

**THE IMPACT OF DIVERSITY AND INCLUSION ON
EMPLOYER BRANDING WITH THE MEDIATING ROLE OF
SOCIAL MEDIA IN MANUFACTURING COMPANIES IN
GAMPAHA DISTRICT**

By

**NIRALGAMA RAMANAYAKAGE NIMESHKA MADUBHASHINI
RAMANAYAKE**

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ABSTRACT

This research addresses the impact of diversity and inclusion practices on employer branding as well as the mediating role of social media usage in the four selected manufacturing companies in the Gampaha District of Sri Lanka.

Based on relevant literature, the study constructs a conceptual model to explore the impact of diversity and inclusion alongside social media on employer branding. The guided by Social Identity Theory and Signaling Theory further explains how social media conveys these inclusive values to external audiences, shaping perceptions of the organization. Primary data was collected from staff employees (288) of four leading manufacturing firms via a structured questionnaire. The study tested its hypotheses and met its objectives using SPSS to perform descriptive, correlation, regression, mediation, and multivariate analyses.

The results indicated that diversity and inclusion practices have a marked effect on employer branding and social media utilization simultaneously. Moreover, the impact of social media use on employer branding was strong and positive. From mediation analysis, it was determined that social media usage partially mediates the relationship diversity & inclusion and employer branding. This study offers practical guidance for manufacturing firms looking to build their employer brand. Telecommunications and social media have become vital tools for talent management because of their ability to foster active organizational engagement. Furthermore, using social media to communicate corporate values aids talent acquisition and retention. By addressing the impact of diversity and inclusion allied to social media, this research expands the discourse on employer branding in the Sri Lankan manufacturing sector.

Keywords: *Diversity and Inclusion, Employer Branding, Social Media Usage*

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