

Talent Acquisition and Employer Branding in Competitive Markets

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ABSTRACT

Finding skilled employees is one of the most challenging task which makes organizations to think about talent. Today, hiring potential candidates is more than just a trend—it has become a priority for HR teams. In this paper, we how employer branding, digital presence, and employee experience all contribute to influencing the hiring and retention of employees. The analysis discuss that a strong employer reputation significantly shapes whether employees choose to join and stay in a company. To succeed, organizations must match their online branding image with meaningful practices that genuinely reflect the ethics of their worker.

Keywords: *Employer's Branding, Talent Acquisition, EVP, Digital Recruitment, Organizational Culture, Employee Retention.*

Introduction

There is a lot of difference in the job market. These days money is not only enough but also a knowledge is needed to make things grow. Just paying huge amount to employees is not enough, companies have to earn reputation to get good workers. Here employer brands are getting in touch with the ones who make products, and consumer brands are contacting buyers. Earlier, branding was primarily focused on practical and emotional aspects, but today, it encompasses the entire experience of working at a company. Finding workers nowadays has become open, with people checking out companies on LinkedIn and Glassdoor. Companies like Zomato use jokes and funny takes on their culture to get young workers interested. Making the employers is the real task when companies say something they need to keep their word then the employers want to stay for a long time This study looks at how all this works in India's tough job market.

Need For the Study

In today's world business is very competitive because things are changing very fast with technology and there is need skilled workers for everyone. Making Companies look good isn't just a idea, it is something you have to look at feilds like tech, banking, and making stuff. Job seekers are nowadays having a look at all, LinkedIn, Glassdoor, who they know inside a company. That's why how your company looks is the first thing that decides if good workers even notice you.

It's also tougher to keep workers around. if they don't like the environment, culture, employers can't work there the way they wanted, or if they are not getting any chances to grow, they leave very

soon. People born in the '80s and '90s make this even more true because they want realness, everyone to be welcome, to feel good, and to work from home sometimes—not just a fancy job title.

Finding workers is also mostly done online now. If a company isn't online much, it looks old and tired, which makes it harder to get and keep workers. There's a lot of research out there, but we don't know enough about how hiring online, what workers want, and making your company look good all connect in India. Therefore, this study provides valuable insights.

Review of Literature

People's thoughts on attracting employees have changed. Today, it's no longer just an HR's view and it's driven by marketing, changing technologies, and increasing expectations. Research increasingly focuses on how employer branding, understanding their needs, creating a strong workplace culture, and maintaining a good online presence not only attract talent but also help organizations retain it.

- **Conceptual Foundation of Employer Branding**

Basic Ideas About Making Your Company Look Good In the past, people thought making your company look good in emotional and practical things. However, researchers explained it as both attracting new employees and keeping the existing ones. They said that job is not about security or salary, it is about feeling valued and being a part of something that matters.

- **Employee Value Proposition (EVP)**

According to research, people tend to stay in a job where their expectations are consistent with their experience. This is crucial when it comes to flexibility, support, health, and opportunities to develop. When all the needs are fulfilled, employees not only stay but also become more engaged in their work.

- **Employer Branding and Talent Attraction**

A large body of research shows that how an organization present its strong influence on whether people want to work on that particular company or not. Job seekers pay attention to many aspects, like the company's culture, the kind of leaders it has, opportunities for career development, work-life balance, comments and feedback from other employees, and even what they see online. Research in India finds that when a company has a strong reputation, it greatly affects a candidate's choice especially in the tech world, where good talent is hard to find and everyone is trying for it.

Hiring Online and Making Your Company Look Good Online spots are key in how people see companies. Reports say that most job seekers check out companies online, and bad reviews turn many away. Because of being open online, companies have to be honest.

- **Organizational Culture, Employer Branding, and Retention.**

Company Culture, Making Your Company Look Good, and Keeping Employers Company culture, what everyone believes and does changes how workers feel at work. When employees can clearly see the organization's culture through its leadership, its fairness, and the way it treats people. it strengthens both loyalty and reputation. Here a good positive employee image motivates other employers which makes them stay for a long time, they genuinely feel connected to the company. What keeps people around includes fitting in, trust, talking, growing, and having a good work-life balance.

- **Post-Pandemic Trends and Summary**

After the Pandemic and What It All Means After the pandemic, people want to work from home, feel safe, and have what they want taken care of. In general, studies say that making your company look good, what workers want, the culture, and being online all change who you get and who stays. Here we need to make sure that these things need to fit together in India. That's what this study is trying to do.

Research Gap

Even though we've said a lot about making companies look good, there's still much we don't know. Most of what we do know comes from other countries and doesn't match how things change fast and workers leave often in India, especially in tech, food and drink, and making things. So, we still aren't sure how making your company look good works in India's special world.

Also, we don't know enough about being online. We know that LinkedIn, Glassdoor, and other spots have an impact, but studies in India haven't hooked up these online signs to how well companies hire or how they connect with what workers want.

We often look at how companies present themselves to attract new talent, but there is much less research on what makes employees want to stay. Here Good Branding will attract many applicants, the company culture, environment, employee experience, makes the employees stay for a long time. From the pandemic these things like remote working have been increased, and mental well-being have added as a new complexity to the employees.

We need a way to hook up how making your company look good, what workers want, hiring online, and keeping workers work together.

Statement of the Problem

Nowadays job market is all about having a look. Because it's so competitive and online spots show companies for what they are, getting workers has changed from just hiring to trying to win over workers. Spots like LinkedIn and Glassdoor now change how workers judge companies. But a lot of companies don't show who they are in a way that makes sense, with leaders not being seen much, being old and tired online, and not saying what workers will get. Here a little number of good employers apply and this makes the hiring process slower. India hasn't studied this much, with companies putting money into making themselves look good without being sure of what actually helps. This study looks at how making your company look good, how you are online, and your culture all change how you get workers and keep them around.

Research Questions

Based on what we don't know and what the problem is, here are the questions this study will answer:

- How does making your company look good change how well you get workers in a tough market?
- What things can you do online to make your company look better and get workers interested?
- What makes workers have thoughts on how a company looks?
- How much does making your company look good change if workers want to stay?
- Does the company culture make making your company look good and keeping workers hooked up even more?

Objectives of the Study

This study has one thing it wants to do: find out how making your company look good changes getting and keeping workers in India. Here we look for ways that we want know about how brands are getting employers easily and making them stay for a long time. To know about that we divide them into parts:

- First, we look at the online signs. We find out how hiring tools (like LinkedIn and Glassdoor) make workers think before someone from the company ever talks to them.
- Second, we want to know how to get workers interested, finding out which things about a company like culture or prestige that make workers want to apply.

We also ask what workers will get. We look past the fancy stuff to see if it really makes workers loyal. Does it stop workers from leaving?

We'll put what we learn in a clear way that companies can use right away to keep workers from leaving and start improving their edge.

Hypotheses of the Study

Based on our hypotheses we found that and think what might happen:

- H₁:** Making your company look good has a good impact on how well you get workers.
- H₂:** Being smart online makes people think better of your company.
- H₃:** When your company has a good name, employees are more likely to stay.

H4: What workers get and the company culture together change how making your company look good and keeping workers hooked up.

H0: Improving your company's image doesn't really affect employee attraction or retention.

Conceptual Framework

How we see things hooks up making your company look good, good online strategies, company culture, employee's requirements and HR results into one idea. The basics of this study are based on opinions from different places. We mainly focus on Employer Branding Theory by using Signalling Theory to show how job seekers read market information, and Internal Branding to show how workers feel about the company.

Independent Variables (IV):

- Employer Branding
- Digital Recruitment Strategies
- Employee Value Proposition (EVP)

Moderating Variables (MV):

- Organizational Culture
- Industry Competition

Dependent Variables (DV):

- Talent Acquisition Effectiveness
- Employee Retention Intention

The model says that making your company look good changes getting and keeping workers either by itself or through things like what workers get and being good online.

Conceptual Model Explanation

- **Employer Branding → Talent Acquisition.**

Job seekers tend to apply to companies that say they are great. When a company looks good, it makes people think good, making them feel it's not as risky to apply and making them want to apply more.

- **Digital recruitment → Employer Branding Perception**

How Workers See Your Company Online spots change what workers know and think. Companies that are active and open online make workers trust and care more.

- **EVP → Attraction & retention**

What workers get is what you promise to give them. Here if it is that good strong it makes the employers to stay for a long time and doesn't want to quit.

- **Culture as a Moderator**

Culture touches the feel inside the company and makes workers feel good about it, so it changes how well workers are kept around.

- **Overall Framework**

The idea is that making your company look good isn't just one thing, but a bunch of things. It changes things in two ways: it helps you hire fast right away, and it helps you keep workers around for a long time.

Research Methodology

This part says how we found out that how making your company look good changes getting workers and keeping them around. here it shows plan, like how we picked the employees, who we studied, where the information came, measured things, how we broke the things down.

- **Research Design**

We analysed few types of study plans, together combining what we have seen looking at the numbers.

We asked HR workers what they thought about making a company look good, and we looked at how things like being good online, what workers want, the culture, and keeping workers work together. here we can come know about the things and the facts.

- **Population of the Study**

We studied HR workers from tech, making things, hotels, hospitals, new companies, and schools all over India. We picked them because they put what they Think about making a company look good into action and see who they get and keep. So, their thoughts are the best to study.

- **Sample Size**

We studied 120 Plus HR workers. This is a good group to ask questions, and look at how reliable the answers are, how one thing touches another, and other things. The group had HR Managers, Talent Acquisition Specialists, HR Business Partners, Recruitment Leads, and Employer Branding Coordinators.

- **Sampling Technique**

We asked the people who were easy to reach because it's hard to get to talk to HR leaders, time is short, and people are far apart. here we cannot be sure for the thing we learned is true for all, but it is fine for HR studies for the employers to share stories what happens at work.

- **Sources of Data**

From Study we did on people: We Created a google forms with some questions and shared it on Platforms like LinkedIn, HR Groups and Whatsapp.

From Past Studies: We looked at journals, HRM books, LinkedIn Talent Insights, Glassdoor reports, company career pages, and Google Scholar and JSTOR.

- **Questionnaire Design**

The questions had five parts:

- Demographics
- Employer Branding Dimensions
- Digital recruitment Tools
- EVP Components
- Talent Acquisition & Retention Outcomes

- **Scaling Technique**

Here we generated a 5- point scale from 1 to 5 (5= Strongly Agree, 1=Completely Disagree) which is used to measure perception.

- **Reliability and Validity**

We Made Sure Things Were Reliable: We used Cronbach's Alpha, finding high reliability for everything: Employer Branding (0.89), Digital Recruitment (0.87), EVP (0.85), Talent Acquisition (0.83), and Retention Intention (0.88).we had speakers to have a look at the questions, tested them before we used and were sure in such a way they make sense.

- **Statistical Tools Used**

We reviewed the frequency of responses, determined their mean values, evaluated the spread of the data, and explored how the variables were related to one another. This helped us realize about branding, what employees value, online image, and overall HR results.

- **Limitations**

This Things that were hard include asking the people who were easy to reach, people answering in a way that makes them look good, not asking a huge group, Only Using info from India, and online Things changing fast.

Data Analysis

- **Demographic Profile of Respondents**

The group of 120 HR people helps us Get a feel for this study. In Indian job markets here, there is a thing which we can get help from to make sure that thoughts come from real employers by looking how old there are, who they are, where they work.

- **Demographic Analysis**

- **Age:** Most of the People we studied were experienced. The biggest group (41.7%) was 31–40 Years Old, meaning they are mid-career decision-makers involved in important HR jobs. The 20–30 Age group (37.5%) shows who does the work, making sure that the answers show both what's planned and what Happens.
- **Gender:** Having 60% men and 40% women in the group tells that the group is actually well balanced. Therefore it helps us to trust their insights on culture and branding, as well as identify possible issues.
- **Industry:** Many people came from places where understanding is very important. Technology was the most common (33.3%), followed by manufacturing (20.8%) and the services (16.7%). Here we get information about both tech environments, where workers leave a lot, and older sectors, making the results more believable.

- **Employer Branding Descriptive Analysis**

What They Think About Making Your Company Look Good The people we studied explained about many sides of branding. Work Culture (4.45), Organizational Reputation (4.40), and Work-Life Balance (4.36) are the best scores, which shows that these are very important to make a company look attractive. Leadership Effectiveness (4.32), Communication Transparency (4.28), and Rewards & Recognition (4.10) show how important what happens inside the company and who's in charge are in making a company look attractive to employees.

- **Digital recruitment Strategies**

Good Online Moves Online Tools Came Out as Key Things in Getting Workers. LinkedIn Hiring (4.50) and Social Media Branding (4.42) Scored best, reassuring us that Being Seen online is Key. Glassdoor Reviews (4.38) are Still a Key Way for Job seekers to Size Things Up, Showing the value of Being open. Using AI Screening Tools (4.15) and Virtual Interviews (4.25) Shows how Things are Changing in hiring Through Tech.

- **Employee Value Proposition (EVP)**

What Workers Want What is that The Workers Want Shows that Feeling Good (4.40) and Being Able to Bend (4.35) are most Important, showing that After the Pandemic, People Like to Be Taken Care of and Be Able to Work from Home. Growth Opportunities (4.30), Benefits (4.20), and Compensation Fairness (4.18) Show that what Workers Get Must Be Full and Good.

- **Talent Acquisition Effectiveness**

How Well They Get Workers High Scores for Quality of Applicants (4.28), Candidate Engagement (4.30), and Job Application Rate (4.24) Show that It's easier to Get Workers with a Good Rep. Hiring Speed (4.20) is also Good, but Difficulty of Hiring (3.90) Shows That Getting Workers Is Still hard.

- **Retention Intention**

Keeping Workers Fitting In (4.35) is what Keeps Workers around the most, Followed by Job Satisfaction (4.25), Work Commitment (4.28), and Intent to Stay (4.18). These Show that what Happens Inside Is Most Important to Keep Workers loyal.

- **Correlation & Regression Analysis**

Clear Good correlations were Seen:

- Employer Branding → Talent Acquisition: 0.82
- Employer Branding → Retention: 0.76
- EVP → Retention: 0.80

Regression Analysis:

- 67.2% from Attraction.
- 57.7% from Retention.

This shows that everything affects everything, and it is not by chance ($p < 0.05$). The fact that the .820 and .760 values are both good shows that it's all very positive.

- **Overall Interpretation**

What It All Means If someone already likes the Employer Brand, then that's likely to get the Employer talent acquisition & Retention intention they need. Digital tools are a great way of getting and keeping everything at an integrated framework.

Discussion

Without all of the personal feelings and just going with the numbers, the Employer Branding is a necessity. There is now proof of the link between being successful and hiring/ employee performance. Engagement and brand are also a top priority that makes getting candidates easier. Furthermore, the social media presence for the candidates is being fought on online platforms that allows the company to spread the culture. Finally, the retention is an effort between the company by making sure that the culture & value actually connect.

Findings

We're finding that the most important thing about a company is its name. Brands that have a solid online platform make sure the employees feel safe which adds to brand and success.

67.2%, this proves that even the data is telling their story about how a job can be secured. With high work ethics, Employees don't want something else.

Overall, if your company culture shows love and kindness, it makes the companies more in sync. Finally, a good EVP program makes the employees feel like they're being taken care of, and the data shows that's more than money.

Suggestions

After analysing the information, the company will have a more positive reputation that attracts the talent.

- Enhancing the Digital Employer allows testimonials and achievements that can boost the company to attract.
- Keep a good Employee Value program that keeps people well and a good emphasis.
- Put the leaders out there and make sure people include new people into the company to increase overall satisfaction.
- Employees need to be well with mental health support, which will lead to better branding as it keeps people being there.
- Make sure the hiring process involves technology, so everything is efficient. The candidate experience is also improved.
- Do all brand reviews regularly so the system is always kept in check.
- Allow the Employees to share more stories which will make the brand more trustworthy.

Conclusion

The Reputation is everything for survival and the money that comes with it. Without the talent, success will not be available.

Good talent for a long time will result in strength and it requires solid evidence in a good value. Good hires and longevity in a company should be a high priority.

Overall, the company needs to be flexible and nice with kindness. Branding will make life easier and is a component that helps with the HR system. Everyone is safe while still being true, that's way more than a job. Trust will make a company last.

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