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EMPLOYER BRANDING IMPACT ON EMPLOYEE BEHAVIOR AND ATTITUDES APPLIED STUDY ON PHARMATECUAL IN EGYPT

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ABSTRACT

This study is an exploratory study aims to investigate the impact of employer branding personality on employee differentiation, loyalty, satisfaction and affinity among organizations in Pharmaceuticals industry in Egypt. The survey was based on corporate character scale & employee behavior indicators that had been modified and used locally. The paper surveyed literature review of the employer branding (EB) concept and employee differentiation, loyalty, satisfaction and affinity & the pharmaceutical sector overview in Egypt. The study findings employer branding impact employee differentiation, loyalty, satisfaction and affinity as illustrated through paper. Which, deeply interwoven and opens up new questions to be explored by future research identified through paper.

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Keywords: Employer branding, Loyalty, Satisfaction, Differentiation, Corporate brand personality, Pharmaceutical industry.

Contribution/ Originality

This study one of very few studies which had investigated the Employer Branding phenomenon related to the human resources management approach, as the few empirical researches focused on the talent management and employee retention not the employee behaviors and attitudes especially in Arab country like Egypt.