

Employee Affinity for Technology and its relationship with Employee Based Brand Equity (EBBE) in Business to Business (B2B) Organizations

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Abstract

The present study explores the relationship of employee affinity for technology in the emergence of three components of employee based brand equity (EBBE) in the context of business to business (B2B) industrial good manufacturing companies. The present study has tried to investigate the antecedents of EBBE by integrating the theory of internal branding with the theory of affinity for technology. The current research tries to assess the role of perceived organizational support; organization branded social network; performance based reward system and innovation capabilities (Odoom and Mensah, 2019) in developing employee affinity for technology and which in turn affects three dimensions of EBBE i.e., employee brand endorsement, employee brand consistent behaviour and employee brand allegiance for B2B companies.

Track: Business-To-Business Marketing & Supply Chain Management