



A STUDY ON ALIGNING TALENT ACQUISITION AND EMPLOYER BRANDING WITH SPECIAL REFERENCE TO IT SECTOR

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ABSTRACT

The subject of the study was “A Study on aligning talent acquisition and employer branding with special reference to IT Sector”.

The main objective of the study is to align talent acquisition and employer branding. This study focuses about the impact of employer branding which has a direct relationship to the talent acquisition process. The study also reveals the efforts taken by the talent acquisition team in promoting their employer brand.

Samples of 120 Human resource professionals were taken into consideration. Research has been conducted to assess the employer brand and thereby aligning it with the talent acquisition process. The primary data was collected through questionnaire. The secondary data was collected through website, Magazines

I INTRODUCTION

Every company has a reputation. It could include thoughts about your products, services, leaders, team members, history, and more. And your company’s reputation can also go beyond to inspire a specific perception — emotional, instinctive, intellectual — in the people who see your ads, use your products, and eventually, speak to others about you. That reputation is known as your brand, and it can be a powerful, mysterious, and synergistic force — far more than just what you sell or office.

Your company also has a second brand related to its primary brand about how you’re viewed as an employer. This is your employer brand, and it lives and breathes in the minds and hearts of your former, current, and future employees.

In today's increasingly competitive job market, a positive employer brand is critical. Without one, hiring and retaining the best employees becomes challenging — and costly. You need talented, leadership-bound workers to drive your business forward, and the best way to find them is to cast the impression that your company is a great place to work. Everything from the salary and benefit packages you offer to advancement opportunities to weekly happy hours, the [culture of an organization](#) and the treatment of its employees can greatly impact the impression you're trying to make on potential candidates.

II REVIEW OF LITERATURE:

Dr. Pallavi Srivastava and Dr. Jyotsna Bhatnagar "This paper addresses the concerns associated with talent acquisition and how employer brand can overcome some of them. Based on the literature review and supported with the first stage sequential mixed method exploratory research, the paper summarises and aggregates the results of a pilot study conducted on a section of prospective employees of India. The study contributes to the sparse academic and empirical work on employer branding. The empirical results are initial steps towards the development of a scale for measuring employer brand in a later stage. The current study will further facilitate development of the unique employee value proposition based on the person-need fit of talent. The research is based in an Indian setting which makes it all the more relevant in current economic scenario. The paper concludes with theoretical and practical implications followed by directions for the future research."

Manupriya Bali and Shweta Dixit. "As business environment becomes more competitive and complex, organizations need to give even greater emphasis to meet their talent management needs. Attracting and retaining the right fit is of prime importance. Organizations are developing and projecting a brand image that echoes its values and philosophy and supports their talent management needs by attracting the right talent. The process of branding the organization or employer branding draws its roots from marketing and branding literature and has gained its relevance in developing the image of the organization as an employer of choice. The paper discusses the scope of employer branding in attracting an experienced pool of employees and also as an enabler of organization's internal brand building effort. The process of developing the brand is extensive and requires commitment and support from all in the organization. If managed well, it goes on to create brand ambassadors for the organization and thus, establish the organization as an employer of choice. The paper reviews the existing literature to identify the impact of employer branding on talent management, the process of branding organizations that may be adopted and how some of the global organizations are utilizing the power of an effective brand."

III OBJECTIVE OF THE STUDY:

The study has been undertaken with the following objectives:

- To understand about the existing talent acquisition practices in their company.
- To study about the brand value of companies and its impacts during talent acquisition

IV RESEARCH METHODOLOGY

The systematic technique to resolving the research problem is known as research methodology. It provides an overview of the numerous processes taken by the researcher in a methodical manner with the goal of determining various methods. A researcher must be familiar with not just research methodologies procedures, but also methodology.

A, The research design

The data will be gathered directly from the respondents through sample survey method.

The data analysis for this research will be both on quantitative and qualitative manner.

B. Collection of data

Primary data

The data regarding talent acquisition will be collect through structured questionnaire.

Secondary data

Secondary data will collect from various published reports, journals, magazines, books, articles and websites

C. Tools and techniques

This study will contain table, chart, chi square tests and two-way analysis of variance and interpret the data.

Chi square is a statistical tool used in research to investigate variations between categorical variables within the same population.

A two-way analysis of variance is a technique for determining whether two samples' means are statistically different or not.

D. Sample size

Primary data were collected from a sample of 120 Human Resource in the city of Chennai.

Convenience sampling method was used for the selection of sample respondents.

E. Period of study

The period of study will be one month.

F. Profile area of study sample location

Guduvanchery of Chennai city has been selected as a sample location.

G. Sample targeted people

The targeted people will be general public

H. Hypothesis frame work

ANOVA: One typical strategy for determining a viable treatment procedure is to examine the number of days it took the patients to be cured. We can use a statistical approach to compare these three treatment samples and show how they differ from one another. ANOVA is the name given to a technique that compares samples based on their means.

Analysis of variance (ANOVA) is a statistical technique used to determine if the means of two or more groups differ substantially from one another. ANOVA analyses the means of different samples in order to evaluate the impact of one or more factors.

A chi-square (2) statistic is a test that compares a model to real observed data. The data required to calculate a chi-square statistic must be random, raw, mutually exclusive, obtained from independent variables, and drawn from a big enough sample. The outcomes of a fair coin flip, for example, fulfil these conditions.

Chi-square tests are frequently used in hypothesis testing. Given the sample size and the number of variables in the relationship, the chi-square statistic evaluates the extent of any disparities between predicted and actual findings.

Degrees of freedom are used in these tests to examine if a certain null Based on the total number of variables and samples in the experiment, a hypothesis might be rejected. The greater the sample size, as with every statistic, the more dependable the results.

The hypothesis tested in the study are shown below

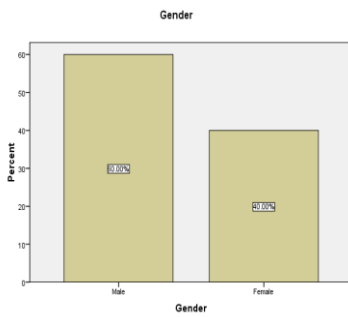
- H0: There is no significant difference between electronic payment and gender
- H1: There is significant difference between electronic payment and gender
- H0: There is no significant difference between electronic payment fraud and app usage
- H1: There is significant difference between electronic payment fraud and app usage

Data analysis

TABLE 1: Gender of the respondents

Particular	Number of respondents	Percentage
Male	72	60
Female	48	40
Total	120	100

CHART 1: Gender of the response



INTERPRETATION:

The above table and chart explains that 60% of respondents are male and 40% are female. Thus the maximum number of respondents are male.

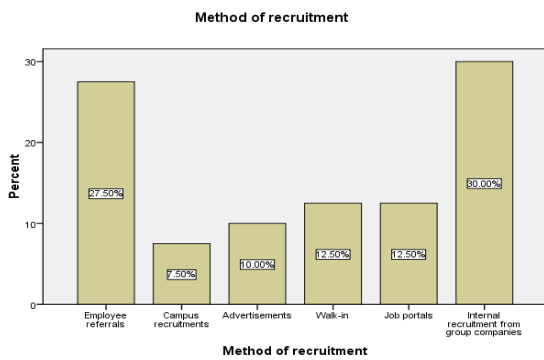
INFERENCE:

Majority 60% of the respondents belongs to the gender group of male.

2) Table showing sources of candidate recruitment

Particulars	Number of respondents	Percentage
Employee referrals	33	27.5
Campus recruitment	9	7.5
Advertisements	12	10
Walk in	15	12.5
Job portals	15	12.5
Internal recruitment from group companies	36	30
Total	120	100

Chart showing sources of candidate recruitment



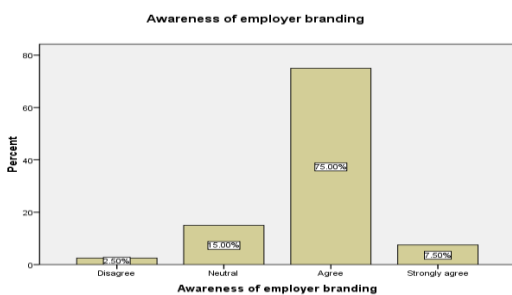
Interpretation

The above table explains that the maximum candidates about 30% are hired from the group companies. This explains that they prefer internal sources than the external sources. About 27.50% candidates are hired through Employee referrals. Other sources such as Job portals, Walk-ins consist of 12.5%. Advertisements are made as a source of hiring with 10% and there is very least amount of campus recruitment with 7.50%

3) Table showing awareness about the concept of employer branding

Particulars	Number of respondents	Percentage
Disagree	3	2.5
Neither Agree nor Disagree	18	15
Agree	90	75
Strongly agree	9	7.5
Total	120	100

Chart showing awareness about the concept of employer branding



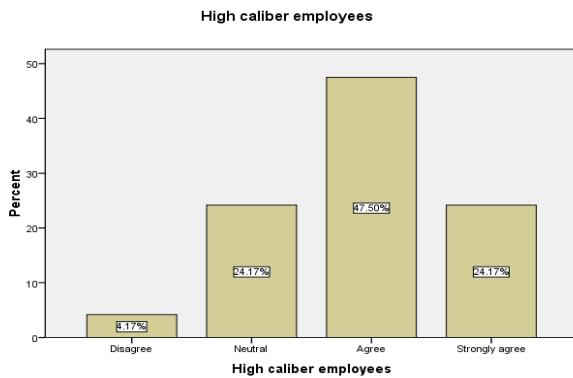
Interpretation:

About three-fourth (75%) of respondents Agree that all HR professionals are aware about the concept of employer branding. There are about 15% of the respondents who neither agree nor disagree. Only 7.5% of the respondents strongly agree and very minimal amount of only 2.5% respondents totally disagree to the fact about the awareness of employer branding among HR professionals.

4) Table showing regarding consistent appointment high caliber employees

Particulars	Number of respondents	Percentage
Disagree	5	4.2
Neither Agree nor Disagree	29	24.2
Agree	57	47.4
Strongly agree	29	24.2
Total	120	100

3.1.5 Chart showing regarding consistent appointment high caliber employees



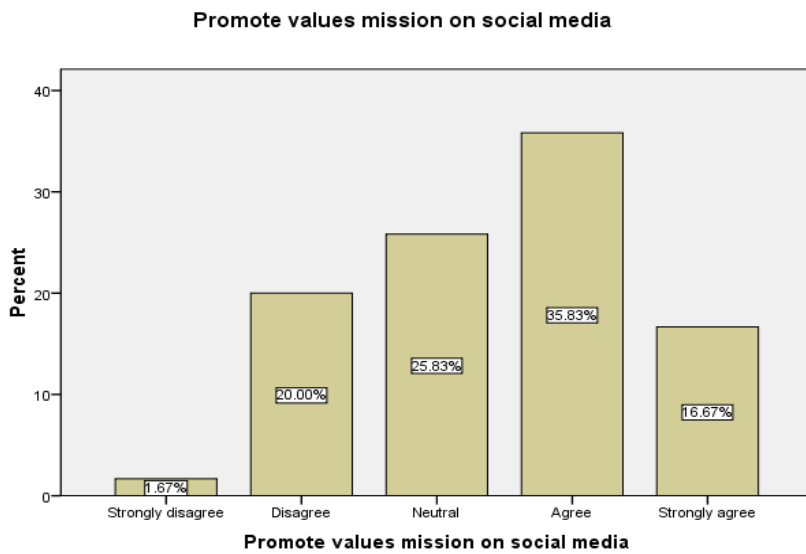
Interpretation

There is about half of the respondents 47.50% Agree that they consistently appoint people with high caliber. There is an equal response of 24.14% that they strongly agree and they have a neutral idea about the consistent hiring of high caliber employees. Only 4.17% of respondents disagree about consistently appointing high caliber employees.

3.1.6 Table explaining promotion of Employer Brand on Career Pages and Social Media

Particulars	Number of respondents	Percentage
Strongly disagree	2	1.7
Disagree	24	20
Neither Agree nor Disagree	31	25.8
Agree	43	35.8
Strongly agree	20	16.7
Total	120	100

3.1.6 Chart explaining promotion of Employer Brand on Career Pages and Social Media



Interpretation

There is a mixed response that the maximum of 35.83% of respondents Agree that the company promotes employer brand. 25.83% respondent neither agree nor disagree. About 20% disagree on promotion of employer brand. 16.67% of respondents strongly agree about the promotion of employer brand on Career pages and social media. There is a minimal of 1.67% of respondents strongly disagree to the social media and career related promotions.

One Way ANOVA

Let H_0 be the Null Hypothesis and H_1 be the alternative hypothesis.

Null Hypothesis (H_0):

There is no significant difference between total employer brand score and the awareness of talent acquisition team over employer brand.

Alternate Hypothesis (H_1):

There is a significant difference between total employer brand score and the awareness of talent acquisition team over employer brand.

Descriptives

Talent acquisition team knowing about employer brand

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
37	1	4.00	4	4
39	2	3.00	.000	.000	3.00	3.00	3	3
40	6	4.00	.000	.000	4.00	4.00	4	4
41	9	3.44	.527	.176	3.04	3.85	3	4
42	8	3.75	.463	.164	3.36	4.14	3	4
43	13	3.54	.519	.144	3.22	3.85	3	4
44	5	3.60	.548	.245	2.92	4.28	3	4
45	9	3.67	.707	.236	3.12	4.21	3	5
46	7	3.71	.756	.286	3.02	4.41	3	5
47	14	3.50	.941	.251	2.96	4.04	2	5
48	13	3.62	.870	.241	3.09	4.14	2	5
49	13	4.00	.707	.196	3.57	4.43	3	5
50	10	4.50	.707	.224	3.99	5.01	3	5
51	4	3.75	.957	.479	2.23	5.27	3	5
52	1	5.00	5	5
53	1	3.00	3	3
54	3	4.67	.577	.333	3.23	6.10	4	5
55	1	4.00	4	4
Total	120	3.77	.742	.068	3.63	3.90	2	5

ANOVA

Talent acquisition team knowing about employer brand

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.341	17	.905	1.844	.032
Within Groups	110.075	102	.491		
Total	112.614	119			

Interpretation:

- The significance value $0.032 < 0.05$.
- At 5% level of significance, calculated value of F (0.032) is lesser than the Table value of F.
- The null hypothesis (H_0) is rejected and alternative hypothesis (H_1) is accepted.
- Hence, there is a significant difference between total employer brand score and the awareness of talent acquisition team over employer brand

CONCLUSION

Strong employer branding is ultimately about developing a strong company culture and communicating authentically and consistency in the market about the organization's employee experience. Those who do will have an easier time with recruitment, more engagement, stronger employee advocacy, and better retention.

The overall conclusion of project is employer branding affect the recruitment and retention of employees. Employer branding focus on whole employee lifecycle. If company's employer branding is high it means their employee turnover rate is low. If company's employer branding is high its means they are providing good salary, good working environment and growth opportunity. If company's employer branding is high it means their employee turnover rate is low. Higher employer branding helps to attract skilled people. If companies' employer branding is high in market so employees are satisfied

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