunities of career development and Image of the organization*, are the top most factors, *in terms of rank*, which allure budding computer engineers. Another aspect which this study has encompassed is the identification of the relative degree of dispersion in opinion of the respondents regarding the factors on its capacity to allure; *Accessibility to workplace, Image of the organization and Opportunities of career development* are the top most factors in that aspect. The components which have been ranked 1st in terms of the mean score, in the respective factors mentioned above, are *basic pay, free membership to corporate clubs, ease of connectivity, fame of the brand of the product/service, type of ownership of the firm, scope for learning and training, job related (timings of job, flexi-time, nature of hardship) and housing*

facility. An employer in Information Technology, in order to lure computer engineers, can make **special provisions** for ensuring the above mention factors and components, which have the top most influence, in addition to making arrangements for providing the other factors and its components.

Scope for future research

On the process and after the completion of the study, the researchers have come across some questions and thoughts which were unanswered in the present study. These can be treated as a scope for future research; the broader aspect of the questions and thoughts are-

- Research can be done to find out the influence of demographic factors on the alluring factors.
- Research can be done to find out whether this alluring factors changes over time i.e., at the time of getting employment and after employment.
- Whether the alluring factors are same for other institutes too?

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