

## Manpower Planning Effecting Employer Branding

\*Ankita Dhamija

\*Asst. Professor, Mahatma Gandhi University

### Abstract

Manpower planning is extremely important since only the right mix of employees with the correct skill sets can deliver the goods for the company. Employer brand is the term which is firstly used in 1990s. The term refers to the reputation of the employer. It is the image of the employer in the mind of the employees as well as the external stakeholders in the market. External Stakeholders refers to the Clients, customers, government and other key stakeholders. The process of Employer Branding includes the attraction, engagement and retention of initiatives targeted at enhancing your company's employer brand. Manpower planning or human resource planning is fitting the right person at right place at right time in an organization for achieving the organizational goals and meeting the demand and supply of manpower in an organization to attain the organizational objective. Changes in employment policies and other policies of the organization which can suit the employees and the external stakeholders as well as controlling attrition satisfy the stakeholders which will result in employer branding.

**Key Words:** Brand, Employer Brand, Branding, Manpower planning, External Stakeholders

### Introduction

Brand is defined as a name, term, sign, symbol or design, or a combination of these for identifying the goods and services of one seller or group of sellers and to differentiate them from other sellers. Branding is defined as the process of marketing practice of creating a brand. And creating a brand refers to creating a name, term, sign, symbol or design, or a combination of these for identifying the goods and services.

Employer brand is the term which is firstly used in 1990s. The term refers to the reputation of the employer. It is the image of the employer in the mind of the employees as well as the external stakeholders in the market. External Stakeholders refers to the Clients, customers, government and other key stakeholders. The process of Employer Branding includes the attraction, engagement and retention of initiatives targeted at enhancing your company's employer brand.

“Employer brand is about capturing the essence of an organization in a way that engages current and prospective talent. It expresses an organization's ‘value proposition’—the entirety of its culture, systems, attitudes and employee relationships, providing a new focal point for the company.” Manmohan Bhutani, Vice President, People and Operations, Fiserv India

Today, an effective employer brand is essential for competitive advantage. Increasingly, Indian corporations are becoming intentionally strategic to utilize the employer brand to attract and retain talent and, ultimately, to expand and grow. To gain an understanding of how the concept of employer brand is being leveraged by

multinational corporations with operations in India, the Society for Human Resource Management (SHRM) interviewed Indian HR executives in three diverse industry sectors: 1) the banking and financial services industry (BFSI), 2) global supply chain solutions, and 3) clinical research organizations (CRO). Their stories reveal an intense focus to connect with their Indian marketplace by using many strategies successfully demonstrated in the global marketplace.

### **Employer Branding - A Passion for Employees**

Employers want to provide different facilities to the different stakeholders like:

#### **1. Number One in Carbon**

This facility is being provided to the society which is eco friendly. Now a day's society is very much conscious about the environment and sustainable development. So for that reason their main focus is on the different activities which avoid the carbon in the environment and they are coming up with the different cost effective innovative leaders which can guide us in creating

- a) Broadest Carbon Portfolio
- b) Innovation Leader
- c) Financial Independence

#### **2. Unique Leadership Culture**

This is the facility which is being provided to the employees of the company that they should feel free to work in this type of organization. The employees should have the freedom to act in a within the limits of the company and that limits should be comfortable to the employees then only it will support the employer to create its brand in the market for being a good employer. Employer should even give recognition and rewards to the employees for their best performances. Even this facility of career opportunities for the employees should also be there for the employees to create a good brand in others (employees) eyes.

#### **3. Fascinating Materials and Markets**

Proper utilization of materials so that it reduces the cost for the company as well as it can be saved for the future generation. This cost and material usage in appropriate manner will help the employer to create its brand in the eyes of the suppliers. And when we talk about the Markets and customers, we should have good market coverage and in these markets also there should be variety in the markets for different products. We should focus on unique material and technologies which will affect not only in reduce wastage but also help in creating more customers and increasing the employer's market share. So we should focus on:

- a) Carbon in future
- b) Variety of market
- c) Unique materials and technology

#### **4. Truly Global**

If Employer wants to create his brand then Employer should focus on global interaction. He should create multicultural teams and they need to expand their

business at international level and accordingly they need to create global level business structure. There should be open networking for working at global level .If they are not able to create their network, their will be lack of communication which effect the business very badly. We all know the importance of communication so there should be proper networking in different levels globally. So employer need to focus on following points at global level to create its brand.

- a) Multicultural Teams
- b) Global Business Structure
- c) Open Networking Culture



Source:<http://www.sglgroup.com/cms/international/career/what-we-offer/employer-branding/&docid>

Manpower planning or human resource planning is defined as fitting the right person at right place at right time in an organization for achieving the organizational goals. Manpower planning is also defined as meeting the demand and supply of manpower in an organization to attain the organizational objective. Manpower planning is extremely important since only the right mix of employees with the correct skill sets can deliver the goods for the company

### **Effects of Manpower Planning on Employer Brand**

The main aim of employer branding is to make the image of the company as the place to work in the mind of the employees and other stakeholders. It's the first time in 1990s that marketing technique came into human resource management. Employer branding is the organizations efforts to inform and communicate the existing

employees and stakeholders and outside world to know that the specific organization is the best place to work. For making a particular organization to be the best place to work, organization use to give different good facilities to its employees and stakeholders.

Manpower planning also included the planning for existing employees related to succession planning, career development, and employees to be trained in different skill sets. These improvements in employees will result in organizational stability and growth. Changes in employment policies and other policies of the organization which can suit the employees and the external stakeholders as well as controlling attrition satisfy the stakeholders which will result in employer branding

To make the best brand name of the employer:

1. At employee level, organization even retain and hire the best employees and use to give different facilities like succession planning, career development, training and developing the employees for organizational growth and employees growth.
2. at social level it use to do different type of activities related to corporate social responsibility and
3. At customer level it has perform customer brand promise.

### **Recruitment and Selection of Employer Branding**

Recruitment and selection plays a very vital role in the human resource management when an employee applies in an organization for any vacancy then he, on priority basis look for the employer brand that whether that organization brand is known to the general public. On second hand when an employer goes for recruiting the applicants from campus, it is totally dependent on the employer brand that whether an applicant is applying from an either from a A1 business school or any other institute. Best Employer Brand always goes for good placement agencies to recruit the new employees.

### **Succession Planning of Employer Branding**

With the help of succession planning, employees trust on the company as well as on employer will increase. As the employees get the higher positions in the company they feel that company has a trust on them and vice versa they too feel motivated and helps in creating a brand image in the external world. This helps in controlling the attrition rate in the organization.

### **Career Development of Employer Branding**

Now a day's organizations are employee friendly. Due to which organizations are focusing on careers of the employees. They are focusing on the development of the career of the employees. If employees are satisfied with the career development then it supports the organization to create a employer brand among the employees which indirectly will affect the employer brand in the external brand and even help in reducing the attrition rate of the organization.

### **Training and Development of Employer Branding**

Training and development given by organization help the employee to retain themselves into that organization. As employees have that feeling that employer is

taking care of increasing their skills related to their job as well as related to their development. Training and development effect on the stability and improvement of the employees and make them confident to work. So those employees who are getting training and development facility from their organization helps the employers to create their brand.

### **Corporate Social Responsibility – The Employers to Create their Brand**

Post-recession, the practice of Corporate Social Responsibility (CSR), alternatively known as responsible or sustainable business, will play a huge part in employer branding work in 2010. If employers wish to grow and maintain a sustainable business and a strong employer brand, they will now need to demonstrate more than ever before their commitment to consumers, employees, communities, stakeholders and all other members of the public sphere, not to mention the environment as well. These are the employers who will be best positioned to attract top talent. From an employer branding perspective, corporate responsibility to employees will most certainly be in check this year, as will the level of loyalty employers engender amongst their workers. Joanna Higgins, editor of BNET UK, the UK intelligence website for managerial professionals, in her blog post “Do you practice ‘safe’ loyalty?” rightly points out, “Companies that showed little loyalty to their employees during the downturn may face a goodwill deficit within the business, let alone among potential hires.”

The systemic problems of undermining costs and privatising gains, which lead to business mismanagement and market aberrations prior to the economic downturn, has resulted in a lack of public confidence in big enterprises. The consequences of this ‘disloyalty’ are still to be experienced and employers just might consider how to regain public trust in forthcoming CSR strategies – to be continued.

1. **Reward Recognition:** Refers to giving rewards and recognitions to the employees on different and special occasions.
2. **Working Environment:** Organizations should create a friendly and open working environment for their employees.
3. **Senior’s Leadership:** If the subordinates are working under the leadership of seniors that guidance from the experts help in creating and announcing as a learning place.
4. **Performance Appraisal:** Timely and appropriate performance appraisals also support the management to create a brand name for their company as an better brand image.
5. **Internal Communication:** There should be proper communication between the different departments. Timely and accurate information and communication helps the organization to reach at higher level with internal integrity.
6. **Service Support:** There are different services which are provided by the different companies different from the usual goods and services which they are providing. This is the major point which now a day’s organizations are considering to create their brand image. These services are provided to particular type of area in the society. They use to focus on a particular area in the society.
7. There are providing Different other facilities to employees also.



Source:<http://blog.hrinmotion.com/2007/11/03/employer-brand-employee-experience/&docid>

### **Employer Branding at Global Level**

For many companies, employer branding has become a critical management tool, as the emergence of China, India and Brazil as economic powers and aging work forces in the U.S., European Union and Japan have increased the competition for skilled workers. More recently, the current economic slowdown and the pressure to cut costs and increase productivity has made the need to get the best people in the right jobs even more crucial.

### **Employer Branding is Tailor Made**

Employer branding helps in recruiting the employees from best institutes, from best placement agencies, from competitors to meet the demand of the human resource in the organization. An employment brand can only be developed with the input of three groups:

1. Employees,
2. Customers,
3. Candidates.

Brands, particularly in this inter webs age, are driven from the bottom up, whereas in the past, when the world didn't have the access to information, it was driven from the top down. Knowing the three groups that constitute the brand, I'm surprised more companies don't take the time to survey and involve those constituencies in the creation of their employment brand.

## Conclusion

In Employer branding, by explaining different points that we can say that it's true that manpower planning affects Employer Branding. Not only manpower planning but also the Corporate Social Responsibility and other responsibilities towards customers, suppliers, and society affect Employer Branding.

By explaining the below graph, we use to target something there are other people who use to target something for them. On X Axis, we set the other people target and on Y axis we have defined our targets. And with less focus on others target and less focus on our own target we don't reach at anywhere. And if we use to take into consideration both others and our target into consideration then only we use to reach at the employer branding. If we use to go hand in hand with others, and take their targets and their objectives into consideration then only we are able to reach at our target of Employer Branding.



Source: <http://www.employerbrandmessage.com> and

## References

1. [http://en.wikipedia.org/wiki/Employer\\_branding](http://en.wikipedia.org/wiki/Employer_branding)
2. <http://punkrockhr.com/employer-branding/>
3. <http://online.wsj.com/article/SB123740504559375085.html>
4. <http://www.employerbrandingtoday.com/uk/2010/01/20/employers-that-score-highly-in-csr/>
5. Employer Brand in India A Strategic HR Tool SHRM India.mht