

An Empirical Study on Malaysia Private Universities in Examining the Significant Impact of Employer Brand and Employee Intention to Join

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ABSTRACT

This study intends to add to the body of knowledge about employer branding and the effects of employee acceptability in the private university sector in Malaysian main cities. Pilot research was conducted to find these components to achieve this. Employer Brand and employee acceptance are supported by data from a field study of 181 working adults, highlighting the significance of growth and development, company reputation, work-life balance, recruitment and selection and intention to join." These findings not only offer an extensive and detailed theoretical underpinning for employer branding, but they may also serve as a management roadmap for businesses looking to attract, motivate, and retain top talent.

Keywords: Employer branding, Work-life balance, Intention to join

