

STUDY ON THE EFFECT OF EMPLOYER BRAND IMAGE ON ORGANIZATIONAL PURSUIT INTENTION

Ms R Sreeprabha*; Dr Vandana Madhav kumar**

*Assistant Professor,
GRGSMS, PSGR Krishnammal College for Women,
INDIA

**Associate Professor,
GRGSMS, PSGR Krishnammal College for Women,
INDIA

Email id: sreehemant2010@gmail.com

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ABSTRACT

Amidst today's workplace and talent revolution, the organizations need the ability to transform faster according to the changing situations. Success depends on the most critical resource of having the right people with the right skills. Entry level graduates are the major source of recruitment. Hence the organizations have to design appropriate strategies in order to attract the talents and make the recruitment process effective. A new job entrant chooses an organization to work based on various attributes. Employer branding is the main focus for top management as companies started realizing that the human resources are the valuable assets and it is essential for the organizations to project themselves an image, of good place to work. The purpose of this research is to study the employer brand image attributes on organization pursuit intention among the Gen Z who are actively seeking employment.

KEYWORDS: *Corporate Image, Employer Branding, Gen Z, Organization Pursuit Intention, Social Media Activities.*

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