



A study on employer branding and its influence on talent acquisition

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Abstract : The study aims to investigate the impact of employer branding on employee recruitment and retention. Employer branding is the term used nowadays by marketers and human resource managers. The concept of Employer Branding pertains to the attraction of highly skilled employees, organizational culture, and attaining a competitive advantage in the market. Because employees are the company's internal customers, businesses have started to invest in their employer brands. It includes a more seamless hiring process, increased employee retention, happiness, and a competitive edge. To accomplish employer branding, workers at all levels of the hierarchy must collaborate. One tactic a business may use is employer branding. Creating an Employer Value Proposition (EVP) that communicates appropriate current and Telling potential workers why the company is a unique and amazing place to work right now, the recruiting process is the main emphasis of an employer branding study. Employer branding, however, also calls for branding initiatives directed towards current and former workers. In order to formulate a strategy, organize a structure, and communicate the intended image and brand values, a conceptual framework analysis is necessary. This thesis examines potential areas of improvement for the attract stage of employer branding and develops recommendations based on that analysis.

IndexTerms - Employer branding, Talent acquisition.

INTRODUCTION

Employer branding is a communication strategy designed to shape how current and potential employees perceive a company as a workplace. By promoting a positive company culture, strong reputation, and clear career development paths, employer branding helps businesses attract top talent, retain high performers, and even save money on recruitment costs. This is particularly important in the IT industry in India, which has boomed in recent years and needs to attract a skilled and diverse workforce to stay competitive.

STATEMENT OF THE PROBLEM

In the dynamic landscape of contemporary business environments, attracting and retaining top tier talent has become a critical determinant of organizational success. Employer branding, defined as the unique identity and image an organization projects to current and prospective employees, plays a pivotal role in shaping perceptions and influencing the decision-making process of potential candidates. Despite its recognized importance, there is a notable gap in understanding the specific mechanisms through which employer branding impacts talent acquisition.

Review Of Literature

Sonduru weerawardane and Tharindu weerasinghe (2018) The present paper reviews and summarizes the key findings of research on the connection of employer branding to employee recruitment with the prime focus of bridging the lacuna in extant literature, due to the inconsistency of aforesaid association across different contexts. Also found that, the more the organizational attributes do match the personality / personalities of job seeks and communicate it properly, more the potentials will get attracted. The findings of the current review support the general notion that the congruence between individual identity and organizational identity plays a critical role in employer branding which in turn positive outcomes in the domain of recruitment

Manupriya bali and Shweta dixit (2016) As the business environment becomes more competitive and complex, organizations need to give even greater emphasis to meet their talent management needs. Attracting and retaining the right fit is of prime importance. Organizations are developing and projecting a brand image that echoes its values and philosophy and supports their talent management needs by attracting the right talent. This paper reviews the existing literature to identify the impact of employer branding on talent management, the process of branding organizations that may be adopted and how some of the global organizations are utilizing the power of an effective brand

Dr. Kumudha and Saranya Priyadharshini (2016) Talent acquisition and recruiting are undergoing rapid disruption, challenging companies to leverage social networks, aggressively market their employment brand, and re-recruit employees every day. To be successful in this new environment, companies should constantly attract new talent and “re-recruit” the talent that is already in place. The traditional “staffing” team is being replaced by a strategic “talent acquisition” function, focusing on building an employment brand, sourcing people in new places using social media tools, creating opportunities for internal candidates, and leveraging the huge network of referral relationships within the company. This article focuses on the difference between recruitment and strategic Talent acquisition

G.Shanmuga Priya and Dr.Uma Raman (2021) This study is to explore the influence of employer branding has on the recruiting and retention of employees. Analysis were made by structured questionnaire with some of the branded company employees through friends, online survey like social media. Employees of all the hierarchy levels need to join their hands to achieve employer branding. The study reveals that employees who are working within the branded companies of IT industries as their occupation shows highly satisfied working under the branded company. Employer branding is attracting and keeping young skilled employees is important and often difficult for today’s business, it will help increase the satisfaction of your employees with other job and as a result shows lower recruiting costs and make your company high productive.

Annelize Botha 1 Mark Bussin 1 Lukas de Sward (2017) in the project of “employer brand predictive model for talent attraction and retention” to attract, Manage and develop talent effectively for achieving their organisational goal with the fundamentals of employer branding are Assisting in recruitment, Enables organisation to fill positions internally, Transparency, Developing High Potentials, Managing Diversity within a Talent Management System. In fortune 500, female executives are leaving at twice the speed of men thanks to frustration with their work environment, and Leaders Edge. The findings of the study is women leavers revealed reasons for leaving the organisation because of culture, lack of communication and career development.

RESEARCH GAP

The study on Employer Branding and its Influence on Talent Acquisition identifies several critical research gaps. Current literature tends to be generic, lacking industry-specific insights into how employer branding strategies impact talent acquisition across diverse sectors. Additionally, the evolving technological landscape, particularly in the context of remote work, requires further exploration regarding its influence on employer branding effectiveness and subsequent effects on talent acquisition. The absence of standardized metrics hinders accurate assessment of the impact of employer branding initiatives, impeding organizations from evaluating the return on investment. The interplay between employer branding, organizational culture, and diversity factors is insufficiently understood, especially in the context of today's globalized workforce. Moreover, there is an underexplored area regarding the impact of an organization's commitment to social and environmental responsibility on its employer brand and talent acquisition. The internal perspective is neglected, with limited understanding of how an organization's existing workforce perceives its brand and how this perception influences talent acquisition success. Lastly, the study emphasizes the need for examining cross-cultural perspectives to understand variations in individuals' responses to employer branding strategies on a global scale. Addressing these gaps will contribute valuable insights and offer practical recommendations for organizations aiming to refine their employer branding strategies and enhance talent acquisition outcomes

RESEARCH METHODOLOGY

Since research is an intellectual endeavor, the word should only be used in a technical meaning. Chifford Woody states that conducting research entails defining and redefining problems, formulating hypotheses or recommendations, gathering, organizing, and analyzing data, drawing deductions, and coming to conclusions. Lastly, the conclusions are carefully tested to see if they agree with the original hypothesis. One approach to methodically addressing the research challenge is through research technique. It serves as a research project's action plan and provides a detailed explanation of the data collection and analysis process. It is a descriptive research study, this one.

SCOPE OF THE STUDY

- The study mainly addresses how employer branding gives support to the Talent acquisition process.
- The Study helps to promote the employer brand in Career websites, Review websites and also in social media.
- The study attempts to analyze the steps, process and challenges in aligning the employer brand and talent brand.
- The study would be helpful for the IT Industry to analyze, forecast and formulate strategies to increase employer brand and thereby attract young talents

OBJECTIVES OF THE STUDY

Primary Objectives:

- To Study the relationship between Employer Branding and the Employee Recruitment in the company.

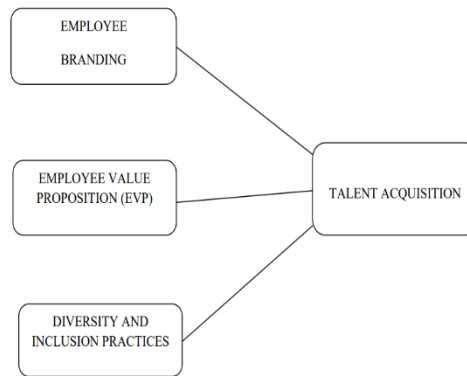
Secondary Objectives:

- To find out about how the image of an employer, communicated to the job market through the employer brand, influences the pool of candidates that the company gets.
- To help professionals to focus on the metrics needed for the development and exploration of effective Employer-Branding

techniques and strategies.

- To explore the impact employer branding has as a long-term strategy for effective hiring process.
- To study on how employer branding helps in retention and attrition rates of the company

Theoretical framework



RELIABILITY ANALYSIS

Table 1- Reliability Analysis

Cronbach’s Alpha	N of Terms
0.74	24

The validity of the collected data for the Employer branding and the talent acquisition are identified by calculating Cronbach’s alpha. The alpha coefficient for the items is .740, suggesting that the variables have relatively high internal consistency. The research can depend on the gathered data to test the research hypotheses because the computed Cronbach's alpha values are more than 0.5.

DATA ANALYSIS AND INTERPRETATION

Table 2- Normality Analysis

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Importance of good training programme in the company	0.262	112	0	0.801	112	0
Importance of pleasant work environment	0.239	112	0	0.811	112	0
Importance of rules and regulations governing the employees in the organization	0.324	112	0	0.813	112	0
Importance of Diversified work culture help in employer branding	0.235	112	0	0.829	112	0
NPS rate of the company	0.231	112	0	0.876	112	0

INTERPRETATION

From the table it is clear that the significance level lies below 0.05% implicating that the data distribution is not normal and henceforth, Non-Parametric tests to be applied.

Hypothesis Testing -1

- H0: There is no significant relationship between the level of importance the recruitment policy and the acceptance of a diversified work culture.

INTERPRETATION-2

The significant values is less than 0.05. So, There is significant relationship between the Employer branding on Minimum cost per hire and employee satisfaction scores.

CHI – SQUARE TEST

Hypothesis

- H0: There is no discernible correlation between the company's minimal acceptance letter rate and the NPS rate for joining the organization.
- H1: The NPS rate for joining the company and the minimal acceptance letter rate of the company are significantly correlated.

Table 6- Chi – Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	39.799 ^a	9	0.000
Likelihood Ratio	38.325	9	0.000
Linear-by-Linear Association	22.232	1	0.000
N of Valid Cases	112		

INTERPRETATION

The significant value is less than 0.05. So, accept alternate hypothesis. There is significant association between the minimum acceptance letter rate of the company and the NPS rate for joining the company.

SUGGESTION, FINDINGS AND CONCLUSION

A. Findings

Employer Branding & Positive Outcomes:

A positive correlation exists between employer branding and:

- Lower minimum cost per hire (Kruskal Wallis H Test).
- Higher employee satisfaction scores (Kruskal Wallis H Test).
- Increased acceptance of a diverse work culture (Kendall's correlation = 0.001).

Employer Branding & No Correlation:

Financial performance and employer branding as a deciding factor for job seekers (Spearman's correlation = 0.737).

Employer Branding & No Significant Relationship:

Current employer branding and the importance of non-monetary benefits (Mann Whitney's U Test).

B. Suggestions:

- Conduct employee satisfaction surveys annually.
- Design an effective employee onboarding program.
- Conduct exit interviews to understand reasons for employee turnover.
- Improve the hiring process for better candidate-job matches.
- Offer flexible work arrangements and a pleasant work environment.
- Measure the cost of employee turnover and focus on key retention roles.
- *Prioritize campus recruitment to attract fresh talent.*
- Build candidate confidence by showcasing growth opportunities.
- Update talent acquisition practices with current trends.
- Utilize social media and career pages for job postings.
- Implement CSR activities to enhance brand value

CONCLUSION

A study shows employees in branded IT companies report high satisfaction. Employer branding is a long-term strategy to build a strong company image. Attracting and retaining young talent is crucial, and employer branding can boost employee satisfaction, lower recruitment costs, and increase productivity. It acts as a talent management tool, integrating recruitment, training, and career development. Companies should consider fostering the right leadership style and communication methods to identify and develop talent. An organization's culture heavily influences how it manages talent, and talented individuals seek companies whose values align with their own. Replacing departing employees can hurt a company's profitability, and losing key talent can be detrimental. Businesses that neglect employer branding risk losing skilled workers to competitors in today's competitive talent market.

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