

INTERNAL EMPLOYER BRANDING QUESTIONNAIRE (IEB)

In your current job, how essential are the following job characteristics for you?

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

1. Competitive pay and facilities (CPF1)
2. Scope of balancing work and personal lives (WLB1)
3. Challenging and interesting work (CIW1)
4. Working environment—relationship with peers and supervisor (WE1)
5. Skills utilisation (SU1)
6. Job security (JS1)
7. Recognition of potential (ROP1)
8. Moral practices of managers (MPM1)
9. Transparent company policies (TCP1)
10. Continual training and development (CTD1)
11. Company keeps the promises made at the time of interview (KP1)
12. Scope of diversified learning (DL1)
13. Company brand (CB1)
14. Hierarchical position (HP1)
15. Scope of contributing to organisational objectives (COO1)
16. Office infrastructure (OI1)
17. Duty hours (DH1)
18. Quick growth (QG1)
19. Stretched assignment (SA1)
20. Feeling emotionally connected with the organisation and job (ECOJ1)
21. Transferability of the job (TOJ1)

Dimensions:

A. Career potential values: Values which offer opportunities to grow faster and realize true Potentials

Questionnaire items: Quick growth, Recognition of potential, Skills utilisation, Continual training and development, Challenging and interesting work

B. Justice values: Values which offer fair judgements and moral practices to create harmonious relationships

Questionnaire items: Transparent company policies, Moral practices of managers, Scope of contributing to organisational objectives, Working environment—relationship with peers and supervisor

C. Employee engagement values: Values which foster employees to feel attached with the job and organisation that leads to employee engagement

Questionnaire items: Feeling emotionally connected with the organisation and job, Stretched assignment, Transferability of the job, Scope of diversified learning

D. Feel-good values: Values which offer trust security and balance that leads to happiness

Questionnaire items: Company keeps the promises made at the time of interview, Job security, Scope of balancing work and personal lives

E. Comfort values: Values which offer comfortable working environment

Questionnaire items: Duty hours, Office infrastructure

F. Esteem values: Values which offer status and identity in the society

Questionnaire items: Company brand, Hierarchical position, Competitive pay and facilities

