

# THE ROLE OF EMPLOYER BRANDING IN ENHANCING HUMAN RESOURCE RECRUITMENT AND RETENTION

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**ABSTRACT:** Employer branding's primary objective is to draw in and keep talented workers. Understanding the customs, preferences, and expectations of the company's current workforce helps achieve this. While remaining committed to its objectives, the company gave market expertise, genuine employee involvement, and human capital development top priority. Along with a dedication to sustaining profitability and effective human resource management, it placed a great emphasis on the creation of a corporate culture. We are now investigating more sources that might bolster Donald Decamp's claim that employer branding is more important than a company's image or Simon Barrow's view that employee recognition should be a part of the marketing brand. In order to determine whether the ideas are still applicable, we examine specialized literature as well as the approaches taken by teams operating in this field.

**Keywords:** employer branding, human resources, profitability of the organisation, marketing strategies, efficient recruitment, employee stability, human capital.

## 1. INTRODUCTION

A dramatic rise in personal mobility occurred as a result of the development of international trade. This facilitated the hiring of similar individuals by large corporations. Due to the extensive examination of critical components in several domains that was necessary for the conceptions of "understanding the employee" and "organizational stability" to emerge, they deserve a fresh look. An open discussion regarding the worker's aspirations and the company's ethical standards was required with the marketing specialist. The term for this phenomenon is "employee branding." Not only does an employee's performance on the job factor into an evaluation, but so does their impact on the company's reputation, which in turn influences recruiting objectives and retention rates (COLE, 2000).

Along with developments in recruiting, employee retention, and HR support, new methods and treatments have emerged that place an emphasis on psychological and emotional health. A sense of belonging was meant to be fostered by these reforms, which emphasized the organization's social and economic relevance and its continuous attempts to succeed and be profitable.

Understanding and defining the human resources market requires taking into account two factors: the organization's goals and the employee's professional and social surroundings. Recent advances have given rise to new methods that aim to define marketing's function within human resource management (PANISOARA & PANISOARA, 2007).

## **2. THE INTERNAL MARKETING APPROACH IN HUMAN RESOURCE MANAGEMENT (HRM)**

More and more people are referring to its use inside a firm as "internal marketing" these days. The phrase "internal marketing" might mean two distinct things in the field of human resource management. You must first realize that in a business transaction, every single component and individual plays the role of a buyer and a seller. What follows is a discussion about the company's workers. This ensures that their role is consistent with the company's objectives and plans (BRETT, 1991).

Most evaluations of internal marketing focus on how effectively it uses product-posting tactics to meet the demands of specific individuals and how well it handles employees as clients. Some of the concepts offered by Cahill (2012) that are pertinent to the paper of internal marketing include: managing human resources through marketing strategies; establishing a culture that values ethical sales practices and customer service; and many more. tactics employed by the business to promote itself to existing employees and attract new ones. There was a shift in emphasis on internal marketing strategies as a response to the fact that many corporate marketing initiatives prioritized the wants and demands of external clients over those of their own employees. Many companies make the mistake of thinking that employees just purchase and utilize goods and services for the sake of conformity and the fact that they had a hand in making those regulations (MARTIN & JACKSON, 2008). Internal marketing issues, according to Williams and Curtis, can be better addressed by learning what makes this approach special. This information encourages and equips all employees, regardless of their position, to consistently provide consumers with a good experience.

This plan ensures that all employees accomplish the company's goals (WILLIAMS & CURTIS, 2006). Therefore, the organization's relationship with its employees is crucial to internal marketing, with equal weight given to each party. We need to revive the concept of a market and rethink internal marketing if we want to fix these issues (UCLEA, 2006). In other words, the people who work for and with the organization, as well as their distinct features including culture, attitude, skills, and knowledge, make up the target market. skills, responsibility, and participation in the community are only a few examples of what is required of a competent individual. Accompanying the promoted product are details like the company's history, present status, leadership, future plans, business procedures, services offered, growth potential, work environment, and products and services. It is possible to establish a commercial relationship when human-business communication is enhanced via continuous engagement and paper. Through internal marketing, a corporation can achieve both its social and commercial objectives. It has the potential to enhance its human and monetary assets. Through internal marketing, employees are more likely to be involved in company operations. Internal marketing aims to foster participation, but human resource management is primarily responsible for engaging people (KOTLER, 2001).

## 2.1 The HRM – marketing function

Internal marketing, which encompasses "the client" and "the supplier" within the organization, is overseen by the HRM-Marketing department. Employees, from this point of view, are no different from consumers. One distinctive aspect of the HRM-marketing perspective is its treatment of managers and employees as consumers. By attending to the demands of both managers and employees, the HRM function's activities and duties are viewed as assets that assist the organization in reaching its objectives (BRETT, 1991). We believe that marketing, with their extensive networks, may offer valuable insights into HRM. The marketing department's problems and the HR management team's problems are highly intertwined. Human resource experts can use marketing strategies and methods that work (BRETT, 1991). The HRM role boosts output by providing management and employees with programs and services. As an HR manager, you may assist your firm in satisfying the demands of external clients by implementing internal marketing tactics that attract and retain top talent while motivating every person to achieve their maximum potential. The job of marketing management is to make sure that all marketing efforts are as successful and efficient as possible. If a company is efficient with its use of resources, it will be able to achieve its goals more quickly and with less effort than if it is effective. Human resource managers strive to enhance performance by discovering methods to optimize operations and efficiency (BÎRCÖ, 2013). Various responsibilities aiding the team's understanding of the market and its competitors are under the purview of every organization's marketing department.

- Disclosing the organization's objectives.
- Discovering who the intended viewers are.

Deciding what the target markets want and then developing strategies to use the integrated marketing mix to get there. overseeing advertising campaigns and implementing marketing mix plans. The aforementioned processes are typically brought up while discussing internal marketing in HRM, which is a subset of marketing operations. Human resource managers must be well-versed in client preferences and requirements. Considerations such as the company's target audience should be considered by the HR department when formulating plans. Data collection and database organization pertaining to customers is an illustration of market research. Finding out what employees want, need, and think can be done through market research, which is already used to learn about the wants, needs, and opinions of customers (BOGATHY, 2004). This kind of interaction facilitates the discovery of strengths and areas for improvement inside an organization. In order to start collecting data, the issues must be overcome utilizing a number of ways, regardless of how complex they are. Employees at all levels of the company have faith in the HR department's problem-solving abilities. The repercussions of having high expectations on employees could be detrimental. To find out if programs are successful in accomplishing their objectives, a market analysis could be a good starting point. Afterwards, you'll be responsible for creating a mission statement for HR. When asked, "What is our role in the organization?" it's important to provide a precise explanation. As an additional inquiry, "What does our role within the organization signify?" Human resource management should not significantly impede the

attainment of objectives. The firm can't reach its primary objectives without a framework that defines the functions of HR and promotes more collaboration among employees at all levels and in all parts of the business (ARMSTRONG, 2008). Proceed to the next stage by selecting a market segment. The goal of market segmentation is to make the HR department's job easier by dividing a big, diversified workforce into smaller groups with shared needs and interests.

## 2.2 The personnel mix

Even the most important product launch for internal marketing becomes much more complicated when the company's management, overall policy, and human resources are involved. The marketing mix transforms into the people mix when certain factors are included, according to BRETT (1991).

Here are some questions that the variable "market" needs to answer:

- How well does the company know each of its affiliates?
- In a partnership, what are the expected outcomes, needs, and motivations from each party?
- Can you tell me if they have any special training, certification, or work experience?
- Is your level of knowledge sufficient?
- What are your thoughts on the management style, the company's policies for growth and development, the atmosphere at work, and the general approach to management?

Next, the "product" variable is crucial for the following queries:

- What are the leadership group's strongest points? How does he rate himself, what are his personality
- qualities, leadership style, interpersonal skills, and technical abilities?
- In what ways do the manager's proposals adhere to certain principles? Is it possible for him to provide the required details directly? Is the quality of his work, his objectives, and his approaches high?

The following queries cannot be executed without the variable "price":

- The manager's performance, how would you rate it?
- A review of the qualitative and quantitative data revealed whether the manager's behavior was consistent with his own productivity and competitiveness or if it ran counter to his colleagues'.
- In order to encourage participation from its partners in the sanctioned appreciation system, can management successfully negotiate and acquire the required resources?

To address the following problems, the variable "distribution" must be used.

- Is it a logical occurrence?
- What do you think of the many management tools that help with two-way communication and the sharing of information between higher- and lower-level employees?
- As described in the following document, the variable "commercial communication" is an example of the manager's understanding of his own personality traits (such as his attitude, character, relationship style, and behavior), his position within the organization (including his duties, functions, and status), and the degree to which his persona and position are compatible (including authority factors and areas that need intervention). These should

answer the questions that follow:

- From what angle does the government appear?
- Would you be so kind as to tell me more about the business?
- Was this the initial rendering that was made?
- How can he use corporate messaging to make his "product" more appealing, useful, and integrated?

These questions show how well a manager can look at himself as a "product" of the company. At the same time, by this point in the staffing process, the manager is better able to understand, identify, and interact with the various components of the complex daily work environment (CHIMHANZI, 2004).

### **3. EMPLOYER BRANDING**

Simon Barrow, who is the head of the business newspaper "People in Business," came up with the phrase "employer branding" in 1990. This is a subject that is still being studied. Barrow says that every company should make sure that this goal is reflected in both their marketing and staff brands. Most of the time, companies' communications show how their workers feel, what they believe, and what they do (SOUMYA, 2008). When you work for a company, the boss is important because they give advice, give rewards, and make sure that everyone is happy. They also make sure that their workers are dedicated, loyal, and healthy. These traits affect the company's ability to make money, gain market share, grow, earn the respect of stakeholders and competitors, and build a good image as a place to work. Employer branding isn't just another piece of HR or marketing jargon; it's about connecting workers with the values of the company. Another way to describe branding is as a "dynamic leader."

According to the Short Oxford Dictionary, branding means "to leave an indelible mark." Employer branding is the main idea behind this method. A lot of different groups have effects on people that last a long time, if not forever. Customers, vendors, competitors, and workers will still think about a business even after it shuts down (SOUMYA, 2008). How employees feel about their boss has a big effect on how motivated they are to do their job. When companies hire new people, they use a variety of pay methods. Work-life balance, future education, professional growth, emotional health, paid time off, financial compensation, office atmosphere, mental and social satisfaction, and flexible work hours are some of the things that these packages take into account. These are a few of the most important things that keep workers going.

#### **3.1 Organizational culture and values**

Being a part of a team setting. It is very important for a business's name to grow and do well. Organizational culture is affected by things like the room available, the size and structure of the business, and how employees are treated. The ethics and basic principles of a company have a big impact on its long-term goals and plans. Both internal and outward branding are good ways to get your message across. A company's character shows what it stands for. The answer is one of the most important things that shows if a business will succeed or fail. Culture is affected by many things, such as the cultural

network, good role models, long-standing customs, and business goals. The guidelines lay out the basic rules for how businesses should work. A "cultural network" can include both casual and official ways to get in touch with people. Martin et al. (2004) say that these are what a business's brand is built on.

It's easier for managers and staff to connect with each other when the company has a good name. Focus on keeping employees, work to improve the company's culture and image, and try to find a balance. Employer branding means coming up with both internal and exterior strategies to find and keep great employees. It includes the tasks of marketing and managing human resources.

Competitiveness for scarce resources like markets, workers, skilled people, investors, and production is what the employer branding plan is based on. This is a common way to show how important it is to spend in people by hiring them and training them. One good way to stay ahead of the competition is to combine business and employee branding. People will have a better opinion of the company because of this. This external tool makes it easier to communicate clearly, which brings talented people into the system.

### **3.2 Employer branding – a magical tool for the recruitment process**

Products from Nike, Adidas, Google, and IBM are sold under a number of different names and brands. Consumers are used to seeing huge amounts of information about products. People tend to stay with a business for a long time if they have strong feelings about its worth, reliability, and nostalgia. Donald Decamp, COO of Com Health Group, says that employer branding is more than just how a company looks and is important for making the hiring process easier. To keep a bigger staff, a company's branding claims should accurately describe the work environment. The organization's culture, strategy, purpose, and ability to reach its goals have a big impact on how well it hires and keeps employees.

The business keeps in close touch with its customers. The relationship between a manager and their workers is the same. What caused the employee to leave the company will be looked into by the staffing service. A lot of workers don't know what drives them. The manager can talk about the organization's core beliefs, like the company's identity, the culture of the workplace, and each person's inherent worth, during this session.

The things a company does to improve its image are called employer branding. You need to change the way you think if you want to use this method with the company and possible employees. Jo Bredwell, a senior partner at JWT, says that it usually takes a paper to find this link. Being honest and sharing the company's values are important for employer branding. Giving confusing information is not enough. It's important to be open and honest with job applicants about the company's willingness to take risks. Employers may find it hard to find the best options when a lot of people are interested in a job (Bredwell, 2008).

How well the strategies used to build a strong employer brand work will depend on the goals and dependability of the company. In today's global market, competitors with about the same amount of knowledge face tough competition. When employer branding and talent branding work together, they make a good maintenance and insurance plan for

the long run. Long-term, this is how you build a strong company that people want to work for.

If you handle your employer brand well, you can:

- The first steps to fill open jobs
- The simple reason that it can bring in the best people.
- The closing of gaps in how well people do their jobs.
- The job market is now open to people who are looking for new possibilities.

By using marketing principles and techniques, you can successfully brand goods and services. This part may also have an effect on business owners. To get new customers and keep old ones, you need a market that is competitive. In order to stay competitive, it's important to keep key workers. Businesses use a variety of hiring methods to find and keep great workers, with the company brand being a big part of the process.

### 3.3 Recruitment strategies

Finding a huge group of qualified people is not the only part of the hiring process. Finding and getting in touch with people who might be interested in working for you is called recruiting. Basically, recruitment aims to achieve three things:

To keep a good rate of return and a steady flow of applications;

So that the business can meet its law and social obligations.

To make the selection process better by cutting down on the number of applications that aren't suitable.

By looking at how well the company is doing and using recruitment marketing tactics, you can find the best ways to hire people. Contrary to what most people think, how a company hires depends on its size and culture. All signs point to the strategy working, such as the recruitment effort, the allowed recruitment procedures, and the good results the recruitment team got. If their hiring methods don't match the hiring plan, they could be turned down. There are three main parts to a recruitment strategy: participants, prospects, and the selection process. It fits with the organization's strategies, goals, and tools in every way. Once the group has a recruitment strategy, it can lay out its plans for what it will do next.

The plan shows how the group plans to divide up work and find qualified people. This method includes setting up:

- Options for getting a job
- People should be the ones to bring in new members.
- Information about the process of applying for a job.
- Answers from people applying for jobs.

According to FLOREA (2010), the following strategies for hiring are outlined.

By making the applicant a variable and the position a constant, the compatibility technique determines whether an applicant is suitable for a certain post. It is often assumed that certain knowledge and abilities are necessary for individuals to carry out their duties. Based on the assumption that processes follow a specific logic sequence, this approach asks the following irrational question:

- What kind of education and experience are required?
- When looking for a new employee, what qualities should you prioritize?

- Recognizing individuals who possess a perfect balance of qualities and abilities that mesh with the culture of the organization is called adaptability. Young people with little experience are usually the best fit.
- The flexibility technique includes the identification of people who are adaptable and willing to take on new tasks.
- For the sake of hiring, you can use the following formats:
- According to Florea (2010).
- "Wide recruiting" refers to using the broad public to fill non-specialized jobs.
- Particular groups are targeted using the 'specific recruitment' technique, which is based on the required actions. It allows people with specific skills and abilities to be recognized. A "centric" recruitment strategy emphasizes current employees or related groups inside the company when seeking new hires. The group's current knowledge of the organization's operations can be leveraged to recruit more qualified candidates.
- Recruiting members of closed systems, such as businesses, schools, or even branches of the military, is known as "closed system recruitment." This approach is characterized by members who see the activities as positive and hope for the creation of a culture of participation that encourages continuous involvement.
- Mass recruitment refers to the practice of recruiting a large number of people in a very short period of time, usually within a year or two.

### 3.4 Good recruitment practices with positive effect on employer branding

Ford Motors: This progressive enterprise modified its hiring practices and promoted itself to highlight the competencies of recent college graduates. A vote was conducted to identify the most effective and attractive methods for encouraging recent college graduates to enroll. Following extensive consultations with employees regarding their opinions and sentiments, the company experimented with a myriad of themes, slogans, graphics, names, and concepts. A last noteworthy aspect is the concept of "natural passion," which significantly alters the perception of the organization among the newest employees. It received the esteemed "best recruitment advertising" award (SOUMYA, 2008).

Google has long been recognized as an exemplary workplace in the industry. In the context of the workplace, politics, society, and facilities, they exhibit significant differences from other groups. The organization distinguishes itself in the job market due to its distinctive name. Numerous surveys indicate that Google ranks as the second most desirable employer. The organization values employee engagement and the quality of their performance in their roles. Their objective is to enhance creativity and receptiveness to novel concepts (SOUMYA 2008).

Standard Life Investments has been since 1977 and is headquartered in Edinburgh, Scotland. There are 650 employees at that location. Cities such as London, Dublin, Boston, Hong Kong, and Montreal have experienced heightened branding initiatives from the corporation. The HR team in Edinburgh has significantly enhanced the company's market visibility, contributing substantially to its success. The HR department, in collaboration with higher management, was tasked with developing and sustaining the company's internal brand. This organization received the Excellence Award in 2001 for their exceptional management of

personnel. Due to the company's strategy, they successfully recruited and retained approximately 150 highly qualified financial experts, with the potential to employ and retain additional personnel. They harmonized due to common ideals rooted in trust, established professional ties, and collaboration within a flat organizational structure. To implement HR strategies in accordance with the new regulations, compensation structures were established whereby 20% of remuneration was allocated to CEOs, with the remainder designated for senior personnel, while minimizing direct oversight to the greatest extent feasible. The marketing and investment teams, human resources personnel, and consumer expectations collaboratively contributed to the establishment of a robust employer brand (IONESCU, 2008).

The inaugural Coca-Cola store was established in Romania in 1991. It offered beverages that aligned with the local culture with the company's renowned global brands. Notable social responsibility initiatives encompass theaters, museums, art exhibitions, sporting events, public health initiatives, and educational activities. The degree of a company's responsibility towards individuals and the environment is a compelling aspect of employer branding. In 2003, the HR personnel endeavored to position the organization as an attractive workplace. The event commenced at a job fair, where job seekers had their resumes reviewed, allowing Coca-Cola to assess their interest in employment opportunities. Of the 700 respondents, hardly four expressed an interest in sales. Moreover, all participants aspired to be employed by a globally recognized corporation.

Consequently, Coca-Cola personnel needed to exhibit enthusiasm. The list included numerous elements: leadership energy, judgment, outcomes, collaboration, skill development, change management, and additional factors. Innovative and proactive employees contribute to the company's profitability (IONESCU, 2008). The concept that evolved into the company's tagline, "passion for excellence," and the rationale for its preeminence in the industry originated from this location. Throughout the recruitment process, it became evident that the corporation was instructing employees in the use of specific talents. The group's employment initiatives targeted college students, recent graduates, and young adults to elucidate the company concept. They were also anticipated to possess specific characteristics, including a robust ambition for success and a competitive disposition. They engaged with individuals to facilitate employment by creating websites that display brand commitments and enhancing a career portal with additional features. The program benefitted the group significantly and ultimately achieved all its objectives (IONESCU, 2008).

Employer branding is a significant concept and undertaking that requires continuous focus during its conception, development, and implementation. A corporation will undoubtedly perform better in the market if it articulates claims and disseminates messaging. It facilitates the opportunity for individuals with curiosity to encounter a diverse array of people.

Stakeholders in the subject encompass the police, investors, customers, vendors, business partners, and prospective employees. The examination of how job seekers perceive a company is referred to as employer branding. This can be regarded as an investment in the employee's future success, as it fosters a conducive environment for their professional

development. The success of a corporation in a specific domain is referred to as its "effective employer branding." Consequently, it is imperative for the organization to retain employees who possess not only the requisite abilities but also ample prospects for advancement.

## **4 .RESEARCH DESIGN**

### **4.1 Research objectives and hypothesis**

This paper will examine employer branding strategies to retain current employees and attract new ones. The objective is to design optimal strategies for the business operations.

This elucidates the rationale for the paper's execution:

An examination of the elements typically associated with establishing and maintaining a strong corporate brand.

This paper examines the various elements that contributed to the development and expansion of the employment brand inside the analyzed firms.

We will examine how the HR department contributed to the establishment and maintenance of the company's reputation.

examines the factors that contributed to the business's reputation and differentiation from competitors in the same industry.

An evaluation of modifications to Human Resources that enhance the company's image.

An examination of optimal methods for disseminating employer names domestically and internationally.

This examines the impact of corporate branding on employee retention rates.

The advantages of employing corporate branding are examined.

Examine the methods employed by the company to monitor the growth and maintenance of its brand recognition.

The firm brand emerged from the examination of marketing methods employed for recruiting new personnel.

Examine the concept under evaluation: Creating a distinctive and memorable business brand requires substantial effort and dedication.

Various strategies are employed by the examined organizations to enhance their employer branding.

The human resources departments of the examined organizations are primarily responsible for establishing and maintaining employer branding.

The examined organizations possess distinctive attributes that differentiate them from competitors and influence hiring decisions.

The HR initiatives contemplated by the corporations heightened awareness of their workplace branding among individuals.

A paper examining corporate communication reveals a correlation between internal operations and external behavior.

The branding of a corporation influences employee loyalty.

A corporation might employ many strategies in workplace branding to attract new employees and retain existing ones. The groups under evaluation are eager to understand their superiors' perceptions of their development.

**Research hypothesis:**



- When various factors come together, an outstanding and powerful employer brand is born.
- In order to strengthen their positions as employers, the businesses under scrutiny use a variety of strategies.
- Establishment and maintenance of employer branding are heavily impacted by the human resources departments of the examined organizations.
- When compared to competitors, the businesses under review stand out thanks to a key offering that forms the backbone of their employer brand.
- The HR initiatives undertaken by the companies under review raised the profile of employer branding.
- By dissecting the way the intended image of the targeted firms is communicated, we can see how the corporation's claims are linked to its internal workings.
- Employee loyalty is affected by how strong the company's brand is.
- There are a number of benefits to companies in terms of employee recruitment and retention that employer branding offers.
- Companies that are being investigated are keen to track how their workplace branding evolves.

#### **4.2 Research methodology**

This strategy involves consulting six managers, papering relevant literature, examining case studies for optimal practices, and conducting online research through news stories, employee forum postings, company websites, and additional resources. This case paper is experimental and elucidates the functioning of the group. The approach employed is determined by the selection and classification of the data, as stated by Khalid and Tariq (2015).

#### **4.3 Population and interviewed sample**

Human Resource managers from various organizations in Iasi employing employer branding strategies to attract and retain employees are participating in the paper.

One method of sampling involves selecting groups of individuals based on predetermined criteria. An instance is selection that is not contingent upon randomness.

### **5. CONCLUSION**

The structure of the business connects his current and previous education with the influence of his role on the company's reputation, workforce, and brand identity. Individuals endeavor to align their views, values, and attitudes with various aspects of the workplace prior to the establishment and implementation of employer branding. This encompasses the office layout, the dimensions and configuration of the organizational chart, and the specific components of the role. A robust and comprehensive employer brand was established through messaging that emphasized the company's image and identity.

The primary objective of this initiative was to transform the company's perception and attitude towards staff retention. Employees under positive supervisors typically foster satisfied clients who are more inclined to trust the organization, individual, or product involved. Human resources and marketing professionals are highly invested in the

company's reputation and strive to enhance their competencies in specific domains to safeguard it. The determination hinges on whether the results corroborate a paper plan designed to provide a comprehensive overview of the employed methodologies. Employer branding significantly influences employee motivation, as evidenced by a review of pertinent literature and interviews with organizations that have effectively employed internal management and marketing methods to attract and retain elite talent. Employer branding integrates monetary incentives, such as compensation packages, with personal rewards that emphasize employees' aspirations and future expectations. This exemplifies the interconnection between professional and personal domains. When organizations develop their employer brands and communicate them to prospective employees, clients, and investors regarding talent and skills, internal marketing effectively enhances awareness of the company and bolsters its reputation.

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