

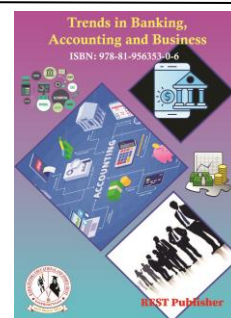


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A Study on Employer Branding Dynaspede Integrated System Limited

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Abstract: The study entitled “Employer branding Dynaspede integrated system limited”. Employer branding refers to the way in which a company presents itself to potential employees and the overall reputation it cultivates as an employer. It involves creating a positive image of the organization that attracts and retains top talent, and positions the company as a desirable place to work. Effective employer branding can help companies stand out in a competitive job market, increase employee engagement and satisfaction, and ultimately contribute to the success of the organization. It involves a range of strategies and tactics, including recruitment marketing, employer value proposition development, employee engagement initiatives, and consistent communication with current and prospective employees.

1. INTRODUCTION

Employer branding is an emerging discipline with its roots in classical marketing and HR principles. Its aim is to develop an image of the organization as an employer of choice in the minds of existing and potential employees, as well as other stakeholders including customers and recruiters. The objective is not only to offer these tangible benefits, but to also develop an emotional link with them. A strong employer brand should connect an organization’s values, people strategy and HR policies and be linked to the company brand.

2. OBJECTIVE OF THE STUDY

To identify the perception of employees towards Employer branding. To identify the ways to develop Employer branding. To identify the attributes which makes an employee feel that a company is a Branded company.

Scope of The Study

Dynaspede Integrated Systems Company can encompass several areas related to employer branding, employee engagement, talent management, and business performance. The study could involve an examination of the company’s current employer branding strategy and how it aligns with its values, mission, and culture. It could also explore ways to improve the strategy to attract and retain top talent. Additionally, the study could focus on the company’s efforts to engage employees, improve their job satisfaction, and develop their skills.

Review

Collins, C. J., & Stevens, C. K. (2015). Enhancing employer reputation and attractiveness: An examination of recruitment practices in professional sports.

Doherty, B., & Collins, L. (2013). Employer branding, employer attractiveness and employee retention: The experiences of employees in Ireland.

Kehoe, R. R., & Wright, P. M. (2013). The impact of high-performance human resource practices on employees’ attitudes and behaviours.

Muallem, A. M., & Barakat, R. A. (2017). The impact of employer branding on employee attitudes and job satisfaction.

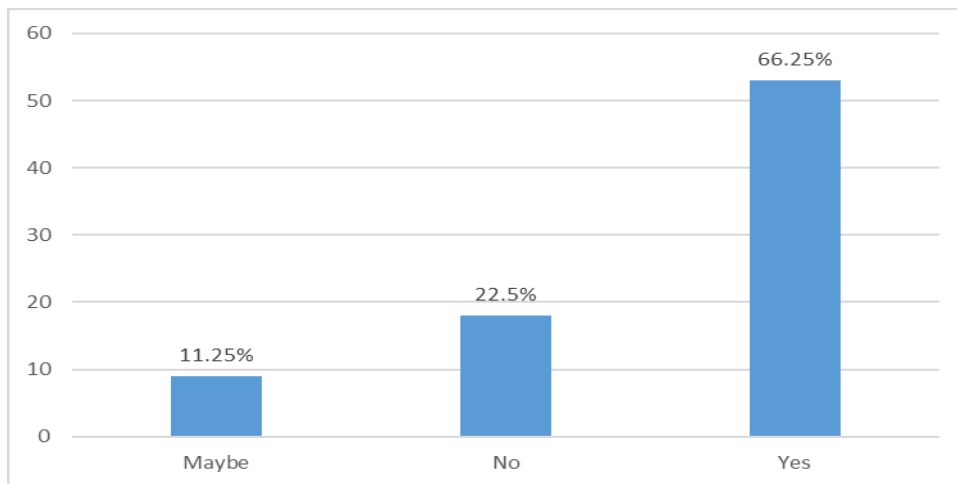
3. RESEARCH METHODOLOGY

Dynaspede Integrated Systems Company would involve a range of qualitative and quantitative research methods. The first step would be to conduct a comprehensive review of the existing literature on employer branding, employee engagement, talent management, and business performance to develop a theoretical framework for the study. Data would then be collected through various sources, such as interviews with key stakeholders, surveys of employees and job applicants, and analysis of company documents and reports. The collected data would be analysed using appropriate statistical and analytical tools to identify patterns and trends, and to draw insights and conclusions

TABLES 5.6 Benefits Offered in Your Organization

PARTICULAR	RESPONDENTS	PERCENTAGE
Yes	40	66.25%
No	34	22.5%
May be	6	11.25%
Total	80	100%

Sources: Primary data



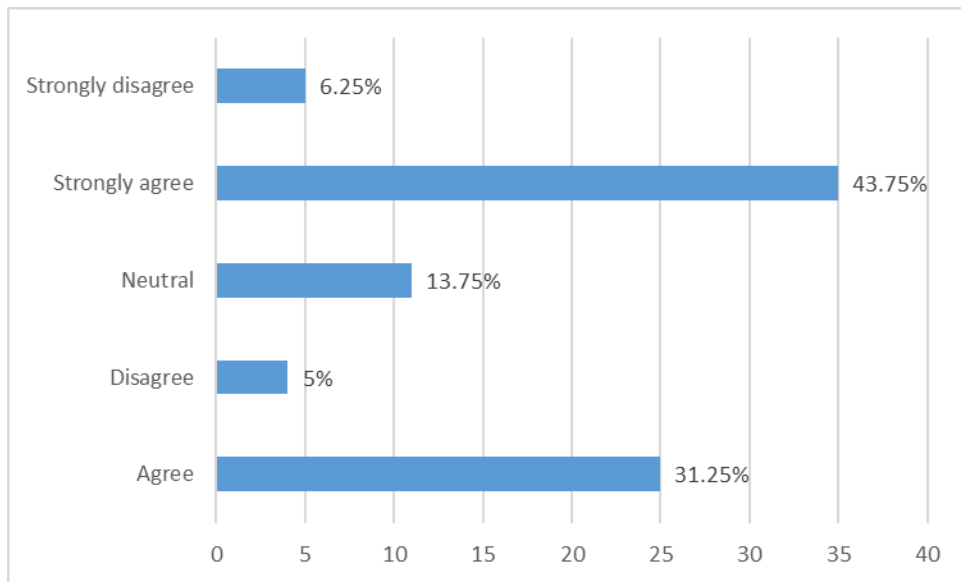
Interpretation

From the above chart shows that out of 80 responses 66.25% are the Yes i.e., 40 employees, 22.5% are the No i.e., 34 employees and 11.25% are the Maybe i.e., 6 employees.

TABLES 5.7 Organisation Achieve Its Goals

PARTICULAR	RESPONDENTS	PERCENTAGE
Strongly agree	35	43.75%
Agree	25	31.25%
Neutral	11	13.75%
Disagree	4	5%
Strongly disagree	5	6.25%
Total	80	100

Sources: Primary data



Interpretation

From the above chart shows that out of 80 responses 43.75% are the Strongly agree i.e., 35 employees, 31.25% are the Agree i.e., 25 employees, 13.75% are the Neutral i.e., 11 employees, 5% are the Disagree i.e., 4 employees and 6.25% are the Strongly disagree i.e., 5 employees

F-Test Two-Sample of variances:

F-Test Two-Sample for Variances		
	<i>All employee program launched by HR in the last 6 month have achieved its objective?</i>	<i>Gender</i>
Mean	1.949367089	1.41772152
Variance	0.715352158	0.24634859
Observations	79	79
df	78	78
F	2.903820817	
P(F<=f) one-tail	2.23526E-06	
F Critical one-tail	1.454651333	

Interpretation

There was a statistically significant difference between gender and employees are willing to take new challenges as demonstrated by F-test C value (1.45) P value (2.23).

Findings

Dynaspede Integrated Systems is an engineering company based in Chennai, India, that specializes in advanced electronic systems and control solutions for various industries. The company was founded in 1982 and is known for its innovative products and services. Dynaspede Integrated Systems offers a range of solutions, including electric powertrain systems, electric vehicle chargers, servo motors, drives, controllers, and automation solutions. The company has received several awards for its products and services, demonstrating its commitment to quality and customer satisfaction.

Suggestions

Dynaspede Integrated Systems is an engineering company that offers a wide range of solutions for various industries. If you're looking for advanced electronic systems or control solutions for your business, Dynaspede Integrated Systems could be a good choice. The company has a proven track record of providing high-quality products and services and has received several awards for its innovative solutions. Whether you need electric powertrain systems, electric vehicle chargers, servo motors, drives, controllers, or automation solutions, Dynaspede Integrated Systems has the expertise and experience to meet your needs.

4. CONCLUSION

Dynaspede Integrated Systems is an Indian-based engineering company that provides advanced electronic systems and control solutions for various industries. With over 30 years of experience, the company has a proven track record of delivering high-quality products and services. Their innovative solutions, including electric powertrain systems, electric vehicle chargers, servo motors, drives, controllers, and automation solutions, have earned them several awards and accolades.

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