

Relationship of Employer Brand Experience and Organizational Citizenship Behavior: Towards the Development of Employee Ownership at Work

Junkeer, R.¹

Organizational Citizenship Behavior (OCB) refers to the voluntary behavior/s exhibited by the employees while in the organization, as good citizens of the organization to foster employee ownership at work. In the dynamic landscape of contemporary workplaces, the connection between Employer Brand Experience (EBE) and Organizational Citizenship Behavior (OCB) emerges as a pivotal factor in the development of Employee Ownership at Work (EOW). This study delves into how a positive EBE not only influences employee engagement and commitment but also serves as a catalyst for employees to go above and beyond their prescribed roles, ultimately fostering a culture of shared responsibility and EOW. Leadership style and effective communication play essential roles in mediating this relationship, while employee engagement acts as a critical factor in promoting OCB. By recognizing the profound implications of these connections, organizations can strategically position themselves to create work environments where employees are not just participants but active co-owners in their roles and the organization's success. This paper proposes that a positive employer brand experience, encompassing perceptions, beliefs, and emotions associated with the employer, influences employees' sense of ownership and commitment to the organization by examining the influence of employer brand attributes, such as reputation, organizational culture, leadership style, and employee value proposition, on employees' perceptions and behaviors. The theoretical framework presented in this paper contributes to a deeper understanding of the dynamics between employer brand experience, OCB, and employee ownership. The findings have practical implications for organizations aiming to enhance their employer brand, foster employee engagement, and promote behaviors that contribute to organizational success. Future empirical research is encouraged to validate the proposed relationships and investigate additional factors that may influence the employer brand experience-OCB linkage.

Keywords: *Employer Brand Experience, Employee Ownership, Organizational Citizenship Behavior, Organizational Commitment*

¹ roshanjunkeer@gmail.com