

The Influence of Employer Branding on Employee Retention Intention: A Study of Staff and Executive Level Employees in an IT and Finance Shared Service Center of a Multinational Manufacturing Company in Sri Lanka

Ranasinghe, E. R. P. D.¹ and Nishanthi, H. M.²

Today, talent attraction and retention play major role for organizations than ever before. Companies will have to realize the many values in creating strong company cultures and employer brands if they are interested in attracting and retaining this generation's top talent. The prime purpose of this study was to assess the impact of employer branding on employee retention intention. This was a quantitative cross-sectional research study. Data was collected through a structured questionnaire. Simple random sampling technique was applied to select the sample, and the final sample consisted of 99 employees in IT and Finance Shred Service center in in Sri Lanka. The data was analyzed using SPSS, employing the correlation, regression and ANOVA tests.

Findings revealed that there is no significant relationship between employer branding and employee retention. But the most important thing is some studies such as Sullivan (2017), Hade and Ahmed (2018), Ahmad and Daud (2016) also observed and experienced that there is no significant relationship between employer branding and employee retention after conducting their studies. Therefore, it suggests that organizational and cultural context can be caused to establish null relationship between employer branding and retention.

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¹ dilanranasinghe3@gmail.com

² menakahewawaduge@gmail.com