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Corporate Identity Management and Its Impact on Corporate Identity Attractiveness and Turnover Intention: A Cross-Industry Study

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Abstract

In today's dynamic business landscape, Corporate Identity Management (CIM) has evolved as a strategic HR function beyond branding and communication. This study explores its impact on key employee outcomes like satisfaction, identification, and turnover intention. Despite growing interest in corporate branding, limited research connects CIM directly with human resource outcomes. This study addresses the need to understand CIM as a driver of employee attitudes and behaviors in organizational contexts. The process involved survey-based data collection and stratified random sampling was employed to ensure representation across industries, departments, and experience levels. Quantitative data were analyzed using regression. The study targeted employees with one or more years of experience in medium and large organizations across sectors. A total of 305 responses were collected through online surveys and interviews. Findings indicate that CIM has a significant positive impact on Corporate Identity Attractiveness (CIA), Job Satisfaction (JS), and Organizational Identification (OI), and directly reduces Job Turnover Intention (JTI).

Keywords: Corporate Identity Management, Human Resource Management, Organizational Identification, Job Satisfaction, Job Turnover Intention, Corporate Identity Attractiveness.

1. Introduction

In today's highly competitive and fast-changing business environment, maintaining a strong and cohesive corporate identity has become a crucial strategic need for organizations. Corporate Identity Management (CIM) encompasses the lasting, unique characteristics of an organization that set it apart in the eyes of its various stakeholders (Albert and Whetten, 1985). Recent research indicates that CIM plays a significant role in influencing key stakeholder groups including customers, employees, and investors by highlighting the alignment between internal organizational values and their external representation (Coleman et al., 2011; Simoes et al., 2005). Over the years, the theoretical framework of Corporate Identity Management (CIM) has

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expanded to include factors such as an organization's strategic orientation (Wiedmann, 1988), corporate mindset (Balmer, 1995; Birkight and Stadler, 1980; Orns, 1978), and the significance of previous communication and symbolic actions in fostering a positive corporate image (Fombrun and Shanley, 1989; Wang, 1994; Fombrun, 1996). CIM as a strategic value CIM supports companies in differentiating themselves from competitors and offers stakeholders loyalty and trust in the market. The development of corporate reputation – driven by both internal organizational dynamics and external competitive pressures, including competitor behaviour – also contributes to a long-term stakeholder focus and investment (Balmer, 1995; Klein and Leffler, 1981; Caves and Porter, 1977; Milgrom and Roberts, 1986; Stigler, 1962; Wilson, 1985; Maathuis, 1993; van Riel, 1995; Greyser, 1996). Human Resource Management (HRM) is an important part of an organization's brand. It covers a variety of activities, including recruitment, performance management, staff development and organizational development, which impact on both motivation and performance at work (Armstrong, 2010; Spector, 1997).

Previous literature has shown that there is a positive association between well-facilitated HRM practices and employee performance, such as job satisfaction, trust and organizational commitment (Ting, 1997; Appelbaum et al., 2000; Steijn, 2004; Gould-Williams, 2003). In this context, it's about ensuring that an organization's mission and values are introduced and communicated in a way that's essential for driving internal behavioral consistency and underpinning the external brand architecture. As noted by Simoes et al. (2005) and Schmidt (1995), these elements are not only determinants for organisational culture and behaviour, but they also reinforce the internal legitimacy of corporate identity. Moreover, the attractiveness of organizational entities is very important for stakeholders' perceptions and involvement. Focusing on corporate image management (CIM) allows the organization to appear more attractive to employees and the public, and it can reinforce loyalty and brand awareness (Arendt and Brettel, 2010; Bhattacharya and Sen, 2003; Souiden et al., 2006). If clearly, uniformly and consistently expressed, a corporate image can help form strong relationships with stakeholders (Lee and Park, 2007; Keller and Richey, 2006; Melewar and Saunders, 1998).

Organizational Identification is highlighted as a critical construct: it reflects the emotional bond that the members establish with the organization. Such an identity affects their decision making, trust and commitment (Albert & Whetten, 1985; He & Brown, 2013; Stimpert, K.P., L.P. Gustafson, & Dimitratos, 1998; Barney & Stewart, 2000; Witting, 2006; Brickson, 2005; Ravasi & Schultz, 2006; Puusa & Tolvanen, 2006). Transformational leadership also makes a substantial contribution to the construction of a dynamic, long-lasting identity for the organization, one which is rooted in justice, trust, and vision. Concurrently, the Job Satisfaction—basically, emotional response to their role and work environment—has been widely established as the outcome of CIM and HRM practices (Spector, 1997; Baotham et al., 2010; Siqueira, 2008). As a mediator, job satisfaction affects the relationships between organization practices and employee behaviors: particularly the thinking of staying or leaving the organization.

Job Turnover Intention, that is the intention to consider leaving one's job voluntarily, has also been studied quite well (Phillips and Connell, 2003; Mobley, 1992; Joseph et al.) Identifying the causes of voluntary turnover is still critical for the design of successful employee retention strategies. More generally, the interplay between CIM, HRM practices, organizational identification, job satisfaction, and turnover intention highlights the importance of coherent corporate strategies that align internal employee behaviors with external brand image. In an explorative spirit, this article sets out to examine these interrelations with the ultimate objective to contribute to our understanding of how corporate identity initiatives impact on both organisational and employee level outcomes.

Given the increasing strategic relevance of Corporate Identity Management (CIM) in shaping internal organizational culture and external perceptions, this study aims to examine its multifaceted impact on key employee outcomes. Specifically, the research seeks to investigate how components of CIM—including consistent communication, HR practices, and the dissemination of mission and values—affect Corporate Identity Attractiveness (CIA), Organizational Identification (OI), Job Satisfaction (JS), and Job Turnover Intention (JTI). By drawing on the foundations of Social Identity Theory (Ashforth & Mael, 1989) and expanding upon previous works that link organizational identity to employee behavior (Albert & Whetten, 1985; Simoes et al., 2005; Dutton et al., 1994), the study aims to bridge the gap between corporate branding initiatives and HR outcomes. A key objective is to explore both the direct and mediated relationships among these constructs, especially the potential of CIM to serve as a strategic lever for enhancing employee retention and commitment. The study also endeavors to empirically validate whether CIA and OI act as mediators in the relationship between CIM and turnover intentions, thereby offering a comprehensive understanding of how internal identity mechanisms translate into organizational loyalty and satisfaction (Riketta, 2005; Van Dick et al., 2004; Bhattacharya & Sen, 2003).

2. Literature review

2.1 Relationship between Corporate Identity Management (CIM) and Corporate Identity Attractiveness (CIA)

Corporate identity attractiveness refers to how appealing the corporate image is to various stakeholder groups (Arendt and Brettel, 2010; Bhattacharya and Sen, 2003). Research indicates that the greater the emphasis a company places on corporate identity management (CIM) activities, the more positively employees tend to respond in terms of perceived identity attractiveness (Souiden et al., 2006). Prestigious and distinctive brands typically enjoy higher levels of brand awareness, which enhances their appeal among stakeholders (Bhattacharya and Sen, 2003). Consequently, employees are more likely to adopt favorable attitudes and show a preference for organizations with strong and recognizable brand identities. From a conceptual standpoint, both visual elements and communication strategies should effectively convey the brand's personality and enhance its appeal to the audience (Lee and Park, 2007). A compelling corporate brand offers several advantages. For instance, Melewar and Saunders (1998) highlighted that a consistent and standardized visual image tends to be more attractive to applicants seeking executive roles in multinational firms. Moreover, internal elements such as the dissemination of cultural values, strategic alignment, and human resource practices are also instrumental in eliciting favorable employee responses. These aspects underscore the relevance of such variables in corporate identity models (Suvatjis and de Chernatony, 2005). Collectively, these organizational components contribute—directly or indirectly—to enhancing the competitiveness and attractiveness of the corporate brand.

H1: - Corporate Identity Management has a positive effect on Corporate Identity Attractiveness.

2.2 Relation between Corporate Identity Attractiveness (CIA) and Organizational Identification (OI)

Studies on firm culture and the benefits of distributing goals and principles has been substantial, according to Schwartz and Davis (1981). On the other hand, no company has a good or terrible culture. In 2000, Beyer et al. CIM can serve as social or professional control by inducing team members to manifest certain values, beliefs, and attitudes (Carbonell and Rodriguez-Escudero 2013). reinforcing acceptable behaviors, like identification and cooperation among peers (Flaherty and Pappas 2012; Kirsch 1997). Corporate Identity Attractiveness has a strong influence on Organizational Identification. When employees find the organization attractive, they are likely to identify with it. Dutton et al. (1994) described how identity attractiveness leads to stronger organizational identification, as employees match their self-concept with organizational values. Ashforth and Mael (1989) recognized identity attractiveness as a motivator for organizational identification in social identity theory.

H2: - Corporate Identity Attractiveness has a positive effect on the Organizational Identification.

2.3 Relationship between Attractiveness of Corporate Identity (CIA) and Job Satisfaction (JS)

Hackman and Oldham (1980) defined job satisfaction as the extent to which an individual feels content with their job role. Work-related outcomes reflect employees' attitudes—whether positive, neutral, or negative—towards their roles and responsibilities within the organization, often in contrast to their perception of the organization as a whole. Job satisfaction is further influenced by perceived attractiveness. When employees view the organizational identity as appealing and aligned with their personal values, their satisfaction tends to increase. According to Judge et al. (1997), employees experience greater internal satisfaction when they perceive their organization as attractive. Additionally, Edwards and Cable (2009) found that congruence between employee and organizational values positively correlates with higher levels of satisfaction.

H3: - The Attractiveness of Corporate Identity has a positive effect on Job Satisfaction.

2.4 Association between Organizational Identification (OI) and Job Turnover Intention (JTI)

Job turnover intention was chosen due to its relevance to institutional settings and was anticipated to exhibit a negative correlation with organizational identification. According to Milliken (1990) and Gioia and Thomas (1996), strong impressions of organizational identification serve as a cognitive filter, shaping how individuals interpret and assimilate information. Given that employees may use hierarchical levels as social categories to distinguish between ingroup and outgroup members, it is reasonable to consider how group affiliation might influence the connection between organizational constructs and turnover intention. Lower turnover intentions are typically associated with higher organizational identification. A negative relationship exists between organizational identification and job turnover intention, wherein employees with a strong sense of belonging to their organization are less inclined to leave. Riketta (2005), through a meta-analysis, confirmed this inverse correlation, while Van Dick et al. (2004) emphasized that employees with strong organizational identification tend to show greater commitment and reduced turnover intentions.

H4: - Organizational Identification has a negative effect on Job Turnover Intention.

2.5 Job Satisfaction (JS) and Job Turnover Intention (JTI) relationship

The research conducted by Ni Nyoman, Ni Wayan Mujiati, and Yani Sri Lestari demonstrates that an individual's attitude and behavior toward organizational objectives, goals, and vision play a crucial role. Employees who experience internal pressure often attempt to alleviate it by adjusting either their goals or their behaviors to align with more acceptable outcomes. This aligns with the findings of Pande Made ArmaSuputra, Anik Yuesti, and Nengah Sudja, who also observed that job satisfaction has no detectable positive effect on the intention to leave. According to Griffeth, Hom, and Gaertner (2000), and Wright and Bonett (2007), job satisfaction has consistently shown a negative correlation with turnover. Job turnover intentions are negatively influenced by job satisfaction. When employees are dissatisfied, the likelihood of them considering leaving the organization increases. A strong association exists between job satisfaction and turnover intention. In their turnover model, Mobley et al. (1978) highlighted that dissatisfaction is a key precursor to turnover intention. Furthermore, Griffeth et al. (2000), through an extensive literature review, identified job satisfaction as one of the primary predictors of turnover intentions.

H5: - Job Satisfaction have a major influence on Job Turnover Intention.

3. Methodology

3.1 Data Collection and Sampling

The research utilized mixed-method design to test whether and to what extent Corporate Identity Management (CIM) influences job satisfaction and turnover intention. The quantitative section of the research utilized a survey questionnaire based on standardized scales to gather the opinions of employees about organization identity and levels of job satisfaction by industries and levels of jobs. The data were gathered using an online survey through email sent to employees in medium- and large-scale companies.

For representation over the breadth, stratified random sampling was employed with stratifying variables of industry type, job category, and work experience levels. The target was a minimum of 305 responses to provide statistical reliability and scope for significant subgroup analysis.

In addition to quantitative data, qualitative data were gathered through semi- structured interviews with selected employees and HR professionals. The purpose of these interviews was to understand the perceived role and importance of the constructs of CIM, such as consistent communication, HR practices and mission and values dissemination - from the perspective of both employees and HR leaders. Employees provided reflection on how these constructs shaped their job satisfaction, identification and turnover intentions, while HR professionals shared whether and why they considered CIM to be critical in building organizational commitment and reducing attrition. This qualitative component added depth by capturing professional judgement alongside employee experience, contextualizing the statistical findings and strengthening triangulation.

Survey data were statistically analyzed using techniques like regression analysis, whereas qualitative responses were theme-coded. This blending of quantitative and qualitative techniques enhanced the level of result interpretation and enabled greater insights for organizational development.

Table 1: Demographics and Characteristics of the Sample

Demographics	% (N=305)
Gender	
Male	47.5%
Female	52.5%
Age	
18–25	31.1% (95)
26–35	40.0% (122)
36–45	22.0% (67)
46 and above	6.9% (21)

Demographics	% (N=305)
Education	
Graduation	39.7% (121)
Post-Graduation	50.2% (153)
Others	10.1% (31)
Work Experience	
Less than 1 year	21.0% (64)
1–5 years	56.1% (171)
6–10 years	17.0% (52)
More than 10 years	5.9% (18)

Demographic analysis indicates a relatively even gender split with a narrow female respondent majority. The majority of the participants were aged 26–35 years (40%), corresponding to a high-working-age group. Half of the sample was postgraduates, indicating a highly educated respondent pool. Furthermore, more than half of the respondents had between 1–5 years of work experience, improving the validity of opinions in relation to organizational practice.

3.2 Measurement Instrument

To measure the constructs of the study, a structured questionnaire was developed consisting of both demographic questions and Likert-scale questions. The first part included elementary demographic information such as gender, age, education, work experience, and department. The second part was designed to measure the data for the latent constructs of the study: Consistent Communication (CC), Prior scales from Arendt and Brettel (2010), Coleman et al. (2011), and Simoes et al. (2005) were adapted to measure Human Resources Practices (HRP) and Mission and Values Dissemination (MVD). Two items adapted from Arendt and Brettel (2010) were used to measure corporate identity attractiveness; three items from Smidts et al. (2001) were used to measure organizational identification; three items from Donnelly and Ivancevich (1985) were used to measure job satisfaction; and three items from earlier studies (Hackman and Oldham 1976; Saks 2006) were used to measure job turnover intention. Each of the constructs was operationalized by a set of items on a five-point Likert scale ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). Filter questions were also included to ensure that respondents possess adequate work experience in their organization, as well as the years, to ensure data relevance and accuracy.

4. Result

4.1 Measurement model

Table 2: Reliability of Constructs

Variable	Items	Cronbach's Alpha
Consistent Communication	3	0.743
Human Resource Practices	2	0.775
Mission and Values Dissemination	3	0.811
Corporate Identity Attractiveness	2	0.759
Organizational Identification	3	0.787
Job Satisfaction	3	0.813
Job Turnover Intention	3	0.810

All variables demonstrate acceptable to high internal consistency (Cronbach's $\alpha > 0.7$), indicating reliability of the scales used in the study.

4.2.Structural model

The impact of Corporate Identity Management (CIM) on Corporate Identity Attractiveness (CIA) is investigated in Model 1. The findings show that CIM and CIA have a substantial and statistically significant positive connection ($\beta = 1.0047$, $p < 0.001$). According to the standardized beta coefficient, perceived CIA rises by 1.0047 units for every unit increase in CIM. Additionally, the model accounts for 72.63% of the variation in CIA (R2 = 0.7263), suggesting that CIM is a significant predictor of employees' perceptions of the corporate identity's attractiveness. This result supports the theoretical premise that effective identity management techniques greatly raise internal stakeholders' perceptions of an organization's identity's attractiveness.

Model 2 looks at how Job Satisfaction (JS) is affected by Corporate Identity Management (CIM) and Corporate Identity Attractiveness (CIA). According to the results of the structural equation, CIA and CIM both significantly and favorably predict JS. In particular, CIM exhibits a strong standardized regression coefficient ($\beta = 0.6163$, $p < 0.001$), suggesting that work satisfaction among employees is significantly influenced by efficient corporate identity management. Likewise, CIA has a substantial positive effect on JS ($\beta = 0.3157$, $p < 0.001$), indicating that employees are more likely to be satisfied with their jobs when they find the organization's identity appealing.

Model 3 investigates the predictive link between Organizational Identification (OI) and Corporate Identity Management (CIM) and Corporate Identity Attractiveness (CIA). According to the path coefficients, CIM has a large and significant positive impact on OI ($\beta = 0.7317$, $p < 0.001$), indicating that employees' sense of identification and belonging to the company is greatly increased by successful corporate identity management. Furthermore, CIA also shows a statistically significant and favorable effect on OI ($\beta = 0.2043$, $p < 0.001$), albeit a lower one than CIM.

Model 4 looks at the factors that predict Job Turnover Intention (JTI) and assesses how much Organizational Identification (OI), Corporate Identity Management (CIM), and Corporate Identity Attractiveness (CIA) affect employees' intentions to quit the company.

According to the path analysis, CIM significantly and negatively affects JTI ($\beta = -0.6072$, $p < 0.001$). This suggests that reduced employee turnover intention is linked to stronger and more successful corporate identity management. To put it another way, employees are less likely to think about quitting a business when they believe that its identity is well-managed through supportive HR practices, regular communication, and value alignment.

Table 3: Structural Path Model

Predictor	Outcome Variable	Beta (β)	p-value
CIM	CIA	1.0047	< 0.001
CIM	JS	0.6163	< 0.001
CIA	JS	0.3157	< 0.001
CIM	OI	0.7317	< 0.001
CIA	OI	0.2043	< 0.001
CIM	JTI	-0.6072	< 0.001
CIA	JTI	0.0752	0.3591 (ns)
OI	JTI	-0.0657	0.5207 (ns)

Table 4: Mediation Analysis --- Mediation Pathways

Mediation Path	Effect (β)	p-value	Significance
CIM → CIA → JTI	β = 0.0752	0.3591	Not Significant
CIM → OI → JTI	β = -0.0657	0.5207	Not Significant
CIM (Direct) → JTI	β = -0.6072	<0.001	Significant

The present study empirically investigated the interconnections between Corporate Identity Management (CIM), Corporate Identity Attractiveness (CIA), Organizational Identification (OI), Job Satisfaction (JS), and Job Turnover Intention (JTI) in a systematic manner. Following a mixed-method design involving stratified random sampling (N = 305), the research found the following statistically and practically substantial results: CIM strongly and significantly predicted CIA ($\beta = 1.0047$, $p < 0.001$) and explained 72.63% of its variance ($R^2 = 0.7263$). CIM also significantly and positively predicted JS ($\beta = 0.6163$, $p < 0.001$) and OI ($\beta = 0.7317$, $p < 0.001$). Above all, CIM significantly and directly negatively impacted JTI ($\beta = -0.6072$, $p < 0.001$), confirming its role as a retention lever. Inasmuch as CIA and OI were markedly associated with JS and OI, respectively, with a positive association, they acted as null mediator roles statiscally in relation to CIM and JTI (CIA → JTI: $\beta = 0.0752$, $p = 0.3591$; OI → JTI: $\beta = -0.0657$, $p = 0.5207$). CIA positively influenced JS ($\beta = 0.3157$, $p < 0.001$), and CIM and CIA both predicted OI, but no mediation was found for the CIM-JTI relationship.

4.2 Measurement and Structural Model

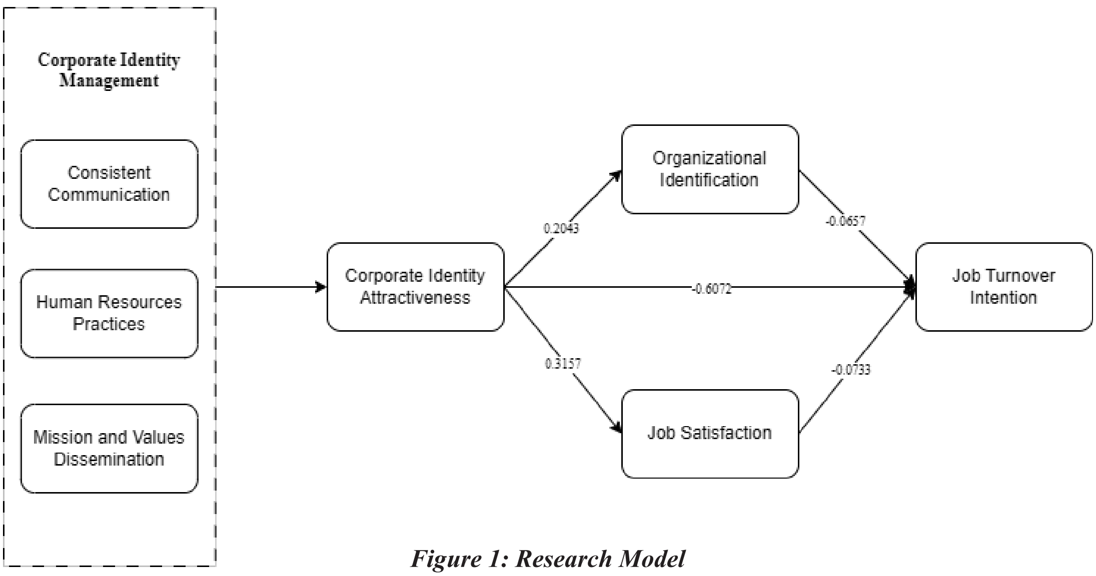

Figure 1: Research Model

5. Limitations and Implications

This result confirms earlier studies for significance of CIM as a strategic HR and branding core practice (Balmer, 1998; Hatch & Schultz, 2001; Simoes & Dibb, 2008). The relationship between CIM and decreased turnover intentions is robust, and confirms the theoretical premise that identity clarity practices have beneficial impact on affective and continuance commitment (Riketta, 2005; Van Dick et al., 2004). Importantly, the empirical evidence shows that the direct effect of CIM on JTI is supported and that firms do not act only upon symbolic or reputational appeal, but convert identity into standardized communication, HRs and internal congruence. This confirms CIM's role in sculpting employee outcomes through influencing job satisfaction and identification and reducing turnover intentions.

However, the relative unimportance of CIA and OI as mediators for predicting JTI difficulties challenges earlier models that emphasized the mediation role of identification and attractiveness (Ashforth & Mael, 1989; Dutton et al., 1994). This suggests that identification and attractiveness may exert more indirect influences, or perhaps acta as moderators rather than mediators, particularly in multicultural or diverse organizational environments. Linking the results to Social Identity Theory (Ashforth & Mael, 1989), the study shows that while employees who perceive their organization's identity as attractive and aligned with their personal vales are more likely to integrate that identity into their self-concept, the strongest effect on retention emerges from direct CIM practices. Consistently communicated identity cues therefore serve as a powerful social signal that promote belongingness and cohesion, strengthening employees' affective bonds with the organization.

At the same time, It is important to note several limitations of the structural model. The cross-sectional format does not allow for strong causal inference, as order of effects cannot be determined. We depended on self-reported measures, which increases the risk for common method bias and social desirability effects, which may inflate associations found. In addition, despite the fact that the model explains a considerable amount of variance in the outcomes there are strong simplifications to the complex dynamics at play in organizations and the potential feedback loops of job satisfaction and organizational identification etc. The insignificant levels of the mediation of CIA and OI suggest that there are other relevant intermediate variables—e.g., organizational justice, leadership style, or psychological contract fulfilment—that were not included. Furthermore, measurement invariance across industries and demographic groups was not examined, which may restrict generalization of the results to varied organisational settings.

Taken together, the results strengthen the strategic role of CIM in driving employee satisfaction, identification, and retention, while highlighting the need for caution in interpreting the model. In practice, organizations must move beyond symbolic representation of identity, and embed CIM within the fundamental HR processes, like for instance internal communication, policy convergence and value spreading. By doing this, companies can develop trust, a sense of belonging, and emotional commitment — as we do above — that are powerful levers to influence voluntary turnover. In principle, this study contributes to the Social Identity Theory by showing how both the salience and the strength of identity cues have direct effects on retention, as well as possible indirect effects through attractiveness and identification. In the future, we hope researchers to further refine the model by developing longitudinal designs, using multidata sets, and adding more moderators and mediators to elaborate the individual and continuous paths underlining how CIM influences employee outcomes within different contexts.

6. Conclusion

The study finds that CIM has a direct and positive effect on Corporate Identity Attractiveness (CIA), Job Satisfaction (JS), and Organizational Identification (OI), confirming its varied effects on both attitudinal and behavioral reactions of employees. Of these, the most critical finding is the direct and negative effect of CIM on Job Turnover Intention (JTI). This underscores CIM's promise as a strategic retention tool, separate from intermediary constructs such as CIA or OI, which, although positively correlated with other outcomes, do not strongly mediate the relationship between CIM and turnover intentions.

Theoretically, these results extend the existing literature by combining identity- based branding with HRM outcomes. They confirm the conceptual models of Balmer (1995), Hatch and Schultz (2001), and Dutton et al. (1994) but also advance our knowledge by proposing that direct routes from CIM to employee action might be more effective than were previously supposed mediation models. These findings suggest a rethinking of the function of corporate identity from a static brand image to a dynamic in-house process that speaks to employee values, expectations, and workplace behaviors very strongly.

In practice, organizations need to go beyond symbolic representations of identity and integrate CIM into fundamental HR functions. This involves regular internal communications, alignment of HR policies with corporate values, and strategic communication of organizational missions. Specifically in the case of employee retention, these practices need to be deliberately constructed to create trust, belongingness, and emotional commitment, all of which decrease the probability of voluntary turnover. For HR managers and organizational leaders, the implication is clear: invest in consistent internal communication, ensure HR policies and recognition systems that reflects organizational values and actively disseminate the mission in authentic ways. By doing so, leaders not only strengthen employees' identification and satisfaction but also directly reduce turnover intentions, positioning CIM as a practical retention tool and not just a symbolic branding exercise.

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॥ विद्यया समाजोत्कर्षः ॥

About Faculty

FMS constantly attempts to convert students' expectations into realities through internships, real-life experiences, business simulations, practical learning. Apart, persona attention for affordable career preparation through learned faculties, well-blended research approach and industry-oriented academic culture with vibrant campus life are the value proposition bundled in the core of offerings.

List of institutes

- V. M. Patel Institute of Management
- Centre for Management Studies & Research
- V. M. Patel College of Management Studies
- GNU-NSE Skills centre for Capital Markets
- GNU-Victoria University Collaborated Programmes

Pioneering initiatives

- First to offer sectorial specialization with functional specialization in Gujarat
- First to offer industry focused BBA/MBA programmes in Healthcare, Agriculture, Capiatal Markets, Retail and other services domain in Gujarat
- Started executive MBA programme to cater the needs of banking industry
- Pioneer in networking with foreign universities to give global content & exposure
- First to practice block module delivery as a part of teaching pedagogy

Key Achievements

- Received an award for being the institute offering most promising PG Program in Agribusiness by ASSOCHAM during 12th Global FAD-2018
- Received an award for the category Innovation in Building Academic & Industry Interface in the 7th DNA Innovative B-Schools Awards in 2015

10 Good Reasons to Choose For

23 Years
of educational experience

Faculty
Publications
in Top Rated Journals
(Scopus & ABDC Listed)

Intensive Industry
Interaction

Only Faculty
Offering
Programmes Catering
Rural and Urban sector needs

Awards to Faculties & Students
72 Best
Research Paper

90%+ Placement
Track Record by Dedicated Placement Cell

30000+ Books
in Library with Online Databases

6300+ Alumni
Serving Various Sectors

Diversified
Specializations
as per Industry Needs

Will Blended Eco-system to foster
Employable Skills
& Entrepreneurship

Key Events

PRATIBHA
National Level Summer Project Competition

GCeMP (INTERNATIONAL CONFERENCE)
GNU-FMS International Conference on Emerging Management Perspectives, Practices & Research Trends)

PROTSAHAN (CONFLUENCE OF IGNITED MINDS)
Management-Cum-Cultural Fest

STUDENTS LABS

- Business Simulation Lab
- Data Analytics Lab (SPSS 20.0)
- Communicatory English Lab
- Digital Library
(having access of 1400+ Journals in Proquest)

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Articles

Linking Engagement to Citizenship: How Well-being Shapes Gen Z Employees' Workplace Behaviors — 01-14
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Mapping Renewable Trajectories: A Multidimensional Analysis of India and China's Energy Landscape — 15-24
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Corporate Identity Management and Its Impact on Corporate Identity Attractiveness and Turnover Intention: A Cross-Industry Study — 25-36
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