The Significance of Employer Branding in Human Resource Management for Organisations

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Abstract: Today, companies are facing challenges related to the recruitment and retaining of talented workforce, attributable to the deficiency of skilled candidates. Employer branding is a fairly recent term that can serve as a strategy for businesses to position themselves as an employer to attract and retain desirable employees. This research aims to examine the area of employer branding within the human resource management context.

Keywords: Employer Branding, Human Resource Management, Employer Brand, Human Resources, Talent Management

1. INTRODUCTION:

Nowadays, the corporate landscape is shifting at a high rate, and so is the labor market atmosphere (Gaddam 2008). In their study "War for Talent" in 2001, McKinsey & Co reported that businesses are having difficulties in recruiting and maintaining great talents and that this will continue for at least two more decades. A few years later, Buck and Dworschak (2003) released a study on the aging population in Europe, estimating that the number of people in the 20-29 age group will decline by 20% and the number of people in the 50-64 age group will rise by 25% over two decades. The population is now shrinking and companies are now battling over the developing number of skilled workers. There is no doubt that the equation is unsustainable; businesses are facing ruff times and need strategies to obtain and retain their roles through future and current workers as highly regarded businesses (Pawar and Charak, 2017); The brand is regarded as one of the firm's most significant and desirable assets (Backhaus & Tikoo, 2004). A brand is related to most people by the name of the company, the products, services and the unique typeface. However, branding is also used as a part of Human Resource Management (HRM) to recruit new workers and retain team members who are already working (Kunerth & Mosley, 2011). The definition is titled Employer Branding (EB) while attaching branding to human resource management, and the relation between the two concepts, human resource management and employer branding, was created (Backhaus & Tikoo, 2004). In 2001 the Conference Board produced a study on the definition of employer branding in which they contrasted the approaches of corporate and employer branding. The key results from the study are that employer branding is closely related to human resource management in relational aspects that employer branding was on the growing and that businesses concentrated their attention on workers rather than on the corporate brand alone as before. (Pawar and Charak, 2016a). Taking into account employer branding's current need (Maxwell & Knox, 2009; Barrow, 2008; Lievens & Highhouse, 2003) and the aim of this research is to explore the employer branding area in the sense of human resource management to lead to a better understanding of the phenomenon. The employer branding may also be used by HR as a tool in the recruiting process to attract and hire qualified candidates to the company (Foster et al., 2010; Barrow, 2008; Pawar, 2016a; Pawar and Charak, 2016b). The prime objective of this research is to explore the significance of employer branding within the functions of human resource management in the organisations.

2. LITERATURE REVIEW:

Studies have revealed that intellectual capital has become an ever more valuable asset that provides a competitive edge for businesses (Mosely, 2007; Pawar and Charak, 2016c; Barney, 1991). The contribution of Lievens and Highhouse (2003) suggests that labor market shortages increase the value of attracting, hiring and maintaining appropriate workers for businesses. An employer brand may be used as a tool for positioning the firm as an employer. The employer branding approach acts as a means of communicating organizational characteristics and how the corporation distinguishes from many other companies as an employer and thus becomes a competitive advantage. The employer brand is often used both to attract potential employees and to ensure the commitment of current employees to the organization (Pawar, 2016b). In order to explore the phenomena of employer branding and its association in human resource management functions, it needs to be understood and developed. The employer branding has its foundation in branding (Moroko & Uncles, 2008; Pawar, 2016c). Kotler (1991) defines a brand as "a name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods and services of one seller or group of the seller and to differentiate them from those of competitors." The term has been used specifically to define the product brands and the association between the customer and the primary product brand (Pawar and Charak,

2016d; Pawar, 2016a). Yet a brand has a significant influence on the business as an employer as shown by modern marketing studies and how external stakeholders perceive the business, the corporate brand and the product as a potential workplace (Pawar and Charak, 2015a; Davies, 2008; Pawar, 2016d). The employer and employee have a strong emotional association based on brand identity (Pawar, 2016b; Gaddam, 2008). In branding research, the employee part is perceived as critical in conveying the administration as guaranteed by the brand. Employees are seen as an essential component in the brand management, since they speak to the brand in the association with the customer (Pawar, Zaware, and Charak, 2018; Pawar, 2018). The economic challenges also affects the businesses and can influences the financial calamity which in turn may influence the employees and employers (Sangvikar, Pawar, and Pahurkar, 2019; Sangvikar et al., 2019). Accordingly, employees must be empowered to convey the brand image and they need to know the brand values, need to trust them and act in consistence with the values. It turns out to be exceptionally basic to guarantee that the employees experience the brand itself. (Zaware et al., 2020a; Pawar, Sangvikar, and Zaware, 2019; Pawar, 2016e). Moreover, before elevating the brand to the customer, the brand ought to be elevated to the employees. Every employee ought to comprehend the value arrangement of the organization and the brand's deliverables. Granting the brand's value framework to the employees is alluded to as employee branding or internal marketing (Pawar and Charak, 2015b; Pawar and Charak, 2015c). Employment branding is the bundle of practical, monetary and mental benefits gave by employment and related to the employment organization. It conveys the personality of an organization to others. It is the embodiment of what the organization remains for and ought to exemplify the crucial way of the organization (Zaware et al., 2020b; Pawar and Charak, 2014; Zaware et al., 2020c).

3. RESEARCH METHEDOLOGY:

This research was carried out with a qualitative approach, a case study approach with a descriptive and exploratory intent. Hitherto, there have been few empirical contributions regarding the role of employer branding in human resource management, which is why a concise and exploratory approach has been used. Data was collected primarily through interviews with five separate firms from different domains with experience in the employer branding activities. The interviews were semi-structured with open-ended questions to allow an open discussion with the respondents on the different facets of the topic. The study sample includes HR professionals which are experienced and prominent to make generalizations about the employer branding phenomena. Secondary data were obtained from the website of each organization and from other online sources, which were used to supplement the interviews. To promote research and interpretations, all the interviews were transcribed, translated and coded to draw results and conclusions.

4. RESULTS:

The recruiting process plays a significant part in the creation of the employer brand. The HR executives articulated clearly the value of a well-performed recruiting process, due to the expense of a failed job. With the usage of employer branding in the recruiting sense, the HR Professional instantiates the mechanism and explains that it begins with the inherited principles and how they can use them to their benefit to create a powerful employer brand. HR professionals recalled the value of attracting the right people to a job. The use of employer branding in the recruiting process began at an internal level, whereby HR managers examine what they could give in collaboration with the organization as a whole. The HR executives highlighted the importance of continuing with an internal assessment and assessing what the company stands for and what it can give to protect the business from bad hiring. Throughout the recruitment sense, the employer brand is mainly conveyed through job advertising, where the organizations identify themselves as potential employers, the work environment and also what they are looking for in the employee that demonstrates the employee value proposition. While the principles expressed by the company make up the employer proposition entirely. The HR professional continues by describing the first task to improve the employees, and the first move made was to turn to the media and outside environment to increase awareness of what a good employer desired. They should do the reverse today to make the process and the implementation more successful by turning to the new workers and telling them what they want and demand from the employer. The HR Specialist believes that all of the company's employees are liable for promoting the employer brand and they should all serve as brand ambassadors, but also find that HR Executives have a significant role in employer branding processes. They stressed the fact that the plan must have its point of reference within the corporation and it requires to be connected to the internal practices. The employer branding plan must not be decided based on principles, but rather the target setting must concentrate on both the potentials of the particular organisation, as the continuity between the internal execution and the external communication is essential to the realization of the employer proposition. The HR practitioner implies that if the organization presents an overwhelmingly positive and optimistic image, prospective employees whom the business considers being appropriate may apply, however, if the perceived image may not fit the true values, there is indeed a risk of discontent and therefore the retention of employees would be adversely impacted. From the interviews with HR practitioners, it is apparent that the intention of using the employer brand in the

framework of human resource management is to render the recruitment process more efficient and to highlight clearly what they constitute as an employer. It has increased the efficiency of employment applications. Organizations 'aim is not to have so many candidates as possible, but to draw candidates best suited to their enterprise. Throughout the recruiting process, it is seen that the employer branding approach presents the potential to raise their expectations on the candidates and they tend to filter out candidates that were not compatible with their ideals and are therefore not appropriate for the company. The employer brand is used as a tool to improve the productivity of the recruiting process and to assure those candidates who are qualified and meet the standards of the company apply. This is possible to assume that this would save the business both time and resources for the organization that is crucial for creating a competitive edge and productivity for the business. As HR practitioners are active in recruiting processes and are therefore accountable for employee selection and recruitment, the development and application of the employer branding technique must be handled. HR will lay the groundwork for the company brand and then convey it to future workers and enforce it to compartmentalize fundamental values with existing employees. The HR experts proclaimed the HR department to be solely responsible for the employer branding approach. Still, they stressed the impression that the management is heavily involved, and they need to approve all actions. Each of the present study respondents emphasized the importance of a coherent and well-thought-out approach across employer branding. It has been shown that in the recruiting sense, the employer brand is used as a tool to make the process more successful and that internal and external continuity is critical to the success of the employer brand strategy. The findings of this study should be used as a starting point on how businesses should use employer branding in human resource management. Finally, a consensus was reached that the core of employer branding is characterized as the strategy for recruiting and retaining suitable employees and promoting a clear picture, both internally and externally, which assists the company in all aspects of human resources management. The research indicates that the company brand can be a strategic advantage and its use can lead to more productive and successful HR operations.

5. CONCLUSION:

The researchers explored the importance of employer branding in human resource management, and in recruitment and retention processes in particular. This has become clear is that it has to be internally applied to the current workforce for the plan to be successful before it can be conveyed publicly to prospective employees. The aim is to balance the projected picture, and hence the aspirations of potential employees, with the actual values, to influence the retention of the employees positively. The initial challenge for HR is to define the specific qualities associated with the individual company and what separates it from its rivals. The organization assembles the employer proposition by integrating the organisational qualities that can be used in the recruiting process to retain appropriate workers. The organisations can make the recruiting processes increasingly successful by using their employer brand in the human resource management sense. The efficacy can be evidenced if the employer brand is conveyed correctly to people. Candidates who are appropriate for the company are more likely to apply, and those who are not appropriate do not apply, which implies a rebalancing of the hiring process of the organisation. There has been uncertainty as to which company should be responsible for developing and promoting the brand of the employer. Most participants in this study believe that the key burden will lie with the HR department. Besides, they accept that collaboration is seen as important, primarily with top executives with the marketing division of the company. Also, to interact and reflect the employer brand, there seems to be a duty given to existing employees to serve as brand ambassadors for their company. Employer branding is beneficially used by the company both internally and externally to improve existing employee involvement and attract prospective employees. It will aid in improving productivity in the HR process. Nevertheless, the coherence between the firm's internal values and the external image is crucial to make it effective.

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