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# Measuring an employer brand: a study towards valid scale development (as a second-order factor of a structural model)

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## Purpose

The study aims to conceptualise, develop and validates a scale to measure an employer brand(ing) (EB) based on the opinion of existing and potential employees.

## Design/methodology/approach

A total of 431 student-respondents from B-Schools across India were surveyed in a cross-sectional study using a 70-item scale generated through literature review and expert interviews. Through exploratory factor analysis, six EB dimensions were derived. These were further validated using confirmatory factor analysis on data of 120 employees of the power sector.

## Findings

A new 20-item EB scale- "EmBran" covers six dimensions of EB, namely, good human resource (HR) practices, business impression and work conditions, financial compensation, work-life balance, passive culture and standard HR policy. The paper posits EB as a second-order factor determined by six first-order factors.

## Practical implications

The EB scale can be used by talent acquisition teams to derive meaningful insights into designing a policy for hiring and attracting young talent. It, thus, makes a significant contribution towards talent management. The scale also provides researchers with a fresh conceptualisation of the concept of the EB.

## Originality/value

This study is unique as it considers the opinions of both existing and potential employees. Additionally, dimensions of passive culture and business impression and working conditions, emerged in the study.

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