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The Role of Employer Branding in Attracting and Retaining Talent

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Abstract: Employer branding is a strategy that helps organizations create a positive image as an employer. It helps attract skilled employees and retain talented workers by promoting the organization's culture, values, work environment, and employee benefits. A strong employer brand helps companies stand out from competitors, improve recruitment, reduce employee turnover, and increase employee satisfaction and commitment. It also supports long-term organizational success through better employee engagement and retention.
Keywords: Employer branding, Employee attraction and retention,

I. INTRODUCTION

Employer branding is an important strategy that helps organizations attract and retain talented employees. It refers to the reputation and image of a company as an employer. In today's competitive environment, employees expect not only good salary but also career growth, work-life balance, job security, and a positive work culture. A strong employer brand helps organizations attract skilled candidates, improve employee satisfaction, reduce turnover, and build employee loyalty. It also supports better recruitment, higher productivity, and long-term organizational success.

II. OBJECTIVES OF THE STUDY

1) To analyze the impact of employer branding on attracting potential candidates.
2) To examine the role of employer branding in retaining existing employees.
3) To identify key employer branding dimensions that influence job satisfaction and organizational commitment.
4) To assess employees' and job seekers' perceptions of the organization's employer brand.
5) To provide recommendations for strengthening employer branding to improve talent attraction and retention

III. STATEMENT OF PROBLEM

Employer branding plays an important role in helping organizations attract and retain talented employees. In today's competitive job market, employees look for good work culture, career growth, work-life balance, and recognition along with salary. Organizations with a weak employer brand face difficulties in hiring skilled candidates and retaining existing employees. High employee turnover, lack of employee satisfaction, and poor organizational image can negatively affect business performance. Therefore, organizations need strong employer branding strategies to improve employee attraction, engagement, and retention.

IV. SOURCE OF DATA

A. Primary Data

Primary data refers to the original data collected directly from respondents for the purpose of the study. It can be collected through:

1) Questionnaires
2) Surveys
3) Interviews
4) Observation

V. METHODOLOGY AND TECHNIQUES USED

This study uses a descriptive research methodology to analyze the role of employer branding in attracting and retaining talent. Both primary and secondary data were used for the research. Primary data were collected through questionnaires and surveys, while secondary data were collected from books, journals, articles, websites, and company reports. A simple random sampling method was used to select respondents. The collected data were analyzed using percentage analysis, tables, and charts for interpretation

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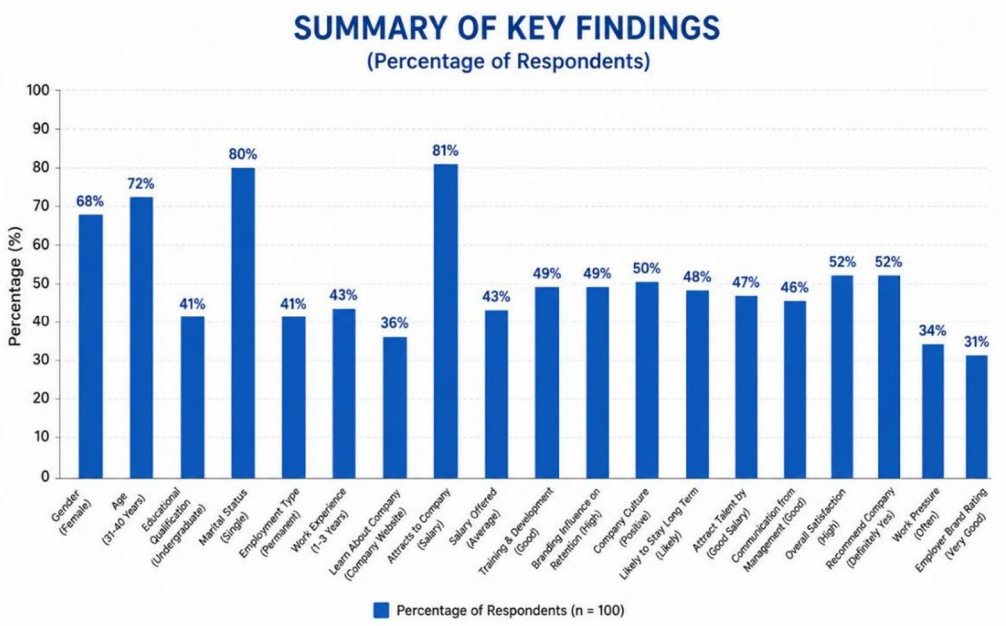
VI. STATISTICAL ANALYSIS USED

The study employed descriptive statistical techniques to analyze the collected data and interpret the findings effectively. Statistical tools such as percentage analysis, frequency distribution, tables, charts, and graphical representations were used to examine respondents' opinions and perceptions regarding employer branding. These techniques helped in identifying the relationship between employer branding, talent attraction, employee satisfaction, and retention within organizations.

VII. DATA VISUALIZATION

Data visualization techniques were used in the study to present and interpret the collected data in a clear and understandable manner. Various visual tools such as bar charts, pie charts, tables, graphs, and percentage diagrams were used to analyze respondents' opinions regarding employer branding, employee attraction, satisfaction, and retention. These visual representations helped in simplifying complex data and improving the accuracy of interpretation and analysis.

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A. *Interpretation*

1) The majority of respondents are female (68%).
2) Most respondents belong to the 31–40 years age group (72%).
3) Undergraduates form the highest educational category (41%).
4) Most respondents are single (80%).
5) Permanent employees make up the largest employment group (41%).
6) The majority of employees have 1–3 years of work experience (43%).
7) Most respondents learned about the company through the company website (36%).
8) Salary is the main factor attracting employees to the company (81%).
9) Most employees rate the company salary as average (43%).
10) Training and development opportunities are rated positively by employees.
11) Employer branding has a high influence on employee retention (49%).
12) Company culture is viewed positively by most respondents (50%).
13) Most employees are likely to stay in the company long term (48%).
14) Good salary is considered the key factor for attracting talent (47%).
15) Communication from management is rated as good by most employees (46%).
16) Overall employee satisfaction with the organization is high (52%).
17) Most respondents would definitely recommend the company to others (52%).
18) Employees experience work pressure at moderate to frequent levels.
19) The company's employer brand is generally rated positively by respondents.

VIII. OVERALL FINDINGS

1) The study shows that employer branding plays an important role in attracting and retaining employees.
2) Female respondents and employees aged 31–40 form the majority of the workforce.
3) Most employees are undergraduates and have 1–3 years of work experience.
4) Salary is identified as the most important factor influencing employee attraction and retention.
5) Training and development opportunities are positively rated by employees.
6) Employees perceive the company culture and management communication positively.
7) A large number of respondents are satisfied with the organization and are willing to stay long term.
8) Most respondents would recommend the company to others, showing a positive employer image.
9) Employer branding significantly influences employee satisfaction, loyalty, and retention.

IX. RECOMMENDATIONS

1) Improve salary competitiveness to attract and retain talented employees.
2) Introduce better work-life balance initiatives to reduce employee work pressure.
3) Strengthen employer branding activities through social media and employee engagement programs.
4) Continue providing effective training and development opportunities for employees.
5) Enhance communication between management and employees for better workplace relationships.
6) Focus on career growth opportunities to improve employee motivation and retention.
7) Build a stronger company reputation through positive workplace culture and employee welfare programs.

X. CONCLUSION

The study concludes that employer branding plays a significant role in attracting and retaining employees within the organization. The findings reveal that factors such as competitive salary, positive company culture, effective communication from management, and training and development opportunities strongly influence employee satisfaction and retention.

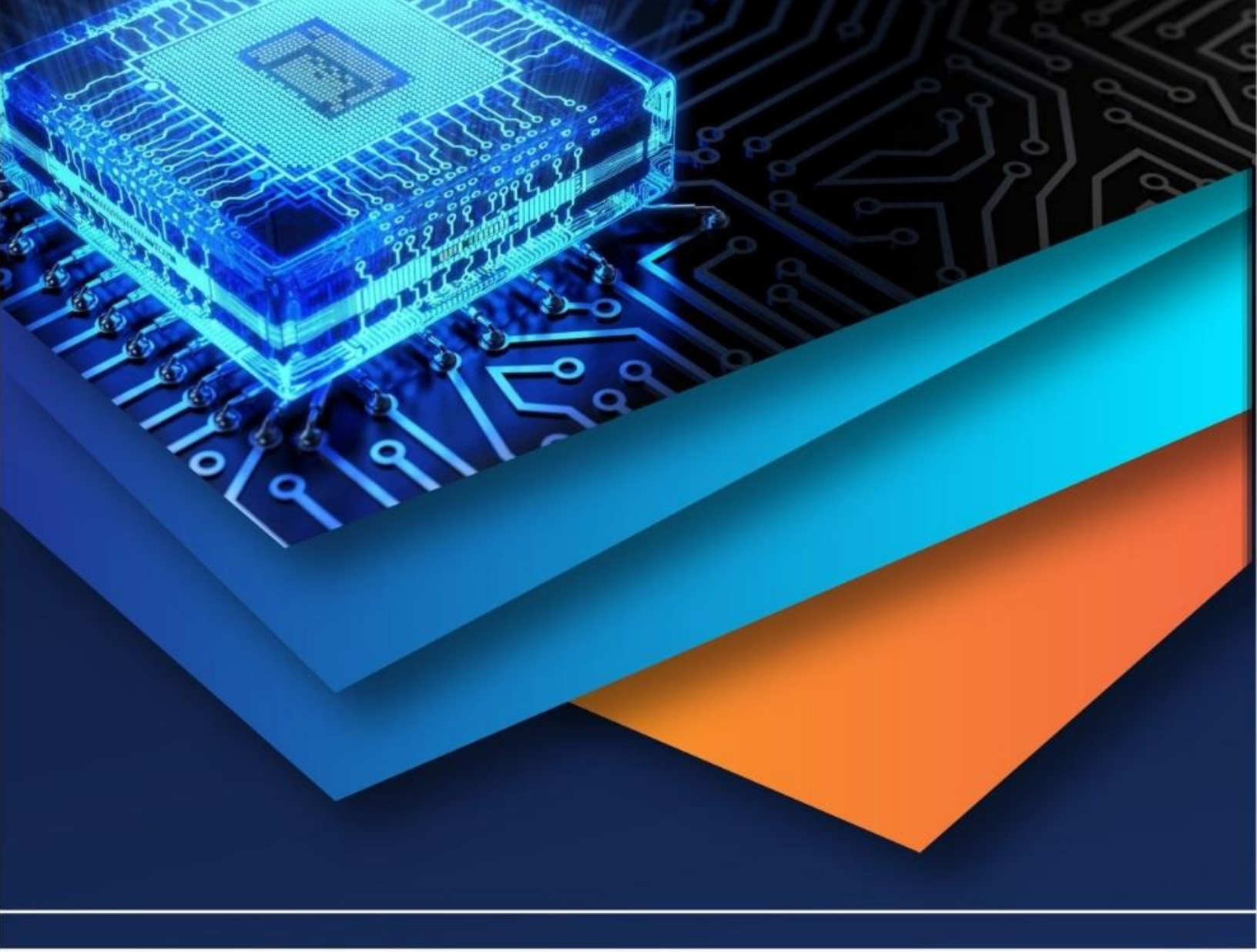
Most respondents expressed positive opinions about the organization and showed willingness to continue working in the company for the long term. In addition, many employees are ready to recommend the company to others, reflecting a strong and positive employer brand image.

Although employees experience moderate work pressure, the overall level of satisfaction remains high. Therefore, the organization should continue improving salary benefits, work-life balance, career growth opportunities, and employee engagement practices to further strengthen employee loyalty and achieve long-term organizational success.

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