

Exploring Dimensions of Employer Attractiveness in India

A Viewpoint of Prospective Employees in Indian IT Sector

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Abstract

With an aim of attracting right talent the organizations today are adopting different strategies of employer attractiveness. Organizations are trying to build their brand through the thriving strategy of employer branding to become the desirable employer for potential employees. Employer attractiveness is “the package of functional, economic and psychological benefits provided by employment, and identified with the employing company”. Employees have enormous options to select an employer for their career management and growth. This is making the organization to be more cautious in defining themselves as prospective employer and projecting the right image in the minds of their prospective employees. This study explores the different dimensions of employer attractiveness from the perspective of potential employees in India. This paper develops a scale of employer attractiveness in Indian context and ensures its significance in top three Indian IT companies. Implications of the research are discussed, limitations noted and future directions have been suggested.

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