

Measuring the impact of employer branding on employee retention and satisfaction among generation Z in Georgia

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Declaration

As the author of this paper, I declare that this thesis presented for the degree of Master of Business Administration is an original report of my research and has been written by me. Due references have been provided on all supporting literatures and resources. I also confirm that this work has not been submitted for any other degree or professional qualification.

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Abstract

Employer branding has always been a powerful tool for increasing employee retention and satisfaction and other than that, to use the workforce's maximal potential. Covid-19 pandemic era has made the landscape more complicated since it had a major impact on the workplace environment, employees' psychology and preferences. The future of the current trends seems to be more uncertain since the share of younger generation in workforce increases and this generation has different values, aims, motives and plans, which of course will require distinctive attitude by employers' side. This study has been conducted, to analyse how employer branding impacts employee retention and satisfaction among Gen-Z in Georgia taking into consideration cultural and economic nuances. A quantitative approach has been used during the study, which involved surveys to determine which actions, decisions, and techniques from employers' side influence Gen-Z employees' career decisions in Georgia. A study elucidated weak correlation between employer initiatives to improve their image and employee satisfaction from a job environment. On Georgian market those non-financial benefits do not seem to be the most powerful tool to retain workers. On the other hand, the significance of fostering a supportive and caring work environment cannot be overstated. When employees feel that their interests are genuinely valued, and they are provided with ample opportunities for professional development, it significantly contributes to the retention of skilled workers. Those conditions promote employee retention among Gen Z, especially in Georgia where poor economic conditions generate some difficulties in the job seeking process and the share of companies caring about their employer brand image is less than in countries with more developed economies.

Key Words: Gen Z, Employer Branding, Employee Retention, Georgian Gen Z, Talant Management.

Table Of Contents

Declaration	ii
Abstract	iii
List of Tables and Figures	vi
List of Abbreviations	vii
1. Introduction	8
1.1 Background	8
1.2. Key objectives, questions and hypotheses of the research study	10
1.3. Thesis Structure	11
2. Literature Review	13
2.1. Organizational branding to attract and retain staff	13
2.1.1 10 basic characteristics of healthy organizational branding	13
2.1.2. Recruitment and selection forms	15
2.1.3. Staff motivation	18
2.2. The Concept of Employer Branding	19
2.3 Gen Z	21
2.3.1. Gen Z in Georgia	23
2.4 The importance of creating an inclusive environment for the company's success	24
3.2. Labour market and economic background in Georgia	25
2.4.1 Labor force demand-supply in the labor market	27
3. Methodology	30
3.1 Research context	30
3.2 Research design	30
3.3 Sampling strategy and data collection procedures	33
3.4 Data analysis	34
3.5 Methodological strengths and limitations	34

4. Results	35
4.1 quantitative research results	35
4.2 Results of regression analysis	59
5. Conclusion and recommendations	67
References	70
Appendices	79