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## **A Study on Employer Branding and its Influence on Talent Acquisition on IT Employees**

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### **ABSTRACT**

The purpose of the study is to explore the influence of employer branding on the recruiting and retention of employees. The word Employer branding is the modern word for Human Resource Management and Marketers. Employer Branding deals with the concept of impact on attracting expert employee performance, organizational culture, and achieving competitive lead within the market. Organizations have begun to invest in employer branding as employees are the internal customers of the firm. It's the smoother recruitment process, employee satisfaction, employee retention, and competitive advantage. Employees of all hierarchy levels need to join hands to achieve employer branding. Employer branding is a strategy employed by a company. It helps to form an Employer Value Proposition (EVP) that conveys desired current and prospective employees why the organization is an exclusive and fantastic place to figure in currently, the overall focus of Employer Branding research is especially targeted towards the recruiting. However, Employer Branding also necessitates branding activities for existing employees and former employees. The analysis of the conceptual framework is to formulate the strategy and organize a structure and communication of the desired image and brand values. The aim of this thesis is to analyze how the attractive stage of employer branding could be improved and formulate suggestions for improvement.

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**Keywords: Employer Branding, Talent Acquisition**

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### **INTRODUCTION**

Employer branding is a strategy that seeks to influence how current employees and the rest of the larger workforce perceive a company's brand. While branding, in general, may target consumers, employer branding specifically targets a company's workforce and prospective hires. As a result, it is a communication approach designed to retain high-performing employees and attract top-ranking talent.

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### **IMPORTANCE OF EMPLOYER BRANDING IN RECRUITMENT**

Creating a positive employer brand is easier said than done. It takes time to define and position your company as a place the most talented candidates will want to work. But if you manage to do so, you'll be able to reach a number of goals that you're currently struggling with. Employer branding in recruitment is important because:

- 1. It helps you compete in the war for talent**
  - 2. It helps you retain your best employees**
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### **BENEFITS OF EMPLOYER BRANDING**

Now 72% of recruiting leaders around the world agree that the employer brand has a significant impact on hiring, and even more so has a significant impact on your business's success. A staggering 78% of people will look into a company's reputation as an employer before applying for a job and 88% of millennials believe that being part of the right company culture is very important. Listed below are 8 benefits of Employer Branding

- 1. Lower Cost Per Hire**
- 2. Faster Time to Hire**
- 3. Lower Employee Turnover**
- 4. Savings on Salaries**
- 5. Attract Passive Candidates**
- 6. Visibility Equals Trust**

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## 7. Improve company performance

## 8. Gain a competitive edge

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### NEED FOR THE STUDY

- Talent acquisition is one of the primary responsibilities of an HR professional. It is very essential for HR to hire an employee of a high caliber. The process of Talent acquisition starts from the Manpower planning process till the Onboarding process.
- The biggest challenge faced by HR is to hire high-caliber candidates and also to satisfy a candidate regarding the brand value created by the employer. Hence it is highly essential for the talent acquisition team to hire higher-quality candidates and thereby promote the employer brand.
- The need for this study is to align the process of talent acquisition and also employer branding. This makes the candidate feel motivated and work in a good environment. It is also essential to suggest some strategies to promote the employer brand and acquire high caliber employees.

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### OBJECTIVES OF THE STUDY

1. To Study the relationship between Employer Branding and Employee Recruitment in the company.
2. To find out how the image of an employer, communicated to the job market through the employer brand, influences the pool of candidates that the company gets.
3. To help professionals to focus on the metrics needed for the development and exploration of effective Employer-Branding techniques and strategies.
4. To explore the impact employer branding has as a long-term strategy for an effective hiring process.
5. To study how employer branding helps in the retention and attrition rates of the company.

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### REVIEW OF LITERATURE

1. **Dr. Nanjundeswaraswamy and Sindu Bharath (2022)** This paper aims to design, develop and validate an instrument to measure employer branding by considering existing employee perceptions. Design/methodology/approach In this systematic research, the predominant factors of employer branding are identified through Pareto analysis; using structured questionnaire information and data collected from employees. The number of items and dimensions was reduced by conducting exploratory factor analysis (EFA) and validated extracted dimensions using confirmatory factor analysis (CFA) using statistical software. Findings Considering the perception of existing employees, seven factors along with 24 items scale were designed and developed to measure the employer branding. The identified seven factors are; career development opportunities; compensation and benefits; corporate social responsibility; training and development; work environment; organizational culture; and work-life balance.
2. **Rajesh Prettypal Singh (2021)** The concept of employer branding has attracted many researchers' attention in the recent years. In today's business environment, employer branding becomes one important source of competitive advantage that creates value for all companies. Organizations have identified employer branding as an important tool for attracting and retaining a talented workforce. The aim of this study is to get an understanding of employer branding on a broader spectrum and to examine employee engagement, employee retention, and employee satisfaction as the outcomes of employer branding.
3. **Mariya Aleksandrova Ivanova (2021)** The main purpose of the study is to explore the need of building a successful employer brand and its effect on attracting and retaining talent in the organization in a context of high turnover and skill shortage. Critical analysis of the theoretical concepts and a historical review is made. A comparison of good practices with a well-established employer brand is made and guidelines are given for organizations in Bulgaria in which no such practices have been observed. The methods which used for gaining the information are Internet secondary data and direct observation in companies. This Study will serve to the readers and employers to understand why the topic is so important these days and eventually to prevent some loses if they implement some of the good practices described in the research.
4. **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
5. **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.

## RESEARCH MEHODOLOGY

- ❖ **Research Design:**The Research topic uses a descriptive Research Design
- ❖ **Sampling Technique:**Convenience Sampling Method is used in this Study
- ❖ **Source of Data:** Primary data through a survey Questionnaire is done from Employees working in IT Industries, Chennai
- ❖ **Sample Size:** Sample size of 112 Employees working in IT Industry, Chennai
- ❖ **Study Period:**The Research was conducted from January to March 2023
- ❖ **Analytical Tools**
- ❖ Chi Square Analysis
- ❖ Spearman Correlation
- ❖ Kendall's Correlation

## RESULT ANALYSIS AND DISCUSSION

### CHI -SQUARE

#### Hypothesis

- H0: There is no significant association between the minimum acceptance letter rate of the company and the NPS rate for joining the company.
- H1: There is significant association between the minimum acceptance letter rate of the company and the NPS rate for joining the company.

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

#### Inference:

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

### SPEARMAN'S CORRELATION

#### Hypothesis

- H0: There is no significant relationship between the Financial performance of the company affects employer brand value to the employer branding helps in choosing the organization
- H1: There is significant relationship between the Financial performance of the company affects employer brand value to the employer branding helps in choosing the organization

<b>Correlation</b>		Financial performance of the company affects employer branding value	Importance of employer branding helps in choosing organization
Spearman's rho	Financial performance of the company affects employer branding value	Correlation Coefficient	1
		Sig. (2-tailed)	0
		N	112
	Importance of employer branding helps in choosing organization	Correlation Coefficient	-0.32
			1

	Sig. (2-tailed)	0.727	0
	N	112	112

**Inference:**

The correlation value is 0.737 which is greater than 0.05. This shows that there is no correlation between the financial performance of the company affect employer brand value to the employer branding helps in choosing the organization.

**KENDALL'S CORRELATION****Hypothesis**

- H0: There is no significant relationship between the level of importance the recruitment policy and the acceptance of a diversified work culture
- H1: There is significant relationship between level of importance the recruitment policy and the acceptance of a diversified work culture

Correlation				
Kendall's tab	Importance of the recruitment policy of the company	Correlation Coefficient	1	.281**
		Sig. (2-tailed)	.	0.001
		N	112	112
	Importance of Diversified work culture help in employer branding	Correlation Coefficient	.281**	1
		Sig. (2-tailed)	0.001	
		N	112	112

**Inference:**

The correlation value is .001 which is less than 0.05. This shows that there is a positive correlation between the level of importance the recruitment policy and the acceptance of a diversified work culture. Therefore, the increase in importance of recruitment policy increases in acceptance of a diversified work culture.

**SUGGESTIONS**

1. HR professionals should conduct an employee satisfaction survey at least once a year.
2. Design an efficient employee orientation program.
3. Initiate interviews and surveys concerning the important reasons people come to and leave the organization.
4. Improving the hiring process and using the tool effectively and also concentrating on better Match between the individual's talents and job requirements.
5. Provide flexible work arrangements and a pleasant working environment.
6. Start measuring the value of turnover and specialize in the key jobs that have the best impact on profitability and productivity.
7. The organization can prefer campus interview drives to internal sources. This helps in promoting the employer brand thereby getting fresh talents.
8. The talent Acquisition team must bring some confidence in the minds of candidates, that there would be an ample amount of growth in the organization
9. The Talent Acquisition process must be upgraded according to the current trend. Job-related advertisements and job openings can be posted on the career pages of the company, on social media, and also in job sites.
10. Many CSR (Corporate Social Responsibilities) activities can be followed which will automatically increase the brand value of the company.

**LIMITATIONS OF THE STUDY**

- The Study is confined only to IT Industry in Chennai
- The Study may be limited by Self - Reports bias

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## CONCLUSION

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. Employment branding should be viewed as a long-term strategy, the brand image of the organization promotes. 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 jobs and as a result, shows lower recruiting costs and makes your company highly productive. Employer brand is an instrument in talent management integrating all the activities like recruitment, staffing, training and development, and career management under one tool will have a substantially different effect. On the talent management approaches, organizations should consider the kind of leadership that they organization is looking to foster for the longer term. The processes that are used to identify, develop and communicate with 'talent' are likely to possess a big significant impact on the organization's development. The culture of the organization will impact the perspective taken on talent management, and talented individuals are likely to choose, in the longer term, to work for organizations whose culture is aligned carefully based on their values. In today's scenario, the average costs of replacing defecting workforce are taken away from the profitability of even the healthiest organizations. Even when the bottom line remains intact, the loss of just a handful of key potential employees who have special expertise can shake an organization to its roots. An organisation that prefers to overlook this process runs the risk of losing their highly skilled employees to competitors within the ongoing scrum for talent. "Our people are our most important asset".

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