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AN EMPLOYER BRANDING: EXPLORATION FOUNDATION IN EPISTEMOLOGY APPROACH

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ABSTRACT

The Employer branding is a strategic approach employed by organizations to cultivate and manage their image as a desirable workplace, aiming to attract high-caliber talent while also retaining existing employees. This strategy entails depicting the company's culture, values, and benefits to foster a favorable impression among prospective employees, similar to how products are marketed to consumers. The essential elements of employer branding are delineated as follows. The main goals include attracting elite talent (recruitment), improving employee retention (ensuring satisfaction), and bolstering the company's overall reputation. This strategy encompasses factors such as workplace culture, corporate values, the work environment, and the Employee Value Proposition (EVP), which signifies the advantages provided to employees. The approach involves utilizing content marketing through social media channels, highlighting employee testimonials, and ensuring that the external representation aligns with the actual work experience within the organization. Organizations that implement a robust employer branding strategy will find it significantly easier to draw in top candidates and are likely to experience enhanced employee loyalty. The task performance an aim of this research is to explore the potential of future studies based on empirical analysis. The methodology employed is grounded in a qualitative. The findings a new conceptual model for achieving a sustainable market position. The result and conclusion of this research is based on eight premises related to employee branding, employee engagement, organizational identity, networking, and talent management. The novelty of this inquiry lies in identifying a model to pursue market position based on effective HRM improvements within organizations. Future research could conduct qualitative studies to enhance the eight premises and advance management science. The objective of this research is to investigate the possibilities of future studies through empirical analysis. The methodology utilized is rooted in a qualitative approach. The results yield a novel conceptual framework aimed at attaining a sustainable market position. The originality of this study is found in the identification of a model designed to enhance market position through effective human resource management improvements within organizations. Future research endeavours could undertake qualitative studies to further develop the eight premises and contribute to the advancement of management science.

KEYWORDS: Market position; branding; employee engagement.

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1.0 INTRODUCTION

Employer branding refers to a company's strategy for developing and managing its reputation as an ideal workplace to attract top talent and retain current employees. This involves portraying the company's culture, values, and benefits to create a positive image in the eyes of potential employees, akin to marketing products to customers. Key points regarding employer branding include: Primary Objective: Attracting quality talent (recruitment), enhancing employee retention (ensuring satisfaction), and strengthening the company's reputation. Components: This encompasses workplace culture, corporate values, work environment, and the Employee Value Proposition (EVP), which refers to the benefits offered to employees. Strategy: It involves content marketing on social media, showcasing employee testimonials, and aligning the external image with the actual work experience within the company. Impact: Companies with strong employer branding will find it easier to attract the best candidates and enjoy higher employee loyalty.

Numerous aspects can be observed and serve as crucial points for developing employee branding within multinational retail companies. In alignment with human resources practices, there is a strong focus on enhancing employer branding and promoting employee engagement. Various elements can be identified and act as essential factors for cultivating employee branding in multinational retail corporations (Avraham, 2020; Biswas & Suar, 2018; Ha, 2021). As the scientific research gap of the growing emphasis on employer branding is recognized as essential, exerting a considerable influence on corporate branding, employee engagement, talent acquisition, networking, and the quest for market positioning within the global retail business sector. This focus offers a beneficial framework for managerial comprehension, assisting in the development of new novel strategies (Sharma et al., 2024a).

Employer branding is recognized as a critical link in the relationship between human resource practices and employee engagement. Our study delivers valuable guidance for HRM professionals and leaders by offering in-depth insights into human resources dynamics, with a specific focus on employee engagement. By underscoring the mediating role of employer branding, our research equips managers with practical insights to improve HRM strategies, ultimately enhancing workplace satisfaction and boosting employee engagement to cultivate a robust and thriving workforce. (Sharma et al., 2024b; Zhang & Xu, 2021).

The objective of this research is to conduct an in-depth exploration of management science and to uncover potential future research based on empirical studies, concentrating on resources, branding, and market positioning to succeed in global competition. The research question in this study is how

the role of resources and employee branding can help win business competition and achieve a sustainable market position?

2.0 LITERATURE REVIEW

The practices of human resources and the potency of marketing are vital for organizations seeking to secure a competitive edge and flourish in the ever-changing global marketplace. The increasing focus on employer branding is acknowledged as fundamental, having a significant impact on corporate branding, employee engagement, talent acquisition, networking, and the pursuit of market positioning in the retail global business sector (Dolega et al., 2021; Lynch et al., 2023). They provide a valuable framework for managerial understanding, aiding in the formulation of effective human resource management (HRM) strategies. The research highlights the significance of a company's unique strengths, particularly its skilled workforce, as a formidable advantage that is challenging for rivals to replicate. This theory emphasizes the essential function of effective HRM practices in enhancing human capital, which is crucial for achieving success within the industry. Effective human resource management (HRM) practices are vital for the improvement of human capital, which is essential for achieving industrial success (Ezzamel & Willmott, 2008; Li & Dinlersoz, 2012; Yao & Zhang, 2012).

This topic warrants investigation through empirical research that includes HRM practices, employee branding, and their relationship to the prominent branding of retail stores. Additionally, it should consider the business ecosystem designed to foster consumer loyalty, which is crucial for attaining a competitive market position among global retail companies (Kao & Chueh, 2022; Sarkar et al., 2016). The resource advantage theory suggests that efficient allocation of limited tangible marketing resources, along with the development of new intangible and tangible marketing resources, enhances both marketing productivity and economic growth, enabling global sales within the retail sector (Hunt, 2011, 2013a). For future research, it is imperative to theoretically unify marketing activities, processes that generate customer value, and networks. Network theory, often referred to as social network theory in the context of organizations, involves the formation of a blend of strong and weak ties among nodes that correspond to the firm's needs, thereby improving its performance (Carbonara, 2018; Corsaro et al., 2011).

RA Theory

The core principle of MOR theory is founded on the idea that marketing activities are the primary element of modern marketing, rather than merely concentrating on the marketing department or its functions. To enhance research, the theoretical amalgamation of marketing activities, processes that create customer value, networks, and stakeholders within the boundary-spanning marketing organization can be guided by various organizational theories. Resource-advantage theory also known as "the comparative advantage theory of competition"; base on Hunt and Morgan (1995); "a general theory of competition"; according to Hunt (2000) posits that the foundation for a sustainable competitive advantage lies in an organization's resources and in the manner in which it organizes, combines, and utilizes those resources perspective from Hunt and Morgan (1995), that strategic marketing practices and operations have the potential to provide a competitive advantage for all marketing organizations in the market. The resource advantage theory underscores that enhancing marketing productivity and economic growth can be achieved by efficiently allocating

scarce tangible marketing resources and by creating new intangible and tangible marketing resources to support global sales within retail industries (Hunt, 2011, 2013a, 2013b; Hunt & Madhavaram, 2012).

Network Theory

The core principle of the idea that marketing activities are the primary focus of modern marketing, rather than merely concentrating on the marketing department or its functions. To further research within retail industries, it is essential to theoretically integrate marketing activities, processes that create customer value, and networks. Network theory, also known as social network theory when applied to organizations, entails the establishment of a combination of strong and weak ties between nodes that align with the firm's requirements to enhance its performance. Further, this theory elucidates, interprets, and forecasts the relationships among interconnected entities (e.g., Granovetter 1973; Thorelli 1986). The formation of strong and weak ties often occurs at an individual level rather than being strategically cultivated across marketing organizations in a network. Proactively crafting a mix of strong and weak ties tailored to the firm's marketing needs is crucial for enhancing performance across each marketing organization in the network. Actors (such as marketing organizations and professionals), activity connections (such as establishing supply chains involving multiple actors), and resource relationships (such as collaborative market orientation initiatives among marketing organizations) are all essential elements of this framework (Carbonara, 2018; Hu et al., 2020; Pflieger & Rozenblat, 2010; Pressey et al., 2014).

Research scheme

This research is supported by a case study design that focuses on among retail company operating on a global scale, as illustrated in Figure 1 below:

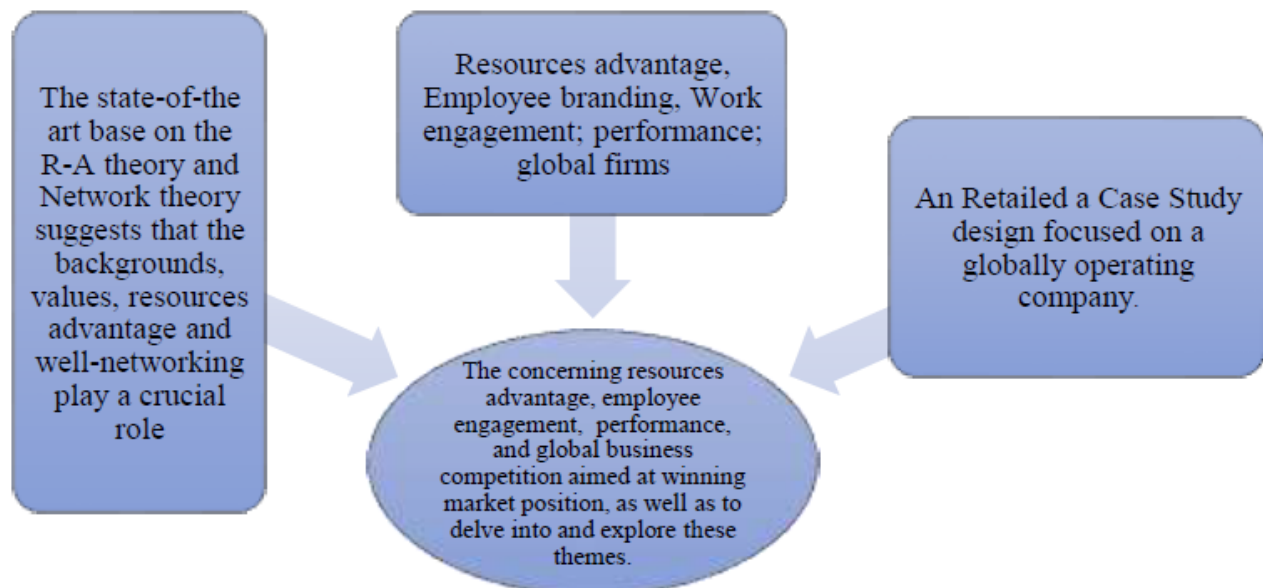


Figure 1. The Theoretical framework for concerning the resources advantage and an employee branding, networking and market position in retail global business

Employer branding represents a strategic methodology utilized by organizations to develop and oversee their reputation as an attractive workplace, with the objective of drawing in high-quality

talent while simultaneously retaining current employees. This approach involves illustrating the company's culture, values, and benefits to create a positive perception among potential employees, akin to the marketing of products to consumers. The fundamental components of employer branding are outlined as follows. The primary objectives encompass attracting top-tier talent (recruitment), enhancing employee retention (ensuring satisfaction), and strengthening the overall reputation of the company. This strategy includes aspects such as workplace culture, corporate values, the work environment, and the Employee Value Proposition (EVP), which represents the benefits offered to employees. The methodology incorporates content marketing via social media platforms, showcasing employee testimonials, and ensuring that the external portrayal is consistent with the actual work experience within the organization. Organizations that adopt a comprehensive employer branding strategy will find it considerably easier to attract leading candidates and are likely to witness increased employee loyalty.

3.0 METHODS

Effective human resource management (HRM) practices are crucial for enhancing human capital, which is fundamental for achieving success in the global retail industrial sector that it could support marketing performance at all. This subject merit exploration through empirical research that encompasses HRM practices, employee branding, and their connection to the significant branding and well networking approach of retail establishments to pursue market position in their business competition (McIntyre & Srinivasan, 2017; Smith & Smith, 2021). Furthermore, it should take into account the business ecosystem that is designed to cultivate consumer loyalty, a key factor in securing a competitive position in the global retail market. The resource advantage theory proposes that the efficient allocation of scarce tangible marketing resources, coupled with the creation of novel intangible and tangible marketing resources that bolster global sales in the retail sector enhances both marketing productivity and economic growth (Hunt, 2011, 2013a). For future inquiries, it is essential to theoretically integrate marketing activities, processes that create customer value, and networks. Network theory, commonly known as social network theory in organizational contexts, pertains to the establishment of a combination of strong and weak ties among nodes that align with the firm's requirements, thus enhancing its overall performance (Carbonara, 2018; Corsaro et al., 2011).

Qualitative research base on literature review:

The qualitative research is characterized by the following aspects: It is conducted in natural settings, directly engaging with data sources, with the researcher serving as a key instrument and tends to be descriptive in nature. The data collected is in the form of words or images, thus not focusing on numerical values. The qualitative research places greater emphasis on processes rather than products or outcomes. Data analysis in qualitative research is performed inductively. Moreover, the qualitative research emphasizes the meaning behind the observed data (Berends & Deken, 2021a; Habersang & Reihlen, 2024; Wei, CHEAH & Yeik, KOAY, 2022).

The explorative descriptive and NVivo approach:

The analysis is conducted in several stages base on NVivo approach, which includes: The process involves gathering data through interviews with key informants aligned with the research, followed by on-site observation to support the research objectives and acquire the intended data sources.

Data reduction entails simplifying and transforming raw data from field notes to focus on selecting relevant information related to the research's core issues. Data transcription aims to identify pertinent information and eliminate irrelevant details in relation to the central research topics. Data display includes presenting information through narrative text, network graphics, tables, and charts to enhance the researcher's comprehension of the selected data, which is then organized into tables or explanatory descriptions. The final phase involves drawing conclusions or verification by identifying explanatory patterns, potential configurations, causal sequences, and propositions. Conclusions are meticulously derived by verifying the data through a comprehensive review of field notes to ensure validity testing. The resulting output maintains an academic tone. (Köhler et al., 2023; Provin et al., 2024; Verdinelli & Scagnoli, 2013).

4.0 RESULT AND DISCUSSION

Based on eight foundational premises, this study explores various aspects including employee branding, global competitiveness, employee engagement, organizational identity, retention and productivity, networking, work passion, and talent management. These elements serve as the cornerstone for the evolution of management science, particularly within the fields of Human Resource Management (HRM) practices and marketing advancements, aimed at succeeding in the global competitive landscape. This research seeks to establish a new model for pursuing market positioning grounded in substantial improvements in HRM within organizations (Berends & Deken, 2021b; Kouamé & Liu, 2021; Verdinelli & Scagnoli, 2013).

The outcomes of this investigation yield eight critical insights related to employee branding, global competitiveness, employee engagement, organizational identity, retention and productivity, networking, work passion, and talent management. These insights will underpin the advancement of management science, especially in the areas of HRM practices and marketing innovations, to excel in the face of global competition. The uniqueness of this study is highlighted by its development of a model designed to attain market positioning through effective HRM enhancements within organizations (Lim, 2024; Poth, 2019).

Base on analysis conduct to the NVivo software improvement pertain (Maher et al., 2018; Spencer, 2007):

[<Files\gopan-2025-sensory-inclusivity-in-retail-environments-a-design-oriented-approach \(1\)>](#) - § 1 reference coded [0,01% Coverage]

Reference 1 - 0,01% Coverage

noise as part of their **branding**, but such elements can overwhelm

[<Files\hehir-et-al-2022-exploring-the-concept-of-town-centre-paradigms-and-how-they-impact-on-town-centre-retail-landscapes>](#) - § 1 reference coded [0,01% Coverage]

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co-editor of Rethinking Place **Branding**: Comprehensive Brand Development for Cities

[<Files\lynch-et-al-2021-corner-store-retailers-perspectives-on-a-discontinued-healthy-corner-store-initiative>](#) - § 1 reference coded [0,01% Coverage]

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public health unit also provided **branding**, promotion, resources (including baskets and

[<Files\riehle-et-al-2023-we-truly-love-what-we-do-the-tribal-consumer-inside-passionate-service-employees>](#) - § 5 references coded [0,02% Coverage]

Reference 1 - 0,01% Coverage

Innsbruck, Austria 2Assistant Professor of **Branding**, University of Innsbruck, Austria 3Professor

Reference 2 - 0,01% Coverage

of Innsbruck, Austria 3Professor of **Branding**, University of Innsbruck, Austria

Received

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employees. Each season, Area's co-branding partners (e.g., Adidas Terrex

Reference 4 - 0,01% Coverage

Hematsberger is a professor of branding at the University of Innsbruck

Reference 5 - 0,01% Coverage

EPoS. Her research concentrates on branding and CCT. Her contributions have

<Files\\saini-2020-shoppers-stop-leveraging-social-media-for-employer-branding> - § 2 references coded [0,02% Coverage]

Reference 1 - 0,01% Coverage

Leveraging Social Media for Employer Branding
Gordhan K. Saini
Abstract Shoppers

Reference 2 - 0,01% Coverage

site/pdf/datasheets/linkedin-employer-branding-align-your-consumer-and-talent

<Files\\sharma-et-al-2024-hr-practices-and-employee-engagement-the-mediating-role-of-employer-branding (2)> - § 63 references coded [0,55% Coverage]

Reference 1 - 0,01% Coverage

The Mediating Role of Employer Branding
Anupama Sharma¹, Rahul Raj², Ashulekha

Reference 2 - 0,01% Coverage

the mediator's function of employer branding in the connection between human

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and employee engagement. Furthermore, employer branding was identified as a mediator

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the intermediary role of employer branding, our study empowers managers with

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The Mediating Role of Employer Branding
This research provides targeted guidance

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the intermediary role of employer branding, our study empowers managers with

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benefits, performance evaluation and supervision, branding, employee' engagement, partial least squares

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mediating role performed by employer branding. In the contemporary business landscape

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the emerging significance of employer branding in shaping employees' perceptions (Arasanmi

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exists in understanding how the branding of an employer serves as

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of HR practices and employer branding on employee engagement, especially in

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how these practices affect employer branding and employee engagement. By showcasing

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HR practices, especially with employer branding acting as a mediating element

Reference 14 - 0,01% Coverage

the mediating effect of employer branding, and regional variations in HRM

Reference 15 - 0,01% Coverage

a skilled labor force. Employer branding strategies become crucial for conveying

Reference 16 - 0,01% Coverage

explores internal and external employer branding phenomena and examines the influence

Reference 17 - 0,01% Coverage

leveraging HRM techniques for organizational branding, particularly in symbolically rich industries

Reference 18 - 0,01% Coverage

HRM procedures, significantly influences its branding and total accomplishment.

Employee Engagement

Reference 19 - 0,01% Coverage

or moderating role of employer **branding**, employee involvement, and the dearth

Reference 20 - 0,01% Coverage

or moderating function of employer **branding** and a deficiency of mechanisms

Reference 21 - 0,01% Coverage

Engagement: Mediating Influence of Employer **Branding**. Company branding serves as a

Reference 22 - 0,01% Coverage

Influence of Employer **Branding**. Company **branding** serves as a vital link

Reference 23 - 0,01% Coverage

overall effectiveness. Ultimately, robust business **branding** performs a critical job in

Reference 24 - 0,01% Coverage

investigated the impression of company **branding** on employee preservation. The comprehensive

Reference 25 - 0,01% Coverage

literature review reveals that employer **branding** is intricately woven into the

Reference 26 - 0,01% Coverage

to the conclusion that employer **branding** indeed exerts a clear influence

Reference 27 - 0,01% Coverage

themes identified in retail employer **branding** to ascertain the most valued

Reference 28 - 0,01% Coverage

2020, Chawla examined how employer **branding** strategies impact employee engagement. By

Reference 29 - 0,01% Coverage

be positively correlated with employer **branding** and person organization compatibility. Employer **branding**

Reference 30 - 0,01% Coverage

branding and person organization compatibility. Employer **branding** not only attracts and retains

Reference 31 - 0,01% Coverage

a competitive global economy, employer branding becomes a strategic tool for

Reference 32 - 0,01% Coverage

Future research while taking employer branding or job satisfaction as a

Reference 33 - 0,01% Coverage

all five dimensions of employer branding notably impact engagement among employees

Reference 34 - 0,01% Coverage

out the role of employer branding as a mediator in the

Reference 35 - 0,01% Coverage

is positively correlated to employer branding
~ H2. HRP is significantly correlated

Reference 36 - 0,01% Coverage

with employee engagement.
~ H3. Employer branding is positively and significantly related

Reference 37 - 0,01% Coverage

with employee engagement.
~ H4. Employer branding intermediates the relationship between HRP

Reference 38 - 0,01% Coverage

three parts—demographic profile, employer branding, and employee engagement—are used

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measuring items. For assessing employer branding, eleven items from Tanwar and

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CR, & AVE Values. Constructs
Employer branding Liberty
Social Environment Helpful staff

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EE: Employee Engagement; EB: Employer Branding; R&S: Recruitment & Selection; T

Reference 42 - 0,01% Coverage

561 2.561

EB: Employer branding; HRP: Human Resource Practices; EE

Reference 43 - 0,01% Coverage

and reward (62.1%), employer branding (60.9%), recruitment and selection

Reference 44 - 0,01% Coverage

the results indicate that employer branding positively correlates with employee engagement

Reference 45 - 0,01% Coverage

and employee engagement through employer branding (b=.271; t=3.449

Reference 46 - 0,01% Coverage

the intermediary role of employer branding. Essentially, the way companies manage

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between HRP and both company branding and employee rendezvous, supporting the

Reference 48 - 0,01% Coverage

the mediate function of employer branding, the study uncovered its positive

Reference 49 - 0,01% Coverage

practices contribute positively to employer branding, employee loyalty, satisfaction, engagement, and

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by highlighting the importance of branding. We recommend a restructuring of

Reference 51 - 0,01% Coverage

departments to nurture positive employer branding and improve employee engagement.
Implication

Reference 52 - 0,01% Coverage

3.449 .001 Supported employer branding. By delineating a distinct link

Reference 53 - 0,01% Coverage

validates the function of employer branding as an intermediary linking HR

Reference 54 - 0,01% Coverage

a specific prominence on employer branding, the study suggests that its

Reference 55 - 0,01% Coverage

long-term impacts of employer branding, they are better equipped to

Reference 56 - 0,01% Coverage

The expanding practice of employer branding is acknowledged as integral, with

Reference 57 - 0,01% Coverage

N., & Krishna, A. (2019). Employer branding: Perceived organisational support and employee

Reference 58 - 0,01% Coverage

H., & Cunningham, L. (2017). Employer branding and its influence on employee

Reference 59 - 0,01% Coverage

talent management and perceived employer branding. International Journal of Organizational Analysis, 26

Reference 60 - 0,01% Coverage

of internal and external employer branding. Middle East Journal of Management, 10

Reference 61 - 0,01% Coverage

A. (2019). Relationship between employer branding, employee retention and commitment in

Reference 62 - 0,01% Coverage

management, a gateway to employer branding: Mediating role of corporate environmental

Reference 63 - 0,01% Coverage

S. (2021). Impact of employer branding on employee commitment: employee engagement

[<Files\zhang-et-al-2024-the-effect-of-employee-based-brand-equity-on-customer-experience-in-multinational-chain-hotels>](#) - § 15 references coded [0,07% Coverage]

Reference 1 - 0,01% Coverage

et al. (2014) demonstrate, internal branding of hotels among employees can

Reference 2 - 0,01% Coverage

that, in the context of
branding, CE can be evaluated from

Reference 3 - 0,01% Coverage

about the influence of their

branding efforts on employees and customers

Reference 4 - 0,01% Coverage

and Krishna A (2019) Employer **branding**: perceived organisational support and employee

Reference 5 - 0,01% Coverage

Mohamed H (2018) Internal corporate **branding** impact on employees' brand supporting

Reference 6 - 0,01% Coverage

al. (2018) Impact of internal **branding** on customer-based brand equity

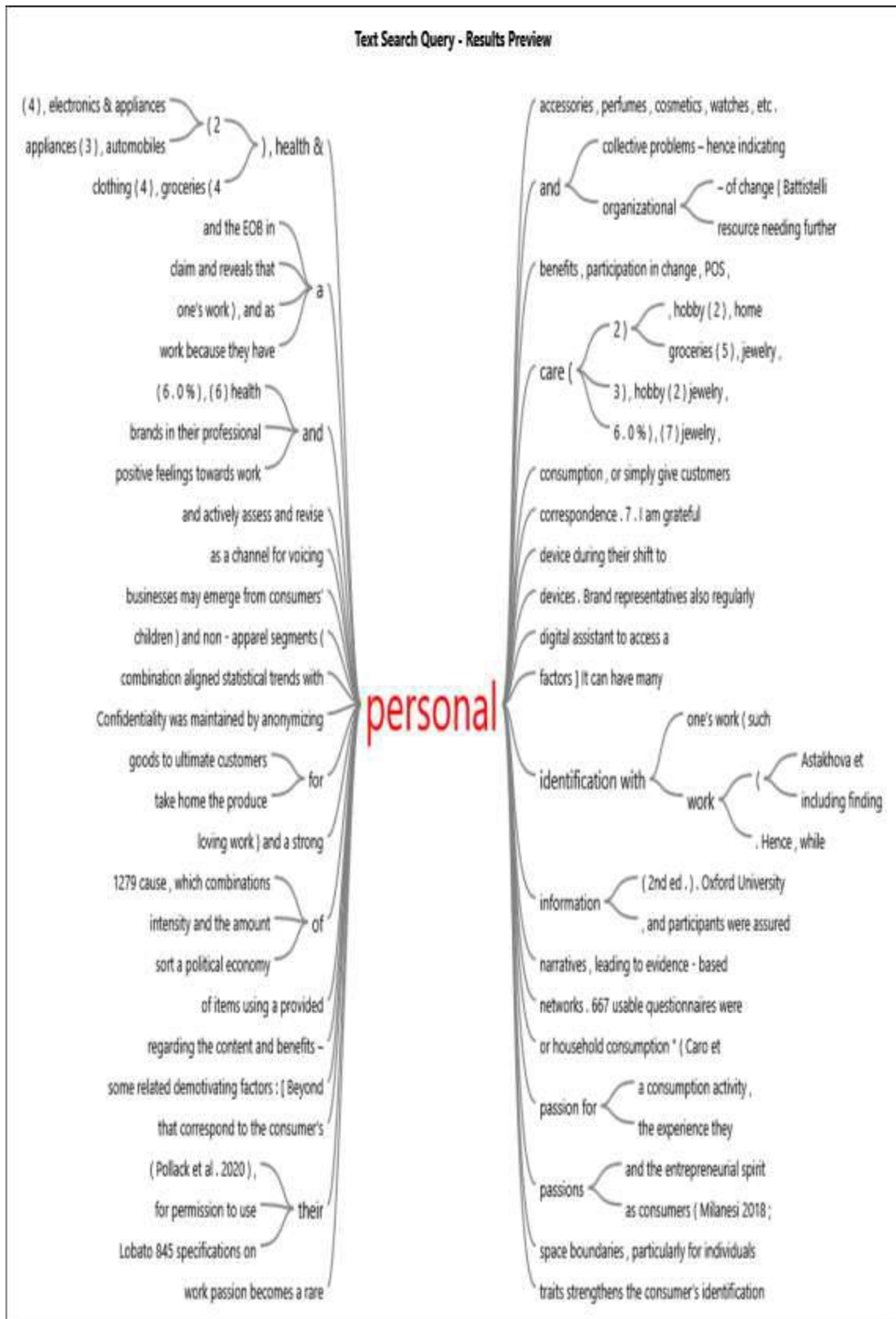


Figure 3. The word tree of personal characteristic's for leadership improvement to strategic business choice

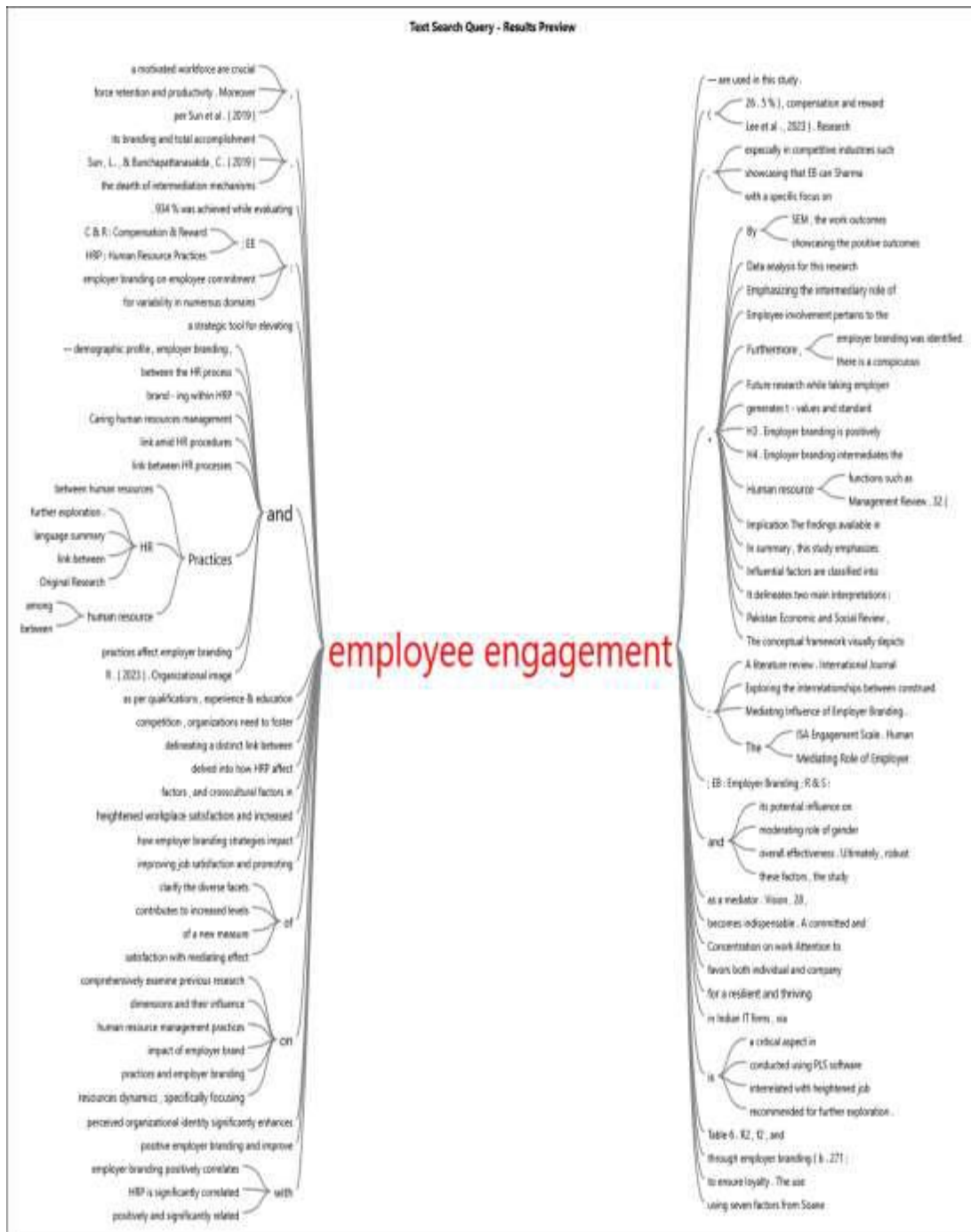


Figure 6. The word tree of improvement the employee engagement as the foundation winning for business competition



Figure 7. The word tree of employee retention for attempting the sustainable productivity

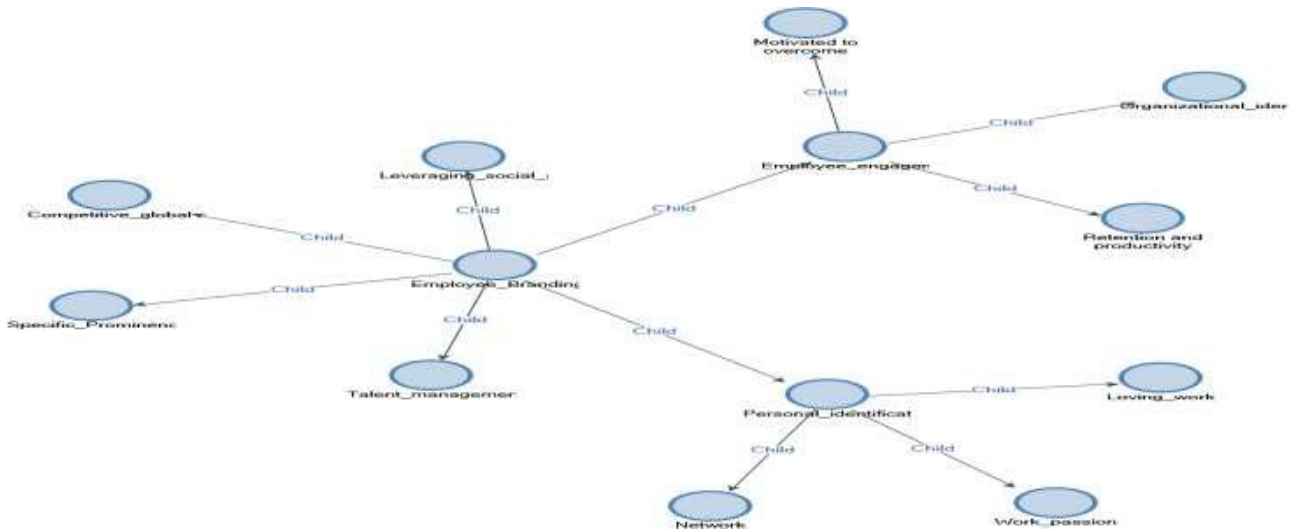


Figure 9. Pursue the Market position base on well HRM improvement in organization

The Premise

Base on the outcome prom NVivo approach on Figure 9 above, the novelty finding base among eight premises for evolved management science could show display in Table 1, below:

Table 1. Premise finding

Name	Descriptions
Employee Branding	Employee Branding involves a strategic method that companies use to showcase their identity and core beliefs in order to draw in and keep skilled individuals. It revolves around how the business is perceived as an employer, shaping the impressions of both existing and prospective employees.
Competitive global	The awareness of global competition and competitive dynamics on a worldwide scale.
Employee engagement	Employee involvement and commitment in the workplace.
Organizational identity	The notion of identity is multifaceted and encompasses various dimensions, including personal, social, and cultural aspects. It plays a crucial role in shaping an individual's self-perception and how they are perceived by others. Understanding identity is essential for comprehending human behaviour and social interactions.
Retention and productivity	Retention refers to the ability to keep or maintain something over a period of time. It is often used in various contexts, such as in business, education, and psychology, to describe the capacity to hold onto information, customers, or employees. Effective retention strategies are crucial for organizations aiming to enhance loyalty and reduce turnover rates. Productivity is a measure of efficiency and effectiveness in achieving desired outcomes. It reflects how well resources are utilized to produce goods or services. Enhancing productivity is essential for economic growth and individual success.

Network	The interconnected system of networks
Work passion	The fervour associated with professional endeavours
Talent management	The cultivation and administration of talent

Source: output from NVivo, 2026

Employer branding represents a strategic method utilized by a company to develop and manage its image as an attractive workplace, with the objective of drawing in high-quality talent while also retaining current employees. This approach involves illustrating the company's culture, values, and benefits to create a positive impression among potential employees, akin to the marketing of products to consumers. The fundamental components of employer branding are outlined as follows. The primary objectives encompass attracting top-tier talent (recruitment), enhancing employee retention (ensuring satisfaction), and strengthening the overall reputation of the company. This strategy incorporates aspects such as workplace culture, corporate values, the work environment, and the Employee Value Proposition (EVP), which denotes the benefits offered to employees. The methodology includes leveraging content marketing via social media platforms, showcasing employee testimonials, and ensuring that the external portrayal is consistent with the actual work experience within the organization. Companies that have a strong employer branding strategy will find it considerably easier to attract leading candidates and are likely to enjoy increased employee loyalty.

5.0 CONCLUSIONS

Base on eight premises finding pertain; an employee branding, global competitiveness, employee engagement, organizational identity, Retention and productivity, the networking, the work passion and the talent management would the beginning for evolved management science both in HRM practice and marketing improvement for winning global competition.

This inquiry would be finding the new model to pursue the Market position base on well HRM improvement in organization. The findings of this research culminate in eight essential insights concerning employee branding, global competitiveness, employee engagement, organizational identity, retention and productivity, networking, work passion, and talent management. These insights will form the basis for the progression of management science, particularly in the realms of HRM practices and marketing innovations, to thrive in the context of global competition. The originality of this study is evident in its identification of a model aimed at achieving market positioning through effective enhancements in HRM within organizations. Subsequent research endeavours could focus on qualitative investigations to further refine the eight foundational premises and contribute to the advancement of management science.

The proposal for the fundamental component aimed at tackling the research issue encompasses a range of innovative models that can form the foundation for a new theory regarding HRM practices in organizations operating on a global scale. These practices can achieve reliable and sustainable corporate performance while also ensuring a leading market position. This study, grounded in eight core premises, investigates various dimensions such as employee branding, global competitiveness, employee engagement, organizational identity, retention and productivity, networking, work

passion, and talent management. These factors act as the bedrock for the advancement of management science, as illustrated in the figure 10 below:

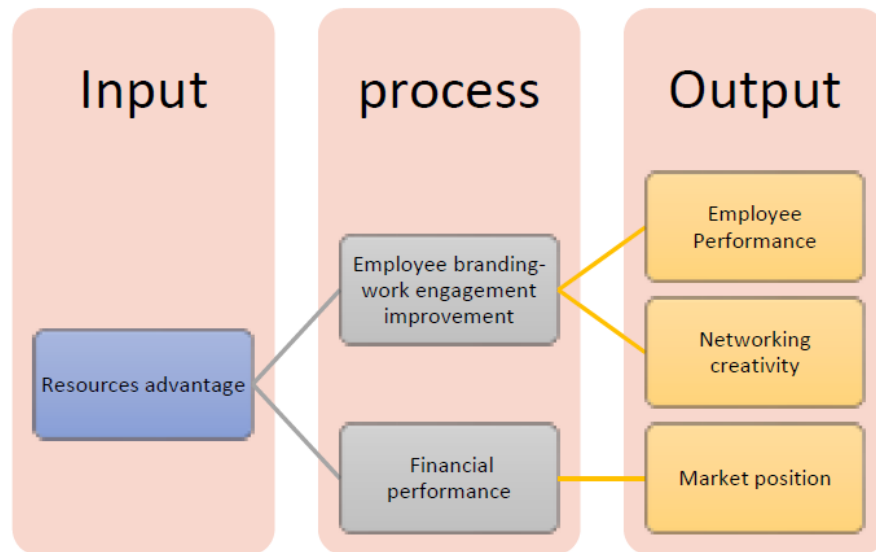


Figure 10. The new models to pursue market position base on Resources and managers supported conducted from employee branding- work engagement and networking improvement

Employer branding is defined as a strategic approach employed by a company to cultivate and oversee its reputation as a desirable workplace, aimed at attracting high caliber talent while also retaining existing employees. This strategy entails the depiction of the company's culture, values, and benefits to foster a favorable perception among prospective employees, similar to how products are marketed to consumers. The essential aspects of employer branding are as follows. The main goals include attracting high quality talent (recruitment), improving employee retention (ensuring satisfaction), and bolstering the company's overall reputation. This strategy includes elements such as workplace culture, corporate values, the work environment, and the Employee Value Proposition (EVP), which signifies the advantages provided to employees. The approach involves utilizing content marketing through social media platforms, highlighting employee testimonials, and ensuring that the external representation aligns with the actual work experience within the organization. Organizations that possess a robust employer branding strategy will find it significantly easier to draw in top candidates and will likely experience greater employee loyalty.

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