

## **Impact of Employer Branding on Employee Engagement: A Study of Whole-Level Employees' in "Pradheshiya Sanwardhana Bank" Head Office in Matara**

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Employee engagement is an important concept in Human Resource Management, and it is clearly representing the two-way relationship between employer and employee. Further, engaged employees are emotionally connected with their organization. There are many factors affecting employee engagement. However, there are not enough empirical studies to identify the impact of employer branding on employee engagement in the Sri Lankan context. Hence, by conducting this study, the researcher tried to identify the impact of employer branding on employee engagement with special reference to "Pradheshiya Sanwardana Bank" head office located in Matara. This study has examined the impact of a healthy work atmosphere, training & development, work-life balance and compensations and benefits on employee engagement. This study was conclusive research, and the deduction method was used as the research approach. The researcher followed a cross-sectional research design, and the study was conducted using a quantitative method. For collecting primary data, a self-administered questionnaire was distributed among the whole level employees in "Pradheshiya Sanwardana Bank" head office in Matara. The researcher has used simple random sampling under the probability sampling technique. Hence, a total of 100 whole-level employees were selected randomly from the "Pradheshiya Sanwardana Bank" head office as the sample size. Multiple Regression analysis has been used to identify the degree of impact of independent variables on the dependent variable. Furthermore, independent sample t-test and one-way ANOVA analysis were conducted to identify where there is a statistically significant impact of demographic factors on employee engagement. According to the findings of the study, the researcher has found that there was a statistically significant impact of all the dimensions of employer branding on employee engagement. The results of t-tests showed that age, marital status, education level and length of organization seniority had a significant impact on employee engagement, while gender had no impact on employee engagement among the whole level employees of "Pradheshiya Sanwardana Bank" head office in Matara.

**Keywords:** *Employer branding, Employee engagement, Compensation & Benefits, Work-life balance*

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