

Notice for the PhD Viva Voce Examination

Ms Lakshmi B (Reg. No. 1610070), PhD scholar at CHRIST (Deemed to be University), will defend her PhD thesis at the public viva-voce examination on Monday, 30 November 2020 at 3.00 pm on the Webex Meeting platform.

- Title of the Thesis** : **Role of Employee Value Proposition in Creating Employer Brand Value for Employee Attraction and Retention**
- Discipline** : **Commerce**
- External Examiner** (Outside Karnataka) : **Dr P Pinakapani**
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- External Examiner** (Within Karnataka) : **Dr K Nirmala Reddy**
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- Supervisor** : **Dr Kavita D**
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The faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva.



Registrar

Place: Bengaluru

Date: 24 November 2020

ABSTRACT

Employee Value Proposition is a set of associations and offerings provided by an organisation in return for the skills, capabilities and experiences an employee brings to the organisation. Employee expectations from the employer is now shifted from monetary to more intrinsic values like rewards, recognition, and flexible work. Understanding the value proposition is vital to devise appropriate human resource strategies for employee attraction and retention. Human resource managers have realised that the communicating the value propositions to the employees is as important as devising them. This has led human resource managers to collaborate with marketing team to develop right communicating strategies to build a lucrative employer brand to attract right talent into the organisation. Previous studies lack focus on dual outcomes of employer brand. The current study develops an employer brand for internal employees and potential employees. Although the value proposition components remain same for both category of employees, the order of preference differs. The study has used structured questionnaire to understand the order of preference of value proportion components for internal and potential employees among generation X, Y and Z. The findings assist human resource managers to use the developed framework to identify the value proposition preferred and develop and communicate the Employee Value Proposition accordingly. The theoretical contribution includes proposing differentiated Employer Brand framework for internal and potential employees.

Keywords: *Employer Brand, Employee Value Proposition, Retention, Employee Attraction, Internal Employer Brand Value, External Employer Brand Value.*