

The Nexus between Employer Branding and Executive Level Employees' Job Satisfaction: A Case of AIA Insurance Lanka PLC

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Employer branding has emerged as a result of the application of marketing principles to human resource management. Employer branding represents a firm's efforts to promote, both within and outside the firm, a clear view of what makes it different and desirable as an employer. Employer branding may be a new terminology for many companies in Sri Lanka, but it is becoming more important to today's businesses. Therefore this study was carried out to investigate the relationship between employer branding and executive level employees' job satisfaction in AIA Insurance Lanka PLC. The study was based on a survey conducted on a sample of seventy (70) executive level employees working at AIA Insurance Lanka PLC. Employer branding is measured by using five dimensions such as economic value, development value, social value, diversity value and reputation value. Data were gathered through questionnaire method and data analysis was performed by using Statistical Package for Social Sciences. The results of the research indicate a positive relationship between employer branding and executive level employees' job satisfaction in AIA Insurance Lanka PLC. Findings of this study could be used for bases of further empirical research. It is recommended to perform similar study in different organization or different industry in Sri Lanka.

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