

The Prism of Employer Branding on Attracting the Appropriate People at Biz Impact Cloud Solutions

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Abstracts

This study is about how companies can attract people by showing what they are like as employers at Biz Impact Cloud Solution. Today people think about more than their pay when looking for a job. They also think about where they will work, how they can grow in their careers and what people think of the company. The researcher asked 86 people abo

ut their experiences. The analysis revealed that most people think the hiring process is fair. They also think interviews are good and do not take long. The analysis also shows out that the companies can do better in communicating with people and explaining what the job is. people care about their pay and benefits. Some ways to find employees like job websites and social media are fast and do not cost too much. Referrals from employees can find good people but it might take longer and cost more. Overall, the study shows that when a company is honest about what it's like to work there it can find people who are a good fit. These people will share the company's values. Help it achieve its goals. A strong and honest employer brand helps companies attract candidates who match the company's values and long-term goals. The employer branding helps to attract the people, for Biz Impact Cloud Solution.

Keywords: Employer Branding, Talent Attraction, Recruitment Process, Talent Acquisition, Employee Referrals, Organizational Values, Hiring Process, Candidate Experience, Recruitment Strategies, Employer Reputation.

Introduction

Finding the right employees is an important job for a company to succeed. Many companies have trouble finding the people. They get applicants who're not a good fit, or employees leave soon after they are hired or new employees do not fit in with the company culture. These problems show that old ways of recruiting are not working well. Recruitment is not about filling empty positions. It is about creating a reputation as an employer. This reputation should show what the company stands for what it is like to work and what chances

there are for growth. A good employer reputation is key to attracting the applicants. It helps them decide if they want to work for the company. The company should also make sure that it keeps its promises to employees. If it does employees will be happy. Stay with the company. The chapter explains that a strong and genuine employer reputation helps a company attract not many applicants but the right ones who will help the company achieve its long-term goals. It also helps the company find employees who fit in with its culture and values.

Review of Literature

Farah Iqbal and Swathi NR (2025), This study tells us that students like to work for companies that offer career growth a nice work culture and a decent salary. It also says that websites like LinkedIn and what people say about a company really affect how students see that company so it is very important for companies to have an online presence that is honest and real.

Destiny I Aisekhaghe (2025), The research says that having an employer brand is a great way to get and keep good employees. It says that if a company can offer its employees a balance between work and life and if the company has a good reputation, then the company will be better at recruiting new employees and will do well in the long run.

Akhil Rathour (2024), This study found out that what people think of a company, the company's culture and how employees feel about working for the company are all very important when it comes to attracting employees. It also says that using media and having programs that encourage employees to refer their friends can really help make the company's employer brand stronger.

Maja Mirovic and Natasa Stanisic (2023), This study looked at the IT sector. Showed that having a good employer brand really helps companies find new employees more quickly. It also showed that when a company has a brand it can find the right people for the job more easily and it does not take as long to hire someone.

Nur Muhammad Sirijuddin and Sopiah (2022), This research showed that these days employees, younger people care more about having a good balance between work and life a nice company culture and a company with a good reputation than they care about just getting a high salary. It says that companies need to be honest and communicate with their employees in a way. Employer branding like this is very important for companies because it helps them attract employer branding talent and it helps them with employer branding, in general.

Research Gap

- Limited focus on graduates and early-career candidates in existing studies.
- Most studies do not offer recruitment advice for companies.
- There is not research on how employer branding affects how fast and cheaply companies can hire and how well their recruitment works.
- Research looks at employer branding on its own of, with recruitment processes and what channels work best.

Research Methodology

The study looks at how employer branding at Biz Impact Cloud Solution helps get the people for the job. There is a difference between what the company wants and what the candidates think, which can lead to bad hiring choices and people leaving the company quickly. So this study tries to change the way people are hired from a regular process to a more thoughtful one. This study only looks at a thing like how the company hires people what the company does to attract candidates what the candidates think and how to keep employees at Biz Impact Cloud Solution. It talks to people, in the human resources department employees and people who might want to work to get

their thoughts.

Objectives

- To identify and address the existing issues in the recruitment and selection process at BIZ Impact Cloud Solution”.
- To evaluate the role of employer branding in attracting eligible and qualified applicants to the firm.

Limitations

- The study only looks at parts of employer branding. It does not look at things that can affect it.
- The company would not share information, about its branding and recruitment. This meant the study could not go deep as it wanted to. The study of employer branding has these limitations

Data Analysis

Factor Analysis

Factor analysis is a way to find the connections between lots of things. It does this by putting them into groups called factors. This makes it easier for people studying the data to see what is really going on. Factor analysis is used a lot in studies and surveys to make sense of the information. It is also used in psychology and marketing to understand people. This makes the results of the study more accurate. Factor analysis is really helpful in fields because it simplifies the data and shows what is really connected.

Table 1 Factor Analysis for the Recruitment Process

Variables	Components		
	Fair Recruitment Process	Visualization	Ethical Recruitment
Employee referral programs help in hiring quality candidates	.787		
Campus recruitment drives help in attract suitable talent	.773		
Job portals effectively bring suitable candidates	.726		
Social media recruitment campaigns reach the right audience	.685		
Recruitment channels used are cost and time efficient	.538		
Salary, benefits and the work culture make the organization attractive		.824	
The company has a strong reputation that attracts qualified candidates.		.798	
Social media presence positively influences candidates’ perception		.696	
The company career website provides clear and useful information.		.680	
Employee reviews influence candidates to apply.		.557	
There is effective communication between recruiters and candidates			.804

The recruitment process is completed within an appropriate time frame			.786
The selection process is fair and unbiased			.759

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Source: Primary data

This factor shows how well organizations find and hire people. They use ways to reach candidates. The results indicate people think good hiring methods lead to candidates.

- Organizations should be fair and open when hiring.
- People want to be informed on time during the hiring process.
- They also want the process to be fair and professional.

It is also about being fair and open when hiring people. Good hiring practices are important, to people. They want to be treated and with respect. People care about how organizations treat them when they apply for jobs. Organizations should do things in a way that's easy to understand. This makes people feel valued.

Findings

- The selection process is considered fair and unbiased with a score of 4.17. This shows that people trust it and think it's transparent.
- The recruitment process is quite fast scoring 4.10. This indicates that the team is efficient.
- The communication between recruiters and candidates is good, with a score of 4.02. However, it's not the part of the process.
- We can also see that most recruitment channels work together. They are all positively connected.

Suggestions

- The selection method is fair. It is not biased. It got a score of 4.17. We should keep doing what is already working well. Every candidate should be judged using the criteria and the same process. This is the selection method we are talking about. The selection method is what we need to focus on.
- The recruitment process is quick. It got a score of 4.10. We should keep up the work but we should not rush too much. We need to take time to choose the right candidate.
- The recruitment process is important. We do not want to choose any candidate we want to choose the correct one. The recruitment process needs to have a balance between speed and quality. This is what we are looking for in the recruitment process.
- Campus recruitment and employee referrals are connected. The connection, between campus recruitment and employee referrals is strong. It has a score of 0.673. We should use campus recruitment and employee referrals together. Campus recruitment brings people with fresh ideas. Employee referrals bring people we can trust. If we use campus recruitment and employee referrals together we can get results. Campus recruitment and employee referrals are what we need to focus on.

Conclusion

The research shows that employer branding is really important for getting the right people to apply for a job at a company. These days people looking for a job do not just think about how

money they will get. They also think about what the company is like what it is like to work there what other employees say about the company and what the company's website is like before they decide to apply. The research found that most people had a feeling about how the company hired new employees. The way the company does interviews seems to work well and people think the way the company chooses who to hire is fair. This means that companies are good at choosing the people for the job. Overall, the research says that companies can find the right people to hire if they have a reputation, as a place to work and if they use the right tools and methods to find new employees. Companies that talk to people clearly make sure job information is easy to understand and keep their websites current will be more likely to hire and keep the employees.

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