

The Moderating Role of Culture Values on the Relationship between Role Model and Employees' Brand in the Medium Contact Services

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Abstract – Prior to the internal branding and human resource management, employers' brand was considered as a vital and powerful tool to support organizations' sustainable development and employer-employee relationship. In line with this notion, employer branding is known as an adherent of a brand promise for internal branding, and employer brand emphasizes on employer's reputation that support communication with external constituencies. To consider about the adherent of employer branding, a role model would be one powerful tool. However, the gap between employer and employee relationship still exists. Adapting the role model would fill the gap. The internal branding from a role model who is an employee from the same level would be more effective. This paper aims to address the conceptual linkage between role model and employees' brand. In the realistic world, the role model approach may not applicable in every culture condition. Therefore, culture values are considered as a moderator in this conceptual relationship. Firms should understand an inside environment in order to manipulate an appropriate tactic for employees' branding.

Keywords: employees' brand, role model, culture values and role model