

# Employee Branding and its Impact on Talent Acquisition and Retention

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## Abstract

*Two topics that are receiving more and more attention in the modern business world are talent acquisition and retention. In addition, they were discovered to be a major workout in businesses across the globe. As a result, it is increasingly becoming a top priority. An organization's blue-ribbon personnel are intimately linked to its success. Businesses that were adept at attracting and keeping talent had 3.5 times the rise in revenue and twice the profit margin of competitors. Contrary to popular belief, employees today—especially those with experience and talent—do not lack good prospects. They move on to the next employment or job as soon as they are unhappy with the one they have. As a result, employers forfeit the resources they have committed to their existing talents.*

**Keywords:** Talent Acquisition, Retention, Strategies.

## Introduction

Employee retention refers to an organization's ability to hold on to its employees. Despite this, many believe that employee retention is due to the efforts made by the employer who tries to keep the employees in their team. To deduce, conservation then becomes the strategies formed in place of its result. There should be some differentiation between low- yielding and successful employees. The employer should strive to keep employees who are valuable to the organization in the present and show the potential to do so in the future. Employee turnover may be a sign of unresolved underlying problems. It could lead to low employee morale, unclear professional trajectory, lack of recognition, bad employee-employer and job relationships, and many other problems. Lack of satisfaction can lead an employee to lose interest and start looking for opportunities elsewhere. Monetary benefits do not always play an important role in employee turnover, as is traditionally believed.

In each company, the goal of employers is to reduce employee turnover, so that the cost of recruitment, loss of talent and knowledge of the organization, training is reduced. By applying concepts of organizational behavior, the employer can try to achieve lower turnover rates. In addition, employers can look for "positive spin" and try to keep only those employees who consider high performance.

## Review of Literature

MHR Sandeepanie, P Gamage, GDN Perera (2023) illustrates how the article's objective is to construct a down to earth conceptual show whereas highlighting conceptual insufficiencies by analyzing the affect of ability administration and the representative mental contract on company branding. Based on a orderly audit of related theories—namely, flagging hypothesis and social trade theory—this consider inspected five conceptual holes . A conceptual model that takes into account the employee psychological contract's mediating and regulating roles has been created to investigate how talent management affects corporate branding.

KYT Yu, BR Dineen, DG Allen (2022) In addition to offering a brief overview of the history of talent acquisition, their study highlights the potential of employer branding to create a competitive advantage in the hiring process. Also emphasised are the difficulties associated with employer branding in the digital era on social media. The five articles in this issue are then introduced; they each reflect a range of analytical depths, theoretical stances, contextual settings, and methodological and design strategies for academic research on this subject. A set of investigate questions centred around the subjects of (i) large scale relevant impacts; (ii) vital boss branding; (iii) brain research and preparing of boss brands; (iv) part the time; and (v) strategies and approaches circular out their presentation.

I Reis, MJ Sousa, A Dionísio - Sustainability, 2021 The reason of this work is to supply a efficient writing survey (SLR) that outlines the association between ability administration (TM) and the thought of boss branding (EB). We arrange to think about the hypothesis between the EB concept and TM and discover TM perspectives that are reflected on the EB concept, based on the EB show put forward by Backhaus and Tikoo in 2004 and the macro-contingent show for ability administration presented by Ruler and Vaiman in 2019. Utilizing the Favored Announcing Things for Orderly Surveys (PRISMA) approach, a orderly writing audit was conducted to find and compile the foremost relevant papers distributed amid the past ten a long time on these subjects. Comes about indicate that the body of logical investigate on the subject expanded altogether

K Si, T Jalees, SI Zaman, SH Alam... - Cogent business & ..., 2023 Their study looks at how effective social media is in terms of communication and information. It also looks at how communication and informativeness affect the hiring process. The study also looked at the moderating function of social presence and the mediating functions of communication and informativeness. The accentuation of their investigate has been Pakistan's Karachi managing an account industry. 427 of the 450 surveys that were sent to the HR divisions of the focused on banks were regarded substantial by the study's enumerators. The consider utilized Keen PLS form 3.2 for information examination. It comprises of legitimacy and unwavering quality evaluations as well as the creation of a basic demonstrate for theory testing. The study's discoveries negate one hypothesis and bolster seven others. Agreeing to the think about, social media features a ideal affect on enlisting, communication, and education.

## Objectives of the Study

- To study and investigate the current understanding and perception of employes branding among employees in Mahindra and Mahindra financial services ltd.
- To analyze the various strategies and practices employed by Mahindra and Mahindra financial services ltd.
- To analyze the influence of employes branding on attracting top talent during the recruitment process.
- To distinguish and analyze the different key components which is contributing to a positive manager brand picture and its impact on worker dependability and commitment. To suggest better ways and means to retain the talented employees.

## Scope of the Study

- Employer branding is an upcoming and popular technique most of the successful companies focus upon all round the world.
- But most of the research on this topic is done outside India while some of it on National Level.
- But not much work is done companies in Chennai City in specific.
- Thus, I have decided to work in the city limits and try to find out about attitude of employees in finance Industry.
- I have chosen finance industry because it was found that finance companies give more importance to employer branding than rest of the industries.

## Research Methodology

The deliberate and arranged strategy that analysts utilize to gather information, assess data, and come at tried and true and logical discoveries is alluded to as inquire about technique. It incorporates the common arrange and strategies utilized to carry out the investigate, such as the inquire about plan, information gathering techniques, information investigation, and elucidation of comes about.

## Research Design

### Descriptive Research Design

An investigate plan is the setup of parameters for information collection and investigation with the objective of adjusting procedural economy with pertinence to the investigate address. In relation to this project, the descriptive research design's focus on summarising facts about employer branding and talent acquisition or characterising how everyone perceives these topics aids in establishing how frequently certain events occur or how they relate to one another. Understanding the characteristic in each circumstance is made easier by this two-research design. Consider all relevant factors methodically; this will provide ideas for further investigation and support in making straightforward decisions.

## Sampling Method

### Probability Sampling

Random selection is the foundation of probability sampling; the sample can be either unfettered or restricted. A sample that is drawn individually from the entire population is referred to as a "unrestricted sample," while all other types of sampling are categorised as "restricted samples."

### Non- Probability Sampling

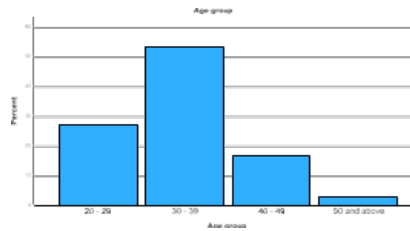
The sampling technique known as non-probability sampling lacks a foundation for calculating the likelihood that each item in the population will be included in the sample.

## Data Analysis & Interpretation

### Percentage Analysis

**Table Showing the Age Group**

Particulars	Frequency	Percentage
20 - 29	28	27.2
30 - 39	55	53.4
40 - 49	17	16.5
50 and above	3	2.9
<b>Total</b>	<b>103</b>	<b>100.0</b>



**Chart Showing the Age Group**

**Interpretation**

The above chart shows that the age group of respondents indicates that 53% of the respondents were less than 40 years, 3% of the respondents were 50 and above.

**Correlation**

**Correlations**

		<b>EB</b>	<b>PEB</b>	<b>ATP</b>	<b>LAC</b>	<b>RTE</b>
EB	Pearson Correlation	1	.838**	.735**	.849**	.748**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	103	103	103	103	103
PEB	Pearson Correlation	.838**	1	.853**	.917**	.911**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	103	103	103	103	103
ATP	Pearson Correlation	.735**	.853**	1	.915**	.835**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	103	103	103	103	103
LAC	Pearson Correlation	.849**	.917**	.915**	1	.874**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	103	103	103	103	103
RTE	Pearson Correlation	.748**	.911**	.835**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	103	103	103	103	103

**Interpretation**

**EB (Employer Branding)**

- Strong positive correlations with PEB (0.838), ATP (0.735), LAC (0.849), and RTE (0.748).
- These correlations indicate that EB is positively associated with PEB, ATP, LAC, and RTE.

**PEB (Promoting Employer Brand)**

- Strong positive correlations with EB (0.838), ATP (0.853), LAC (0.917), and RTE (0.911).
- Similar to EB, PEB is strongly positively correlated with ATP, LAC, and RTE.

**ATP (Attracting Top Talent)**

- Strong positive correlations with PEB (0.853), EB (0.735), LAC (0.915), and RTE (0.835).
- LAC (Loyal and Commitment)
- Strong positive correlations with PEB (0.917), EB (0.849), ATP (0.915), and RTE (0.874).

### RTE (Retain the Talent Employees)

- Strong positive correlations with PEB (0.911), EB (0.748), ATP (0.835), and LAC (0.874).

Overall, the correlation matrix suggests strong positive relationships between the variables, indicating that improvements or declines in one variable tend to be associated with corresponding changes in the others. This could be valuable information for understanding the interdependencies and dynamics within the studied system.

### Regression

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873a	.762	.753	.13602

a. Predictors: , RTE, ATP, PEB, LAC

b. Dependent Variable: EB

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.816	4	1.454	78.583	.000 <sup>b</sup>
	Residual	1.813	98	.019		
	Total	7.629	102			

a. Dependent Variable: EB

b. Predictors: (Constant), RTE, ATP, PEB, LAC

**Coefficients**

Model		Unstandardized		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.269	.078		3.458	.001
	PEB	.472	.136	.518	3.467	.001
	ATP	-.223	.105	-.265	-2.130	.036
	LAC	.728	.151	.773	4.803	.000
	RTE	-.166	.115	-.179	-1.439	.153

a. Dependent Variable: EB

### Interpretation

#### Model Summary

- The model explains a substantial amount of variance in the dependent variable EB (Employer Branding), as indicated by the high R-squared value of 0.762.
- The balanced R-squared esteem of 0.753 proposes that the model's prescient control remains solid indeed after altering for the number of indicators.
- The normal contrast between the watched and model-predicted values is appeared by the standard mistake of the assess (0.13602).

#### ANOVA

- The regression model is statistically significant ( $p < 0.001$ ), as indicated by the ANOVA table, suggesting that at least one of the predictors (ATP, RTE, LAC, PEB, and LAC) significantly affects the dependent variable (EB).
- The regression model's significance is further confirmed by the F-statistic of 78.583.

## Coefficients

- PEB (Promoting Employer Brand) has a p-value of 0.001 and a standardised coefficient (Beta) of 0.518, indicating a positive and substantial effect on EB.
- ATP (Attracting top talent) has a negative effect on EB, with a standardized coefficient of -0.265 and a p-value of 0.036.
- LAC (Faithful and Commitment) contains a positive and noteworthy impact on EB, with a standardized coefficient of 0.773 and a p-value of 0.000.
- Hold best ability (RTE) includes a coefficient p-value bigger than 0.05, which shows that it has no factually critical impact on EB.

## Findings

- Employer branding has a strong positive correlation with PEB (0.838), ATP (0.735), LAC (0.849), and RTE (0.748). These correlations indicate that EB is positively associated with PEB, ATP, LAC, and RTE.
- Promoting Employer Brand has a strong positive correlation with EB (0.838), ATP (0.853), LAC (0.917), and RTE (0.911). Similar to EB, PEB is strongly positively correlated with ATP, LAC, and RTE.
- Attracting Top Talent has a strong positive correlation with PEB (0.853), EB (0.735), LAC (0.915), and RTE (0.835).
- Loyal and Commitment has a strong positive correlation with PEB (0.917), EB (0.849), ATP (0.915), and RTE (0.874).
- Retain the talent employees has a strong positive correlation with PEB (0.911), EB (0.748), ATP (0.835), and LAC (0.874).
- The correlation matrix suggests strong positive relationships between the variables, indicating that improvements or declines in one variable tend to be associated with corresponding changes in the others. This could be valuable information for understanding the interdependencies and dynamics within the studied system. The high R-squared value of 0.762 in the dependent variable EB (Employer Branding) indicates the degree of variance in the variable.
- Even after accounting for the number of predictors, the model's predictive power is still strong, as seen by the adjusted R-squared value of 0.753. The average difference between the observed and model-predicted values is shown by the standard error of the estimate (0.13602).
- The regression model is statistically significant ( $p < 0.001$ ), as indicated by the ANOVA table, suggesting that at least one of the predictors (ATP, RTE, LAC, PEB, and LAC) significantly affects the dependent variable (EB).
- The regression model's relevance is further confirmed by the F-statistic of 78.583.
- With a standardised coefficient, EB is positively and significantly impacted by Employer Brand promotion.

## Suggestion

- A key component of an organization's talent acquisition and retention initiatives is employee branding.
- Establishing a robust and favourable employer brand enables organisations to draw in top talent and, as crucially, hold onto it over time. First of all, a clearly defined employer brand conveys the culture, values, and work environment of the organisation to prospective employees, providing them with a clear picture of what it's like to work there. Long-term turnover is decreased since applicants are more likely to be a good cultural fit because to this transparency, which aids in candidates' self-selection. Second, an organization's industry reputation is improved and it



becomes more attractive to prospective applicants when it has a strong employer brand.

- This may result in a greater pool of eligible candidates, offering the business a competitive edge in the labour market. Furthermore, workers who are pleased with their employer brand have a higher chance of becoming brand ambassadors, actively introducing the business to their networks and drawing in like-minded others.
- Thirdly, a positive employer brand can improve employee morale and satisfaction, leading to higher levels of engagement and productivity.
- Employee loyalty and commitment are higher when they have a strong sense of belonging to the firm and its principles. This lowers turnover rates and lowers recruitment expenses.
- In general, spending money on employee branding can have a big impact on attracting and keeping personnel, which will ultimately lead to increased profitability and expansion of the company.

## Conclusion

To entirety up, representative branding is basic to an organization's capacity to draw in and keep beat work force. Companies may stand out in a swarmed work advertise by creating a solid boss brand that draws in candidates who share their values, culture, and mission. By drawing candidates who are as of now likely to fit in with the company, this not as it were speeds up the ability procurement handle but moreover progresses representative maintenance by making a sense of dependability and having a place among show staff individuals.

Also, a clearly characterized worker brand draws candidates who not as it were coordinate the company's culture but moreover have the fundamental abilities and capabilities, which brings down turnover rates and boosts efficiency and engagement among staff individuals. Moreover, a solid boss brand can be an compelling enrollment procedure since upbeat specialists are more likely to tell others almost their positive encounters, which improves the company's standing as an manager of choice.

However, it is essential to recognize that employee branding is an ongoing process that requires consistent investment and effort. Building a strong employer brand necessitates active engagement with employees, regular feedback mechanisms, and a commitment to transparency and authenticity. Moreover, organizations must continuously monitor and adapt their employer branding strategies to remain relevant and competitive in an ever-evolving talent landscape.

In conclusion, the impact of employee branding on talent acquisition and retention cannot be overstated. By investing in their employer brand, organizations can not only In order to drive corporate success and promote a great workplace culture, it is important to both attract and retain top personnel over the long term. Therefore, the foundation of every organization's people management strategy should be giving employee branding top priority.

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