

IMPACT OF EMPLOYER BRANDING AND ORGANIZATIONAL IDENTIFICATION ON EMPLOYEE RETENTION – STUDY OF EXECUTIVE LEVEL EMPLOYEES IN A LEADING PRIVATE ORGANIZATION IN SRI LANKA

Wijerathna, W.S.U.B.¹ and Wijewantha, P.²

This study explores the impact of employer branding and organizational identification on employee retention, with a focus on executive-level employees in a leading private organization in Sri Lanka. Employer branding, as a strategic tool, plays a crucial role in attracting and retaining top talent, while organizational identification reflects employees' alignment with the values, culture, and objectives of the organization. Using a mixed-methods approach, this research examines the relationship between these two constructs and their influence on the decision of executive-level employees to remain with the organization. Data were collected through surveys and in-depth interviews, with responses analyzed using statistical and thematic analysis techniques. The findings suggest that a strong employer brand positively affects employee retention by enhancing organizational loyalty and satisfaction. Moreover, a high level of organizational identification was found to significantly strengthen retention rates, as executives who identify with the organization's mission and values tend to exhibit greater commitment. The study highlights the importance of employer branding and organizational identification in fostering a conducive environment for employee retention, offering valuable insights for HR practitioners in Sri Lanka and similar markets. Recommendations for organizations seeking to improve employee retention strategies are also discussed. Keywords: Employer branding, organizational identification, employee retention, executive level employees, private organizations, Sri Lanka.

Keywords: *E-Recruitment, Employees' Perceived Organizational Performance, Job Boards, Job Websites*

¹ Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [umeshawijerathna99@gmail.com]

² Senior Lecturer (GI), Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [prabhashini@kln.ac.lk]