How Employment Brand Impacts Employees, Following a Multinational Acquistion? An Empirical Analysis

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***Abstract*: Present study explores employment brand in the context of a multinational acquisition, particularly the implications for employees who are currently working. Using a sample of three hundred from acquired telecom organization's employees. Study examines identification predictors with the acquiring organization, discretionary effort and intention to leave. Author emphases on predictors related to employment brand, particularly perceptions related to the unique employment experiences provision, perceived prestige, organizational identity strength, and perceptions of whether the acquiring organization acts with its corporate social responsibility claims. Findings suggest that perceptions of corporate social responsibility identity claims, perceived organizational prestige and organizational identity strength are positively related to organizational identification and discretionary effort and negatively related to intention to leave. Surprisingly, unique employment experience is positively related to organizational identification and negatively related to intention to leave but unrelated to discretionary effort. The elements of employment brand have varying effect on the outcomes under consideration.**

Key words: Merger, Acquisition, Organizational identity, Organizational prestige, Identity strength.

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