

Employer Branding Tactics for Elevating Attractiveness in Recruitment

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Abstract:

This abstract examines modern employer branding strategies used to increase an organization's appeal to prospective employees. Companies are realizing more and more how important employer branding is to drawing in and keeping top talent as the competition for talent grows. The study explores the several approaches that progressive companies take to increase their attractiveness to potential employees. It looks at how important it is to have a solid corporate culture, communicate values clearly, and use digital platforms to highlight work situations. Furthermore, the abstract highlights the significance of employee endorsements, diversity and inclusion campaigns, and continuous professional development activities as essential elements of an all-encompassing employer branding approach. This abstract seeks to offer a succinct summary of the various strategies that can improve an organization's position in the competitive talent acquisition market by combining insights from industry practices. In the end, it advances the conversation on company attractiveness as a critical component of effective hiring practices. Sample of 229 employers from different sector were surveyed with the help of a questionnaire to explore employer branding tactics for elevating attractiveness in recruitment and know the impact of employer branding tactics on elevating attractiveness in recruitment. The study concludes that there is significant impact of employer branding tactics on elevating attractiveness in recruitment.

Keywords: Branding, Employer, Recruitment, Employee, Organization

Introduction:

Employers understand how crucial company branding is to luring and keeping top talent in the cutthroat world of modern talent acquisition. Employers can use employer branding to set themselves out from the competition and influence how people view their workplace culture and values. This introduction, which draws knowledge from academic publications and industry professionals, examines important corporate branding strategies meant to increase attractiveness in hiring.

Ambler and Barrow (1996) described employer branding as the strategic management process that creates an organization's reputation as an employer to lure and keep top personnel. Furthermore Backhaus & Tikoo (2004) stated that a comprehensive strategy that combines marketing, human resources, and organizational culture is required to attract qualified professionals as the labor market changes and traditional recruitment tactics become less effective. Effective employer branding might be a crucial differentiator in this situation.

Developing a healthy organizational culture that appeals to potential employees is a key component of employer branding. According to Schein (2010), organizational culture is a potent force that molds behavior and affects how people view their workplace. Organizations can establish a favorable and welcoming culture and market themselves as appealing places to work. This is especially important when trying to draw in talent from the millennial and Gen Z generations, who frequently give workplace culture and values top priority when making career decisions.

In addition, social media and digital platform use are essential components of modern employer branding tactics. Van den Heuvel and Bondarouk (2017) highlight the importance of digital channels in influencing how prospective employees perceive employer brands, given the growing trend of candidates searching online for information about possible employers. Employers may present their corporate culture, beliefs, and employee experiences through social media employer branding, telling a real and compelling story.

The credibility of an employer brand is greatly enhanced with the addition of employee endorsements and testimonials, in addition to cultural and digital tactics. According to Ambler and Barrow (1996), to obtain a better understanding of the workplace, potential hires frequently go to current or past employees for confirmation. Positive employee experiences can be encouraged and amplified through testimonials, which strengthen an organization's reputation and build employer appeal.

To sum up, implementing strategic employer branding techniques is essential to raising an organization's appeal to prospective hires. The significance of employee testimonies, digital presence, and organizational culture have all been emphasized in this introduction as essential elements of creating a strong employer brand. Knowing and using these strategies can help firms retain a competitive edge and attract top personnel as they negotiate the ever-changing talent acquisition landscape.

Literature Review:

Lievens and Slaughter (2016) assert that in the digital era, employer branding is greatly influenced by having a strong online presence and making efficient use of social media platforms. The actors also stress the significance of social media in influencing candidates' opinions of employers and interacting with them.

According to Berthon et al. (2005), developing an Employee Value Proposition (EVP) is essential to drawing in and keeping talent. Organizations must develop an engaging EVP that appeals to the target audience. They contend that a clear and concise EVP aids in communicating the special advantages and opportunities provided by the organization.

One more strategy to increase employer appeal is to provide incentives for staff members to serve as brand ambassadors. In their discussion of the benefits of employee advocacy programs for prospective applicants, Madera and Hebl (2011) point out that information provided by employees is frequently more reliable than official organizational communications.

To draw in and keep great personnel, the employer brand must be communicated effectively. Balmer and Greyser (2003) underscore the significance of maintaining consistency and genuineness in employer brand communication, ensuring that the message is in line with the values and organizational culture.

Refining strategy and proving return on investment require quantifying the impact of employer branding initiatives. Researchers like Collins and Stevens (2002) and Cable and Turban (2003) have developed frameworks for evaluating the efficacy of employer brands using metrics like employee retention and candidate attraction.

Employer branding has many advantages, but putting it into practice can be difficult for certain businesses. Barrow and Mosley's (2005) authoritative works explore the intricacies and potential hazards related to employer branding, urging additional research to tackle new problems.

Organizational culture is a significant factor in determining an employer's desirability, claim Smollan and Parry (2011). The author also mentioned that employee retention and happiness are influenced by a robust and healthy organizational culture. To create a coherent and genuine employer brand, the author also emphasizes the importance of aligning employer branding initiatives with the organization's basic values and beliefs.

The EVP, in the words of Cappelli and Keller (2014), stands for the distinctive package of services and experiences that a company offers to its workers. The authors contend that an employer's desirability is positively impacted by a strong EVP as well. To ensure a compelling employer value proposition, they also stress how crucial it is to match the EVP with the goals and expectations of the target talent pool.

Sarwono and Lee (2019) assert that social media has emerged as a potent instrument for employer branding in the digital era. Employers use social media sites like Twitter, Glassdoor, and LinkedIn to interact with prospective employees and promote company culture. The writers also mentioned that an organization's perceived appeal for recruitment is greatly influenced by maintaining a positive internet presence.

Breaugh & Starke (2000) state that continuous improvement in employer branding initiatives requires measuring their efficacy. Scholars recommend using key performance indicators (KPIs) to evaluate the effectiveness of employer branding campaigns. Examples of KPIs include employee satisfaction surveys, retention rates, and application quality.

Despite the acknowledged significance of employer branding, Collins and Han (2004) state that there are still difficulties, such as balancing the external brand with internal reality and responding to unfavorable internet reviews. Subsequent studies ought to investigate inventive strategies for employer branding and their influence on varied talent pools and sectors.

One important component of employer branding is the Employee Value Proposition (EVP). An effective EVP conveys the special advantages and benefits that employees can anticipate when working for a specific organization, according to Rothaermel et al. (2019). Employers may stand out in a crowded labor market by stating their value offer succinctly.

Employee advocacy entails giving current workers the authority to represent brands. According to Smidts et al. (2001), an honest and true portrayal of the corporate culture is produced when staff members actively promote the company. This word-of-mouth advertising has the power to significantly sway possible applicants.

According to Rosado-Serrano et al., (2020), In today's sociocultural environment, inclusion and diversity are essential elements of company branding. Organizations can draw in a larger pool of candidates by cultivating a diverse and inclusive workplace. This inclusiveness helps to a strong organizational reputation in addition to strengthening the employer brand.

Sartain and Schumann (2006) state that an important idea in employer branding is the Employee Value Proposition (EVP), which focuses on the distinctive benefits that a company provides to its workers. The authors further contended that a clear employer value proposition (EVP) enhances the employer brand by bringing organizational values and employee expectations into line.

Lievens and Van Dam (2015) assert that social media and technology are essential components of employer branding in the digital age. The study looks at how social media affects employer branding and highlights how important it is to interact and communicate with a wider audience.

As per Maignan and Ferrell (2001), including corporate social responsibility (CSR) programs within an organization's culture is a successful employer branding strategy. Prospective employees have a more positive perception of companies that actively participate in socially responsible operations. Additionally, the study shows that companies with a strong CSR program tend to draw workers who respect environmental and social responsibility.

Objective

1. To explore employer branding tactics for elevating attractiveness in recruitment.
2. To know the impact of employer branding tactics on elevating attractiveness in recruitment.

Methodology

Sample of 229 employers from different sector were surveyed with the help of a questionnaire to explore employer branding tactics for elevating attractiveness in recruitment and know the impact of employer branding tactics on elevating attractiveness in recruitment. Convenient sampling method was used to collect the primary data and multiple linear regression was applied to get the results.

Findings

Table below is showing respondent's general detail. It is found that in total 229 respondents, males are 62.4% and females are 37.6%. 30.1% are below 42 years of age, 36.7% are between 42-48 years of age and rest 33.2% are above 48 years of age. 26.6% are having the work experience of less than 6 years, 50.7% are there in their respective field from last 6-10 years and rest 22.7% are having the work experience of more than 10 years.

Table 1 General Details

Variable	Respondents	Percentage
Gender		
Male	143	62.4
Female	86	37.6
Total	229	100
Age		
Below 42 yrs	69	30.1
42-48 yrs	84	36.7

Above 48 yrs	76	33.2
Total	229	100
Work Experience (years)		
Less than 6	61	26.6
6-10	116	50.7
More than 10	52	22.7
Total	229	100

Table 2 Employer branding tactics for elevating attractiveness in recruitment

S. No.	Employer branding tactics for elevating attractiveness in recruitment
1.	Employer must have strong online presence and making efficient use of social media platforms
2.	Developing an engaging Employee Value Proposition (EVP)
3.	Provide incentives for staff members to serve as brand ambassadors
4.	Effectively communicating the employer brand is crucial for its success
5.	Must maintain consistency and genuineness in employer brand communication
6.	Organizational culture is a significant factor in determining an employer's desirability
7.	Businesses should be transparent about their values, mission, and work culture
8.	Funding employee development initiatives and emphasizing career advancement possibilities inside the company
DV	Overall impact of employer branding tactics on elevating attractiveness in recruitment

“Multiple Linear Regression”

Table 3 “Model Summary”

“Model”	“R”	“R Square”	“Adjusted R Square”	“Std. Error of the Estimate”
1	.740 ^a	.548	.531	.63034
a. Predictors: (Constant), Strong online presence, Employee Value Proposition (EVP), Provide incentives, effectively communicating, maintain consistency and genuineness, Organizational culture, transparent and Funding employee development				

The Value of adjusted R square is 0.531 and the model explains around 54% of the variation.

“Table 4 ANOVA”

“Model”		“Sum of Squares”	“df”	“Mean Square”	“F”	“Sig.”
1	Regression	105.941	8	13.243	33.329	.000 ^b
	Residual	87.413	220	.397		
	Total	193.354	228			
a. Dependent Variable: Overall impact of employer branding tactics on elevating attractiveness in recruitment						
b. Predictors: (Constant), Strong online presence, Employee Value Proposition (EVP), Provide incentives, effectively communicating, maintain consistency and genuineness, Organizational culture transparent and Funding employee development						

The impact of independent variables on dependent has been explained in the table above and the value in the significance column 0.000 shows that one or more variables are significant on dependent variable.

“Table 5 Coefficients”

“Model”	“Unstandardized Coefficients”		“Standardized Coefficients”	“t”	“Sig.”
	“B”	“Std. Error”	“Beta”		
(Constant)	-.842	.298		-2.827	.005
Strong online presence	.107	.040	.133	2.647	.009
Employee Value Proposition (EVP)	.121	.051	.122	2.367	.019
Provide incentives	.123	.051	.124	2.388	.018
Effectively communicating	.106	.046	.117	2.295	.023
Maintain consistency and genuineness	.147	.062	.154	2.357	.019
Organizational culture	.156	.070	.144	2.220	.027
Transparent	.247	.069	.218	3.565	.000
Funding employee development	.229	.049	.224	4.660	.000
DV: Overall impact of employer branding tactics on elevating attractiveness in recruitment					

Table above shows that all the variables Strong online presence, Employee Value Proposition (EVP), Provide incentives, effectively communicating, maintain consistency and genuineness, Organizational culture, transparent and Funding employee development are showing significant of employer branding tactics on elevating attractiveness in recruitment. Highest impact is shown by Funding employee development with beta value .224 followed by Transparent (.218), Maintain consistency and genuineness (.154), Organizational culture (.144), Strong online presence (.133), Provide incentives(.124) Employee Value Proposition (EVP)with beta value .122 and Effectively communicating with beta value .117.

Conclusion:

To sum up, the effective implementation of company branding strategies is critical to improving appeal during the hiring process. In addition to being a potent draw for great personnel, a strong employer brand also promotes a pleasant workplace culture. Open communication is one of the main strategies. To gain the

trust of prospective employees, businesses should be transparent about their values, mission, and work culture. Because of this transparency, candidates may match the organization's beliefs with their own, forging a stronger and longer-lasting bond. Additionally, displaying staff endorsements and success stories can greatly improve appearance. Prospective employees look for proof of a healthy and encouraging work culture, and first-hand reports from current staff members can offer insightful information. Employers can interact with a broader audience by extending the reach of these tales through the use of social media platforms and online employment review sites. A strong employer brand also results from funding employee development initiatives and emphasizing career advancement possibilities inside the company. In addition to being interested in the current position, job applicants also hope to make a long-term commitment with room for growth. The organization's commitment to employee success is reinforced when there is a clear demonstration of a commitment to ongoing learning and professional development. In the end, a well-thought-out employer branding plan brings all of these techniques together in a seamless way, telling a captivating story that draws in and keeps elite talent. Companies that put a high priority on and continuously improve their employer brand will definitely stand out in the competitive job market as not only employers of choice but also leaders in fostering an environment where people flourish and contribute to the success of the company as a whole.

The study was conducted to explore employer branding tactics for elevating attractiveness in recruitment and know the impact of employer branding tactics on elevating attractiveness in recruitment. It is found that Strong online presence, Employee Value Proposition (EVP), Provide incentives, effectively communicating, maintain consistency and genuineness, Organizational culture, transparent and Funding employee development are some of the important employer

branding tactics for elevating attractiveness in recruitment. The study concludes that there is significant impact of employer branding tactics on elevating attractiveness in recruitment.

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