
Defence Seminar

Seminar Title	: "Employer Branding: A Mechanism for Talent Acquisition and Retention in Indian Information Technology Organizations"
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Venue	: Conference Hall, School of Management
Date and Time	: 17 Sep 2024 (05:00 PM)
Abstract	: Organisations, in this era, are always in the fright of losing their human assets, if the required aspirations and expectations of them are not met. This study delves into how employer branding (EB) impacts talent acquisition and retention strategies within India's burgeoning IT sector, where competition for skilled professionals is intense amid rapid industry growth and global demands. Recognizing human capital as a critical asset for sustained competitive advantage, organisations in this sector face the challenge of attracting and retaining top talent amidst global technological advancements and demographic shifts. Employer branding emerges as a crucial tool in this context, aiming to enhance organizational attractiveness and foster employee engagement and retention. The study employs fuzzy analytical hierarchy process (FAHP) to prioritize key antecedents of EB, revealing that factors like work-life balance, competitive compensation, and career advancement opportunities significantly influence both current employees and prospective job applicants. Using structural equation modelling (SEM) with SPSS and AMOS, the research establishes causal relationships among EB initiatives, employee engagement, and retention outcomes. It finds that effective EB not only enhances employee satisfaction and commitment but also strengthens employer attractiveness in the eyes of potential candidates. Social media presence is identified as a critical moderator, amplifying the impact of EB efforts on employer attractiveness and talent acquisition. Practically, these insights provide valuable guidance for HR managers and policymakers tasked with developing EB strategies tailored to the specific needs and expectations of the Indian IT workforce. By understanding and leveraging the drivers of EB effectiveness, organisations can better align their HR practices with strategic goals, thereby enhancing their ability to attract, engage, and retain skilled talent essential for sustained growth and competitiveness in the global marketplace

Keywords: *Employer branding, Employee engagement, Employer attractiveness, Talent acquisition, Talent retention, Indian IT organisations, Fuzzy analytical hierarchy process.*