

Influence of Creativity on Employer Branding: A Study in Select IT Companies in Chennai City

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Abstract: *Organisations are becoming cognizant towards employer branding as it helps in attracting, motivating and retaining the best talent in the market. Employer branding is a HR-marketing strategy which communicates the goodwill or reputation of the organisation to employees and other stakeholders. This study examines IT employees' perceptions with regard to Creativity as a construct of Employer Branding and analyses the relationship between employees' demographic profiles and their perceptions of Creativity. Primary data was collected from 600 respondents from top 20 IT companies ranked by NASSCOM using a structured questionnaire. t-test and ANOVA was used to find the results. Findings reveal that employees exhibit a high level of satisfaction with creativity in their organisations. The study highlights the impact of creativity on employer branding.*

Keywords: Employer Branding. Creativity, IT companies. IT employees

