

Exploring the Relationship between Corporate Reputation, Employer Branding, and Corporate Social Responsibility¹

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Research Paper

INTRODUCTION

In today's era, every organization needs to compete with other organizations to survive. If an organization cannot compete well with other organizations, it will be removed from the competitive environment. In such a situation, creating a suitable mental image can be considered a competitive advantage. Therefore, the value of an organization is not only on the financial and physical assets that appear on the balance sheet, but the value of the business depends on the intangible assets of that organization. Even the strongest companies will be very fragile entities in the future if they focus only on physical assets and not reputation. The reputation of an organization, in addition to creating competitive advantages, makes the organization's employees get involved in their work and increase their commitment, as well as increasing the willingness of investors to invest in the organization. Today, due to the competitive nature of the market, it may be difficult to differentiate the product in the market, so an organization must use a key factor to gain a competitive advantage to surpass its competitors and maintain its share in the market. Reputation can be a key factor for the success of an organization against its competitors. To create and maintain the reputation of an organization, customers, and stakeholders must believe that the organization acts responsibly towards society and its surrounding environment. Therefore,

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actions related to social responsibility affect the company's performance and create a reputation for the company.

MATERIALS AND METHODS

The current research is qualitative research in terms of its practical purpose and from the point of view of the implementation process, and the point of view of the logic of the implementation, it is a hybrid research, and since the data required for this research were collected at a specific point in time, it is of a cross-sectional type. Also, this research is descriptive and survey in terms of purpose. The statistical population of this research is all the financial employees of the companies in the industrial towns of Yazd province, whose number is 3417 people. In this research, considering the size of the statistical population, Cochran's formula was used to calculate the sample size, and a sample of 345 people was obtained. Also, a questionnaire was used to collect information and data. The current research questionnaire consists of four parts, in the first part, the demographic characteristics of the respondents are examined in terms of parameters such as gender, age, field, and level of education. In the second, third, and fourth parts of this questionnaire, the three main variables of this research are the reputation of companies, the social responsibility of organizations, and employer brands, which include 32 items. 2011 is taken. Questions 5 to 7 of this questionnaire measure the social responsibility of organizations and these three items are taken from the model of Shine and his colleagues in 2016, questions 8 to 32 of this questionnaire measure the brand of employers, and these 25 items are from the model of Briton and his colleagues in 2005. has been taken.

RESULTS AND DISCUSSION

Many companies create a reputation among other organizations by performing the activities and actions that society expects from the company to achieve fame. In fact, by carrying out activities related to social responsibility, such as not engaging in unethical activities, not polluting the environment, and measuring and reporting the costs and social benefits resulting from the activities related to the social responsibility of the business unit, they can take steps towards serving the society and changing Everyone's vision is to create fame.

Achieving reputation among all organizations is of particular importance to the extent that it can be counted as a principle. Therefore, companies participate in social responsibility activities to build reputation among their organizations and competitors, because doing social responsibility activities causes everyone's view of that organization to change and creates

reputation among organizations. Also, by taking measures, employers retain and attract current and potential employees in the organization, and in fact, they motivate current and potential employees to work in the organization. The reputation of an organization is created according to the activities that a company has done in the past the past activities of the company create an image in the minds of the stakeholders of the company, which causes the reputation of the company. Among the activities that companies can create to build a reputation and create a suitable mental image is performing activities related to social responsibilities and reporting related to these activities. Another factor that creates a good mental image and reputation for companies is employer branding. Employer branding is the organization's efforts to communicate with current and potential employees so that they consider the organization a good place to work (Murako and Ankles, 2008).). Employer branding makes people consider the organization a good place to work and creates the reputation of the organization.

Considering the importance of reputation among companies as a factor in creating success, this research seeks to examine the relationship between corporate reputation, social responsibility accounting, and employer brands.

In the first hypothesis, the impact of social responsibility accounting of organizations on the reputation of companies was tested. The results of the hypothesis test indicate that the social responsibility reporting of organizations has a positive and significant effect on the reputation of companies. In fact, by reporting the social effects of the business unit's activities, companies change the views of their organization and increase the company's reputation. This result is similar to the results of previous research such as (Park, 2019) which showed that the social responsibility of organizations has a positive and significant effect on the reputation of companies in the airline industry.

In the second hypothesis, the impact of social responsibility accounting of organizations on employer brands was tested. The results of the hypothesis test show that social responsibility accounting of organizations has a positive and significant effect on employer brands. Reporting on the social responsibility of organizations causes a better image of the company's brand to be created in everyone's mind, and creating a better image of the organization's brand causes the current and potential employees of the organization to consider it a good place to work and creates a better image of employers. will be This result is similar to the results of previous research such as (Plonpogfan et al., 2016) which showed that the social responsibility of universities has a positive and significant effect on the brand image of private universities.

In the third hypothesis, the effect of employer brands on the reputation of companies was tested. The results of the hypothesis test indicate that the brand of employers has a positive and significant effect on the reputation of companies.

Attractive employers have a greater ability to attract skilled employees, and this causes more talented employees to be attracted to the organization, and the presence of talented and skilled employees in the organization creates a reputation for the organization. This result is similar to previous research results such as (Salehi, 2018) which showed that the attractiveness of the employer's brand has a significant effect on the reputation of the organization.

According to the results of the research, it is suggested that carrying out activities related to social responsibilities can differentiate companies from their competitors and create a reputation for them, as well as creating a reputation for them will lead to more investment by shareholders and a larger share of the market. In addition to that, carrying out activities related to social issues makes the employers of companies known as more attractive employers in the eyes of everyone, and more talented employees are attracted to the organization and higher quality products and services are produced, therefore, carrying out voluntary activities of social responsibilities for companies to gain Competitive advantage is more necessary and necessary.

It has also been shown in the research that company managers tend to use corporate social reporting in a limited way and to maximize shareholders' wealth. Therefore, legislative organizations should formulate laws to compel companies to have social reporting. Although the main goal of organizations is to increase efficiency and gain profit, in the era of information and globalization, to achieve success, it is necessary to respond appropriately to social expectations and moral rules and to combine such expectations with the organization's economic goals in the best way to achieve To enable higher and higher goals and make organizations more successful.

CONCLUSION

The results of the research indicated that the social responsibility accounting of organizations has a positive and significant effect on the brand of employers and the reputation of organizations, and the brand of employers has a positive effect on the reputation of organizations and creates a reputation for organizations.\

Keywords: Corporate Reputation, Employer Branding, Corporate Social Responsibility.

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