



Faculty of Commerce
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**The Effect of Perceived Employer Branding on
Organization Citizenship Behavior and
Organizational Commitment with the Moderating
Effect of Person Organization Fit: An Applied Study
on Private Higher Education Sector**

توافق الفرد مع المنظمة كمتغير وسيط بين منظور الموظفين للعلامة
التجارية المدركة لصاحب العمل و المواطنة التنظيمية و الالتزام التنظيمي
: دراسة تطبيقية على قطاع التعليم العالي الخاص

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Abstract

The main purpose of this study is to measure the effect of perceived employer branding (EB) on creating a higher level of organizational commitment (OC) and organizational citizenship behavior (OCB) acts, by attempting to identify the impact of person-organization values fit (P-O fit) as moderator, that could strengthen the relationship between the research variables within the private higher education context.

Data collection was performed using a questionnaire form that was conducted on a sample of 367 academic staff members working in 7 private universities including all the academic posts ranging from teaching assistants to Professors. The study employs correlation and regression tests to determine the relationship between the research variables from an existing staff perspective.

The findings indicated a significant strong effect of perceived employer branding on organization commitment, while on the other hand it presented a significant moderate effect of perceived EB on organizational citizenship behavior, while for the purpose of testing POF as a moderating variable on the relationship between research variables, first it was concluded that P-O value Fit does not moderate the relationship between EB and OC, which could be explained due to the presence of direct strong effect of EB on OC but on the other hand, P-O value Fit has a positive significant moderation effect on the relationship between EB and OCB.

The results would be useful for private universities to help them pinpoint the aspects and attributes that academic staff find attractive and non-attractive during their employment experience, accordingly formulate an effective

employer branding strategy that will likely foster their commitment level and strengthen their sense of citizenship behavior.

Therefore, this study is one of the few studies that test the simultaneous relationship between perceived employer branding (EB), organizational commitment (OC) and citizenship behavior (OCB) applied on private higher education sector.

Keywords: Employer branding attributes, Organizational Commitment, Organizational Citizenship Behavior, Person Organization Value Fit and Private Higher Education Sector.

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List of Abbreviations

Abbreviation	Term
ACU	Ahram Canadian University
BUE	British University in Egypt
CAPMUS	Central agency for Public Mobilization and Statistics
EB	Employer Branding
EPV	Employee Value Proposition
FUE	Future University in Egypt
GUC	German University in Cairo
HRM	Human Resource Management
HR	Human Resources
KMO	Kaiser – Meyer Olkin
KSA	Knowledge, Skills, and abilities
MSA	October University for Modern Sciences and Arts
MUST	Misr University for Science and Technology
MIU	Misr International University
MTI	Modern University for Technology and Information
NAQAAE	National Authority for Quality Assurance and Accreditation of Education Egypt
OB	Organizational Behavior
OCB	Organizational Citizenship Behavior
OC	Organizational Commitment
POF	Person-Organization Fit
P-E	Person-Environment Fit
P-J	Person-Job Fit
P-V	Person-Vocation Fit
P-G	Person-Group Fit

P-S	Person-Supervisor Fit
SPSS	Statistical Package for Social Sciences
T&D	Training and Development
WOM	Word of Mouth