

Employer Branding and its Impact on Developing Sales Force Commitment in Pharmaceutical Industry in Sri Lanka

Jayawardene, M.U.¹ and Wanninayake, W.M.C.B.²

Arrow Pharma (Private) Limited. ammmujayawardene@gmail.com¹
Dept. of Marketing Management, University of Kelaniya,
Sri Lanka. bwanninayake@gmail.com²

Abstract

In today's fast-changing business environment it is crucial for an organization to possess a highly qualified and motivated workforce in order to keep up with the fast pace of the market. The demand of competent personnel is increasing steadily, in particular for key-positions which require in-depth knowledge and expertise. However most of industries face big challenge to retain their employees within their organizations for long periods. The performances of pharmaceutical companies mainly depend on their Salesforce and it was noted that most of sales persons frequently change their companies and show low commitment towards their organizations. With the aforesaid background the present study is focused on assessing the impact of employer branding strategies on sales force commitment in pharmaceutical industry in Sri Lanka. As per the empirical nature of the study, proposed research has been designed as a quantitative study based on deductive approach. Both primary and secondary data will be collected for the study. Secondary data will be mainly collected through available online data, based on government reports, journals, articles, and publications of pharmaceutical industry. Primary data will be collected based on the survey among medical representatives, field managers and field coordinators who are working in registered pharmaceutical companies in Sri Lanka. All medical representatives, field managers and field coordinators of the pharmaceutical companies will be taken as target population, out of them 200 medical representatives, field managers and field coordinators will be taken as sample, proposed sample method is Random Sampling. The research instrument will be a self-administrated questionnaire. Data will be analyzed based on frequencies, percentages and descriptive statistical while correlation analysis and regression analysis will be adopted for testing hypothesis. The findings of the study will be helped to design employer branding strategies for improving the organizational commitment among Salesforce of pharmaceutical companies in Sri Lanka.

Keywords: *Employer Branding, Employee Commitment, Pharmaceutical Industry*