

A STUDY ON THE EFFECTIVENESS OF HR MARKETING STRATEGIES IN IMPROVING EMPLOYEE ENGAGEMENT, SATISFACTION, AND ORGANIZATIONAL PERFORMANCE

***Shanthi. P, **Dr. Prakash Karmadkar**

**Research Scholar, **Research Supervisor,*

Department of Management

Calorx Teachers University

Ahmedabad, Gujarat

ABSTRACT

Human Resource (HR) marketing strategies have emerged as an important approach for organizations seeking to attract, engage, motivate, and retain talented employees. This study examines the effectiveness of HR marketing strategies in improving employee engagement, job satisfaction, and organizational performance. It focuses on key HR marketing practices, including internal communication, employee recognition, career development, rewards and benefits, workplace culture, and opportunities for employee participation. The study explores how these practices influence employees' attitudes, motivation, commitment, and overall contribution to organizational objectives. Employee engagement and satisfaction are considered important factors that can strengthen productivity, teamwork, retention, and organizational effectiveness. The study adopts a systematic approach to assess employees' perceptions of HR marketing initiatives and their relationship with organizational performance. The findings are expected to demonstrate that effective HR marketing strategies can create a supportive and motivating work environment, enhance employee satisfaction and engagement, and contribute positively to improved organizational performance and long-term organizational success.

KEYWORDS: *HR Marketing Strategies, Human Resource Management, Employee Engagement, Job Satisfaction, Organizational Performance, Employee Motivation.*

INTRODUCTION

Marketing techniques for human resources (HR) have grown in importance in contemporary business management, especially for companies that want to find, inspire, engage, and keep the best personnel. The term "HR marketing" refers to the application of marketing concepts to HR procedures with an emphasis on employees' wants, requirements, expectations, communication, recognition, growth opportunities, and overall job happiness. When done well, HR marketing techniques may foster an encouraging work atmosphere where workers are appreciated, encouraged, and inspired to do their best in pursuit of company goals. Productivity, dedication, collaboration, and retention are all aspects that contribute to an engaged and satisfied workforce, which in turn impacts the success of a business. Staff members may feel more invested in their company when they have chances for professional growth, are acknowledged for their contributions, get fair compensation and benefits, have a voice in company decisions, and work in an environment that encourages their support. So, the purpose of this research is to find out how

well HR marketing campaigns boost morale and productivity in the workplace, and how much of an impact they have on long-term success for businesses.

REVIEW OF LITERATURE

Zhang, Keli & Villanueva, Lizelle (2014) Serious consequences may result from ineffective human resource management in the educational sector. This is because individuals working in the field of education have a crucial role in achieving educational goals and, by extension, in advancing the country. School C in China's Shanxi Province was the site of this research of HRM strategies and their impact on business outcomes. Specifically, the researcher examined their school's HRM practices in relation to performance assessment, training and development, and compensation and benefits using modified questionnaires. They also considered the organization's leadership, academic programs and curriculum, institutional resources, and quality assurance when evaluating its success. School C in Shanxi Province, China, supplied the 212 non-teaching staff members that took part in the research. The study's overarching objective was to provide a program to increase employee engagement, which would in turn improve HRM procedures, create a more pleasant workplace, and the organization's performance as a whole.

Mansor, Farah et al., (2013) Making it easy for workers to network with one another, their supervisors, and the company as a whole is an important part of employee engagement. The goal is to create a workplace where people have a sense of belonging and where they can do their best to the company's success. The researchers set out to determine if there was a correlation between engaged workers and productive businesses. To guarantee representation from various groups and levels within the population, stratified sampling was utilised. To be more precise, the study comprised 103 respondents from a private firm in Johor. We used SPSS software to do the analysis. The associations between the independent and dependent variables were measured using Pearson's correlation analysis and mean analysis. Employee engagement and organisational performance are significantly related, according to the study's results. Future study should take into account a number of potential improvement areas. Conducting comparable research in organisations within specified locations might be advantageous in order to assure a concentrated sample of respondents. It should be mentioned that this research has several limitations since closed questionnaires were used. These questionnaires may not have captured all the crucial information.

Dubisetty, Swaroopa & Reddy, K (2012) Human resource management, or HRM, is an important business function that aims to improve HR performance so that the firm may achieve its strategic goals. The primary focus of human resource management is on the strategies, processes, and systems that keep firms' workforces running smoothly. The IT industry in India is the subject of this research. Human resource management (HRM) strategies that boost morale and productivity in the workplace are the focus of this research. Reducing staff turnover and increasing retention rate may be achieved via effective Human Resource procedures. These procedures include things like workplace safety, welfare programs, professional development, pay and benefits, industrial relations, work-life balance, and fringe perks. According to the results, IT companies may greatly benefit from using staff retention strategies in order to raise their retention rate. A total of 615

participants were the focus of the research. This investigation used prior research to inform the development of a questionnaire that measures the specified HR practices as they pertain to employee retention. In order to evaluate the hypothesis, 102 workers were surveyed using a questionnaire. Using SPSS v20, we ran an ANOVA to see how different HR practices factors affected workers' happiness and productivity. While welfare programs had a smaller effect on employee performance, reward management and pay plans were shown to have a substantial association with and considerable influence on employee performance.

Yadav, Megha et al., (2012) Finding out which aspects of HRM practices have the greatest impact on employee performance is the driving force behind this research. Also, to help evaluate and enhance university staff performance, this research suggests a model in the field of human resource practices. An integrated model was created to show how the three HRM practice variables—performance appraisal, research and development, and training—relate to employee performance. 281 answers were gathered from a wide range of university-affiliated professionals and academics. In order to test the hypothesised association, we use Smart PLS 3.0 to apply partial least square (PLS) - structural equation modelling (SEM) to the replies of university staff. Managers and HR professionals can use the study's findings to organise targeted programs that boost employee performance along the dimensions outlined in the paper, which show a strong correlation between HRM practices and university employee performance. Various aspects linked to HRM practices and employee performance are explained, both empirically and theoretically, in the current research.

Parabakaran, Dhivyabharathi & Abdul Lasi, Masri (2011) Examining the relationship between HRM practices and organisational engagement and performance is the overarching goal of this research project. Learning culture, job empowerment, reward and recognition, and supervisor support are the four factors that influence employee engagement and performance in a company. Improving comprehension of HRM processes is the driving force behind this investigation. In order to foster a close relationship between supervisors and workers and to establish business ideas, the organization should be warm and welcoming. In order to remain competitive and successfully increase performance toward workers, a new approach to human resource management methods has emerged, which is employee engagement and performance. I created and sent out a survey to 150 people in order to learn more about the connection between HRM practices and the level of engagement and productivity in the workplace. Questions in the questionnaire are based on those of a prior study that dealt with a related subject. After running the numbers via SPSS and Excel, we can see that the independent and dependent variables are significantly related. The outcome will also be examined via the use of regression analysis. Learning culture, job empowerment, incentives and recognition, and supervisor support are all independent factors that significantly affect employee engagement and performance, according to the research. We conclude from our research that HRM practices do, in fact, affect job engagement and productivity. In order for businesses to achieve high levels of employee engagement and productivity, researchers in the future should look at the importance of well-established HRM rules and regulations.

INFLUENCE OF HR MARKETING ON ORGANIZATIONAL PERFORMANCE

By seeing workers as key internal stakeholders and catering to their wants, expectations, and career goals, HR marketing helps to boost organisational success. Communication within the company, acknowledgement of employees' contributions, chances for professional growth, financial and non-financial awards, leadership that supports employees, and a pleasant work environment are all components of an effective HR marketing strategy. workers' motivation, dedication, output, and general performance may be enhanced when these techniques are executed well since they increase the likelihood that workers will feel valued and connected to the firm. By being well-informed about the organization's rules, goals, and expectations, workers are better able to coordinate their own efforts with those of the larger group. Similarly, systems that provide rewards and recognition to workers motivate them to do a good job and come up with new ideas. In addition to lowering turnover-related expenses and preserving organisational expertise, HR marketing helps retain employees by enhancing the entire employee experience and providing appealing career prospects. Cooperation, collaboration, and organisational citizenship behaviour are crucial for establishing sustainable success, and they may be promoted by a great employee experience. In addition, workers who are happy and invested in their job are more likely to step up when called upon, find creative solutions to issues, provide excellent customer service, and suggest ways to enhance the company. As a result, HR marketing may link happy workers to better business results by making sure HR policies and procedures are open, honest, and in line with workers' expectations. Companies who continually put money into their workers' education and training see gains in efficiency, quality of service, flexibility, and competitive advantage. To that end, human resources marketing is more than just a recruiting tactic; it's a method for building a dedicated team and bolstering an organization's capacity to succeed in the long run.

INTEGRATED ROLE OF HR MARKETING IN EMPLOYEE AND ORGANIZATIONAL SUCCESS

To ensure employee happiness and organisational success, HR marketing is an integral part of the company's strategy for meeting employee expectations while also achieving organisational goals. It integrates marketing concepts with human resource management strategies to improve workers' satisfaction with their jobs. Knowledge of employee requirements and provision of suitable communication, acknowledgement, career development, training, incentives, supportive leadership, and participation opportunities are the cornerstones of effective human resources marketing. Employees are more likely to be engaged, committed, motivated, and satisfied with their work when they believe their employer appreciates their efforts and encourages their professional development. Productivity, collaboration, creativity, service quality, and employee retention are all positively impacted by these employee outcomes, which in turn affect organisational success. Because it gives workers a chance to voice their thoughts and concerns while also helping them comprehend the organization's principles, objectives, rules, and expectations, internal communication is crucial. Similarly, incentive programs inspire workers to up their game and stay dedicated to the company's goals. The promotion of values like trust,

openness, cooperation, and mutual respect is another way in which HR marketing helps build a solid company culture. Employees are more likely to become involved in organisational activities and have better connections with management when the workplace culture is favourable. Organisations may better react to shifting market circumstances and technology advances when they invest in staff development programs that help workers become more knowledgeable and flexible. Organisations enjoy increased productivity, dedication, retention, and performance, while workers enjoy fulfilment, advancement prospects, and acknowledgement as a result of the reciprocal nature of the connection fostered by the integrated implementation of HR marketing tactics. As a result, HR marketing may be a useful tool for creating a motivated, productive, and long-term staff by coordinating employee needs with company objectives. The success of HR practices in meeting employee expectations and achieving organisational goals over the long run depends on their consistency, fairness, and alignment.

CONCLUSION

Human resource marketing techniques significantly impact organisational success, job happiness, and employee engagement, according to the study's findings. A happy work experience may be achieved by effective techniques including open communication, acknowledging employees, providing opportunities for professional growth, offering incentives and perks, encouraging employee involvement, and fostering a friendly work environment. Workers are more inclined to go above and beyond in their dedication, output, teamwork, and investment in the company when they experience positive emotions like appreciation, inspiration, and encouragement. Work quality, staff retention, collaboration, and the attainment of organisational goals may all benefit from increased engagement and happiness among employees. By bringing workers' aspirations and career requirements in line with company objectives, HR marketing also aids in strengthening connections between employers and workers. Employers should, therefore, assess and improve their HR marketing strategies on a regular basis to keep workers enthusiastic and fulfilled. In sum, HR marketing that works may be a game-changer when it comes to building a loyal staff and maintaining a competitive edge and successful business trajectory.

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