

The Strategic Role Of Employer Branding In Talent Acquisition At Tech Mahindra

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ABSTRACT: The employer brand of Tech Mahindra has a substantial impact on its ability to attract and retain exceptional talent. A company that establishes itself as an exceptional workplace—its employer brand—possesses an advantage during the talent acquisition process. Tech Mahindra enhances its company identity by demonstrating its commitment to innovative ideas, assisting employees in advancing their careers, and establishing a healthy environment. This robust brand presence attracts and retains top talent while retaining current employees by aligning employee values with the company's objectives. Tech Mahindra distinguishes itself from its competitors by establishing an exceptional employer brand that encourages an inclusive, innovative work environment and facilitates recruitment. The abstract investigates the influence of Tech Mahindra's HR initiatives on the company's ability to recruit and retain exceptional employees, as well as their effect on the company's growth..

Keywords: Employer Branding, Recruitment Process, Employee Development, Positive Work Culture, Strategic Branding, Organizational Growth.

1. INTRODUCTION

Employer branding is integrated into the recruiting process due to its significant impact on the public's perception of the business and its ability to attract and retain talent. When a business's brand accurately reflects its values, culture, and work environment, it attracts a greater number of qualified candidates. The company's culture, work-life balance, and career advancement prospects are equally significant as an employee's entire work experience, which includes compensation and benefits. A company can differentiate itself from its competitors and attract a greater number of qualified candidates by establishing a strong employer brand. A company's brand name's strength attracts more competent individuals, thereby

enhancing the quality of applications and reducing recruiting expenses.

The quality of a company's applications is significantly influenced by the extent to which its employer brand aligns with the standards and values of its potential employees. Companies with robust workplace brands that align with their fundamental values are more likely to attract candidates who exhibit a strong cultural fit. This enhances their likelihood of obtaining the position. Raising engagement, workplace satisfaction, and retention rates necessitates establishing a cultural fit between a business and potential employees. A robust employer brand is a selection tool that guarantees that candidates align with the company's

values, thereby enhancing the long-term performance of the recruiting process. Workplace branding also significantly influences the decisions of candidates by increasing the perceived value of joining the company. In general, job candidates are more inclined to submit applications to reputable organizations that they perceive as offering a positive work environment and mutual benefits. Value exchange is a critical component of the recruiting process, as it allows candidates to evaluate the advantages and disadvantages of joining the organization in comparison to other available opportunities. Potential employees may perceive that the organization provides an advantageous career trajectory due to its robust employer brand, which emphasizes its advantages and prospects for advancement. This approach can concurrently increase the number of applications and elevate recruiting standards by ensuring that new employees possess exceptional skills and are compatible with the corporate culture. The recruiting process has the potential to damage an organization's reputation. Recruitment is a critical procedure that significantly impacts the behavior of job seekers. The report indicates that 69% of job seekers would avoid a company with a negative reputation if they were given the choice. Companies should evaluate their existing employment branding and develop strategies to attract and retain top-tier employees. The organization's resources and available positions attract job seekers. The recruiting process is enhanced and personalized by an application tracking system (ATS), which is advantageous to candidates in general. This strategy simplifies repetitive tasks, allowing recruiters to concentrate on more critical responsibilities. The most effective

method of enhancing the hiring process is to consistently conduct operational evaluations and assessments. In order to establish a robust reputation, the organization must establish an employer branding strategy that is consistent with its objectives, vision, and fundamental values.

2. REVIEW OF LITERATURE

Tandon & Singh (2024) The research conducted by Tandon and Singh examines the potential strategies for internet companies to interact with Generation Z and millennials, two demographics that place a higher value on ethical considerations than their predecessors. The survey suggests that in order to attract millennials and Gen Z to your organization, it is imperative to establish a compelling corporate brand. Opportunities for professional advancement, employment flexibility, and social accountability are the primary concerns of these groups. The report suggests that in order to more effectively recruit millennial and Generation Z job seekers, technology companies must adjust their workplace branding. Organizations must ensure that all personnel recognize the company's commitment to sustainability and diversity, incentivize employees to pursue ongoing skill development, and promote a healthy work-life equilibrium in order to recruit and retain this essential workforce. The findings suggest that this generation is in search of employment that aligns with their values, provides competitive compensation, and makes a positive impact on society.

Yadav & Mehta (2024) Yadav and Mehta examine the influence of the digital revolution on employee identities and recruitment methodologies. The job search

process has been transformed by technology in a variety of ways, such as digital employer branding, AI-driven recruitment tools, and social media. The authors contend that digital technologies have enabled corporations to reach a broader consumer base, particularly among technologically savvy youth. LinkedIn, Instagram, and job review sites are among the media platforms that employers can utilize to increase their brand recognition and application volume. This poll also examines the extent to which organizations are establishing a more intimate relationship with candidates through technology-driven personalized recruitment strategies, such as virtual job fairs, webinars, and interactive content.

Chowdhury & Khan (2024) Chowdhury and Khan's research indicates that the Southeast Asian information technology industry is exceedingly competitive in its recruitment of qualified personnel. The authors contend that employer branding has become an essential component of recruitment strategies in this sector, giving companies a competitive advantage in the fight for talent. The survey's results suggest that Southeast Asian IT companies could improve their employer brand by fostering diversity, offering more opportunities for professional development, and encouraging innovative thinking. According to research, employees should be permitted to openly debate the workplace environment and their advantages. The authors argue that a strong employer brand can accelerate the recruiting process and help identify superior candidates more quickly, thereby increasing employee retention.

Liu & Chou (2023) Liu and Chou investigate the influence of consumers' perceptions of a company's brand on their

hiring decisions. The results suggest that employer branding has a significant influence on the opinions of a company held by candidates, particularly in terms of its alignment with their preferable work environment, values, and career aspirations. Job seekers are considerably more inclined to submit applications to organizations that advertise themselves as advantageous employers, according to the survey. This demonstrates their desire for a harmonious work-life balance, personal recognition, and professional advancement. The authors contend that employer branding can increase the likelihood of prospective employees developing a favorable perception of the organization by strengthening their emotional connection to it. This emotional connection is more likely to result in a more dedicated workforce, which could be advantageous for a corporation.

Chaudhary & Bhattacharya (2023) Chaudhary and Bhattacharya investigate the manner in which globalization has influenced the manner in which businesses now designate themselves during the employment process. Their research demonstrates the significance of establishing a strong employer brand in the pursuit of top-tier global talent. This study demonstrates that multinational corporations must ensure that their branding strategies take into account the diverse cultural values and preferences of their stakeholders. The authors contend that a strong employer brand that effectively recruits and retains top talent can be achieved by showcasing a company's values, innovation, and dedication to employee development, irrespective of local cultural norms. They contend that a company can decrease

recruitment expenses by establishing an appealing work environment.

Patel & Mehta (2023) The finance and financial services sector is the primary focus of Patel and Mehta's research. The success of this industry is contingent upon the recruitment and retention of exceptional individuals. The survey indicates that organizations in this industry are increasingly implementing employer branding strategies to differentiate themselves in the fiercely competitive labor market. By advocating for principles such as transparency, integrity, work-life balance, and equitable treatment of employees, the authors contend that a strong employer brand in the financial sector can effectively attract and retain top talent. The research suggests that consumers who share the same values as the institutions may be more inclined to demonstrate loyalty. Patel and Mehta contend that financial institutions that have a strong employer brand are more likely to attract top-tier talent, as their employees are more dedicated to the organization and are able to effectively promote it.

Stazi & Vadi (2022) Stazi and Vadi are currently conducting an analysis of the hotel industry as a result of the high turnover rate and the difficulties associated with recruiting and retaining qualified personnel. In an industry where employees are frequently perceived as transitory, they maintain that a strong employer brand is indispensable for differentiation. This article will investigate the ways in which hospitality organizations can enhance their employer brand by emphasizing benefits such as an inclusive workplace, equitable salary, opportunities for career progression, and flexible scheduling.. The survey suggests that corporate branding strategies can improve employee retention

and entice higher-quality prospects. These methods include emphasizing employee endorsements, emphasizing opportunities for internal advancement, and committing to transparency and diversity. In a competitive labor market, a strong employer brand allows hospitality organizations to differentiate themselves as desirable work environments, thereby improving the recruitment and retention of top talent.

Gandhi & Dastidar (2022) Gandhi and Dastidar evaluate the impact of corporate branding on productivity and recruitment by conducting an analysis of prominent enterprises. The research suggests that the level of recruitment capability of an organization is directly correlated with its ability to recruit and retain exceptional persons. The authors contend that the organization's culture and values have an impact on an employee's engagement and productivity in the post-employment period. According to the survey, it is imperative to establish a strong employer brand in order to attract and retain top-tier talent. This brand must represent professional development, innovative concepts, and contented employees. The results suggest that employer branding is a successful strategy for retaining existing employees and attracting new ones.

Singh & Sharma (2022) The healthcare sector encounters difficulties in recruiting competent personnel as a result of the emotionally and physically taxing nature of the job. Singh and Sharma investigate the relationship between corporate branding and recruitment in this field. The survey suggests that healthcare organizations may attract exceptional talent by emphasizing the significance of work-life balance, career advancement opportunities, and the implications of

employment. The authors contend that healthcare organizations can differentiate themselves from their competitors by accentuating their dedication to the well-being of their employees, their devotion to their employees, and the potential for professional advancement. They discovered that a strong employer brand improves recruitment by presenting the organization as an engaging and rewarding work environment. Additionally, it increases the likelihood of staff retention.

Saini & Saha (2021) The recruitment process in emerging countries, which are characterized by a scarcity of qualified workers and intense competition for job openings, is analyzed in the research conducted by Saini and Saha. It specifically examines the impact of business branding. The survey suggests that organizations with a strong employer brand are more likely to attract top-tier talent in the industrial, technology, and banking sectors. According to the authors, employer branding is a strategy that effectively communicates the organization's culture and values, thereby increasing the appeal of a company to potential employees. The findings emphasize the importance of effective communication strategies in employer branding, particularly when attempting to establish a cohesive narrative that aligns with the objectives and specifications of prospective employees. A strong employer brand has the potential to attract top-tier talent, which can lead to an increase in employee retention and morale.

Keller & Wiese (2021) Keller and Wiese's research suggests that branding your workplace can increase employee retention and attract new talent. Employer branding is characterized as a dual-faceted approach to the recruitment and retention of talent. It

entails guaranteeing that the objectives of the organization are in alignment with those of prospective employees. A company that is perceived as a cheerful workplace is associated with a greater sense of belonging and increased trust in supervisors among employees, according to research. Organizations can establish a reputation for attracting and retaining exceptional talent by adhering to their ideals, providing opportunities for professional development, and demonstrating concern for employee welfare. A company's marketing assertions may not be consistent with its operational realities, which may result in a dissatisfied workforce and significant employee turnover. Employer branding is predicated on authenticity.

Collins & Han (2020) Collins and Han's research suggests that it can be challenging to identify top-tier talent in the information technology sector. The findings suggest that an organization's branding has a substantial impact on the attraction of top-tier talent for STEM fields, including engineering, software engineering, and data science. The robustness of an organization's employer brand is intricately linked to its ability to attract and retain exceptional talent, according to a significant number of individuals. Qualified individuals are considerably more inclined to submit applications to organizations that preserve an advantageous reputation. This will be especially evident if the organization encourages innovation, encourages participation, and provides opportunities for professional development. The research suggests that employer branding attracts highly qualified individuals who are not actively seeking work and

encourages them to register for job openings.

Pandey & Jain (2020) Pandey and Jain are making an effort to recruit the most talented personnel, as the IT sector in India is expanding at a rapid pace. They maintain that employer branding is a critical component of any recruitment strategy in the current competitive employment market. The poll suggests that Indian IT businesses that have a strong employer brand are more successful in attracting top talent. The survey suggests that these organizations effectively recruit technical personnel by fostering a work environment that is conducive, offering abundant opportunities for career advancement, and fostering an innovative workplace culture. According to Pandey and Jain, Indian IT companies that are interested in attracting top-tier talent from external sources should prioritize the improvement of their employer branding.

3. THEORETICAL FRAMEWORK

STEPS TO DEVELOP AN EMPLOYER BRANDING STRATEGY

The development and execution of a workplace branding strategy will significantly enhance your organization's capacity to attract and retain top-tier personnel, regardless of whether you are seeking to recruit new personnel or retain existing ones.

Businesses with fifty or more employees would benefit from developing or revising an employer branding strategy at this moment.

Audit your existing employer brand

The initial step in developing an employer branding strategy is to evaluate the manner in which your organization communicates

with its current and prospective employees, as well as potential customers.

In order to accomplish this objective, it is recommended that you conduct informal surveys or interviews with your employees. Examine the discourse surrounding your online persona. Examine reviews on websites such as Glassdoor, which enable companies to evaluate one another. Hire a third-party organization to monitor and evaluate the image of your business.

Research can provide valuable insights into the potential growth of your organization and the skills it possesses. Once you have a comprehensive understanding of your current circumstances, you can establish priorities for your change objectives and determine the most effective methods to achieve them.

Review your recruitment and selection process

The hiring practices of your organization may unintentionally damage its reputation as an employer. This process encompasses the following: the posting of job openings, the interviewing of candidates, the issuance of job offers, and the assurance that new employees can commence work immediately. Is the profile of your ideal consumer specific? What level of enthusiasm do they experience in response to the employment offer? Is the staff amiable and eager to provide assistance? Is the candidate adequately equipped for their initial day of employment? A successful recruitment strategy enhances team performance, reduces turnover, and facilitates the recruitment of more qualified, motivated, and enthusiastic individuals. In the event that the training and recruiting processes are inadequately

designed, staff turnover rates may increase by threefold.

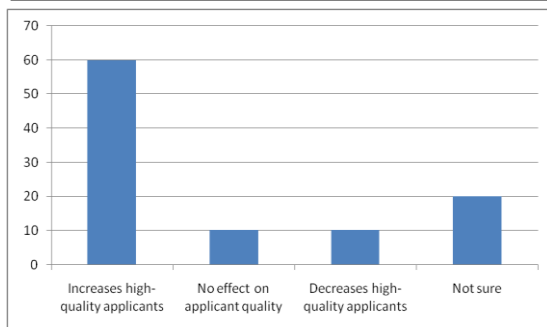
Start building your employer brand on your unique EVP

Employee Value Proposition (EVP) refers to the benefits and compensation that employees receive in exchange for their dedication, skills, and diligence. The Employee Value Proposition (EVP), a critical component of your company's brand, enables you to emphasize a variety of advantages that will be appealing to the individuals you are seeking to recruit.

4. RESULTS AND DISCUSSION

1. What is the impact of Tech Mahindra's workplace brand on its capacity to recruit new employees?

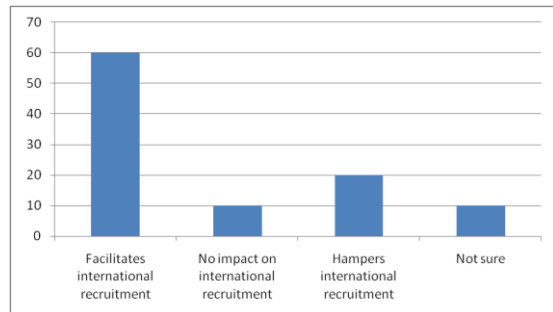
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Increases high-quality applicants	60	60%
2	No effect on applicant quality	10	10%
3	Decreases high-quality applicants	10	10%
4	Not sure	20	20%
TOTAL		100	100%



INTERPRETATION: 10% say it doesn't change anything and 10% say it lowers quality, but sixty percent say it brings in more high-quality apps. The 20% number is also controversial.

2. How does Tech Mahindra's workplace brand help the company hire the best people from around the world?

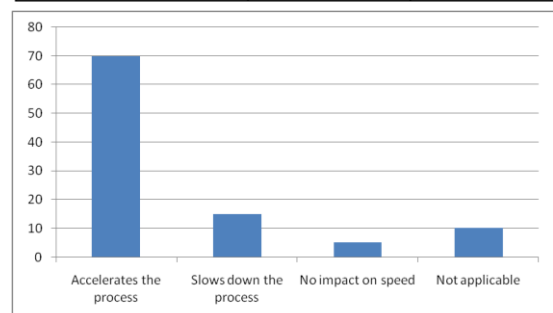
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Facilitates international recruitment	60	60%
2	No impact on international recruitment	10	10%
3	Hampers international recruitment	20	20%
4	Not sure	10	10%
TOTAL		100	100%



INTERPRETATION: According to 60% of respondents, it facilitates the hiring process for individuals from other countries, 10% believe it has no impact, and 20% believe it complicates the process. Ten percent of respondents remain uncertain.

3. When Tech Mahindra's company brand is robust, how rapidly does the company hire individuals?

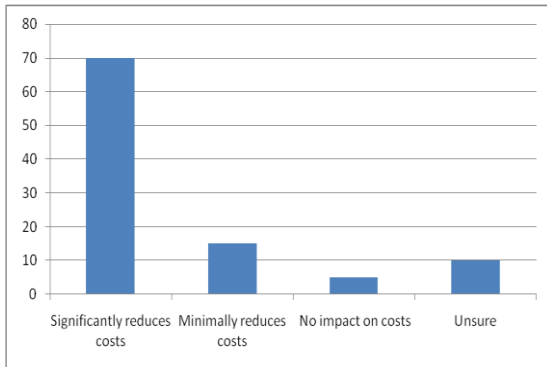
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Accelerates the process	70	70%
2	Slows down the process	15	15%
3	No impact on speed	5	5%
4	Not applicable	10	10%
TOTAL		100	100%



INTERPRETATION: 70% of respondents assert that it accelerates, while 15% assert that it decelerates; however, the data indicates the contrary. Additionally, 5% of respondents assert that the pace remains unaffected, while 10% maintain that it is irrelevant.

4. What are some ways Tech Mahindra could use its company brand to save money on hiring costs?

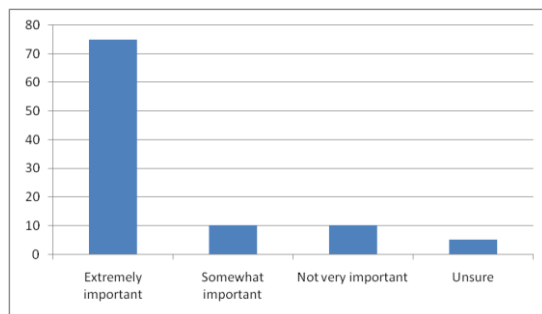
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Significantly reduces costs	70	70%
2	Minimally reduces costs	15	15%
3	No impact on costs	5	5%
4	Unsure	10	10%
TOTAL		100	100%



INTERPRETATION: 70% of respondents reported that costs decreased substantially, fifteen percent reported that they decreased somewhat, and 5% reported that they remained unchanged. 10% of respondents remain uncertain.

5. How important do you think Tech Mahindra's workplace brand is to the company's ability to hire and keep top talent?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Extremely important	75	75%
2	Somewhat important	10	10%
3	Not very important	10	10%
4	Unsure	5	5%
TOTAL		100	100%



INTERPRETATION: The research indicates that 75% of respondents believe it is of the utmost importance, 10% believe

it is somewhat essential, 10% believe it is not, and 5% are still uncertain.

5. CONCLUSION

Businesses can enhance their output, profits, employee retention, and appeal to individuals who are interested in working for them by establishing themselves as an employer of choice. This reduces the time, cost, and effort required to recruit new employees, train them, and ascertain the impact of their work. EB can also enhance group cohesion, increase support for company objectives, and assist in the retention of qualified workers. The development of a robust company brand is no longer a one-time endeavor; rather, it is a continuous endeavor. This process is ongoing and necessitates a significant amount of effort. The initial step is to comprehend the significance of workplace branding and its impact on the recruiting process.

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