

STUDY OF INTERNAL AND EXTERNAL BRANDING STRATEGIES IN ENTERTAINMENT-IT COMPANIES

Aparna P. Goyal

Associate Professor, Department of Marketing & IB, Amity Business School, Amity University, Uttar Pradesh, India

Received: 29 Jan 2018

Accepted: 24 Feb 2018

Published: 06 Mar 2018

ABSTRACT

The world of work has now changed. Gone are those days when the employment seekers were willing to go out of their way in order to please the potential employers and to convince them to take them into their company services. As with the passage of time, the global economy has changed, the role of the employees has taken a change. The employees have become more and more important and relevant in everything that a company does. One way in which the company can gain competitive advantage is through hiring and retaining the best talent. This is the major reason for talent war at the job market. Companies are putting in their best of efforts to attract and hire the best talent so as to remain at the forefront of the competition. PVR is planning to use the various social media platforms for enhancing their employer branding to attract the best talent with the bet skills. At the same time the company with the help of the survey got to know about the viewpoints of the employees working in the company and so to retain employees the company is now planning to improve upon their existing talent branding strategies to stay a leader in their industry.

KEYWORDS: *Internal Brand, External Branding, Satisfaction, Loyalty, Entertainment & IT Industry*