

A Review of Employer Branding and Its Impact on Talent Acquisition

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Citation: Dr. Shraddha Purandare, et al (2024) A Review of Employer Branding and Its Impact on Talent Acquisition, *Educational Administration: Theory and Practice*, 30(5) 15697-15702

Doi: 10.53555/kuey.v30i5.10276

ARTICLE INFO

ABSTRACT

Firms looking to hire well must learn to shape their name to entice the right sort of staff - this work is called employer brand and connects precisely what a firm does with the way people who would probably work there are seen. This brand doesn't develop from salary and work part but from how much the firm stands for and how it treats its staff members and just how it presents its work to the world. New staff don't judge firm on task or post alone but also on values, growth chance and work feel based on what previous staff say and what shows in news or online space. Firms shaped by clear strong brand draw even more eyes from excellent talent, take a shorter time to fill each post and lose less staff once they hire because the match holds. But many firms continue to don't plan for this and miss the actions that build trust in brand, while others don't link brand talk with genuine staff feel and this gap could fracture trust and stop good hire. Fixing this requires clear steps for firms to elicit staff voice, to present role, to provide fair path and to link with peer group. They must track how and where they are seen in talk and they must build brand as complete plan not as pitch or post. If they do this they can hire quickly, right, and hold teams that remain.

Keywords: Employer Branding, Talent Acquisition, Recruitment Strategies, Employee Attraction, Organizational Reputation.

Introduction

Employer branding is a hot topic for firms looking to recruit, select and hire the best personnel. In a work world shaped by change in skill need, fast job shift and brand-new staff hopes, the weight of how a firm is seen from the outside has increased. Firms that previously hired on pay, post and place have jobseekers evaluating firm values, peer voice, growth steps and team culture. The proliferation of digital platforms means that staff posts, review sites and social talk could all be ways to check firm image. In this space, brand is what a firm states - it's what it displays and what other people say about it. The employer brand does not form in one step. It develops from what the firm does, the way it interacts with staff members, and what viewpoint it develops in the job field. Pay & post still count, but with work feel, fair steps, team trust, and task role. A great employer brand attracts more job seekers, fills posts at a discount and holds staff long found by Yu et al. (2022)

Firms must develop brand in full view - across hire steps, work talk, job design, peer voice & role shift. This change means the HR team now must collaborate with other parts - comms, ops and lead group - to produce a fully seen, felt and tracked brand. It's not about forming a brand which sells but creating one which stands. Firms which fail to create a brand path lose time, cost and skill. If top staff skip the firm or leave fast, rehire and retrain cost more. New staff joining with incorrect hope may fail or clash with team. If brand is not match for job, trust breaks. These risks explain why brand work is now a core element of talent plan. Nevertheless, many firms act late. Some view brand as a pitch and not a plan. They post once and do not act upon feedback. They are saying one thing and show another. Others leave brand to comms or HR. This split leaves the work week. A brand must shape staff draw from entire firm work - not just speak - for its brand to shape staff draw. Figure 1 presents the various factors that affect the employer branding:

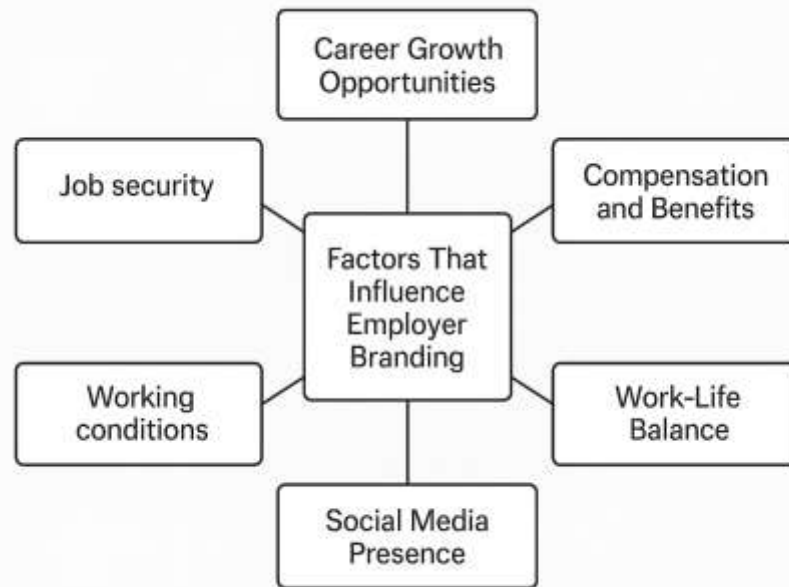


Figure 1 Factors that affect the employer branding

Tripathi (2018) suggested that a strong employer brand can significantly enhance talent acquisition efforts. A strong employer brand requires firms to map what they stand for, check how they're seen and shape what they show. They must determine what staff want, what peer firms provide, and where gaps are. Which means inward check and outward scan. A draw brand fits job hopes, work steps and fair play. In skill-first work, staff don't chase post - they look for role fit, growth, and value. This means firms need to demonstrate what they can provide in more than job lines - for actual work. Growth path, task scope, peer trust and lead support influence staff selection. More right-fit staff apply if firm brand speaks to this. In job markets where need outstrips supply, brand wins. In case two firms post the same job, staff members will select the one with clear path, fair rate, good team & secure space. If brand demonstrates this, the jobseeker doesn't apply - they select with trust. That trust starts before the job begins and lasts long after it concludes.

Reis et al. (2021) highlighted that employer branding serves as an effective tool for talent management. A post on working hours, lead tone or team care can make or break the firm's name. It demonstrates why employer brand must match firm truth. Talk must meet act. This also means firms must monitor brand view with data. They must ask staff, hear jobseekers and check review posts. A once-a-year check is inadequate. Brand viewpoint changes rapidly. A brand-new lead, a terrible event or a staff miss can prompt peer talk. Firms must determine tools to track this flow and react when it drops. Employer brand in talent draws increases with job type. The right staff might have several picks for new roles or high-skill jobs. In such fields, brand makes the call. A firm with solid path, deep skill space and fair task may receive the top pick. One that stays vague could lose. And in base skill jobs, brand counts too. A firm with care, order and fair pay gets more apply and less churn. Firms also need to consider brand from post to very first day in the complete hire loop. A sharp job ad might draw but staff may drop if the call step is slow or the tone is cold. If offer has no actual growth they may not join. If the very first week is vague, they leave. Brand must run through every step - not just at post.

That is exactly why employer brand work must join other firm steps. The work team, the lead group and the HR team must share goal. They must build talk for firm work and act for firm talk. They must check for gaps and fix them fast. When peer trust is low, they must ask why. When lead steps break staff hope, they must change. What this means is brand isn't a job post - it is a work shift. The employer brand - staff keep link also is strong. A clear fair brand brings in right-fit staff and keeps them long. It shows them what to expect and it meets that with plan. This decreases churn, saves cost and creates team trust. If staff know what they join and get that in work, they stay.

New staff also bring brand view. If they feel firm acts as it says they post good. If not, they post bad. These posts shape next draw. This way brand builds or breaks in loop. A fair firm which hears, acts and speaks right will develop a staff loop.

Gilani and Cunningham (2017) observed that employer branding has a direct impact on employee retention rates. Firms seeking to lead must now develop brand - not only for job seekers but for everybody who touches the work. This includes vendors, former staff, interns and peer firms. A strong employer brand is in all fields - not just job page. Employer brand is much more than logo or word - it is exactly what the company does each day that makes the job reasonable, toned, and complete. Firms that construct this with care will attract better

staff, invest less to hire and increase in team trust. Firms which skip or fake this lose edge. The shift is here. Staff pick firms just as firms pick staff. In this frame, brand isn't a sidestep - it's the actual path to hire and hold. The time to build authentic employer brands is now.

Literature review

How a firm builds and provides its employer brand influences how job seekers form views before applying. It grows from numerous signals - what the firm shares, what previous staff say, and what the market shows. They check how the firm treats its people, what values it embraces, exactly how teams work and how reasonable the system feels prior to an individual applies for a role. Job seekers these days use numerous tools to scan firms. They look at review websites, peer talk, staff posts, and news. They read what the firm shares on its site and on social networks. They also say the hiring feels clear and quick. All these ways, they create a skeleton of what working in the firm could be like. They are more likely to apply if that picture shows care, growth and trust. They may skip when it has gaps, mismatch or risk.

Maurya and Agarwal (2018) found that organizational talent management practices are closely linked to perceived employer branding. This early view shapes more than just apply rate. It sets the tone for who applies. An attractive employer brand attracts the right-fit talent - those who share job values and want the growth the firm offers. A weak or unclear brand could draw few or bring the wrong fit, causing churn. Because of this, firms must treat brand as more than image. It is that story the firm tells and the proof it provides in daily steps. Staff will share that gap if a firm claims to support growth but block's role shift. When a firm talks of care but fails on fair pay, trust breaks. That is why the employer brand should match real work. In other words, employer branding extends beyond the job post. It starts prior to the role is shared and continues through the full staff path. It defines how job seekers see the firm and choose to join. Firms that care about this viewpoint gain better talent, lower cost and stronger trust. Firms which leave it vague lose their edge.

Now digital platforms are central in deciding how a firm is viewed by job seekers. Sites including LinkedIn, Glassdoor, indeed along with others host views, reviews and facts that help define the firm's name as being a place to work. Most candidates check these platforms before applying to see how staff think about the job, exactly what the culture is similar to and how the firm treats its team. These platforms show more than job posts. They represent real time viewpoints from staff & ex-staff on work tasks, lead style, growth steps and fairness. For instance, candidates can read comments about pay, team talk, work hours and top group tone on Glassdoor. These reviews help them determine in case the firm's values align with their own. A high rating or reasonable review generates trust. An inadequate review or even obvious gap prompts job seekers to pause or skip.

Lievens and Slaughter (2016) suggested that employer image and branding are critical factors in attracting top talent. LinkedIn plays a different but linked role. It illustrates what the firm shares in public - events, staff wins, thought pieces along with changes. Additionally, it shows who works there, stays how long, what positions they fill and just how they move. A firm that shares clear, fair, open posts speaks loudly. It creates an active, wide-open brand that's prepared for growth. A vague or quiet page can be weak. These digital tools also enable firms to speak live. They can post about their work, reply to reviews, and demonstrate the way they act on feedback. This allows them to shape and fix the brand view. But this has got to be real. Staff will say the talk isn't matching the work - and the trust drops.

For candidates, these tools help cut guesswork. They see beyond the job post and figure out what to expect. For firms, this means that employer brand is built by everybody - not only HR - but embodied in each post, act and reply. Essentially digital platforms carry the brand - they shape it. They make employer branding more open, fast and difficult to fake. Firms which use them well establish trust before the first call. People who ignore them lose opportunity to speak and be seen.

Employer branding efforts need to be tracked with data that demonstrates they work. Without the proper measure, firms cannot tell if their brand draws, hires and holds the right staff. Key metrics like offer acceptance rate, time-to-fill and employee engagement demonstrate the way the employer brand functions across the talent journey.

Offer acceptance rate indicates the number of candidates that join after receiving an offer. A great brand creates trust early and candidates say yes. A weak brand might introduce drop-offs in the last step. If acceptance is low, firms must make certain that their brand conveys the correct sense of work, growth or values. They may also wish to review what peers offer or the way they share role facts. Time-to-fill is yet another core measure. It shows just how long it takes to close a role. A clear, trusted employer brand brings much more appropriate applicants - reducing delays. If a firm takes too long to fill posts it might suggest a weakened brand, unclear values or poor reach of the marketplace. It may also show that what's shared online does not match jobseeker hopes.

Biswas and Suar (2016) highlighted that antecedents and consequences of employer branding significantly affect organizational outcomes. Employee engagement measures how current staff perceive the work. Which includes trust in firm, pride in tasks, team link and role value. A high engagement firm tends to build higher brand feedback from staff which influences new candidate perceptions of the firm. A low score here might reveal gaps in brand truth - exactly what the firm says might not reflect what it does. Other helpful data consist of staff turnover rate, referral rate and feedback from exit talks or surveys. In case many staff leave or few refer other people to apply, the brand promise might break following hire. Firms must use this data to spot gaps, fix tone and boost brand trust.

Hongal and Kinange (2020) observed that talent management strategies have a substantial impact on organizational performance. Tracking the right metrics enables firms to analyze what works, shift what does not and make a brand which hires and retains the right individuals. A brand without data is a story. A brand with measures is a plan. In countries where demand for skills is high, an employer brand could be a competitive edge over rivals. Those with an established, trusted brand stand out when several firms recruit out of the same small pool of competent people. Skilled workers have more choices and select firms they see as valuable, reasonable and growing.

Talent gaps in data, clean energy, design, tech, along with digital marketing are wide. In such fields jobseekers usually consider culture, team values, task scope and long-term fit along with pay. If a firm can demonstrate real power in these areas, then it's the very first choice for rare skills. A compelling employer brand helps these applicants feel seen and valued before they apply. They might encounter the firm via peer posts, online forums or news. The things they read, see or even hear develops trust. If the brand clearly demonstrates role path, fair work and skill growth steps, they are more likely to apply - before they're approached.

Tanwar and Prasad (2016) found that there is a positive relationship between employer branding and employee retention. Firms with strong brands also see much more referrals. Peer voice is essential in short skill markets. People refer friends or contacts only if they trust the firm. This word-of-mouth edge means firms fill roles faster with less spend. On the flip side, companies with unclear or weak employer brands might lose good candidates despite offers. In high demand fields, top talent does not wait. In case the firm cannot justify why it's a much better place to work, the candidate may pick a competitor. That's the reason brand shouldn't be built around looks but rather reflect strengths. How a firm defines its growth path, team role, job pace and staff voice must reflect in the brand. Firms which get this right gain edge - by choice not by chance.

In such cases brand is no sidestep. It's the way to lead. Employer branding does much more than attract candidates - it retains staff when they join. When the internal work culture reflects what the firm shares outside, trust and clarity are developed. Staff know what to expect and when real experience matches that, staff are more likely to remain. A strong employer brand articulates values, explains how teams work and how staff members grow in the firm. If the actual work life reinforces this message - with fair roles, honest lead conversation and genuine growth paths - staff consider the brand a promise and not a fact. This sense of match encourages loyalty and keeps turnover low.

Albert (2019) suggested that artificial intelligence applications are increasingly utilized in talent acquisition processes. Conversely, in case the external brand claims care, fairness or team value but the internal culture doesn't demonstrate the same, trust fails. Staff start to feel misled. When this gap expands, frustration, loss of morale, and exit ensue. That is exactly why employer branding should be made on truth and not image. It must reflect actual steps in task design, peer conversation, work balance and role growth.

Daily work life influences retention. If the brand tells one story and the firm lives another, staff members will leave due to the daily work atmosphere. However, staff who feel the brand promise is met through consistent support, reasonable task share and open lead links are more likely to offer their best and grow together with the team. Good branding also gives staff pride. They feel part of a bigger cause whenever they see their firm's name respected on the market. This sense of value is an additional reason they stay. Additionally, it increases peer trust - a requirement for long-term work bonds.

Tanwar and Prasad (2017) highlighted the development and validation of an employer brand scale as a significant contribution to the field. Firms must listen to staff, act on feedback and update their brand when necessary to develop this match. They must ensure that what is said in posts, talks and public pages matches what is done in teams, roles and task steps. In other words, employer branding influences who joins and stays. A clear, truthful and lived brand helps firms create lasting teams. This steady hold is a win in times of churn.

Within employer branding, what a company says must match what it does. Jobseekers today have tools, platforms and peer groups to check facts before applying. If they read one thing on a company's Web site or social networking and hear something different from former or current staff, they pick up the gap fast. This mismatch between message and practice decreases trust and damages the firm's reputation. A strong employer brand is based on values and fair actions. When workplace culture matches the brand message, candidates know what to expect. They join clearly and tend to be more likely to remain. However, when a firm claims it

supports growth, inclusion or balance but fails to show it in action - with unclear roles, strict duties or poor peer conversation - trust breaks early.

Reis and Braga (2016) observed that employer attractiveness varies across different generations, influencing employer branding strategies. Stretching the truth might cost firms great candidates. Some will use strong words in brand posts to grab attention, but candidates drop out if the very first call or task has a different tone. Others might hire but the new staff may become misled and leave. Such shifts impact not just hiring cost - they also damage the way the company is advertised on the market.

Authenticity also makes firms stand out. A firm which shares its strengths & its work-in-progress areas builds credibility. Candidates are more honest and open to growing with the firm. A real brand - even when imperfect - draws in the right individuals - people who are concerned about the firm's direction and wish to be a part of the job. For authentic branding to take place, firms should link external messages to internal actions. Teams from HR, leadership along with communications must check that brand lines match daily work. Feedback from staff, exit interviews and peer reviews helps firms monitor in case their image matches the truth. Ultimately authenticity is a necessity not a value. A brand that tells the truth creates long-term trust and attracts the fit. One that covers gaps or fakes tone may lose people and name quickly. In trust - based talent markets, more than what firms say matters.

Tumasjan et al. (2020) found that employer branding orientation positively affects firm performance through improved recruitment efficiency and a positive affective climate. A strong employer brand attracts better talent - additionally, it reduces hiring costs. A good name on the job market drives more direct applications from jobseekers who know the firm's values, work culture, and leadership. This means less money is spent on job ads or recruitment agency support. Inbound interest is greater for firms which invest in employer branding. Candidates find them based on what they see on company pages, peer posts or review websites. This natural interest means fewer paid campaigns are necessary to reach the same number of applicants. It also cuts back on third party recruiters that charge a fee for every effective employee. Having much more direct applicants, the company can handle the process internally and help save money and time.

An excellent brand also shortens the hiring cycle. People come prepared when they understand the firm and what it means. Time for describing culture or addressing doubts decreases. Candidates who resonate with the firm's message are more likely to accept offers quickly, reducing time-to-hire and risking drop-offs following offer. Another way branding will save money is lower turnover. Those that join with clear expectations - and look for those expectations satisfied - tend to be more apt to remain. Fewer exits mean fewer backfills and less repeat hiring spend. Referral rates also rise with employer branding. Personnel that are proud of their workplace are more likely to refer others. Referred candidates are typically better fit and faster to close. Referral hiring costs less than job board advertisements or agency fees and usually results in stronger teams.

Eger et al. (2019) suggested that employer branding dimensions should be explored in a multicultural context to understand their global applicability. To obtain these cost benefits, firms must ensure that what they share about themselves corresponds to the reality inside. Branding is all about alignment - not polish. If the external message is truthful and clear, the right candidates come with a lesser amount of push and stay with more trust. In a nutshell, a solid employer brand is a long-term price saver. Banerjee et al. (2020) highlighted the role of brands in recruitment, emphasizing the mediating role of employer brand equity. It generates steady talent interest, reduces spend across external channels and attracts engaged applicants who wish to join the firm's path. For firms looking to hire smart and spend less, brand is the starting point.

Conclusion

Modern talent acquisition requires employer branding. In a competitive job market, applicants aren't searching for position or pay - they're searching for cultural match, career prospects & authenticity. A strong employer brand is built on consistent values, fair practices and transparent communication - not pretty job posts. It reflects how a firm treats its staff members, what it stands for and just how it's seen on websites like Glassdoor and LinkedIn. Companies with clear, truthful branding attract top-fit candidates faster, cut costs on hiring and increase retention. Conversely, when an external picture fails to reflect an inner reality, trust suffers from churn and reputation harm. Successful firms approach employer branding as an ongoing, organization-wide effort based on real employee experience, information and regular updates. Ultimately, an authentic, aligned employer brand fills roles - it creates lasting, motivated teams along with a long-lasting competitive advantage for the business.

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