

Do Corporate Reputation and Employer Branding Influence Prospects' Intention to Join?

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The purpose of this research is to identify the impact of Corporate Reputation and Employer Branding on prospect employees' intention to join. Further, this study intends to contribute to fill the knowledge gap by looking into the relationship between employer branding, prospect employees' intention to join and corporate reputation. Despite the fact that the studies on employer branding and prospects' intention to join established in western literature, very few studies have examined these with prospects' intention to join in the Sri Lankan context, especially focusing on state university management undergraduates. This study explored the influence of those variables among final-year management undergraduates in state universities in Western Province of Sri Lanka. This quantitative study used a survey strategy of applying personally administered questionnaires circulated using google forms. Three hundred twenty-five (325) observations were considered as primary data collected from final-year management undergraduates of State Universities in Western Province of Sri Lanka. Statistical Package for Social Science (SPSS), version 23.0 was used as a tool for data analysis and both descriptive and inferential statistics, namely correlation and regression were used to analyzed data. The results indicate a significant impact of employer branding on prospects' intention to join and corporate reputation partially mediates that impact.

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