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## A Study on Healthy Work Atmosphere on Social & Development and Application Value

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### ABSTRACT

The core values of a firm are reflected in its employer brand. Organizations with a strong sense of self and a favorable reputation in the marketplace are regarded as good employers. Even while the term "employer branding" is still relatively new to many Indian enterprises, its significance for assuring market viability is growing. Employers can get a competitive edge by using employer branding to attract qualified job seekers who possess the necessary knowledge, education, competence, and abilities. Organizations must entice the best potential employees from the labour market if they are to succeed. Employer branding is the process of using marketing techniques related to brand management to recruit, engage, and keep skilled workers. This is similar to how marketing uses similar techniques to recruit and keep customers. It is a long-term, focused approach to interact with prospective employees, other stakeholders connected to a particular firm, and manage the views and awareness of current employees. This article sheds insight on how to comprehend the effects of employer branding in ITES firms. It also covers the identification and study of the effects of a healthy work atmosphere on social and development as well as the value of applications from the perspective of the employees. The research also assesses the significance of these elements in relation to employer strategies and outcomes for developing employer brands for ITES Company in Coimbatore.

Key words: Employer branding, Reputation, ITES Company

### INTRODUCTION

The word that most makes one's presence felt in the dynamic business climate is "competition." Any commercial firm or company's human resource is the cornerstone of a long-term competitive advantage. In this age of fierce competition, human resources must be managed with extreme caution. Organizations are always on the lookout for a talented group of people who can help them achieve and maintain a long-term competitive advantage. However, the gap between supply and demand for potential business influencers and qualified employees is widening. It could be due to a lack of experimental learning as well as a lack of awareness among potential employees. As a result, attracting the correct kind of workforce is a difficult issue for companies. Another issue that is considered in the corporate world is how to keep existing employees. This is the ideal time to start a practice known as "Employer Branding," which is recognized as the most effective approach that is rapidly attracting global attention and can serve as a differentiator for the employer who is able to apply it successfully.

In the early 1990s, the phrase "Employer Brand" was developed to describe a company's reputation as an employer. Employer brand is defined as a brand that distinguishes a company from its competitors in the hiring market. Long-term strategy that creates an organization's identification as an employer in the labour market is also included in the term. Branding can be improved by healthy work atmosphere. This aspect is also part of an organization's 'culture,' which is less perceptible.

The initial goal of branding was to differentiate one item's ownership or origin from that of other comparable products, thus the term's historic relationship with difference. The work environment and relationships with co-workers are referred to as social value. The value of development refers to the likelihood of future work opportunities. The ability to apply what has been learnt previously is referred to as application value, and it reflects how customer-focused the organization is. The responsibilities that an employer brand may be anticipated to perform, both for a business brand and for employee's perceived differentiation.

## OBJECTIVE OF THE STUDY

1. To examine the impact of Healthy work atmosphere on Development and Social values.
2. To evaluate the effects of healthy work atmosphere on Application values.

## RESEARCH METHODOLOGY

The researcher has adopted the following research methodology for the study which suffices the purpose of this study.

- Research Design: Descriptive Research
- Tool: Structured Questionnaire is used to collect the data.
- Sampling: Non Probability Convenience Sampling is used for sample selection.
- Statistical Technique: Regression Analysis
- Element: Employees working in ITes Company's in Coimbatore.
- Sample Size: Eighty nine employees working in ITes Company's in Coimbatore.

This study aimed to investigate the employer branding in ITES Company, therefore participants were selected from Coimbatore. The sampling method was convenience sample method. The number of sample respondents was 89 from that (88.8%) percent respondents were male and (6.7%) percent of the respondents are Female remaining (4.5%) percent respondents were others. The responses in questionnaire were then analyzed with help of SPSS.

## MEASUREMENT

A two part questionnaire was designed for this study. First part consisted demographic information about respondent including organization type, gender, age, education, year of association in present organization, No. of promotion during this tenure average monthly income, part two included questions to assess employer branding on perceived differentiation, social & development and application value. The first part included nominal scales, and the remainder parts were measured using the five point Likert scale, ranging from strongly agree (1) to strongly disagree (5).

## DATA ANALYSIS

In this research study tested the impact of employer branding on perceived differentiation dimensions.

This study tests the following hypotheses;

- H01 : There is no significant impact of Healthy work atmosphere on Development and Social values
- H02 : There is no significant impact of healthy work atmosphere on Application values

**Model Summary of the Healthy work atmosphere on Development & Social value and Application Value**

Hypotheses model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Significant
Ho1	.809 <sup>a</sup>	.654	.650	2.76523	.000
Ho2	.767 <sup>a</sup>	.589	.584	1.78258	.000

Ho1-The deciding factor of regression analysis is R square. The value R is 0.809 and the value of R square is 0.654, which indicates 65.4% of the total variation in the independent variable –Healthy work atmosphere influences the Dependent variable - Development and Social values. In this case, 65% indicates that linear regression model is found to be statistically good fit its R square value is 0.654. The adjusted R square value is 0.650. So, 65% of total Healthy work atmosphere has an impact on the Development and Social values.  $\rho < 0.01$  this means that there is a significant impact of Healthy work atmosphere on Development and Social values.

Ho2- The deciding factor of regression analysis is R square. The value R is 0.767 and the value of R square is 0.589, which indicates 58.9% of the total variation in the independent variable –Healthy work atmosphere influences the Dependent variable - Application values. In this case,

59% indicates that linear regression model is found to be statistically good fit its R square value is 0.589. The adjusted R square value is 0.584. So, 58.4% of total Healthy work atmosphere has an impact on the Application values.  $\rho < 0.01$  this means that there is a significant impact of Healthy work atmosphere on application value.

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## CONCLUSION

The project titles “A study on Healthy Work Atmosphere, Social, Development and Application Value” Was Carried out to know the Perceived differentiation for employer branding. The findings for this research show that employer branding dimension act as a variable in the overall relationship of the Social, Development and Application Value. All hypotheses are rejected on the basis of above result as Social, Development and Application Value has direct positive impact with Healthy Work Atmosphere. The finding of positive impact among the variables has confirmed that an employee of ITES, Coimbatore is Healthy Work Atmosphere and perceived differentiation conscious.

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