

Impact of Employer Branding in Attracting Young Talent from Top B schools of India: An Empirical study

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Article Info

Volume 83

Page Number: 1057 - 1063

Publication Issue:

March - April 2020

Abstract:

Campus recruiting is deliberately significant for pulling in ability in a serious market. This paper builds up an intervening model to investigate the job boss brand picture and informal communities play right now process. Investigation of information from 124 understudies of chief business colleges in India recommends that the connection between media nearness/exposure and application goals is interceded by boss brand picture. Specifically, exposure/media nearness is fundamentally and emphatically identified with application aims through the two components of business brand picture (saw work characteristics and perspectives). Moreover, verbal supports intervene the connection among exposure and manager brand. To pull in the best ability, associations should progress in the direction of expanding their perceivability in the media as it helps construct the business brand picture because of the impact of informal communities. The present study is empirical in nature in which the primary data was collected through survey methodology. Survey data was collected from a sample of 237 respondents in which the young talent of top B schools are considered.

Article History

Article Received: 24 July 2019

Revised: 12 September 2019

Accepted: 15 February 2020

Publication: 14 March 2020

Keywords: Employer, Branding, Talent, Young Talent, B-Schools.

Introduction

In today's universally serious condition, gifted and capable work power assumes a significant job in increasing upper hand. Liberal, private and worldwide economy and open market strategy has thought of the need of giving quality items and administrations to clients. This could be accomplished without settling on quality and cost distinctly through the

advancement of important human capital. This target can be satisfied by gaining and holding the best ability in the association. Throughout the most recent two decades business marking has risen as a methodology to win the ability war and enables organizations in making an unmistakable brand to picture from its rivals. The B-Schools need to concentrate on pulling in the best pool of imminent

ability and sustain the current ones who can help in achieving the B-School objectives. As per Kotler (1994) "the undertaking of effectively contracting, preparing and persuading capable representatives to work well for the client is characterizes as inward advertising". "One segment of interior advertising that is as yet immature is business marking and explicitly manager appeal" (Berthonetal.,2005). This affirms the assessment of that business marking assumes a significant job in overseeing human asset. Motivating forces of inward ventures are reliable and quality client benefits as staff activities reinforce the guarantees a brand guarantees to its clients. Representatives are the moving specialist of organization"s inner attributes to the outer condition (Chhabra and Sharma, 2014). As indicated by AIMA report (2003) there will be 10-24 million occupations (immediate and aberrant) by 2020. This affirms the flooding interest for gifted and skilled workforce in future. To address the difficulty associations need not exclusively to search for the correct members yet in addition to pull in the correct ability. As indicated by an investigation led by Harvard Business Review and ICM Unlimited in coordinated effort, organizations with a terrible notoriety are required to spend in any event 10% more per enlist on the grounds that the market is turning out to be representative driven rather than boss driven. In their investigation they likewise found the best three factors that contribute most to an awful notoriety as a work environment are worries about professional stability, useless groups, and poor administration. Furthermore, the best three variables related with a decent

notoriety as a business are solidness, open doors for profession development, and the capacity to work with a first rate group .

Review Literature

Employment searchers think about different angles while going after the position, for example, notoriety, allure, picture and brand value "Berthan et al., 2005". An ever increasing number of candidates applying in the association gives firm an additional bit of leeway of having numerous choices to choose the most able worker. Notoriety of the association assumes a noteworthy job when a vocation searcher goes after a position. It turns into a wellspring of data about the workplace of the association (Cable and Turban, 2003). Prior, marking was utilized to segregate unmistakable items just, yet as the years passed, it has been applied to separate individuals, places and firms (Peters, 1999). Associations understand the significance of compelling manager marking for drawing in and holding workers "Backhaus and Tikoo, 2004". Boss marking is another system to relate brand the board to human asset the executives. Ambler and hand truck, 1996 presented the term manager marking and characterize it as "the bundle of utilitarian, financial and mental advantages gave by work, and related to the utilizing organization". The idea helps in recognizing firms" qualities as a business from other contending firms". Sullivan (2004) has characterized business marking as, "a focused on, long haul procedure to deal with the mindfulness and view of representatives, potential workers and related partners concerning a specific firm". Business marking can be a significant and immaterial factor to draw

in potential workers. “The Conference Board 2001” propose that business brand covers the organization’s esteem framework, approaches and methods that help in pulling in, propelling and holding existing and potential workers and make a character of the firm. We can infer that business marking includes inside and outside advancement of firm and make an alluring and one of a kind picture of the firm. “Backhaus and Tikoo 2004” express that business marking is a helpful device that permits the firm to make a recognize picture from different bosses vieing for ability and to pull in candidates who in a perfect world have comparable, if not same, values as the association. “Minchington 2010” characterize boss marking as the picture of an association as a „great spot to work“ in the brain of existing representatives and key partners in the outer market. We can reason that business marking is an idea that help bosses in building a one of a kind character concentrated on potential and current representatives, so as to make a separation from its rivals. Right now endeavor to investigate the indicators which impact the expectation of imminent representatives to join the association.

Objective of the Study

1. To find out the impact of age on the impact of employer branding in attracting young talent from top B schools.
2. To find out the impact of qualification on the impact of employer branding in attracting young talent from top B schools.
3. To determine the relationship between residential status and

employer branding in attracting young talent from top B schools.

Null Hypothesis: There is no significant effect of age on the impact of employer branding in attracting young talent from top B schools.

Alternate Hypothesis: There is a significant effect of age on the impact of employer branding in attracting young talent from top B schools.

Null Hypothesis: There is no significant effect of qualification on the impact of employer branding in attracting young talent from top B schools.

Alternate Hypothesis: There is a significant effect of qualification on the impact of employer branding in attracting young talent from top B schools.

Null Hypothesis: There is no significant effect of residential status on the impact of employer branding in attracting young talent from top B schools.

Alternate Hypothesis: There is a significant effect of residential status on the impact of employer branding in attracting young talent from top B schools.

Methodology

The present study is empirical in nature in which the primary data was collected through survey methodology. Survey data was collected from a sample of 237 respondents in which the young talent of top B schools are considered. A standard questionnaire was distributed to the respondents to collect the data. The sampling method was random sampling. Chi square test is used as the analytical and statistical tool to get appropriate results.

Findings of the Study

Table 1 demonstrates the demographic profile of the respondents that have the questions regarding their gender, age, qualification, job sector and their residential status. Among the total number of 237 respondents 56.1% are male and 43.9% are female in which 33.3% are from the age group of 18-20 years, 35% are of 21-23 years and the 31.6% are of 24-26 years. Among them 24% are B tech as their qualification, 24.9% are having the

degree of MCA, 22.4% are M tech and the rest 28.7% are MBA in which 43.4% wants to join the public sector and 56.5% looks forward the advertisements of private sector. In the total number of respondents 37.5% are from the urban area, 35% belongs to the semi urban area and the rest 27.4% are from the rural area. 41% of them follow the employers branding on the print media and 59.1% follow the digital media for the advertisements.

Table 1 Demographic Profile of the Respondents

Variables	No. of Respondents	% age
Gender		
Boys	133	56.1%
Girls	104	43.9%
Total	237	100%
Age Groups		
18-20 years	79	33.3%
21-23 years	83	35%
24-26 years	75	31.6%
Total	237	100%
Qualification		
B tech	57	24%
MCA	59	24.9%
M tech	53	22.4%
MBA	68	28.7%
Total	237	100%
Job Sector		
Public	103	43.4%
Private	134	56.5%
Total	237	100%
Residential status		
Urban	89	37.5%
Semi urban	83	35%
Rural	65	27.4%
Total	237	100%
Source of branding		

Print media	97	41%
Digital media	140	59.1%
Total	237	100%

Table 2 Effect of age on Employer branding

Age	Opinion of the Respondents			Total
	Agreed	Less agreed	Not agreed	
18-20 years	45	21	13	79
21-23 years	23	49	11	83
24-26 years	43	26	6	75
Total	111	96	30	237
Value of Chi-square				23.6333
Degree of freedom				4
p value				.000

Null Hypothesis: There is no significant effect of age on the impact of employer branding in attracting young talent from top B schools.

Alternate Hypothesis: There is a significant effect of age on the impact of

employer branding in attracting young talent from top B schools.

Alternate hypothesis is accepted as it shows the significant effect of age on the impact of employer branding in attracting young talent from top B schools.

Table 3 Effect of qualification on the Employer branding

Qualification	Opinion of the Respondents			Total
	Important	Less important	Not important	
B tech	27	21	9	57
MCA	29	19	11	59
M tech	27	11	15	53
MBA	20	37	11	68
Total	103	88	46	237
Value of Chi-square				17.0232
Degree of freedom				6
p value				.009

Null Hypothesis: There is no significant effect of qualification on the impact of employer branding in attracting young talent from top B schools.

Alternate Hypothesis: There is a significant effect of qualification on the impact of employer branding in attracting young talent from top B schools.

Alternate hypothesis is accepted as it shows the *significant effect of qualification*

on the impact of employer branding in attracting young talent from top B schools.

Table 4 Effect of residential status on the Employer branding

Residential status	Opinion of the Respondents			Total
	Beneficial	Less beneficial	Not beneficial	
Urban	47	31	11	89
Semi urban	49	25	9	83
Rural	21	29	15	65
Total	117	85	35	237
Value of Chi-square				12.049
Degree of freedom				4
p value				.016

Null Hypothesis: There is no significant effect of residential status on the impact of employer branding in attracting young talent from top B schools.

Alternate Hypothesis: There is a significant effect of residential status on the impact of employer branding in attracting young talent from top B schools.
Alternate hypothesis is accepted as it shows the *significant effect of residential status on the impact of employer branding in attracting young talent from top B schools.*

Conclusion

The employer branding is coming in the limelight now days as a great strategic move in order to attract and retain the young talents. The once who are seeking job are motivated to apply in the companies if they feel that the organization will give them the opportunity to grow and develop. Organizations are attracting more and more applicants by creating their image in terms of brand, profile of the job, career prospective, practices of innovative

work, developmental training and communicating these to the target audience. These steps are saving their time and money and they can attract the desired talent.

The study analyses the effect of age, qualification and the residential status of the young talents from top B school on the employer branding in attracting them. It was found in the analysis that the age and the qualification of the young applicant has a significant effect on the employer branding and at the same time their residential status is also showing the significant effect in getting attracted by the branding of the employer.

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