

## **THE IMPACT OF EMPLOYER BRANDING ON EMPLOYEE RETENTION WITH THE MEDIATOR IMPACT OF JOB SATISFACTION IN THE INSURANCE SECTOR IN SRI LANKA**

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The prime objective of the research is to find out the impact of employer branding on employee retention in the Sri Lankan insurance industry. Using primary data, identifies the factors that make employees more attractive, and identifies the mediating effect of job satisfaction on the impact of employer branding on employee retention. This study was conducted among a sample of 306 individual employees in ABC and XYZ insurance companies. Simple random sampling was used to select the sample whereas Morgan table was used to determine the sample size. Primary data were collected by adopted standard measurement scales via questionnaire. Data analysis was done with the support of SPSS, version 23.0 employing correlation, regression and descriptive statistics. Based on this findings insurance sector's branding has significant impact on employee retention. Also it was found that there is a mediating effect of job satisfaction in between employer branding and employee retention. Accordingly, it is recommended to managers that employees can be retained in the organization by enhancing the employer branding.

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