

# EXTERNAL EMPLOYER BRANDING QUESTIONNAIRE (EEB)

*When you apply for a new job, how essential are the following job characteristics for you?*

*Scale: "Not essential = 0" to "Highly essential = 4".*

1. Competitive pay and facilities (CPF2)
2. Hierarchical position (HP2)
3. Challenging and interesting work (CIW2)
4. Scope of balancing work and personal lives (WLB2)
5. Job security (JS2)
6. Working environment—relationship with peers and supervisor (WE2)
7. Company brand (CB2)
8. Continual training and development (CTD2)
9. Quick growth (QG2)
10. Recognition or reward policy (RRP2)
11. Scope of diversified learning (DL2)
12. Moral practices of managers (MPM2)
13. Duty hours (DH2)
14. Office infrastructure (OI2)
15. Location of the posting (LOP2)
16. Duration of assignment in case of project-based job (DAJ2)
17. The nature of job advertisement given by the company (JA2)
18. Attrition rate (AR2)
19. Referred by somebody whom you trust (RST2)
20. Referred by employee of the organisation—present or past (REO2)

## Dimensions:

### **A. Image and fundamental values: Values which fulfil basic requirements of job**

Questionnaire items: incumbents and create company image in their minds, Competitive pay and facilities, Scope of balancing work and personal lives, The nature of job advertisement given by the company, Moral practices of managers, Working environment—relationship with peers and supervisor, Scope of diversified learning, Company brand, Duty hours

### **B. Job structure values Values which offer scope and nature of the job itself**

Questionnaire items: Information about continual training and development, Job security—permanent or temporary, Challenging and interesting job details

### **C. Work culture values Values which offer long-term relationships quick growth and comfortable work environment**

Questionnaire items: Attrition rate, Duration of assignment in case of project based job, Quick growth Office infrastructure

### **D. Reference values: Values which offer reference for the job by known person**

Questionnaire items: Referred by employee of the organisation - present or past, Referred by somebody whom you trust, Location of the posting

### **E. Pride values Values which offer senses of being superior to others**

Questionnaire items: Recognition or reward policy, Hierarchical position

