

The Impact of Employer Branding on Retention among Executive Employees in Domestic Dairy Manufacturing Companies in Sri Lanka

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ABSTRACT

This study was conducted to examine whether the employer branding impact on retention of executive employees of domestic dairy manufacturing companies in Sri Lanka. Considering the simple random sampling method two hundred seventy five executive employees were selected as the sample of the study. Single cross sectional study was conducted and data were collected by using a self-structured questionnaire consisted of 35 questions with seven point likert scales. Frequency analysis was used to recognize the sample profile and regression analysis was used to examine the extent of the impact of employer branding on employee retention. This study has identified and confirmed the positive influence of employer branding on employee retention among executive employees of domestic dairy manufacturing companies in Sri Lanka. Furthermore the findings of the study were highlighted the direct link between employer branding and employee retention as 41.3% of the total variance of employee retention was explained by employer branding. A major conclusion was that the employees are more like to define themselves as an employee of their organization if the organization has good image within the industry.

Key Words: Employer Branding, Employee Retention, Executive Employees, Domestic Dairy Manufacturing Companies