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ABSTRACT:

“Employer branding has emerged as a critical strategic approach used by organizations to attract and retain talented employees. In the current competitive labor market, companies must differentiate themselves not only through products and services but also through their reputation as employers. The purpose of this study is to analyze the impact of employer branding on talent acquisition and identify key factors influencing job seekers when selecting an employer. A descriptive research design was adopted, and primary data was collected from 50 respondents through structured questionnaires. The findings reveal that employer reputation, workplace culture, and career growth opportunities significantly influence job application decisions. The study highlights the importance of employer branding strategies in improving recruitment outcomes and organizational attractiveness”.

I. INTRODUCTION:

Employer branding refers to the reputation of an organization as an employer and the value proposition it offers to employees. Organizations today compete not only through products and services but also through their ability to attract and retain talented employees. A strong employer brand helps organizations attract high-quality candidates, reduce recruitment costs, and improve employee retention. In recent years, the importance of employer branding has increased significantly due to globalization, technological advancement, and increased competition for skilled talent. Job seekers now have access to a wide range of information about companies through online platforms such as LinkedIn, Glassdoor, and Indeed. These platforms allow candidates to evaluate company culture, leadership, career opportunities, and employee satisfaction before applying for jobs. Organizations that actively manage their employer brand are better positioned to attract skilled professionals. Employer branding strategies often include promoting positive workplace culture, providing career development opportunities, ensuring competitive compensation, and maintaining a strong online presence. Talent acquisition refers to the strategic process of identifying, attracting, and hiring individuals with the skills and competencies required by an organization. Employer branding

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and talent acquisition are closely interconnected. Companies with strong employer brands tend to receive a higher number of qualified applications and can select candidates who better fit the organization's culture and goals. Employer branding refers to the reputation of an organization as an employer and the value proposition it offers to employees. Organizations today compete not only through products and services but also through their ability to attract and retain talented employees. A strong employer brand helps organizations attract high-quality candidates and improve employee retention.

In recent years, the importance of employer branding has increased significantly due to globalization, technological advancement, and increased competition for skilled talent. Job seekers now have access to a wide range of information about companies through online platforms such as LinkedIn, Glassdoor, and Indeed. These platforms allow candidates to evaluate company culture, leadership, career opportunities, and employee satisfaction before applying for jobs. Organizations that actively manage their employer brand are better positioned to attract skilled professionals. Employer branding strategies often include promoting positive workplace culture, providing career development opportunities, ensuring competitive compensation, and maintaining a strong online presence. Talent acquisition refers to the strategic process of identifying, attracting, and hiring individuals with the skills and competencies required by an organization. Employer branding and talent acquisition are closely interconnected. Companies with strong employer brands tend to receive a higher number of qualified applications and can select candidates who better fit the organization's culture and goals.

II. OBJECTIVES OF THE STUDY:

- To analyze the impact of employer branding on talent acquisition.
- To identify key employer branding factors influencing job seekers.
- To evaluate how organizational reputation and workplace culture attract talent.

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III. LITERATURE REVIEW:

Ambler and Barrow (1996) introduced the concept of employer branding and defined it as the package of functional, economic, and psychological benefits provided by employment within an organization. Their research highlighted the importance of building a positive employer image to attract skilled employees. Backhaus and Tikoo (2004) further developed the concept and explained that employer branding influences both employee attraction and employee retention. According to their research, organizations that invest in strong employer branding strategies are able to build stronger relationships with employees and improve recruitment effectiveness. Cable and Turban (2003) emphasized the role of organizational reputation in recruitment. Their study found that job seekers are more likely to apply to organizations with strong reputations and positive workplace environments. Edwards (2010) suggested that employer branding is closely linked to human resource management practices such as employee engagement, leadership development, and organizational culture. Effective employer branding strategies help organizations create a positive work environment and improve overall employee satisfaction. Ambler and Barrow (1996) introduced the concept of employer branding and defined it as the package of functional, economic, and psychological benefits provided by employment within an organization. Their research highlighted the importance of building a positive employer image to attract skilled employees. Backhaus and Tikoo (2004) further developed the concept and explained that employer branding influences both employee attraction and employee retention. According to their research, organizations that invest in strong employer branding strategies are able to build stronger relationships with employees and improve recruitment effectiveness. Cable and Turban (2003) emphasized the role of organizational reputation in recruitment. Their study found that job seekers are more likely to apply to organizations with strong reputations and positive workplace environments. Edwards (2010) suggested that employer branding is closely linked to human resource management practices such as employee engagement, leadership development, and organizational culture. Effective employer branding strategies help organizations create a positive work environment and improve overall employee satisfaction.

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IV. RESEARCH METHODOLOGY:

The research adopted a descriptive research design to examine the relationship between employer branding and talent acquisition. The purpose of descriptive research is to describe the characteristics of a population or phenomenon being studied. Population: The population for this study consisted of job seekers and working professionals who have experience with organizational recruitment processes. Sample Size: A sample of 50 respondents was selected using convenience sampling. Data Collection Method: Primary data was collected through a structured questionnaire containing close-ended questions.

Data Type: Both primary and secondary data were used in this study.

Statistical Tools: Percentage analysis and graphical methods such as bar graphs and pie charts were used to interpret the data.

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V. DATA ANALYSIS AND INTERPRETATION:

The survey results indicate that employer reputation and workplace culture play a significant role in influencing job application decisions. Among the respondents, a large proportion strongly agreed that organizations with positive reputations attract more candidates.

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Workplace culture was also identified as an important factor in candidate attraction. Respondents indicated that organizations that promote employee well-being, teamwork, and professional development are more attractive employees. Career growth opportunities and compensation benefits were also found to influence job seeker decisions. Many respondents reported that opportunities for skill development and career advancement play an important role when choosing an employer. The survey results indicate that employer reputation and workplace culture play a significant role in influencing job application decisions. Among the respondents, a large proportion strongly agreed that organizations with positive reputations attract more candidates. Workplace culture was also identified as an important factor in candidate attraction. Respondents indicated that organizations that promote employee well-being, teamwork, and professional development are more attractive employees. Career growth opportunities and compensation benefits were also found to influence job seeker decisions. Many respondents reported that opportunities for skill development and career advancement play an important role when choosing an employer.

VI. FINDINGS:

The analysis of survey responses revealed several important findings. First, employer reputation strongly influences job seeker interest in applying for jobs. Candidates are more likely to apply to organizations that have a positive public image and strong market presence. Second, workplace culture significantly affects candidate attraction. Organizations that promote employee engagement, collaboration, and supportive leadership tend to attract talented professionals. Third, career development opportunities play a critical role in job selection decisions. Candidates prefer organizations that offer training, mentorship, and growth opportunities. Finally, compensation and benefits remain an important factor in determining employer attractiveness.

VII. DISCUSSION:

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The results of this study support existing research that highlights the importance of employer branding in recruitment. Organizations that invest in employer branding strategies are able to attract higher quality candidates and reduce recruitment challenges. Companies should focus on building strong employer value propositions that highlight workplace culture, career growth opportunities, and employee well-being. Effective employer branding can significantly improve organizational reputation and long-term employee retention.

VIII. CONCLUSION:

Employer branding has become a strategic necessity for organizations seeking to attract talented employees in competitive labor markets. The study confirms that employer reputation, workplace culture, and career development opportunities are key factors influencing candidate attraction. Organizations that invest in strong employer branding strategies are more likely to improve recruitment outcomes, enhance employee engagement, and achieve sustainable competitive advantage.

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