

HUMAN RESOURCE BRANDING- ANALYTICAL STUDY ON THE INDIAN ORGANIZATIONS

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ABSTRACT

Human Resource is increasingly receiving attention as critical strategic partner, assuming stunningly different, far reaching transformational roles and responsibilities. Human asset is having most important priority in the organization and it integrates all human resource policies and programmes the frame – work of the company strategy. Human resources help in transforming the lifeless factors of production into useful products. It is endowing products and services with the power of the brand. Branding involves creating mental structure and helping consumer organize their knowledge about product and services in a way that clarifies their decision making and in the process provides value to the firm.

KEYWORDS: HR BRANDING, FACTORS AFFECTING HR BRANDING

HUMAN RESOURCE BRANDING

Today, HR branding is essential for competitive advantage. Increasingly, Indian corporations are becoming intentionally strategic to utilize the HR brand to attract and retain, and ultimately, to expand and grow. This is a market oriented era. If the company has a good brand value in market, it will get good response if not; it's very difficult to convince people. The Human Resource Branding has become a concept of great interest. The importance of mastering the concepts and skills behind branding has a greater implication for Human professionals. Now a days more and more eyes are looking towards Human resource as the call for need.

ORIGIN OF HUMAN RESOURCE IN INDIA

A brief historical snapshot provides background about the increasing role of Human Resource management in India and the HR brand as a strategic HR tool. The HR profession in India began in the 1920s with concern for labour welfare in factories. After India's independence from Great Britain in 1947, the HR profession evolved, expanding in the 1960s into three areas – labour welfare, industrial relations and personnel administration. The profession further matured in the 1980's and was commonly known as Human Resource Development. With the liberalization of the Indian economy in 1991 and subsequent economic reforms, the importance of Human Resource function dramatically increased. In the 1990s, the focus was on HRD as a key tool for business survival, and the HRD scorecard became a method to measure effective people development activities. With the arrival of many Multinational Corporations (MNCs) in India, there has been an increase in progressive HR practices as well as an expansion of different types of HR terminology, such as human resource development (HRD).

In the past 10 years or so, the human resource profession in India has become increasingly sophisticated. It continues to evolve, using Indian Human Resource management practices combined with best practices from the west that fit the needs of the organization.

THE VALUE OF THE HUMAN RESOURCE BRANDING IN INDIA

As Indian firms focus on strategies of turnaround, diversification, expansion and internationalization, human resources and human capital performance in India have become increasingly important. A powerful tool to attract, recruit and retain talent highlights that Human Resource uses the HR Branding for three main reasons:

1. Organizational culture and employee fit.
2. Positive outcomes for recruiting.
3. Retaining talent with corporate values and a team based culture. As its most effective: the HR brand is a long – term strategy with a transparent message that promotes the organization as an employer of choice.

OBJECTIVES OF THE PAPER

1. To study the impact of branding on human resource in an organization.
2. To evaluate the functioning and effectiveness of human resource branding on the employees in Indian economy.
3. To make the recommendations so as to make the human resource branding a strategic tool in this competitive era.

The factors that impact the Human Resource Branding are

1. Reputation / integrity
2. Culture
3. Recruitment / orientation
4. Pay and benefits
5. Work / Life balance
6. Leadership and management
7. Performance management, growth and development

BENEFITS OF HUMAN RESOURCE BRANDING

Branding HR to the employees is one of the important is that an organization has to take that they need to brand HR right in the beginning. This new culture welcomes the new employees and handholds to get them accustom with the organization, its work culture, and induct him/her into the organization and into their respective departments, HR initiatives for their employees, right from the date of joining till the time they separate from the organization is all part of HR branding.

Today most of the organizations believe that it is necessary to be branding HR department within the company as it allows the employees to know what their organization has in stored for them. These initiatives help the employees to be not only well informed, but also well involved. These initiatives definitely helps in keeping the employee well informed about the HR department and the various initiatives available right from the inception of the employee into the organization. It is also act as a source of bonding between the employee and the HR team. As a result of these initiatives, the employees enjoys a sense of comfort and is aware of the fact that the HR team is always available to take care of their every need in the organization and is motivated to perform better. The only thing that is required for the success of the HR department is for the employees to know that there is always someone to help them. And all the organization needs to do is tell this to the employees.

Some of its benefits are as follows

1. It improves credibility and strengthens the bonds of trust between HR department and the employees.
2. It acts as a catalyst for pushing change.
3. It is communications shorthand for getting the message out.

Steps to Human Resource Brand Strategy

- Determine how HR branding is viewed inside the company.
 - Define HR branding objectives and project scope.
 - The relationship between HR, marketing and communications.
 - Discovering the HR brand.
 - CEO and senior management engagement.
 - Communication planning.
1. Employee perception at all times is not same.
 2. There is no appropriate method for prioritizing things.
 3. People may not have proper knowledge towards branding.
 4. Marketing and branding always overlap and create confusion.

SUGGESTIONS FOR THE HR EXECUTIVES WHILE DEVELOPING THE HR BRAND

1. **Establish HR branding and customer service standards** : Meet with the recruitment and hiring staff and develop behavioural standards for communicating and interacting with job applicants. Make sure that your standards compliment the broader organizational branding objectives and standards. Communicate the standards to the staff and evaluate their performance during semi-annual and annual reviews.

2. **Think like a marketer:** As David Packard once said, “Marketing is too important to be left to the marketing department.” Put in another way everyone is in marketing and that includes the Human resource.
3. **Get the right people to be the “face” of human resources :** As the company need HR staff with good technical, compliance, and number- crunching skills, those who interact directly with job applicants should be chosen with the same care as the company chooses the customer service staff. If necessary, consider customer service training for your employment team.
4. **Get personal:** Even with tons of resumes and staff cutbacks it is still possible – and essential from a branding standpoint – to treat each applicant as if he or she were a potential customer. Resumes must be responded to on a timely basis- and not with a form letter but with a personal message. Job updates also must be timely and should be personalized.
5. **Get audited:** Get an outside pair of eyes to review your employment communications with the goal of making it professional, legally compliant, and customer friendly. An outside perspective can reveal areas where the language can be softened and made friendlier. If an applicant needs to be turned down – and most will-the goal is to leave them wishing they could still be part of your company, not thankful that they aren’t.
6. **Get help :** Check with your marketing and public relations departments. Let them know that you want to support the organization’s branding efforts. Ask if someone can review your communications – not from a compliance standpoint- but from a branding and customer relations perspective. Most marketers would be delighted to help.

While there will always be hurt feelings and resentment from applicants who are turned down, treating applicants like potential customers and establishing HR branding standards will go a long way towards making Human Resources part of the branding solution, and not a problem.

CONCLUSION

The Human Resource brand values in the company are particularly significant, as the global economic crisis and demand contraction have brought to the fore the critically and urgency of environment care and protection issues as an important criteria for maintenance and development of goods and services into the future.

Every HR brand is an investment that should demonstrate a return comparable to other forms of business investment. It strongly supports corporate brands and vice versa. Ultimately the key to a successful HR brand is to ensure that expectations are fully aligned with the realities of working for the organization. If effectively marketed internally and externally, The HR brand in India has a strong value proposition, with core corporate values at its foundation.

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