



SRI LANKA INSTITUTE OF INFORMATION TECHNOLOGY
MASTER OF BUSINESS ADMINISTRATION

Research Proposal

THE STUDY OF THE IMPACT BETWEEN EMPLOYER BRANDING AND EMPLOYEE RETENTION: Evidence from the private education sector.

Submitted by:

Jagoda H.J.B.U MB20852658

Supervised by:

Dr. Nisha Jayasuriya

DECLARATION OF THE CANDIDATES

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Date

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ABSTRACT

Despite the fact, employer branding is an important concept in best recruitment practices it's correspondingly delivering the enormous contribution to the retention of employees. Inside the current economic practice, the employers are more concerned about retaining talent within the organization instead of bringing new people. The major goal of this research is to investigate the relationship between employer branding and employee retention in the context of a specific company. Also, to exploring the relationship, the research is also focused on how the dimensions of employee branding influence on employee retention. The study's conclusion will contribute to a better understanding of employer branding as well as practical implications for the future. The study has addressed and achieved research questions and objectives by employing a structured questionnaire and gathered data were analyzed using the methods of Pearson correlation and multiple regression as per the analysis and findings, all the research objectives were accomplished, and research questions were addressed. The completion of this study would not have been possible without the help and support of a large number of people. I'd like to express my gratitude to everyone who has helped me overcome the various challenges. By answering the second research question, Work-life balance, training, and growth are the variables that have a substantial impact on employee retention, while corporate social responsibility had no significant impact on the dependent variable, according to this study. Contribution to the academic and managerial implications are also discussed and additionally, researcher provide suggestions for upcoming research purposes.

Keywords: Employer Branding, Employee Retention, Dimensions of Employer Branding, Human Resource Management

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LIST OF ABBREVIATION

EB	Employee Branding
ER	Employee Retention
WE	Work Environment
CSR	Corporate Social Responsibility
WLB	Work Life Balance
T&D	Training and Development
SLIIT	Sri Lanka Institute of Information Technology
NSBM	National School for Business Management
SLIM	Sri Lanka Institute of Marketing
APIIT	Asia Pacific Institute of Information Technology
ICBT	International College for Business and Technology
NCHS	Nawaloka College of Higher Education