

## **IMPACT OF EMPLOYER BRAND ON EMPLOYEE SATISFACTION, WITH SPECIAL REFERENCE TO IT INDUSTRY**

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### **ABSTRACT**

Employer branding is an emerging concept in India. Though it has become a routine with the organizations. Recently attracted the interests of many researchers. This paper examines the Impact of Employer branding on employee satisfaction, with IT employees. It is a great challenge for any organization to satisfy the employees. This study more over focuses on affective commitment with the employees and satisfaction level. The study has been explored with IT employees. It tries to evidence the gap in existing literature. Simple random sampling method was used to attain the required sample for the research. A well-structured questionnaire was used to collect the data. The total of 256 respondents have participated in the survey. The study provides evidence that there is a positive link between the employer brand, affective commitment and employee satisfaction.

**KEYWORDS:** Employer Brand, Affective Commitment, Employee Satisfaction