

IMPACT OF EMPLOYER BRANDING STRATEGY ON RETENTION OF EMPLOYEES

**(With special reference to operational level employees in Koggala Export Processing
Zone)**

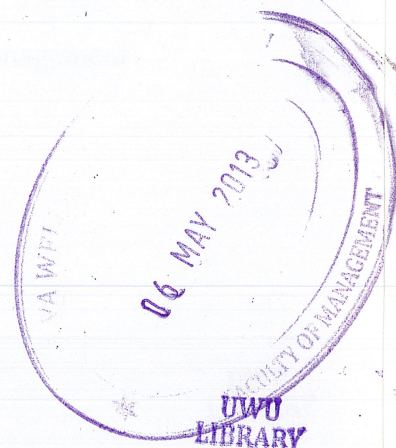
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ABSTRACT

Employee retention is an important phenomenon in the competitive business environment and today companies are facing a lot of problems related to retention of employees. Therefore companies have now realized the importance of retaining their workforce. Creating an employer branding strategy is a best solution for overcome that problem. Employer branding represents a firm's efforts to promote, both within and outside the firm, a clear view of what makes it different and desirable as an employer. In the research, researcher evaluated the impact of employer branding strategy on retention of employees in koggala export processing zone. The sample consisted of sixty operational level employees in Brandix Activewear Ltd, Koggala Garmets (Pvt) ltd, Unichela (Pvt) Ltd which are situated in Koggala Export processing zone. The data were gathered by questionnaires. Data analysis represents that there is a positive relationship between compensation and benefits, work life balance, working environment and company culture towards employee retention. The result was implies that effect of compensation on employee retention is higher than other relationships. Employer branding plays vital role in employee retention accordance with operational level employees in Koggala Export processing zone.

Key words: Employer branding, employee retention