

# A STUDY ON EMPLOYER BRANDING FOR HOSPITALS WITH REFERENCE TO COIMBATORE

<sup>1</sup>Balakrishnan.S, <sup>2</sup>Ms.R.Saranya, <sup>3</sup>Dr.M.Suryakumar, <sup>4</sup>Dr Ankush Sharma, <sup>5</sup>Karthika M, <sup>6</sup>Dr.R.Gopinathan

<sup>1</sup>Assistant Professor, Department of Commerce, SRM Institute of Science and Technology, Cokkege of Science and Humanities, Ramapuram, Chennai -600089, India

gurubalaji08@gmail.com

<sup>2</sup>Assistant Professor, Department of Management Studies, Dr.N.G.P. Institute of Technology, kalapatti Road, Coimbatore -641048, Tamilnadu, India

saryambaap@gmail.com

<sup>3</sup>Assistant Professor, Department of Management Studies, Periyar University, Salem, Tamilnadu, India

suryakumarmprims@periyaruniversity.ac.in

Orcid: 0000-0003-3872-3776

<sup>4</sup>Associate Professor, Jagran Lake City University, JLU Student Enrichment Hub, Chandanpura, Bhopal – 462007

sharmaankush12@gmail.com

<sup>5</sup>Assistant Professor, Department of BBA-CA, Sri Ramakrishna College of Arts and Science, Nava India, Coimbatore 641 006.

karthika@srcas.ac.in

<sup>6</sup>Associate Professor, Department of Mechatronics Engineering Sri Krishna college of Engineering and technology,coimbatore-641008.

[gopinathanr@skcet.ac.in](mailto:gopinathanr@skcet.ac.in)

DOI: 10.47750/pnr.2022.13.506.185

## Abstract

Hospitals are an unavoidable sector in the modern world, which is pushed by technology, and they are the sector that displays the standing of a country on an international level. Every country's ability to deliver high-quality medical care is an indication of its level of progress toward a brighter future. Therefore, "Employer Branding" for hospitals is something that must be done in order to ensure both higher quality services and continued growth in the health care industry. The technique of building a positive employer brand has shown to be valuable for many kinds of businesses, including hospitals. This, in turn, leads to a means for them to keep their brilliant personnel, which is the fundamental need that any hospital must fulfil in order to achieve a competitive edge. The company has become more competitive as a result of the dynamic development that has taken place in today's competitive globe. In order to thrive in the cutthroat competition brought on by globalization, a business has to find a way to differentiate itself from its competitors and secure a competitive edge. It has to be proactive in order to deal with the shifting circumstances. In this particular case, the organization's human resources are serving as the primary propellants behind its expansion. The success of an organisation is dependent on the quality of work that is accomplished by the workforce. Human resources are the ones who decide, implement, and manage the activities inside a company because of their skills, aptitudes, and attitudes. They are the ones who are the drivers of the organisation. Now is the moment for the organisation to make the move that will put them ahead of their rivals and place them in first place. In light of these circumstances, talent management has emerged as a key instrument for the development of organisations, which should be matched with the growth of individuals.

**Keywords:** Employer branding, hospitals, Services Industry

## Introduction

The application of marketing ideas to the field of human resource management has led to the development of a concept known as employer branding. In their essay published in 1996, Ambler and Barrow were the ones who first brought this idea to the world. Employer branding is "the combination of functional, economic, and psychological advantages supplied by employment and identifiable with the employing organisation. Ambler and Borrow have implemented the idea of brand into HRM by conceiving of the employer as the brand and the workers as the consumers. Employer branding is a relatively recent method to recruiting and keeping the greatest available human potential in an employment climate that is becoming more competitive. This technique aims to attract and attract and retain the best possible human talent. Employer branding is "a planned, long-term strategy

to manage the awareness and views of workers, future employees, and associated stakeholders with relation to a specific organisation," according to Sullivan's definition of the word. When an organization's efforts to market itself as an employer are successful, the business enjoys numerous benefits, including an improvement in its reputation and visibility, greater unity among its workforce, and an increase in the number of job applicants because the business is marketed as an appealing place to work.



### Background of the study

When it comes to meeting the problems presented by a quickly changing and tumultuous work environment, the management of brands is the single most critical function for every organisation. In the present climate, many businesses all over the globe are implementing employer branding strategies in an effort to transform themselves into "employers of choice" and, as a consequence, to recruit and keep the most skilled and informed workers the labour market has to offer. It is a complex idea that takes into account a variety of aspects, including as recruiting, communication, performance and development, the reputation of the firm, and the working environment, among other things. The provision of medical treatment in Poland is already hampered by a shortage of human resources, particularly in terms of the number of available physicians and registered nurses. As a result of this, it is necessary to implement efficient HRM interventions in order to both recruit and retain medical employees. One such intervention is employer branding, which not only leads to an improvement in the organization's image as an employer but also leads to improvements in the way HRM procedures are carried out. However, in order to develop a plan for employer branding that is both successful and efficient, a contextual approach should be employed. As a consequence of this, the purpose of the research is to evaluate the significance of the numerous aspects that influence the perspective that medical employees have about the attractiveness of a hospital to work for.



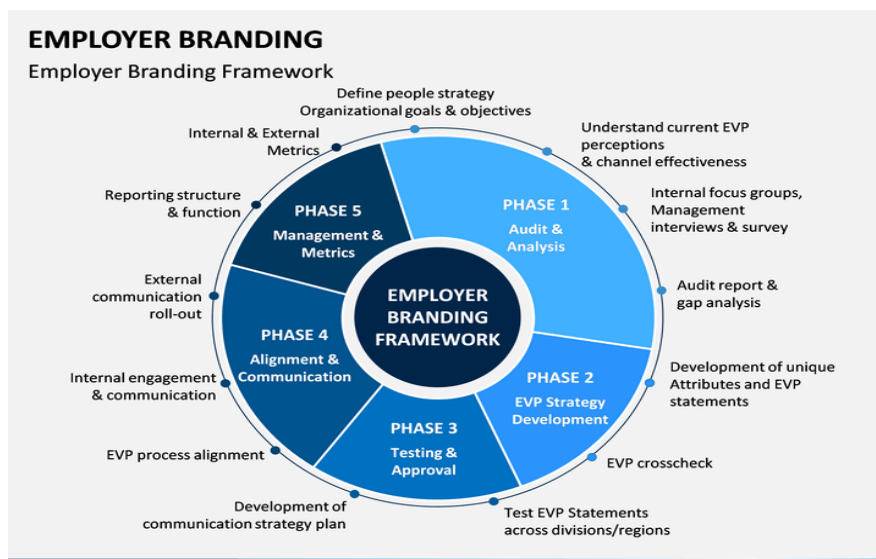
Source: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.naukrirms.com%2Fblog%2Fthe-importance-of-employer-brand-in-attracting-and-retaining-talent%2>

### Factors That Influence Employer Branding



### Branding an Overview Services Industry

According to Turley and Moore (1995), the contribution of the service sector to the overall economy has been expanding over time. Evaluating service quality has been an increasingly prominent topic in recent years due to the widespread acknowledgment that improving the quality of provided services is an essential strategy for service providers who want to distinguish themselves in the market. Because "service quality" is an ill-defined and subjective concept, it is difficult to put such a plan into action because it is difficult to evaluate. For this reason, the maintenance and growth of the economy based on providing services rely on the delivery of services that are constantly of a high quality. Some people believe that branding in the service industry is especially difficult due to the unique attributes of the services, the value that is placed on specialist knowledge, and the validity of intangible assets. One school of thought maintains that because of the intangible nature of services, the notion of branding is even more important for services than it is for tangible items (such as intangibility, inseparability, heterogeneity, and perishability). This indicates that client brand recognition has become an increasingly crucial factor as a proxy for happiness in the service business.



Joachim Merk and Anke Rahmel (2016)<sup>1</sup> reviewed categories, a concise summary of the most important findings and focus points of study is presented, and research voids are identified. Joseph Kim-keung Ho (2016)<sup>2</sup>, introduced a brand new academic subject, which is a diagramming-based literature review. When doing this kind of literature evaluation, mind maps, system maps, and cognitive maps are used in order to generate alternative knowledge structures on a study topic that is being investigated. In this piece of writing, the author conducts research on employer branding via the lens of diagramming-based literature reviews. The research investigates not just the academic literature but also the employer branding actions that have been reported in Hong Kong. In addition to producing some findings from a literature review on employer branding, the purpose of this study was to demonstrate the practical value of diagramming-based literature reviews, particularly for preliminary literature reviews conducted as part of dissertation projects. This is something that has been reported in the works that have come before on this subject.

Vijayalakshmi. and Uthayasuriyan. (2015)<sup>3</sup> explored that the concept of "employer branding" is quickly becoming a buzzword in the fields of marketing and human resource management. Employer branding may be defined as a technique to managing the knowledge and perspectives of present employees, prospective workers, and other stakeholders with reference to a particular organisation that is planned out over a lengthy period of time. The method may be modified to assist efforts in a variety of goals, including recruitment, employee retention, and productivity management, among others. The process of recruiting and hiring new personnel is approached in a number of different ways by businesses; nevertheless, the time has come to capitalize on the reputation of the company in order to attract candidates with the requisite set of talents. In its most basic form, employer brand refers to "the perception of a business as being "a fantastic place to work" amongst its own present workers and important stakeholders in the outside market."

## Research Problem

The health care industry has emerged as a leader in innovation and employment, but it also has unique difficulties in the area of human resource management. The shortage of qualified workers is the most significant challenge facing the health care industry today. Despite the enormous population, there is not enough trained employees to meet the rapidly growing demand for their services. Therefore, do we have the necessary skills inside the company to both recruit and keep the greatest talent that is available? In light of this, the current

<sup>1</sup> Joachim Merk and Anke Rahmel (2016), "Hospital Employer Attractiveness Considering the Increasing Shortage of Skilled Medical Professionals—A German Review, *Journal of Biosciences and Medicines*", Vol-4, pp. 1-10.

<sup>2</sup> Joseph Kim-keung Ho (2016), "A Diagramming-Based Literature Review on Employer Branding", *American Research Thoughts*, Vol. 2, pp.

<sup>3</sup> Vijayalakshmi.V and Uthay6-9asuriyan.K (2015), "The Impact of Employer Branding on Employee Performance", *Indian Journal of Applied Research*, Vol- 5, (8), .pp.211-213.

research was designed to investigate the employer branding strategies of a selection of hospitals in order to better understand the working circumstances that exist within the health care industry.

## The Importance of the Research

The environment of the health care industry today is more unstable compared to that of other industries. In many hospitals, there is a skills gap between the pool of staff that is now available and the pool of personnel that is sought. As a result, in order for institutions to be able to fulfil the unpredictable need for skills, they need to take the necessary measures toward talent development. Progressive and creative methods have become the core of every institution in order for them to endure and get a competitive edge by pooling their expertise in accordance with the requirements of the given circumstance. The practice of "employee branding" is beneficial to an organization's efforts to keep talented workers on staff whose expertise increases the company's worth.

## The Plans and Methods of the Research

The nature of the study being presented here is empirical. For the purpose of describing the current situation of employer branding practices in a selection of private Hospitals, the descriptive study approach will be used. Sources of Data. The information used in this investigation comes from a combination of primary and secondary sources. The core data are gathered by the administration of a standardized questionnaire in addition to personal interviews. The secondary data came from a variety of sources, including the Internet, books, research papers, survey reports, newsletters, and a number of other publications and magazines. The convenient sampling method is applied to collect the data from the employees.

## Objectives of the Study

The purpose of the research was to investigate the aspects of employer branding that are associated with private hospitals as well as the influence these aspects have on customer trust and satisfaction with the brand. In addition, the research aims to accomplish the following goals, all of which are connected to the primary purpose.

1. To evaluate the socioeconomic features of the respondents.
2. To investigate the factors influencing the employee branding

### Nature of the Respondents

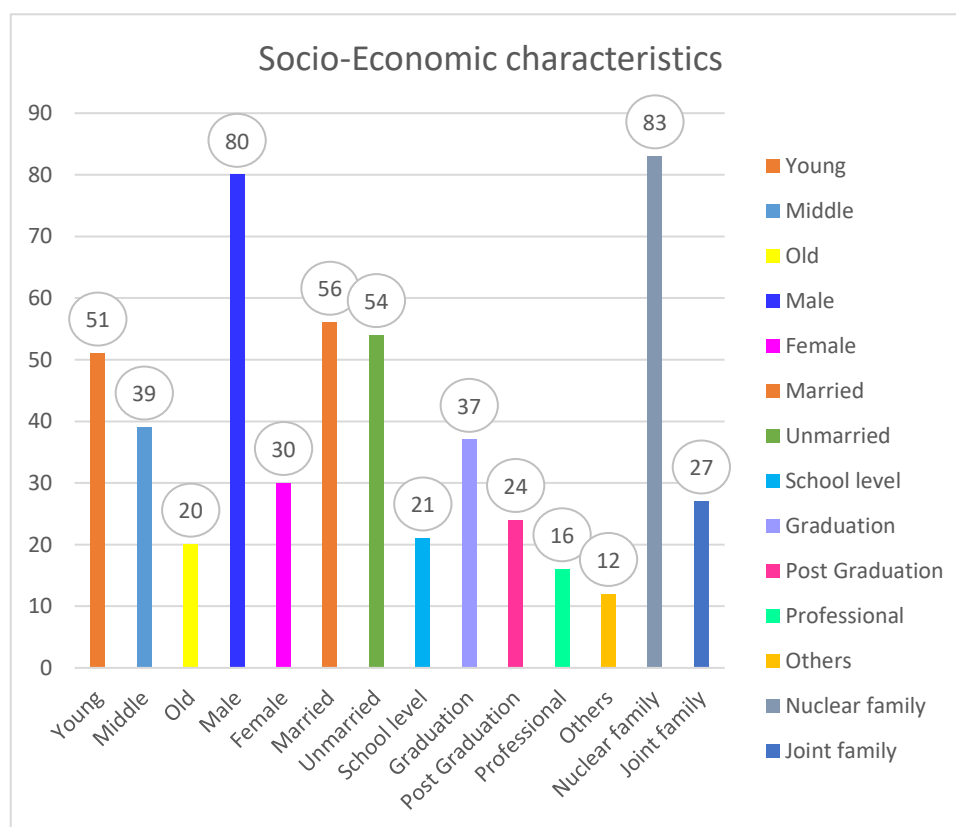
The demographical nature of the patients will influence their perception and attitude. In social science research, the social and economic background is considered as important factor to analyse their behaviour. The patients' opinion about the services provided by the hospitals will be influenced according to their nature. Hence, at the outset, the socio-economic nature of the sample respondents is presented to understand their characteristics. The following table shows the result.

**Table 1**  
**Socio-Economic Characteristics of the Respondents**

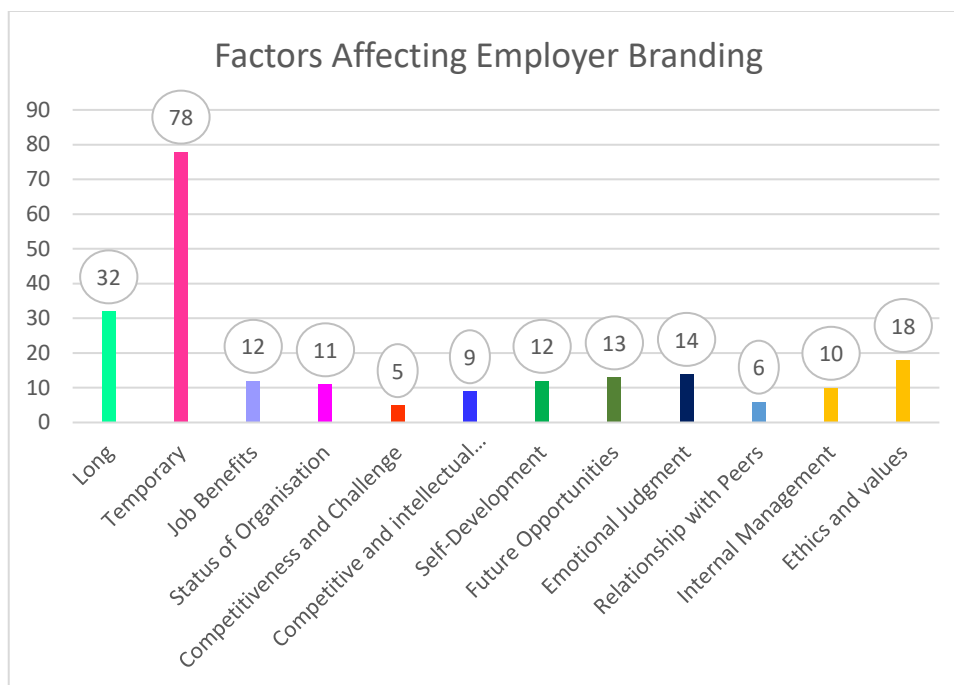
Socio-Economic characteristics		Number of respondents	Percent
Age group	Young	51	46.36
	Middle	39	35.45
	Old	20	18.18
Gender	Male	80	72.73
	Female	30	27.27
Marital Status	Married	56	50.91
	Unmarried	54	49.09
Educational qualification	School level	21	19.09
	Graduation	37	33.64
	Post-Graduation	24	21.82
	Professional	16	14.55
	Others	12	10.91
Nature of family	Nuclear family	83	75.45
	Joint family	27	24.55

Nature of Illness	Long	32	29.09
	Temporary	78	70.91
Factors Affecting Employer Branding	Job Benefits	12	10.91
	Status of Organisation	11	10.00
	Competitiveness and Challenge	5	4.55
	Competitive and intellectual challenge on job	9	8.18
	Self-Development	12	10.91
	Future Opportunities	13	11.82
	Emotional Judgment	14	12.73
	Relationship with Peers	6	5.45
	Internal Management	10	9.09
	Ethics and values	18	16.36

The respondents are grouped based on their age level i.e., young (less than 30 years), middle age (between the 30 and 50 years) and old age group (aged 50 and more years). The distribution of the respondents according to the age group shows that the 51 (46.6%) respondents are young, 39 (35.45%) are from the middle age group and 20 (18.1%) respondents are old aged. 80 (72.3%) respondents are male and 30 (27.7%) are female. The marital status of the respondent's shows that 56 (50.9%) respondents are married and 54 (49.90%) are unmarried. 21 (19.09%) respondents have studied upto school level, (33.4%) respondents are graduates and (21.82%) respondents are post graduates, (14.55%) are professionals and (10.91%) respondents are from other category. Nature of the family is classified as nuclear family and joint family. 83 (75.54%) respondents are from nuclear family and 27 (24.55%) respondents are from joint family.



Classification of the respondents based on the nature of illness (long or temporary) shows that 32 (29.09%) respondents visit the hospitals for the treatment of long illness and 78 (70.91 %) respondents for temporary illness. Factors affecting employer branding Job Benefits 12 (10.91%) Status of Organisation 11(10%) Competitiveness and Challenge 5(4.55%) Competitive and intellectual challenge on job 9 (8.18), Self-Development 12 (10.91), Future Opportunities 13 (11.82%), Emotional Judgment 14(12.73%), Relationship with Peers (5.45%), Internal Management 10 (9.09%) and Ethics and values (16.36%)



There are nine factors that go into determining whether or not an employee will remain with a company. These factors include basic job benefits, the overall status of the company, competitiveness and challenge, self-development, future opportunities, emotional judgement, relationship with peers, internal management, and ethics and values. In addition to this, the research investigates the many dimensions of employer brand in connection to the processes of talent acquisition, development, deployment, and retention. The most significant finding of the study is that the employer branding strategies of the selected organisation are having a significant influence on the personal value, economic value, and social value of their workers. All of these aspects of an employee's value are connected to their personal performance on the job and their level of job satisfaction. Some educational institutions are effective in keeping talented individuals for lengthy periods of time, despite the considerable hurdles that they face.

### Factors Affecting Employer Branding of the Hospitals

In order to increase their brand equity, the business organisations employ a variety of different approaches. They find success in this area thanks to the marketing and promotional techniques for the service. This research investigates the attitudes held by the respondents in regard to the two different approaches used by the hospitals.

#### Service marketing

The provision of services to patients in connection with their treatment is one of the primary responsibilities of the service marketing department in hospitals. A variety of services, including video marketing, health camps, sponsorship programmes, improving or developing infrastructural facilities, advertising, E-Services development, making awareness about diseases, and providing reading materials, are offered by hospitals, particularly multi-specialty hospitals. With the use of a 5-point Likert scale, we are able to quantify how the respondents feel about these efforts (very high to very low). The following table presents the findings of the descriptive statistics.

**Table 2 Factors Affecting Employer Branding**

Service marketing	Mean	Std. Deviation
Job Benefits	3.59	3.35
Status of Organisation	3.47	2.22
Competitiveness and Challenge	3.67	2.42
Competitive and intellectual challenge on job	3.31	2.06

Self-Development	3.25	1.89
Future Opportunities	3.95	2.54
Emotional Judgment	3.72	2.32
Relationship with Peers	3.85	2.38
Internal Management	3.44	2.02
Ethics and values	3.63	2.14

The mean of advertisement (3.74) and infrastructure facilities (3.70) are higher than other efforts taken by the hospitals. It shows that the marketing efforts taken to develop the brand equity. Sponsorship programs are also reaching (3.44) the patients. Video marketing (3.42) is another successful measure to reach the customers.

## Conclusion

In the present global scenario, bench marking has become the order of the day with reference to the employer branding to improve qualitative and quantitative services to the needy. The team development programme has to be designated with reference to the essence of the job of the medical practitioners. The qualitative research could be conducted to identify what is truly distinctive. In case of needs changing, with reference to the building up of constrictive and effective employer branding what is distinctive must be executed with logic and emotion with bravery. Employer branding contributes to the improvement of a company's performance and plays an important role in the achievement of success for that business. Additionally, it refers to the emotional bond that exists between an employer and an employee. This study intends to make a contribution to the expanding body of knowledge by addressing the question of which functional aspects of employer brand attributes need to be emphasized by hospitals in order to achieve a positive representation of the employer brand personality and, ultimately, to attract prospective applicants to work for them.

## Reference

- Alpa Parmar (2014), The Role of Hr Department in Employer Branding at Public and Private Sector, Journal of Human Resources Management and Labor Studies, ISSN: 2333-6390, June, Vol.2, No.2, pp. 201-225
- Chaitra.M.P and T.P.Renuka Murthy (2016), Employer Branding Strategies to Attract and Retain Talent (A case study of Indian corporate hospitals), International Journal of Research in Management & Business Studies, Vol. 3 Issue, pp. 12.
- Evans Sokro (2012), Impact of Employer Branding on Employee Attraction and Retention, European Journal of Business and Management, ISSN 2222- 2839, Vol-4, Issue-18, 2012, pp.164-173.
- Ezhilarasan and Lakshmi (2008), "Emerging Realities, New Age Marketing: Emerging Realities", Institute of Management, Ahamadabad, pp. 63-71.
- Gordhan K. Saini, Anand Gopal and Nisha Kumari (2015), Employer Brand and Job Application Decisions: Insights from the Best Employers, Management and Labour Studies, vol. 40, pp: 34-51.
- Hollis, B., and Verma, R. (2015). The intersection of hospitality and healthcare: Exploring common areas of service quality, human resources, and marketing [Electronic article]. Cornell Hospitality Roundtable Proceedings, 4(2), 11-15
- Joseph Kim-keung Ho (2016), A Diagramming-Based Literature Review on Employer Branding, American Research Thoughts, Vol.2, Issue 8, ISSN: 2392- 876X, pp.17-33
- Mandhanya Yogita and Shah Maitri (2010), Employer Branding - A Tool for Talent Management, Global Management Review, Vol-4, Issue-2, pp. 43.
- Manisha Singh and Varsha Rokade (2014), Employer Branding: A Strategic Dimension for Employee Retention, Journal of Marketing and Consumer Research, An International Peer-reviewed Journal Vol.5, 2014, pp. 44-49
- Muhammad Kashif Khan and Imran Naseem (2015), Investigating the Power of Employer Branding Attributes, American Journal of Business and Management, Vol-4, Issue-1, pp. 49-60, ISSN: 2167-9614.
- Neeti Leekha Chhabra, Sanjeev Sharma, (2014) Employer branding: strategy for improving employer attractiveness, International Journal of Organizational Analysis, Vol. 22, Issue 1, pp. 48-60.
- Neha Sharma and Surya Prakash Rathi (2014), Employer Branding, International Journal of Advance Research, IJOAR. Org, Vol. 2, Issue 3, pp.1-11.
- Pushpendra namdeo, R. K. Ghai (2012), "Employer branding: a new corporate strategic plan, Asian Journal of Multidimensional Research, Vol. 1, Issue 3, , pp. 41-47.
- Ralf Wilden (2010), Employer branding: Strategic implications for staff recruitment, Journal of Marketing Management, Vol-26, Issue-1-2, pp. 56-73.
- Tamoniene, D., (2015), "Employer branding: current and future employees' perceptions of employer's attractiveness attributes", Retrieved 8 26, 2017, from <http://www.trap.ncirl.ie/2038/1/diletatamoniene.pdf>