Can Employer Branding Surge the Retention and Motivation of Egyptian Employees?

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ABSTRACT

The resource-based view of the organization has shifted the attention from tangible assets to intangible ones. The focus is on employees’ mental contributions as the nucleus of a successful and sustainable organization. Accordingly, organizations engage in practices to attract and retain a qualified pool of employees. Employer branding is an innovative concept that connects the worlds of marketing brand management and human resource management. It requires differentiation, relevance and noticeability and it produces motivation and retention of the right calibers. This study analyzed the interaction between employer branding, motivation and retention in a sample of 95 Egyptian employees. Results showed insignificant, yet, a positive relationship between employer branding and retention. A positive significant correlation was found between employer branding and motivation. Implications and future research directions are provided.