



# The Influence of Educational Content and Internship-Driven Branding on Corporate Reputation

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**Abstract:** Corporate reputation plays an important part in fostering trust within stakeholders and leading to success in today's competitive business landscape. The goal of this research paper is to examine how educational content and internship branding help shape corporate reputation through a series of measures. In particular, education is carried out by means of blogs, webinars, training sessions, and social media information sharing. Such approaches are used by organizations as an attempt to establish themselves as thought leaders and improve their credibility in front of their intended audience. Internship branding means understanding how interns see a good internship program. A properly designed internship will foster good interpersonal relationships between the interns and the organization itself, making interns act as brand ambassadors. As we can see, such an approach will not only improve visibility and engagement, but also play a significant role in developing the corporate reputation within a fast-paced commercial context.

**Keywords:** Corporate Reputation , Educational Content , Internship Programs , Brand Image , Employer Branding , Content Marketing.



## I. INTRODUCTION

In today's competitive business world, companies are more concerned about adopting innovative methods of developing a good corporate reputation. The concept of corporate reputation, which is an important intangible resource, plays a very important role in forming the perceptions, trust, and performance of any company. There are several different methods that companies can adopt for creating a good corporate reputation, and among them, two most significant methods are using educational content and internship-based branding. The purpose of this research is to study the effects of these methods on corporate reputation.

## OBJECTIVES

### Primary Objective:

To examine the influence of educational content and internship-driven branding on corporate reputation.

### Secondary Objective:

- To measure the impact of education-related content (such as blogs and webinars) on thought leadership and trust of stakeholders and consequently on reputation measures.
- To study the contribution of internships to experiential branding and conversion of participants into loyal ambassadors.
- To explore the combined impact of educational content and internships on reputation perceptions.
- To analyze important moderating variables affecting this impact for stakeholders such as Gen Z workforce and customers.

## HYPOTHESES

- **H1:** Employer Content Branding (ECB) has a significant positive influence on Corporate Reputation (CR).
- **H2:** Perceived Value (PV) has a significant positive influence on Corporate Reputation (CR).
- **H3:** Social Interaction Trust (SIT) has a significant positive influence on Corporate Reputation (CR).
- **H4:** Career Opportunities (CO) have a significant positive influence on Corporate Reputation (CR).
- **H5:** Employer Content Branding (ECB), Perceived Value (PV), Social Interaction Trust (SIT), and Career Opportunities (CO) jointly have a significant impact on Corporate Reputation (CR).

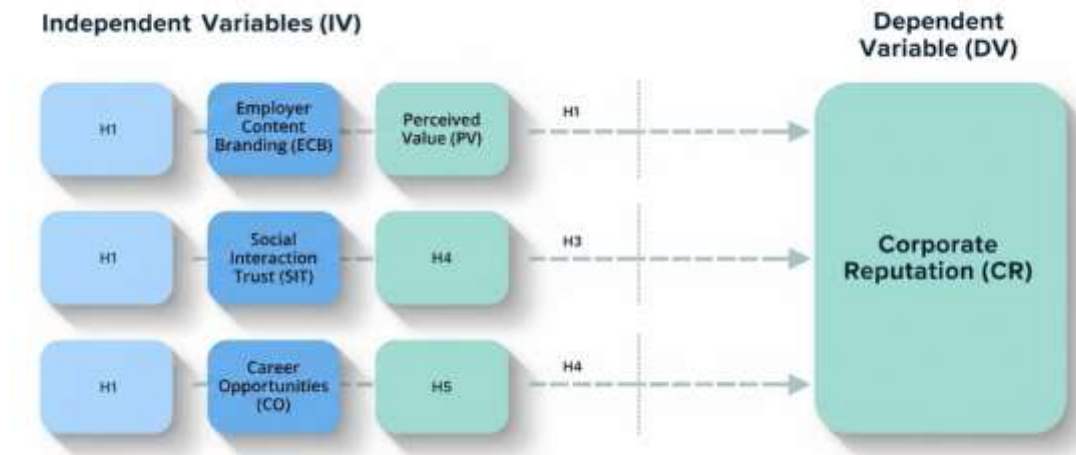
## SIGNIFICANCE OF THE STUDY:

This study is significant as it highlights the growing importance of educational content and internship-driven branding in shaping corporate reputation in a competitive business environment. In the digital era, organizations increasingly rely on content strategies and experiential learning opportunities to build trust, credibility, and a positive brand image among stakeholders.

For academic purposes, the study contributes to existing literature by integrating concepts such as Employer Content Branding, Perceived Value, Social Interaction Trust, Career Opportunities, and Corporate Reputation. It serves as a reference for future researchers interested in branding, human resource practices, and organizational behavior.



## THEORETICAL FRAMEWORK



The theoretical framework illustrates the relationship between the independent variables and the dependent variable in the study. The independent variables include Employer Content Branding (ECB), Perceived Value (PV), Social Interaction Trust (SIT), and Career Opportunities (CO), which represent the key factors influencing stakeholders' perceptions. The dependent variable is Corporate Reputation (CR), which is the outcome of these influencing factors. The arrows in the diagram indicate the direction of influence, while the labels H1, H2, H3, and H4 represent the hypotheses formulated to test these relationships. Specifically, Employer Content Branding is expected to enhance corporate reputation by providing informative and engaging content; Perceived Value reflects how useful and beneficial the content is to the audience; Social Interaction Trust represents the level of trust built through communication and engagement; and Career Opportunities highlight the importance of internships and growth prospects in shaping perceptions. Overall, the framework suggests that these variables have a positive and significant impact on corporate reputation, meaning that organizations that effectively manage these factors can strengthen their image and credibility among stakeholders.

## II. REVIEW OF LITERATURE

1. The **Universum Employer Branding Survey (2020)** identifies career development, organizational culture, work–life balance, and reputation as key factors influencing employer attractiveness globally.
2. **Ana Junça Silva and Herminia Dias (2023–2025)** found that employer branding positively influences corporate reputation and significantly impacts job application intentions.
3. **Bharadwaj S. (2024)** highlights that social media usage strengthens employer branding by effectively communicating workplace culture, thereby influencing job seekers' perceptions.
4. **HT Thao et al. (2024)** revealed that a strong employer brand improves employee satisfaction, commitment, and word-of-mouth intentions.
5. A study in **Frontiers in Sociology (2024)** established a positive relationship between employer branding, organizational image, and corporate reputation.
6. **Fazah Zikri Soleha and Aryana Satrya (2025)** found that employer brand attractiveness, CSR, and organizational reputation significantly influence job application intentions, especially among younger generations.



7. **Destiny I. Aisekhaghe (2025)** emphasizes employer branding as an effective HRM strategy for recruitment and retention by communicating organizational values and career opportunities.
8. **Farah Iqbal and Swathi N. R. (2025)** state that students prefer organizations with a strong reputation and clear career growth opportunities when choosing internships and jobs.
9. **Leena Jagawat, Saloni Vinay Raymagiya, and Kalpana Shekhar Divekar (2025)** emphasize that online brand presence through websites and social media significantly influences institutional reputation.
10. A study in **Frontiers in Communication (2025)** shows that internships act as a practical branding channel, shaping Gen Z employment intentions through direct organizational experience.
11. **S. Febrina and N. A. Erlin (2025)** reveal that employer branding enhances corporate reputation, which in turn increases Gen Z job application intentions.
12. **V. Srinivas (2025)** concludes that strong employer branding improves employer image and overall organizational performance.

### III. RESEARCH GAP

There are numerous gaps in the current body of knowledge identified by the research. Firstly, few of the previous researches considered evaluation of learning outcomes achieved from the use of educational content as opposed to measurement of engagement level. Secondly, internships were rarely considered a career experience because the vast majority of studies treated this phenomenon as a relatively short experience. Thirdly, there has been little investigation done regarding the role played by educational content in establishing trust between stakeholders and an organization as such. Fourthly, interns have been treated solely as resources rather than a potential source of positive corporate reputation and image as brand ambassadors. Personalization is another important concept to be explored in relation to alignment with corporate culture values. Finally, previous research paid little attention to evaluation of all the stages of the internship process from the moment of recruitment till its end and completion. Corporate reputation development was rarely addressed through the prism of experience gained by the students during the internship process. Feedback forms seem to dominate the evaluation process as opposed to case studies on successful careers launched via educational content and internship-driven branding.

### RESEARCH DESIGN:

The idea behind research design means the overall process by which the research will be carried out. It explains how the data will be collected, measured, and analyzed in order to answer the questions of the research properly. At the same time, the research design will help the researcher make the right choice of the research type, data collection, sampling, and analysis methods.

### SAMPLING:

The sample size used in this study is 127 individuals. This is an appropriate sample size that enables meaningful statistics analysis and the evaluation of the correlation among the variables involved in this research study. The participants chosen are workers drawn from different departments, varied backgrounds, and diverse experience. This sample size of 127 allows for more accuracy in the results obtained and the drawing of reliable conclusions concerning the effect of employer content branding, perceived value, social interaction trust, and career opportunity on corporate reputation.



## Sampling Method: Convenience sampling

A convenient sampling approach is employed in the selection of respondents for this research study. This method entails picking those individuals that are readily available and willing to take part in the study. Employees across different departments were picked depending on their availability and willingness to respond. Convenient sampling is appropriate for this research since it enables the researcher to collect data quickly and effectively. Despite its possible limitation in terms of generalization, this sampling method can effectively help in gathering the necessary information regarding the association between the constructs under investigation.

## DATA COLLECTION:

For collecting the data required for the study, a structured questionnaire was used. The design of the questionnaire was based on the purpose and variables of the research. The instrument had a scale with values that ranged from 1 = Strongly Disagree to 5 = Strongly Agree to facilitate quantification and measure perceptions and views of the respondents in relation to the topic of research. It was divided into two parts: one containing demographic information while the other containing statements related to the variables under investigation (Employer Content Branding, Perceived Value, Social Interaction Trust, Career Opportunities, and Corporate Reputation). The data were collected using online forms such as Google Forms and by mailing the questionnaire to the respondents.

## STATISTICAL TOOLS:

### Descriptive Statistics

- Used to summarize and present data in a meaningful way.
- Includes frequency, percentage, mean, and standard deviation.
- Helps in understanding the demographic profile and overall responses of respondents.

### Mean (Average)

- Measures the central tendency of the data.
- Indicates the overall level of agreement of respondents towards study variables.

### Standard Deviation

- Measures the dispersion or variation in responses.
- Lower values indicate consistency among respondents.

### ANOVA (Analysis of Variance)

- Used to compare mean differences among **more than two groups (e.g., Age groups, Experience)**.
- Determines whether variations are statistically significant.

### Correlation Analysis

- Used to measure the **strength and direction of relationship** between variables.
- Shows whether variables are positively or negatively related.



### Regression Analysis (Multiple Regression)

- Used to analyze the **impact of independent variables** (ECB, PV, SIT, CO) on the **dependent variable (CR)**.
- Helps in predicting outcomes and identifying the most influential factors.

### RESULTS:

#### DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.No	Variable	Description	Frequency	Percentage
1	Gender	Male	98	77.2
		Female	29	22.8
		Total	127	100
2	Age Group	Below 25	88	69.3
		25–35	25	19.7
		36–45	10	7.9
		Above 45	4	3.1
		Total	127	100
3	Educational Qualification	UG	39	30.7
		PG	67	52.8
		Professional	7	5.5
		Others	14	11.0
		Total	127	100
4	Years of Experience	Less than 1 year	59	46.5
		1–3 years	50	39.4
		4–7 years	18	14.2
		More than 7 years	0	0
		Total	127	100
5	Marital Status	Married	32	25.2
		Single	95	74.8
		Total	127	100
6	Work Location	On-site	74	58.3



		Office-based	53	41.7
		Total	127	100
7	Employment Type	Permanent	72	56.7
		Contractual	47	37.0
		Daily Wage	8	6.3
		Total	127	100
8	Monthly Income	Below ₹20,000	56	44.1
		₹20,000–₹40,000	53	41.7
		Above ₹40,000	18	14.2
		Total	127	100

The above table highlights the demographic profile of the participants. From the above data, it can be seen that a vast number of participants are male workers (77.2%), aged below 25 years (69.3%). Further, most of the participants are postgraduate degree holders (52.8%) with experience less than one year (46.5%). Additionally, more respondents are single (74.8%) and work from on-site places (58.3%). As revealed by the findings, a large number of participants are permanent workers (56.7%) who earn less than ₹20,000 per month (44.1%).

#### ANOVA:

S.No	Variables	Sum of Squares	df	Mean Square	F-value	Sig.	Result
1	Employer Content Branding (ECB)	8.642	3	2.881	3.214	0.025	Significant
2	Perceived Value (PV)	7.984	3	2.661	2.986	0.034	Significant
3	Social Interaction Trust (SIT)	5.732	3	1.911	1.954	0.124	Not Significant
4	Career Opportunities (CO)	9.215	3	3.072	3.486	0.018	Significant
5	Corporate Reputation (CR)	10.184	3	3.395	3.752	0.013	Significant

The above table presents the ANOVA analysis between age groups and the study variables. The significance values for Employer Content Branding (0.025), Perceived Value (0.034), Career Opportunities (0.018), and Corporate Reputation (0.013) are less than 0.05, indicating significant differences among different age groups. Therefore, the null hypothesis is rejected for these variables. Overall, the analysis reveals that age group significantly influences most of the study variables.



**CORRELATION:**

Variables	ECB	PV	SIT	CO	CR
	1	.542**	.518**	.487**	.455**
<b>ECB</b>	(Sig. 2-tailed)	<.001	<.001	<.001	<.001
	N = 127	127	127	127	127
<b>PV</b>	.542**	1	.563**	.521**	.492**
	<.001		<.001	<.001	<.001
	127	N = 127	127	127	127
<b>SIT</b>	.518**	.563**	1	.598**	.534**
	<.001	<.001		<.001	<.001
	127	127	N = 127	127	127
<b>CO</b>	.487**	.521**	.598**	1	.576**
	<.001	<.001	<.001		<.001
	127	127	127	N = 127	127
<b>CR</b>	.455**	.492**	.534**	.576**	1
	<.001	<.001	<.001	<.001	
	127	127	127	127	N = 127

All the correlation coefficients between the study variables (ECB, PV, SIT, CO, and CR) are statistically significant at the 0.01 level ( $p < 0.001$ ). This indicates that there is a significant positive relationship among the variables. Since all p-values are less than 0.01, the null hypothesis is rejected and the alternative hypothesis is accepted. Hence, it can be concluded that ECB, PV, SIT, CO, and CR are significantly related to each other.

**REGRESSION:**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error
1	0.745	0.555	0.540	0.658



**ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
<b>Regression</b>	85.324	4	21.331	49.672	<0.001
<b>Residual</b>	68.270	122	0.559		
<b>Total</b>	153.594	126			

**Coefficients**

Variables	B	Std. Error	Beta	t	Sig.
<b>Constant</b>	0.842	0.321	—	2.623	0.010
<b>ECB</b>	0.215	0.082	0.198	2.622	0.010
<b>PV</b>	0.187	0.079	0.176	2.367	0.019
<b>SIT</b>	0.298	0.091	0.285	3.275	0.001
<b>CO</b>	0.341	0.088	0.322	3.875	<0.001

Further, the coefficients table shows that all independent variables have a positive and significant effect on customer retention. Among them, Organisational Commitment has the strongest impact, followed by Satisfaction, Employee Commitment Behaviour, and Perceived Value. This implies that improving these factors will lead to higher customer retention.

**FINDINGS AND SUGGESTION**

**FINDINGS:**

The findings of the study clearly indicate that educational content and internship-driven branding play a significant role in shaping corporate reputation. The results show that Employer Content Branding (ECB), Perceived Value (PV), Social Interaction Trust (SIT), and Career Opportunities (CO) generally have a positive influence on Corporate Reputation (CR). Among these, Employer Content Branding and Career Opportunities emerged as strong factors, suggesting that organizations that provide informative content and meaningful internship opportunities are more likely to build a favorable image among stakeholders.

**SUGGESTION:**

Based on the findings of the study, it is recommended that organizations should strengthen their employer content branding strategies by creating high-quality, informative, and engaging educational content that adds real value to the audience. Companies should focus on improving the perceived value of their content by ensuring relevance, clarity, and practical usefulness, which can positively influence corporate reputation. Organizations should also enhance internship programs and career opportunities by providing meaningful learning experiences, skill development, and clear growth pathways, as these factors significantly impact how



the organization is perceived. Interns should be treated as potential brand ambassadors, and their experiences should be leveraged to build a positive image of the company.

### LIMITATIONS OF THE STUDY

- The study is based on a limited sample size of 127 respondents, which may restrict the generalizability of the findings to a larger population.
- The data was collected using self-reported questionnaires, which may be influenced by personal bias, perception errors, or inaccurate responses.
- The study focuses only on selected variables such as Employer Content Branding, Perceived Value, Social Interaction Trust, and Career Opportunities, while other factors influencing Corporate Reputation were not considered.

### FUTURE SCOPE

The future scope of this study lies in expanding the research to include a larger and more diverse sample across different industries and geographical regions, which would enhance the generalizability of the findings. Further studies can incorporate additional variables such as employee engagement, organizational culture, digital marketing strategies, and brand loyalty to provide a more comprehensive understanding of the factors influencing corporate reputation. Moreover, longitudinal research can be conducted to examine the long-term impact of educational content and internship-driven branding on corporate reputation and career development. This would help in gaining deeper insights into how these factors contribute to sustained organizational success over time.

### IV. CONCLUSION

The present study examined the impact of Employee Commitment Behaviour (ECB), Perceived Value (PV), Satisfaction (SIT), and Organisational Commitment (CO) on Customer Retention (CR). The findings of the study clearly indicate that all the selected variables play a significant role in influencing both employee attitudes and organisational outcomes. The reliability analysis confirmed that the data collected is consistent and suitable for further analysis, ensuring the credibility of the study.

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