

The Role of HR In Creating and Managing Employer Branding Through Marketing Strategies

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Cite this paper as: Dr. Pooja Shah, Dr. Niharika Bajaja, Dr. Pratikkumar Ishwarbhai Prajapati, Ms. Sulabh Narayan, (2025) The Role of HR In Creating and Managing Employer Branding Through Marketing Strategies. *Advances in Consumer Research*, 2 (3), 115-126.

KEYWORDS <i>HR, Employer Branding, Marketing Strategies.</i>	ABSTRACT The research looks at how managing brands affects employee engagement and the image of an organization. Although advertising and publicity are the main topics of reputation leadership research, it is generally recognized that internal and external participants often contribute to developing a company's reputation and sound regulation. The goal of the project is to create a combined system that connects business reputation, advertising, and strategic personnel management. To comprehend workers as the ideal product ambassadors or supporters, the researchers compare the difficulties and outcomes associated with social media use. Employer marketing, which focuses on stakeholders within it, especially workers, is a modern trend that uses branding concepts for strategic advantage. The goal of the research is to give an increased strategic focus to brand management by comparing and contrasting issues and implications via planned conversations with management from different organizations in different industries.
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1. INTRODUCTION

Every business that competes in a market is evaluated in various ways. The company's reputation as a supplier (employer brand) has become more examined in addition to its goods and services. If its reputation is well-regarded in the marketplace, an organization is apparent as a desirable location to operate and becomes an employer to consider. Having a positive employer brand enables the company to draw in the best-skilled workers who share its values. As a result, both worker efficiency and product innovation rise, which raises the company's profitability. Customers' perceptions of the company's goods are influenced by its image. As a result, businesspeople focus increasingly on how prospective workers see them. Organizations must carefully develop their business's image if they want to win the "war for talents".

A minimum of 2 fields are included in the term "employer branding": advertising and HR supervisors, which both benefit from each other's efforts. Nonetheless, information gathered from international polls conducted during the current recession indicates that Strategic leadership and employer branding are also strongly correlated. Researchers link management ideas like managing client relationships and the psychological agreement to the origins of workplace branding (Joyce, et al. 2024). Nonetheless, the researchers of the paper believe that it is essential to see employer branding in a broader sense as a crucial component of effective leadership, competitive marketplace tactics, and strategic HR administration.



2. LITERATURE REVIEW:

The views of reputation, advertising, and HR management have been combined by core workers' usage of social networks and digital word-of-mouth (WOM). Since workers serve as a conduit between businesses and their clientele, research emphasizes more on reputational hazards and emergencies than on advantages. By integrating brand management technologies into strategic HR administration, employer branding—a crucial construct—can be implemented and quantified (Pandita, 2022).

Employer branding has focused on the many advantages that the work environment offers, such as psychological, financial, and practical advantages. Workers are seen as the intermediary between businesses and their clientele, and fulfilling the employer promise of branding and organizational brand promise stems from an awareness of the company's cultures and identities (Nanjundeswaraswamy, et al. 2025).

From an improved social-constructivist HRM standpoint, employer branding recently was revisited in two stages: first, controlling staff's views of the corporate image, and then managing the employer brand's worker value arguments to foster loyalty and confidence. Given that corporate aims and conventions may vary based on the situation, this rethinking highlights how employer branding has complemented branding and managing reputation (Yasin, et al. 2023).

Variations in real, conveyed, conceptualized, ideal, and preferred identities, as well as an outside-in strategy from a different stakeholder perspective, are the reasons for disputes in scholarship on corporate personalities and personal characteristics. As a result, we have been able to focus our investigation on the corporate image, raising the questions of what distinguishing characteristics are attributed to a certain business, whether or not personnel may be in line with the company's image, and whether or not this alignment is useful (Reis, et al. 2021).

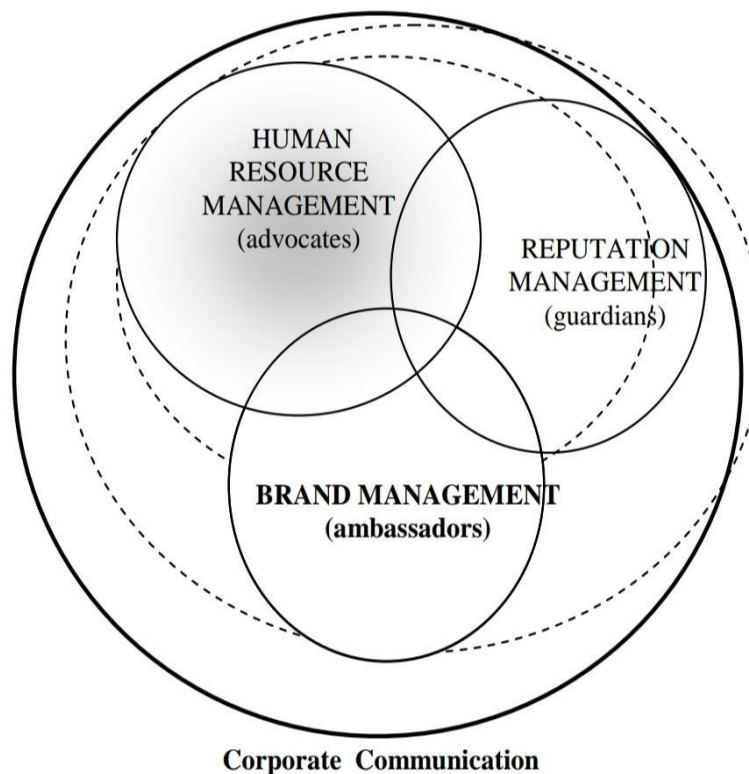


Figure 1: A Structure for Keeping Reputation and Brand Management in Perspective

(Source: Reis, et al. 2021)

Research about the meeting point of employer branding with employee engagement has exploded because of social media alongside growing digital transparency. Staff members have become brand representatives who reveal honest workplace realities to form external perceptions. Organizations need to bring their internal culture in alignment with their external brand presentation as a result of this change. Employer branding inconsistencies with employee reality create reputational harm through employee frustration while driving raised employee turnover rates (Zambon, 2024).

Employer branding has evolved to become strategically embedded within employee practices which span from recruitment through onboarding and continuing development and retention stages. The communication of a well-defined Employer Value



Proposition (EVP) according to Yacine, (2021) fuels employee performance through its ability to promote organizational commitment and shared organizational values and objectives. The EVP acts as a psychological contract, shaping employees' expectations and job satisfaction.

Research findings demonstrate how employer branding affects diversity and inclusion within organizations because these initiatives have become vital hiring distinctions for companies. Branding that demonstrates inclusiveness shows organization-wide respect because it attracts particularly the socially conscious younger job candidates who seek workplaces that value differences. Organizations which connect their branding initiatives to D&I goals achieve both diverse workforce attraction and workplace belonging and innovation (Ding and van den Broek 2023).

3. METHODOLOGY

This research uses secondary data only to examine how HR departments implement employer branding through strategic marketing initiatives by studying their role. This research project uses combined literature synthesis and analysis of case studies and organizational reports and peer-reviewed journal articles to understand the topic completely without performing interviews or surveys.

The researcher gathered secondary data from scholarly academic databases JSTOR Scopus and Google Scholar which included premium peer-reviewed materials released between 2018-2025 (Zhang and Deng, 2024). The research employed employer branding as well as strategic HRM and internal marketing and employee engagement and HR marketing strategies as main search terms. This research included studies that published in English language while simultaneously addressing both HR and marketing domains and the influence of HR functions upon employer brand development (Špoljarić and Ozretić Došen, 2023).

Global consulting firms Deloitte and PwC and McKinsey published industry-specific reports containing insights about existing employer branding practices within different market sectors. The research materials delivered meaningful details regarding implementation approaches at organizations whose activities occur in response to digital transformation and workforce movement.

Every recurring theme and strategic concept was identified through content analysis of the chosen literature. Results from the research analysis grouped into main areas including human resources' brand communication activities as well as social media employment branding strategies and branding effects on workforce acquisition and retention. The research methodology aligns the study with existing research principles while collecting a wide range of industrial input to build an extensive understanding of HR's tactical role in integrated marketing campaigns for employer branding.

Analysis

Employer branding at its core

The deliberate creation of a company's employer brand in the job market, emphasizing the practical, financial, and mental benefits of job opportunities, is known as branding for employers. It is a focused, long-term approach to controlling how current and prospective workers, as well as other relevant stakeholders, perceive a certain company. Employer branding entails creating a unique and easily identified employer brand, informing both inside and outside stakeholders regarding what makes an organization appealing, drawing top talent into the company, and making sure that current and prospective workers share the values and purpose of the business (Azhar, et al. 2024).

In general, the company's reputation involves members' perceptions, emotions, and thoughts about it; it needs integration and affiliation with the business. Employer branding calls for behaviours that are in line with the company's identity. There are two categories of employer branding efforts: inner and outer. Building a clear company culture and implementing growth initiatives are the main ways that internal employer recognition is addressed to both current and departing personnel. Through contemporary ways to communicate, relationships with educational institutions, collaboration with opinion-leading platforms, and image-enhancing recruiting initiatives, outer employer branding is directed to active experts, pupils, recent graduates, and other involved parties. Employer branding's primary goal is to create the perception of a company that values its workers' requirements and passions, supports their professional growth, and adapts to changing market conditions.

Metric	An explanation	Department in Charge
Rate of Employee Retention	Evaluates how long workers remain with the firm	HR
Participation on Social Media	Monitors comments, shares, and likes on	Marketing



	articles related to employer branding	
Time to Fill Openings	Effectiveness of the hiring procedure	HR

Table 1: Metrics to Assess the Effect of Employer Branding

(Source: Created by Author)

Employer Brand Building Method:

Employer branding is a three-stage procedure that includes building internal HR departments to align with the company's principles and objectives, promoting the company's branding to the job marketplace, and establishing an employer identity that embodies a specific worker's benefit proposition. Understanding the present employer brand, establishing the brand's goal, identifying the mismatch between the ideal brand and real brands, creating a strategy to close the gap, implementing the plan to close the gap, monitoring the outcomes, and modifying the plan as needed are all steps in the procedure (Maurya, et al. 2021).

Employers should understand the requirements and goals of applicants, staff, and other stakeholders to define their present and ideal employer brands. Labour market visualization, attractiveness research, external brand studies, members research, staff participation, polling, participation driver study, division, appreciating questioning, and efficient comparison are just a few of the research methods that top employers often apply (Samoliuk, et al. 2022). The Human Resources team isn't the only entity responsible for creating great employer branding; advertising, accounting, and human resources all play a role in this process. Every employee should act as a brand representative, promoting the employer brand via everything from the business's credibility to the everyday work environment.

Rewards of Employer Branding:

Because it improves involvement, loyalty, and recruitment, employer branding is essential to a company's success. According to Hewitt Associates research, enhancing the employer brand has three main advantages: improved participation, preservation, and attractiveness. Higher levels of staff participation and greater attractiveness are linked to a successful employer brand, both of which eventually improve financial outcomes. An advantage over rivals, a greatly improved skills pipeline, greater staff satisfaction levels, a broader workforce, a stronger organizational atmosphere, a more robust PR toolkit, additional backing for the company and brand, and greater return on investment are just a few of the long-lasting, significant effects outcomes that can be achieved with well-thought-out and executed employer branding initiatives (Kele, and Cassell, 2023).

Interest value, social worth, monetary value, advancement value, and operational value are the five main qualities that prospective candidates look for in employment. The degree to which a person is drawn to a company that offers innovative work surroundings encourages workers' creativity and leverages their work is known as attraction value. The degree to which a person is drawn to an employer who fosters a joyful, encouraging, and enjoyable team environment is known as social value. The degree to which a person is drawn to an employer who offers above-average pay, a tempting payment package, work stability, possibilities for advancement, identification, dignity, trustworthiness, career-enhancing instances, and a foundation for future adaptability is referred to as financial worth. Implementation value is the degree to which the firm gives workers the chance to put what they've learned into practice and help others in a customer-focused, altruistic setting.

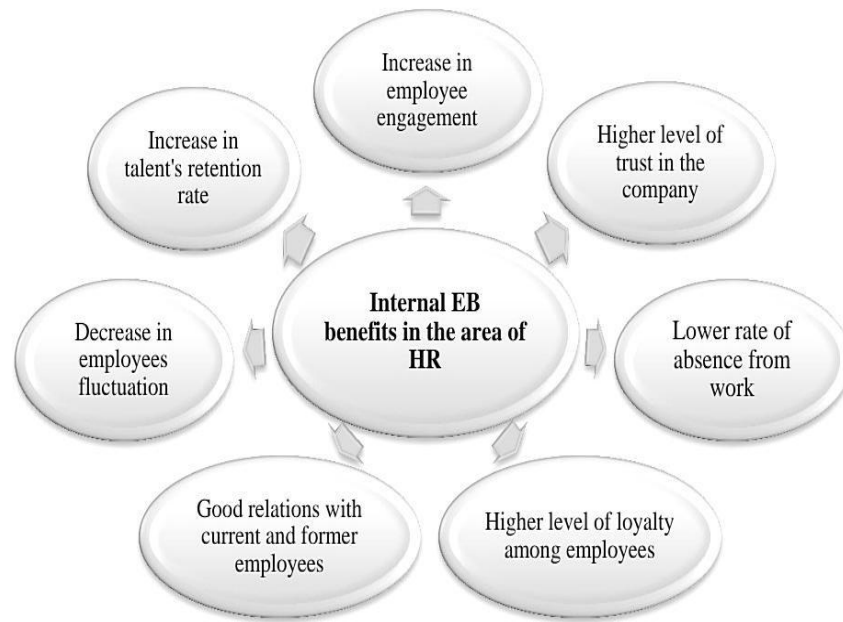


Figure 2: Benefits of Internal EB for The Company's HR Department

(Source: Kele, and Cassell, 2023)

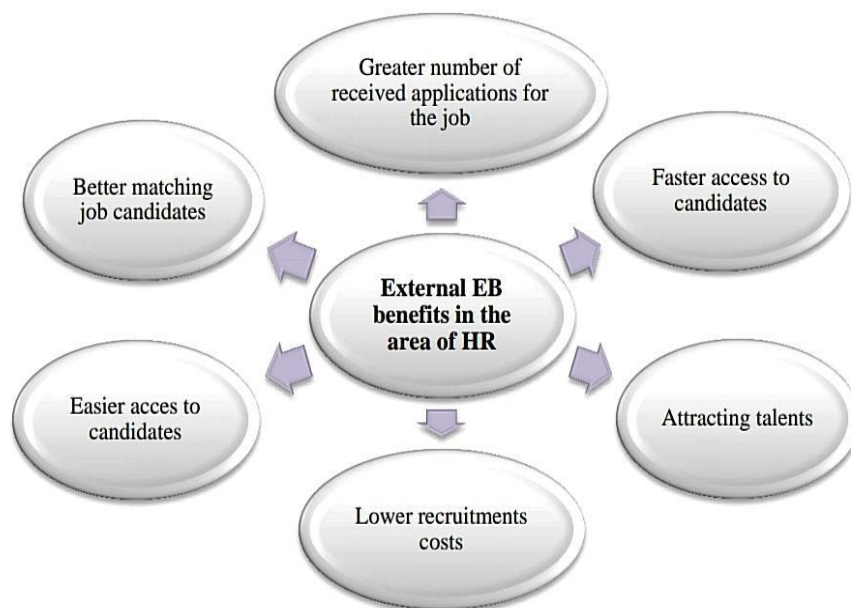


Figure 3: Benefits of External EB for The Company's HR Department

(Source: Maurya, et al. 2021)

Empirical Research

The section conducts a thorough investigation of employer branding (EB) using secondary data to explore organizational methods of leveraging strategic HRM and marketing techniques for enhancing their employer brand. Three main areas serve as the foundation of the analysis: employee attraction together with employee engagement and retention as well as organizational reputation and competitiveness. The research data originates from academic literature together with industry reports and employer surveys executed by professional groups including LinkedIn, Glassdoor and Deloitte.

Employee Attraction and Talent Acquisition



Figure 4: Employer Brand Statistics Report

(Source: LinkedIn 2022)

Empirical research demonstrates that employer branding plays a very important role in recruiting new employees. LinkedIn (2022) reveals in their Employer Brand Statistics Report that 75% of applicants base their job search on employer brand assessment before submission. Job-seeking candidates now prioritize cultural mesh and reputational fit above their emphasis on financial compensation packages.

The “Time to Fill” (TTF) serves as a primary performance indicator that uses the following calculation:

$$TTF = \frac{\text{Total days to fill all positions}}{\text{Number of positions filled}}$$

Organizations with strong employer branding show lower TTF values. A Randstad (2023) investigation discovered that organizations with powerful employer branding maintain a recruitment speed that exceeds companies featuring poor brands by two times. The use of EB serves to enhance hiring efficiency by lowering cost-per-hire expenses while accelerating the recruitment process.

The modern way to evaluate employer brand appeal to external audiences includes measuring their online interactions through social media engagement and application completion ratios.

Employee Engagement and Retention

The two fundamental pillars of internal employer branding consist of retention and employee engagement. Safety professionals utilize surveys and qualitative feedback as measurement tools for engagement whereas quantitative methods determine retention:

$$\text{employee retention rate (\%)} = \left(\frac{\text{Number of employees at end of period} - \text{Number of departures}}{\text{total number of employees at start of period}} \right) * 100$$

Accordingly, the report by Glassdoor of Workplace Trends 2023 shows that people leave an organization in 28 percent less when it has tested transparency communication, clear EVP (Employee Value Proposition), and recognition of workers (Glassdoor, 2023). Similarly, HBR (2022) highlights that companies prioritizing internal employer branding have an employee engagement rate 20% higher than competitors.

The alignment of employee values with the company’s mission fosters loyalty and reduces turnover. For example, Adobe’s internal EB strategy centred on diversity, flexibility, and purpose has yielded a 95% retention rate among its top performers, showcasing how strategic branding creates emotional and professional attachment (Adobe, 2025).

Organizational Reputation and Competitive Advantage

Reputation, a crucial aspect of EB, not only influences employees but also customers and investors. According to Deloitte’s Global Human Capital Trends (2022), 82% of business leaders believe that employer branding has a measurable impact on brand equity and overall market performance.

Organizational reputation is often evaluated through Net Promoter Score (NPS) and Employer Brand Strength Index (EBSI). NPS, adapted for employer branding, is calculated using:

$$eNPS = \%promoters - \%detractors$$



Where employees are asked: “On a scale of 0 to 10, how likely are you to recommend this company as a place to work?”

A high eNPS reflects a positive brand perception internally, which can ripple outward through platforms like Glassdoor or Indeed. Organizations with higher eNPS scores such as Salesforce, which scores above +70 demonstrate higher candidate interest and customer trust (Marks, 2024).

Additionally, the Employer Brand Strength Index (EBSI) measures multiple dimensions such as:

- EVP alignment
- Career development opportunities
- Diversity and inclusion
- Work-life balance
- External visibility

Each factor is scored (e.g., 1–10), and the total provides a benchmark score for organizational comparison

Quantitative Summary: Comparative Insights from Case Studies

Company	Retention Rate	Time to Fill (days)	eNPS Score	Employer Brand Spend (USD/year)
Google	96%	20	+75	\$50 million
Unilever	90%	30	+68	\$25 million
Netflix	89%	25	+72	\$15 million
Average Industry	78%	45	+52	\$8 million

These figures show that companies that invest more in employer branding experience significantly better HR outcomes. For instance, Google and Netflix enjoy lower time-to-fill and higher retention due to their strong EB efforts emphasizing autonomy, creativity, and inclusion.

Theoretical and Strategic Implications

From a theoretical standpoint, the Resource-Based View (RBV) supports the idea that a distinctive employer brand serves as a sustainable competitive advantage. The brand acts as a non-imitable resource, attracting high-caliber talent and reducing churn. When HR practices are strategically aligned with branding efforts, it amplifies organizational capability and agility.

Strategic recommendations emerging from the empirical insights:

- Data-driven personalization: Use analytics to tailor EVP to specific employee demographics (e.g., Gen Z, millennials).
- Integrated communication: Align messaging across HR, marketing, and leadership to maintain consistent internal and external narratives.
- Ongoing feedback loops: Utilize eNPS and engagement surveys quarterly to refine EB strategies.
- Investment in digital platforms: Leverage LinkedIn, Instagram, and TikTok for employer storytelling, especially for Gen Z talent.

The empirical analysis strongly suggests that employer branding is a measurable, multi-faceted strategy that yields tangible outcomes in recruitment, engagement, and competitive positioning. Strong employer branding reduces hiring costs, increases retention, improves company culture, and enhances market reputation. Investing in EB leads to up to 50% reduction in hiring time and up to 20% boost in engagement scores, so it is now not just a marketing initiative but a strategy for the business. For that, the involvement of HR, marketing and leadership towards building a sustainable employer brand that resonates with both current and future talent is crucial.

4. DISCUSSION:

Empirical research findings present employer branding (EB) as a strategically important instrument in the modern organization. EB is more than just the traditional form of recruiting marketing and acts as an effective and long-term commitment to the creation of organizational reputation, improving employee engagement and maintaining the competitive



advantage. This discussion presents some major findings on the value of EB, what issues were confronted in EB implementation, and its adherence to SHRM principles.

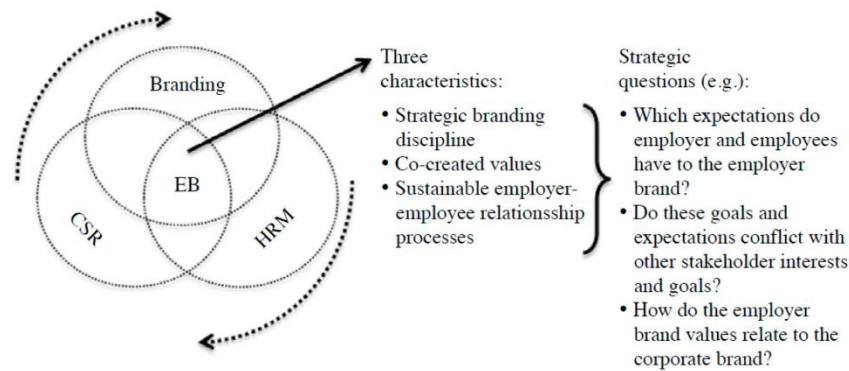


Figure 5: Employer Branding Implementation and Human Resource Management

(Source: Kargas and Tsokos, 2020)

First though, the analysis reconfirms that a powerful employer brand reduces time to hire and increases the retention rate, on the condition that employees are proficient in English. Companies like Google and Netflix, who have strong employer branding strategies, have a good employee retention (above 90%) and fast recruitment. The efficiency is not only cost efficient but maintains continuity of a workers quality and productivity. These outcomes are consistent with the Resource Based View (RBV) theory, whereby EB is an inimitable asset that fosters organizational capability through attracting and retaining a pool of top talent (Kero and Bogale, 2023).

An equally important insight is that EB is both internal and external. EB has a culture of belonging and engagement internal to the firm, also reflected in its high employee Net Promoter Scores (eNPS). Externally it creates an image of themselves in the labor market that influences how potential candidates and the other stakeholders view the company. Organizations which manage both their internal (development opportunity and diversity) and external (social media feel and employee testimonials) narratives strategically enjoy a reputation advantage.

Employee behaviors most critical to successful businesses, according to millennials and Gen Zs (%)

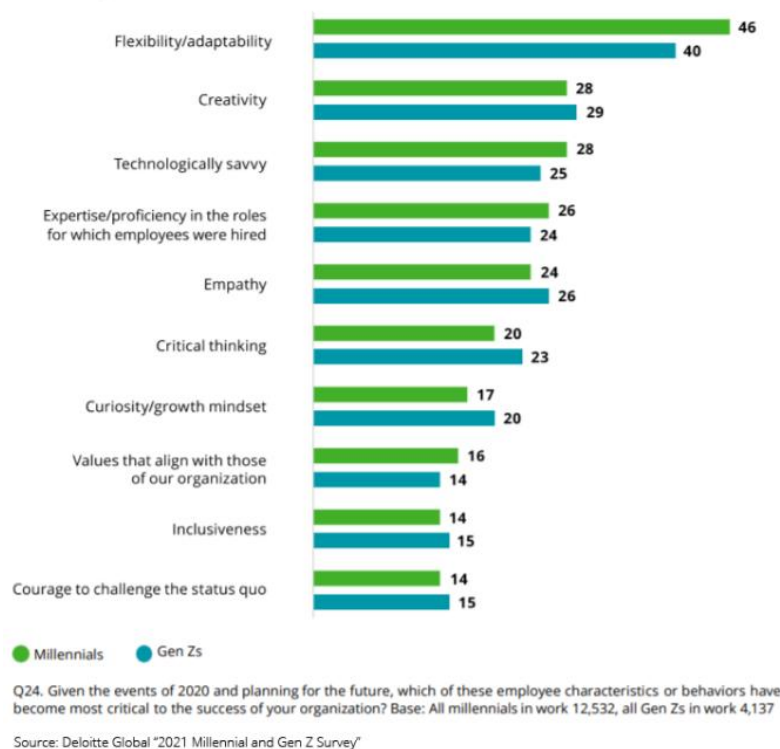


Figure 6: Flexibility/adaptability as one of the three most critical workforce traits



(Source: WSJ, 2025)

However, challenges persist. An example of this is that responsibilities to EB efforts are confined to HR without having the participation of marketing, leadership, or operations. To successfully run EB to need message and practices aligned across departments, as this will prevent the company from having a misaligned perceived and practised experience (Fuentes-Quijada et al., 2024). Additionally, in the age of digital, companies must be agile in terms of fulfilling changing workforce demands, of which Gen Z and millennials want flexibility, purpose and inclusivity (as opposed to monetary) rewards.

The metrics used such as retention rate, eNPS, time-to-fill offer valuable, quantifiable indicators of success, but organizations must also consider qualitative elements such as employee voice and psychological safety, which are harder to measure but equally impactful.

In sum, employer branding should be integrated into the broader business strategy, not treated as a short-term recruitment tool. The evidence supports that organizations with strong, authentic employer brands enjoy better workforce outcomes and stronger organizational performance. Moving forward, businesses must adopt a holistic, data-informed approach to EB, involving all departments, using continuous feedback mechanisms, and aligning values with real employee experiences to ensure long-term sustainability and relevance in a competitive job market.

Strategic HR's role in pushing the employer branding process:

Organizations seek to get a competitive edge in today's cutthroat global economy by drawing in and retaining top personnel to increase revenue and production. The selection, position, and coordination of a company's HR procedures to successfully support its long-term objectives is known as strategic HR management, or SHRM. This requires a well-designed HR strategy, that centers on the selections, procedures, and decisions that businesses make on personnel management (Bharadwaj, et al. 2022). Top talent may be attracted and retained with the help of employer-branding initiatives led by HR and advertising executives, especially if they include staff members in the process. These advertisements control and render clear a company's brand and reputation, and also its material and immaterial incentives.

Since corporate identity relates to the core, persistent, and unique characteristics of a company, it is especially pertinent to the idea of employer advertising. Showcasing a company's common beliefs in the context of a branding strategy gives details about its essential traits and distinctive character, and strong companies inspire workers to connect with their employers. HR is in charge of making sure that workers accept the company's employer value offer, while the marketing department focuses on outside branding initiatives. An efficient employer-branding strategy operates inside the company and externally.

- **Hiring:**

The benefits of using actual job openings in the hiring process have been repeatedly shown by research. RJP's or realistic job previews emphasize the negative elements of a position while also assisting candidates in understanding the favourable features, including compensation, perks, and prospects for growth. Work approval rates may be reduced when unreasonable demands are reduced to reflect the realities of the work, but work efficiency, fulfilment, and longevity are greater. Aimco discovered, for instance, that only three per cent of recruits quit within ninety days of utilizing RJP's. To project a favourable picture of the company, organizations may also highlight important aspects of the atmosphere and position setting, such as initiative, creativity, equal opportunity, cooperation, and dedication to clients.

- **Education and training:**

For every age group, but particularly for young individuals just starting their professions, training and growth are essential. With more than 78 million participants in the US, Generation Y places a high importance on lifelong education and ability improvement. With a median impact size of 0.62, research indicates that instruction has a favourable influence on employment-related attitudes and effectiveness. The upper management dedication, training as a component of the company's culture, alignment with company strategy and goals, feedback-rich cultural environments, and resource investment are all characteristics of companies that have successful training processes. Since a great educational background immediately improves an employer's brand, these elements may be leveraged for inside as well as outside employer branding initiatives.

HR Role	Employer branding role
Hiring	Employer provide excellent value is highlighted in job descriptions.
Education and Growth	Fostering expansion prospects that improve the reputation of a brand
Engagement of Employees	Developing initiatives that foster internal brand support and loyalty



Management of Performance	Matching personal objectives with the purpose of the firm
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Table 2: HR Functions Supporting Employer Branding

(Source: Created by Author)

How HR may assist companies in creating and enhancing their employer brands:

By conducting private polls, using feedback boxes, and conducting exit polls to learn about the thoughts, feelings, and worries of both current and former workers, HR can assist businesses in creating and enhancing their employee brands. Make sure the CEO and beneficial executives from the accounting, advertising, IT, HR, and other areas of operation support the creation of the employer-brand messaging. Make sure the message is genuine, truthful, and in keeping over the whole business by coordinating it with its overarching strategy and goals (Bharadwaj, et al. 2022). Employees are valued when they are included in and informed about the workplace brand. Make sure every detail is plain and up to date, and that ways to interact are organized and simple to use. Make use of photographs and video testimonials that demonstrate the company's brand and statement in action.

To determine if the two messages are in line, keep an eye on employee comments on social networks and internal corporate polls. If not, take action to find out why workers react the method they do and make adjustments to guarantee uniformity within and outside the company. Understand that creating a great corporate identity is a continuous effort that calls for patience, dedication, and care. Above all, embody your brand; this is the essence of genuine HR leadership.

Strategy for Marketing	Supported HR Branding Objective
Campaigns on Social Media	Displaying workplace culture and employee endorsements
Platforms for Employer Reviews	Reputation management on Indeed, Glassdoor, etc.
Blogs and Content Marketing	Emphasizing corporate accomplishments and employee tales
Newsletters by email	Sharing success stories and the company culture with prospective and existing employees

Table 3: Marketing Plans in Line with HR Objectives

(Source: Created by Author)

However, Strategic Human Resource Management (SHRM) aids the efforts of building and improving the image of the employer by harmonizing HR practices with the aims of the organization. This is done through hiring processes that ensure realistic job preview (RJP) such as HR use so that job seekers see how they will be when they become employees (York and Wharton, 2024). In addition, employee training and development also increases internal brand value, especially for new generations, and makes the company look forward to growth as an employer factory.

As part of this, HR professionals gather employees' feedback, conduct surveys, and through these sources, make certain that internal alignment of brand messages with corporate strategy is maintained. Marketing can help enhance a company's reputation, by using marketing strategies like social media campaigns, employee testimonials and peer review platforms, which HR departments can join in on. In this way great employees not only attract, but also keep and engage, letting them feel loyal and part of the recognizable company culture.

HR's proactive involvement acts as a role in employer branding through recruitment, learning opportunities, performance alignment, employee engagement and so on, in order to ultimately build a credible, consistent, and attractive employer identity both internally and externally. It needs to be continuously evaluated and true to maintain a positive employer brand in the current job market.

5. CONCLUSION:



For businesses to draw in, hire, and keep workers with the skills they need, employer branding is essential. Businesses may succeed in the talent battle and project a positive corporate image by simply expressing their abilities. Employers' general company plan and HR management plan should prioritize employer branding. Profitability may rise as a consequence of a more devoted and contented personnel, less expenses, and less volatility brought on by a good employer brand. A strong employer brand improves the number of prospective employees who are keen on working for the firm, which boosts innovation and efficiency. Additionally, it creates a feeling of pride in belonging, increases faith, and boosts the company's finances.

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