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An Effectiveness of Employer Branding in Boosting The Banks Reputation

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ABSTRACT

Employer branding plays an important role in enhancing the reputation of banks in today's competitive financial sector. It refers to the image and perception that employees, customers, and the general public have about a bank as a place to work. When a bank develops a strong employer brand, it not only attracts talented professionals but also builds trust and credibility among stakeholders. A positive employer brand reflects the bank's commitment to employee welfare, ethical practices, professional development, and a supportive work environment. These factors contribute significantly to strengthening the bank's public image. Banks that focus on effective employer branding often provide better training programs, career growth opportunities, fair compensation, and a healthy work-life balance for their employees. As a result, employees feel valued and motivated, which increases their productivity and loyalty toward the organization. Satisfied employees tend to speak positively about their workplace, thereby improving the bank's reputation in the job market as well as among customers. Moreover, a strong employer brand helps banks position themselves as responsible and reliable institutions. This reputation not only attracts skilled employees but also increases customer confidence and investor trust. Therefore, effective employer branding is a strategic tool that strengthens a bank's reputation, supports employee retention, and contributes to long-term organizational success.