

**A STUDY ON EMPLOYER BRANDING AND ITS INFLUENCE ON TALENT
ACQUISITION AT ZHO CORPORATION,CHENNAI**

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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April - 2023

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Nivetha B 41410218 who have done the Project work entitled “A STUDY ON EMPLOYER BRANDING AND ITS INFLUENCE ON TALENT ACQUISITION AT ZOHO CORPORATION, CHENNAI under my supervision from 13th February 2023 to 17th April 2023.

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DECLARATION

I Nivetha B(41410218) hereby declare that the Project Report “A STUDY ON EMPLOYER BRANDING AND ITS INFLUENCE ON TALENT ACQUISITION AT ZOHO CORPORATION,CHENNAI done by me under the guidance of Dr.Umamashwari S MBA., M.Phil.,B.Ed., Ph.D., Professor, School of management studies, SathyabamaInstitute of Science and Technology, Chennai is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:05/06/2023

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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to Dr. BHUVANESWARI G MBA., Ph.D., Dean, School of management studies and Dr. PALANI A., M.Com., MBA., M.Phil., Ph.D., Head, School of management studies, Sathyabama Institute of Science and Technology, Chennai for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide Dr.Umamaheswari S M.Com., MBA., M.Phil., B.Ed., Ph.D., Professor, School of management studies, Sathyabama Institute of Science and Technology, Chennai for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

Nivetha B

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

Employer Branding

Employer branding is a strategy that seeks to influence how current employees and the rest of the larger workforce perceive a company's brand. While branding in general may target consumers, employer branding specifically targets a company's workforce and prospective hires. As a result, it is a communication approach designed to retain high-performing employees and attract top-ranking talent.

1.1.1 VALUE OF EMPLOYER BRANDING

- Healthy company reputation: Win over on-the-fence candidates.
- Strong company culture: Strengthen employee retention.
- Positive brand perception: Entice others to view your brand in a positive light.
- Employer brand savings: Strong employer brand offsets the need for paying employees top dollar.
- Brand talent acquisition: Draw talent without the need for higher pay.
- Young talent magnet: Attract candidates aged 18 to 34.
- Employee referral advantage: Make it easy for employees to refer connections to open roles.
- Diverse work environment: Attract candidates from various backgrounds.
- Career development journey: Boost your ability to retain top talent for longer.

1.1.2 IMPORTANCE OF EMPLOYER BRANDING IN RECRUITMENT

Creating a positive employer brand is easier said than done. It takes time to define and position your company as a place the most talented candidates will want to work. But if you manage to do so, you'll be able to reach a number of

goals that you're currently struggling with. **Employer branding in recruitment** is important because:

1.It helps you compete in the war for talent

When you're recruiting for a smaller company, the competition for talented candidates is especially fierce. By building a strong employer brand, it's possible to attract the best candidates. It's the best way to level the playing field in the war for talent—particularly when you're hiring young, talented professionals.

2.It helps you retain your best employees

A strong employer brand increases the productivity of employees and makes them feel proud and happy. They become brand ambassadors who tell their talented friends how much they enjoy working for your company, and they'll refer you to these candidates. Or they might leave positive reviews online, inspiring other talented candidates to apply.

Building a strong **employer brand** requires work on all your written communication. As we've just mentioned, that's easier said than done. Fortunately, technology can be a big help here. The Text metrics platform can help you make sure that your employer brand is reflected in all your written communication. The Text metrics platform analyses what recruiters write, and our augmented assistant provides them with real-time suggestions whenever they deviate too far from your brand identity. This allows you to ensure that all written content is consistent with your employer brand and delivers maximum impact on the talented candidates you want to reach.

1.1.3 BENEFITS OF EMPLOYER BRANDING

Now 72% of recruiting leaders around the world agree that the employer brand has a significant impact on hiring, and even more so has a significant impact on your business's success. A staggering 78% of people will look into a company's reputation as an employer before applying for a job and 88% of millennials believe that being part of the right company culture is very important. Listed below are 8 benefits of Employer Branding

1. Lower Cost Per Hire

A strong employer brand fosters a great work environment and makes your brand more attractive to potential candidates. This in turn means that your employees will be more inclined to refer your organization to other professionals and that you may have a ready-made talent community from which to draw.

Candidates generated through referrals are the 2nd cheapest means of sourcing and more and more job seekers admit they use social media platforms to gather information about employer brands and open positions.

2. Faster Time to Hire

By investing in employer branding, you're able to attract more talent. And companies that can attract more talent can also hire that talent faster, thereby improving time-to-hire.

One of the main benefits of having a strong employer brand is that you'll have a larger and better talent pool from which to fill vacancies. Basically, this means you'll be able to spend less time selling and more time closing candidates.

3. Lower Employee Turnover

On the one hand, having a strong employer brand allows you to attract qualified applicants. And usually speaking, you want to keep your best assets, meaning you won't be replacing them anytime soon. And on the other hand, if you create a bond with prospective employees before and during the recruitment process including onboarding, you're encouraging those future employees to have a high level of engagement with the company.

4. Savings on Salaries

A very important factor is, top talent candidates seek more than just an attractive salary. Investing in employer branding gives you a competitive advantage and enables you to hire top talents without necessarily having to break the bank.

5. Attract Passive Candidates

While offering a higher salary is generally the most effective way of attracting passive candidates, having a strong employer brand provides your

organization with more selling points with which to pull them in. Passive candidates could be just as tempted by a company that offers better growth opportunities or a healthier work/life balance, once again underlining the potential impact of investing in employer branding.

6. Visibility Equals Trust

No matter how interesting the role you're trying to fill may be, you'll never attract the right candidates if people struggle to find information on your company or if you have a poor online reputation. By investing in employer branding, making sure your website is well-communicative, building social media communities, and encouraging your current employees to share their own experiences online, you're giving candidates the information they crave, making your brand significantly more attractive.

Candidates tend to trust a company's employees 3 times more than the company to provide credible information on what it's like to work there, which is why it's so important to encourage high levels of staff engagement.

7. Improve company performance

People who have a positive perception of your brand may be more likely to buy your products and services, and vice-versa. Having an employer brand that is focused on your people translates well to social media and other outlets where your customers interact, and the process of investing in employer branding builds a bridge between talent acquisition and driving revenue.

8. Gain a competitive edge

In crowded markets, it is important to gain an edge over your competitor. One of the ways you can stand out is by creating a strong employer brand. When you focus on improving the perception of the company you will inevitably start looking at how you can make your internal operations more inclusive, collaborative, and efficient. Research shows that highly inclusive organizations generate 1.4 times more revenue and are 120% more capable of meeting financial targets.

1.1.4 EMPLOYER BRANDING STRATEGY

An employer branding strategy allows you to control and positively change the dialogue surrounding your company to ensure higher talent acquisition and retention. At its most basic, employer branding is how you market your company to job seekers and what employees say about your company as a workplace. A good employer branding strategy can help you attract better talent, cut down on hiring costs, and reduce employee turnover.

1. Know your company's unique value proposition.

A powerful employer brand begins by focusing on your company's mission statement, values, vision, and culture. It can be helpful to identify what your business needs are and work backward to understand the type of talent you need to fulfill those objectives.

2. Conduct an employer brand audit.

Conduct a brand audit and send out internal surveys, conduct social media searches, monitor career sites for reviews, or hire a firm that monitors reputations. Your research should help you uncover your employee's favorite aspects of your company culture that you can focus on highlighting and any areas for improvement to ensure a strong employer brand.

Glass Door that brands with above-average or leading employer brands devote time to monitoring employee engagement, take action on employee feedback, and keep an eye on brand health, more than average or below-average employer brands.

3. Write an employer value proposition.

Once you've researched, cultivated a list of business values, and learned about your existing perceptions, you'll want to create an employer value proposition.

An employer value proposition is a marketing message and a promise, so say things that are factually true about your business that your employees would agree with. You can use this value proposition on your website, recruitment materials, or

LinkedIn Company Page, and recruiters and HR teams can discuss it with potential candidates.

It's important to note that your value proposition should have nothing to do with compensation. Instead, you want it to evoke passion in employees and potential candidates by expressing your company's deeper purpose and positive impact on the world. People want to feel their work is meaningful, often even at the expense of a bigger paycheck.

4. Leverage current employees.

Job seekers that want to learn more about your employer brand want to hear from and see real employees at your company. In fact, your employees are three times more credible than CEOs when talking about the working conditions at your company. So, your employees are some of your best advocates for building your employer brand.

Leverage their sentiment towards your business however you can, like sharing reviews and testimonials on your hiring pages or creating short interview videos for your social media channels. 90% of companies with leading and above-average employer brands agree that their employee experience is a big part of their brand, meaning that what they say can significantly impact perception.

5. Cultivate a strong onboarding process.

Onboarding is a new hire's first experience, and a negative impression can have big consequences. In fact, people who have a negative onboarding experience are twice as likely to seek a different opportunity. Ultimately, instilling a positive company brand image starts with a good onboarding process. Getting employees engaged and excited about their roles and their teams is important from the start. You're ensuring a smooth transition, lower turnover rates, and more productive teams by arming your new employees with the instructions and tools to excel in their roles.

6. Offer learning and development opportunities.

A large reason why people quit and leave their jobs is that they're bored and need a new challenge. Ultimately, this should be a relatively easy fix.

Giving employees the opportunity to pursue learning opportunities and become proficient in new skills shows your commitment to on-the-job learning and professional development. And by challenging your employees, you're ensuring they won't get bored in their roles — which could lead to higher retention rates.

Plus, as they develop new skills, they become more valuable employees for your company. A win, win.

7. Use videos, blog posts, photos, and slideshows to tell your company story.

When implementing a strategy to improve the market's perception of your brand, use multiple channels. Share videos, photos, slideshows, blogs, and other forms of messaging to ensure you reach a large group of audiences on the platforms they already use.

Similarly, it's critical you use high-quality videos, photos, and text to tell your company story. You might consider putting employee interviews on your job page or a slideshare created by your CEO on your About Us page.

8. Create a strong diversity and inclusion initiative.

A pillar of a strong employer brand is a continuous commitment to building diverse and inclusive teams. There are plenty of benefits to this, most significantly being that all your employees will feel like they belong and are safe at work. People who feel seen, recognized, and respected among their colleagues are more likely to bring their best selves to work and commit to their day-to-day tasks. Plus, a Mc Kinsey study found that companies that are more diverse and inclusive are more profitable.

A commitment to DI&B ensures you're extending your brand's reach to everyone, especially considering that 3 out of 4 candidates say a diverse workforce is an essential factor when evaluating companies and job offers. If someone can see themselves in the people who already work at your company, they might be more inclined to apply.

9. Be transparent, honest, and genuine.

One of the most important factors in developing an employer brand is honesty, transparency, and being genuine. Don't ask for employee feedback because you want to hear the positives to share on your career pages. Negative

feedback can also help you learn about areas for improvement, and making changes can help you meet more of your employees' needs. In turn, satisfied employees have higher retention rates and are more likely to promote your business and boast about the culture they're happy to be part of.

The same goes for job seekers and the general public. Making false statements and promises about your values, culture, and happenings will come back to haunt you if your conditions are too good to be true, like if prospects accept job offers based on promises you don't fulfill. Be genuine and honest in your efforts, and commit to building a culture exactly as it seems doing the opposite can cause more harm than good.

1.1.5 WHO DOES EMPLOYER BRANDING?

There can often be confusion about who owns the organizational task of employer branding. At smaller shops, it could be the CEO controlling the messaging or, more traditionally, talent or HR leads. At larger businesses, recruiters might lean on their HR, communications, or marketing departments to help them craft and hone an employer brand. What's most exciting is that your employer brand is no longer just what your company website says it is. Like it or not, employer branding starts and ends with your employees. Sure, leadership and/or recruitment marketing might inform the words used or the way they're said. But your employer brand is primarily tied to the experiences of your workers and what they have to say about your organization. Social media posts, job reviews and testimonials, direct network conversations, and face-to-face referrals are all ways your current, former, and even prospective employees can impact your company's reputation. This can work to your advantage when those workers turn out to be cheerleaders. But if your employee or candidate experience doesn't mirror what you're communicating via your brand, it can work against you, too.

No matter who owns the duties of developing and growing your employer brand, it's imperative to remember that employees are doing most of this branding work for you. If your company work environment and culture aren't healthy, your job is to work on that first. If you already have a great company culture, then you're in a good spot to amplify it.

1.1.6 EMPLOYER BRANDING AT ZOHO

Every company will have a reputation. It could include Company products, services, work culture, leaders, team members, and more. And your company's reputation also can transcend to inspire a selected person's perception emotional, instinctive, intellectual- within those who see your ads, use your products, and eventually, speak to others about you. That reputation is understood as your brand, and it may be a strong and synergistic force, way more than simply what you sell or office. Every company includes a second brand associated with its primary brand about how you're viewed as an employer. This can be your employer brand, and it lives and breathes within the minds and hearts of your former, current, and future employees.

In today's competitive job market, a positive employer brand is crucial. Without one, hiring and retaining talented employees becomes challenging and time consuming. You would need talented, leadership-bound employees to drive your business forward, and therefore the best way to find them is to mold the impression that your company is a great place to work. Everything from the compensation and benefits you offer to career opportunities to weekly happy hours, the culture of a corporation and also the treatment of its employees can greatly impact the impression you're trying to create on potential candidates.

As with all branding, crafting a robust employer brand is about good storytelling. It's about how you want your organization to be recognized in the market, using specific messaging to help attract the kind of prospects you're looking for. But also, it's concerning living out that story. Satisfied employees are your loudest speaker box, particularly in an age of social media and user-generated feedback where employers aren't always completely in control of their own reputation.

The good news is that organizations can improve their employer branding strategy to attract, recruit, and retain the best individuals by making even minor changes. Below are questions, answers, and tips on how to transform your employer's brand into a competitive advantage for your company. Similar to the way a corporate brand works (which offers a value proposition to customers, defining products or services in the marketplace), an employer brand includes the market's perception of your company as an employer, but also describes your

promise (or employee value proposition) to employees in exchange for their experience, talents, contacts, or skills.

Employer branding, then, is simply how you market your company to desired job seekers. You can do this by showcasing your organization's unique cultural differentiators, and then working to amplify them so you can position yourself as a top place to work. An employer brand or what is also known as your "talent," or "people" brand that resonates is about defining the essence of your company, both how it's unique and what it stands for, and then crafting and aligning those aspirations with the people you're looking to attract. It communicates that your organization is a good employer and a great place to work, which boosts recruitment efforts and the engagement and retention of your current employees.

Done well, employer branding will spark buzz around your company, and this buzz will attract motivated job seekers and an army of happy employees. And then those people will turn around and broadcast their positive experience to other open talent, clients, customers, and stakeholders further broadening the scope of your employer brand.

1.2 INDUSTRY PROFILE

Information technology (IT) industry in India has played a key role in putting India on the global map. The IT industry in India has been one of the most significant growth contributors for the Indian economy. The industry has played a significant role in transforming India's image from a slow moving bureaucratic economy to a land of innovative entrepreneurs and a global player in providing world class technology solutions and business services. The industry has helped India transform from a rural and agriculture-based economy to a knowledge based economy.

Information Technology has made possible information access at gigabit speeds. It has made a tremendous impact on the lives of millions of people who are poor, marginalized and living in rural and far flung topographies. The Internet has made revolutionary changes with possibilities of e- government measures like e-health, e-education, e-agriculture, etc. Today, whether it's filing Income Tax returns or applying for passports online or railway e-ticketing, it just needs a few clicks of the mouse. India's IT potential is on a steady march towards global

competitiveness, improving defence capabilities and meeting up energy and environmental challenges amongst others.

The IT-ITeS sector in India, with the main focus on increasing technology adoption, and developing new delivery platforms, has aggregated revenues of USD 88.1 billion in FY2011, while generating direct employment for over 2.5 million people. Out of 88.1 billion, export revenues (including Hardware) reached USD 59.4 billion in FY2011 while domestic revenues (including Hardware) of about USD 28.8 billion.

1.2.1 Government Initiatives

After the economic reforms of 1991-92, major fiscal incentives provided by the Government of India and the State Governments, like, liberalization of external trade, elimination of duties on imports of information technology products, relaxation of controls on both inward and outward investments and foreign exchange, setting up of Export Oriented Units (EOU), Software Technology Parks (STP), and Special Economic Zones (SEZ), has enabled India to flourish and acquire a dominant position in world's IT scenario. In order to alleviate and to promote the Indian IT industry, the Government of India had set up a National Task Force on IT and Software Development to examine the feasibility of strengthening the industry. Venture capital has been the main source of finance for the software industry around the world. In line with the international practices, norms for the operations of venture capital funds have also been liberalized to boost the industry. The Government of India is also actively providing fiscal incentives and liberalizing norms for FDI and raising capital abroad

1.2.2 Challenges

Cyber security and quality management are few key areas of concern in today's information age. To overcome such concerns in today's global IT scenario, an increasing number of IT BPO companies in India have gradually started to emphasize on quality to adopt global standards such as ISO 9001 (for Quality Management) and ISO 27000 (for Information Security). Today, centres based in India account for the largest number of quality certifications achieved by any single country. India aims to transform India into a truly developed and empowered society by 2020. However, to achieve this growth, the sector has to continue to

re-invent itself and strive for that extra mile, through new business models, global delivery, partnerships and transformation. A collaborative effort from all stakeholders will be needed to ensure future growth of India's IT-ITeS sector. We will need to rise up to the new challenges and put in dedicated efforts toward providing more and more end-to-end solutions to the clients to keep the momentum going. India is now one of the biggest IT capitals in the modern world and has presence of all the major players in the world IT sector. HCL, Wipro, Infosys and TCS are few of the household names of IT companies in India.

1.2.3 Demand Of IT Industry

There has been spur in the demand of IT in India because of:

Breadth of service offerings: Indian players have focused their energy on building domain competencies and expertise in order to ensure superior value addition to clients projects and processes. Service offerings have evolved from low-end application development to high end integrated IT solutions. Worldwide interest in business process re-engineering, the economic imperatives in developed countries of outsourcing, cost efficient maintenance of existing mainframe systems and continuous development of new software for PCs have played significant roles.

Cost advantage: Improved cost of operations is the key factor for growth in outsourcing. It is estimated that cost savings for the MNC's are around 20-40% of the company's original costs. Apart from lower administration and labour costs, central & state governments offer fiscal and non-fiscal benefits to companies adding to further cost advantage. Quality of processes-India is host to more than 55% of global SEI CMM Level 5 firms and is expected to host the highest number of ISO certified companies.

Abundance of qualified software engineers: Indian software engineers have carved out a name in the world market for providing unbeatable competition of quality software at low cost. With more than half the million populations below 25 years India is positioned to meet the swelling demand for IT-ITES professionals. Leading firms add more than 10000 new employees per annum. Government's timely national action plan for rapidly improving communication software. Business infrastructure-Sectors like real estate, transportation (air and road connectivity)

and hospitality are actively supporting the burgeoning demand generated by the IT-ITES sector.

1.2.4 Supply of IT industry:

Employees /professionals-India's young demographic profile and academic infrastructure have potential to cater to growing demand for IT/ITES. There is an estimated additional demand for 0.8 million IT and 1.4 million ITeS professionals by 2010 and India possesses an abundant talent pool, producing 675,000 technical graduates per annum, of which 400,000 are engineers.

India is the world's largest sourcing destination with the largest qualified talent pool of technical graduates in the world. According to the National Association of Software and Service Companies (Nasscom), the Indian IT industry's revenue is estimated to reach US\$ 194 billion in FY21, an increase of 2.3% YoY. The sector is the largest employer within the private sector. According to Gartner estimates, IT spending in India is estimated to reach US\$ 93 billion in 2021 (7.3% YoY growth) and

According to the research findings commissioned by Amazon Web Services (AWS), Indian enterprises and public sector organizations (that migrated from on-premises data centers to cloud infrastructure) can expect to lower their energy and carbon footprint by over 80%.

The Indian mobile gaming market is growing at a pace in tandem with the global trend and is expected to reach US\$ 7 billion in 2025. In Budget 2021, the government has allocated Rs. 53,108 Cr (US\$ 7.31 billion) to the IT and telecom sector.

The IT industry accounted for 8% of India's GDP in 2020. Exports from the Indian IT industry are expected to increase by 1.9% to reach US\$ 150 billion in FY21. India's software services exports (excluding exports through commercial presence) increased by 4% in FY21 compared with FY20 and are estimated at USD 133.7 billion during 2020-21. In 2020, the IT industry recorded 138,000 new hires.

As of 2018, Chennai is India's third-largest exporter of information technology (IT) after Bangalore and Hyderabad and business process outsourcing (BPO) services.[37][38] TIDEL Park in Chennai was billed as Asia's largest IT park when it was built.[39][40] Notable tech parks are International Tech Park, DLF,

Cyber City SEZ, Mahindra World City, SIPCOT IT Park, Olympia Tech Park, One Indiabulls Park, L&T Estancia IT SEZ, Ramanujan IT City and Chennai one SEZ.

1.2.5 Role of IT industry in shaping the future of india

The 21st century is referred to as being driven by information technology. It is the center of global attraction in India which is considered a center of knowledge. The IT industry is the future of India. The sectors covered by the IT industry are IT services, information technology-based services (ITES), e-commerce (e-commerce), software and hardware products. IT services are a requirement for any organization to increase productivity, ease of doing business, and to grow efficiently and economically in this competitive world.

The explosive growth of the IT industry in India over the past two decades has changed the global perception of India's reservoir. It considers its knowledge and skills as well as its explosive economic growth. Rapid progress within the IT industry and liberalization policies such as the lowering of trade barriers and removal of import duties on technology products by the Indian government are instrumental in the evolution of this industry. In addition, various other government initiatives such as the establishment of Software Technology Parks (STPs), Export Oriented Units (EOUs), Special Economic Zones (SEZs), and Foreign Direct Investments (FDI) have helped this industry to establish itself as a leader in the sector. global computer industry.

Following are the major technology predictions which prove that the IT industry is the future of India.

1. Cloud Computing

Almost every industry, including education, SMB, healthcare, and the public sector, is looking to move to cloud computing. In recent years, mass cloud adoption has been seen primarily in finance, accounting, supply chain, logistics, and IT management. While digital transformation is recognized as indispensable for the growth of the country. The cloud service has a significant presence in the Internet world and is rapidly growing to become a complete environment. Its security capabilities have shown promise in the IT industry, making it a priority for protecting data and application infrastructure. Hence, it shows that the IT industry is the future of India.

2. Intelligent Automation

With the integration of AI and automation , intelligent automation is beginning to transform the way business is conducted in almost every sector of the economy. It detects and synthesizes a large volume of information and can automate entire processes or workflows, learning and adapting on the fly. Global investment in intelligent automation systems is driven primarily by the retail sector, BFSI, and CPG (Consumer Packaged Goods). In India, the IT industry is expected to invest huge capital in effective automation and AI plans in the coming years. Again, it predicts that the IT industry is the future of India.

3. Blockchain

Blockchain has generated tremendous interest across industries and several countries have realized its immense potential in their economy. In India, the adoption of this disruptive technology saw a huge surge in 2016. Resulting in several banks and business conglomerates experimenting with it in various use cases. Bitcoin is the most common use of Blockchain. It has been carefully selected in the country with various Bitcoin exchanges and wallets spread across the country. Since the government is the most important actor and enabler of blockchain, India's BFSI is leading the adoption.

1.3 COMPANY PROFILE:



Fig 1.3 Zoho

ZOHO Corporation is an Indian multinational technology company that makes web-based business tools. It is best known for the online office suite offering ZOHO. The company was founded in 1996 by Sridhar Vembu and Tony Thomas and has a presence in seven locations with its global headquarters in Chennai, Tamil Nadu, India, and corporate headquarters outside of Austin in Del Valle, Texas. Radha Vembu, Shridhar Vembu's sister, owns a majority stake in the company. From 1996 to 2009, the company was known as AdventNet, Inc. AdventNet expanded operations into Japan in 2001. ZOHO CRM was released in 2005, followed by the releases of Projects, Creator and Sheet in 2006. ZOHO expanded into the collaboration space with the release of ZOHO Docs and ZOHO Meeting in 2007. In 2008 the company added invoicing and mail applications, reaching one million users by August of that year. In 2009, the company was renamed ZOHO Corporation after its online office suite. The company remains privately owned. In 2017 ZOHO launched ZOHO One, a comprehensive suite of over forty applications. ZOHO reached more than 50 million customers in January 2020. The products are Online office suite -CRM software. The Revenue of ZOHO is ₹4,385 Cr (US\$580 million) (2020) The Operating Income is ₹800Cr (US\$110 million) (2020). Number of employees in ZOHO are 10,000+The Subsidiaries of ZOHO are ManageEngine, WebNMS.

Zoho is headquartered in Chennai, India. As of 2021, it has 12 offices operating in nine countries around the world. The company operates in China and also has offices in Singapore and Japan. The bulk of its support operations are carried out from its office in Chennai. Zoho also has an office in Renigunta, Andhra Pradesh and has been operating from this office since 2018.

Its US headquarters was in Pleasanton, California until it was moved to Del Valle, Texas in 2019.^[4] In April 2019, Zoho purchased the land outside of Austin that was intended for their new headquarters. Instead, in February 2020, they built an organic farm as a food source and place for rest and recreation for its employees during the COVID-19 pandemic. There, employees work out of existing structures. Unused food is shared with the Central Texas Food Bank and other organisations.

The research and development campus is in Estancia IT Park, Chennai. Zoho opened an office in Tenkasi in 2011, where their product Zoho Desk was built and launched.

After the outbreak of COVID-19 Zoho planned to open branches in rural areas in southern Tamil Nadu including Madurai and Theni. In February 2022, Zoho opened an office in New Braunfels, Texas, United States. In July of that year, that location had 30 employees.

In April 2022, Zoho opened an office in McAllen, Texas in the Rio Grande Valley, the company's third location in Texas. In July 2022, the company announced plans to open an office in Lagos, Nigeria, its third African office

1.3.1 ZOHU TURNOVER

Business software provider Zoho Corporation continues to lead the pack in terms of scale as well as profit. Zoho's revenue from operations climbed 28.3% to Rs 6,711 crore in FY22 from Rs 5,230 crore in FY21, according to its consolidated annual financial statements with the Registrar of Companies (RoC).

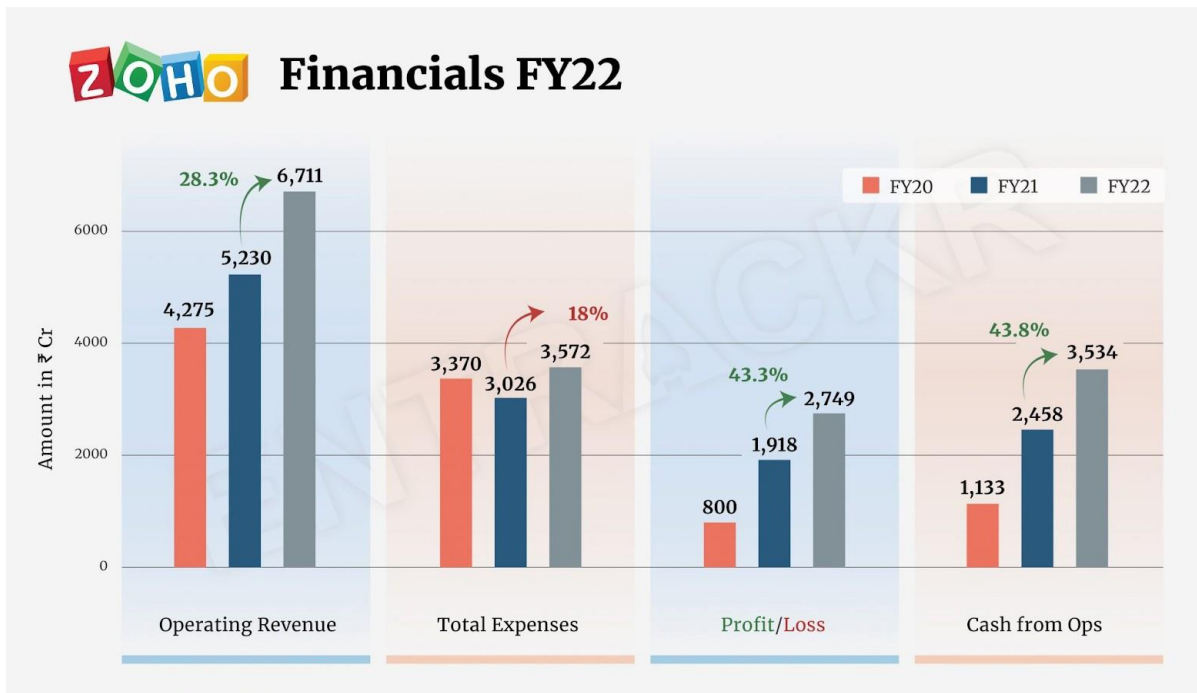


Fig 1.3.1 Zoho's Turnover

1.3.2 ZOHO PRODUCTS

ZOHO PEOPLE

Zoho People is a smart, user-friendly HR software application, which belongs to a complete Zoho suite of business solutions for small businesses. This popular HR management software offers a full suite of business applications and tools for SMBs. Likewise, it is flexible and user-friendly that it can be immediately deployed out-of-the-box. This online HRIS is designed to easily automate a company's entire gamut of HR processes. This will help ensure that your employees' potentials are maximized. Moreover, it is suitable for businesses looking for an HR platform that can be deployed quickly without requiring any additional customization. The vendor offers a great test drive for the capabilities of this HR software.

ZOHO BOOKS

Zoho Books is an online accounting solution for managing the financial aspects of any business. It can efficiently handle invoices, bills, banking, inventory, and even perform mobile accounting. This intuitive accounting software is designed to help small business owners to organize their finances better. The app is user-friendly and allows businesses to easily create and send

professionally-designed financial forms online. And because it makes these processes convenient and quick, you can easily stay on top of your finances. Additionally, you can readily generate mission-critical accounting reports to support key decision-making requirements.

ZOHO INVENTORY

Zoho Inventory is an inventory management software that's popular among fast-growing start-up online stores and SMBs. It helps businesses gain efficiency in their inventory system through smart process automation. And with an agile system at its disposal, any business can remain on top of its inventories and make smarter decisions. E-commerce companies of any size can use this inventory management system, which has built-in popular shipping services and cloud retailers. Likewise, this solution provides end-to-end tracking capabilities, which helps businesses keep track of their deliveries from start to the end. It also offers mobile tracking for iOS and Android gadgets. Along with these great features, Zoho Inventory also comes with very flexible and affordable pricing schemes. Finally, you can even try it first without any cost when you sign up for a free trial.

ZOHO CRM

An award-winning web-based platform, Zoho CRM, is one of the most popular CRM applications worldwide. Used by millions of users across the world, this platform boosts business growth by building great customer relationships. With an easy-to-use dashboard, this solution is known for its robust lead, sales pipeline, and contact management. Zoho CRM offers a host of efficiencies in your CRM-related activities. For instance, it can automate everyday tasks and help convert site visitors to become leads and prospects. What's more, the platform allows efficient management of customer accounts and enables precise revenue forecasting.

ZOHO SITES

Zoho Sites is an easy-to-use website builder that allows users to build high-quality websites in a matter of minutes. This powerful solution is so simple that it can be used without any prior coding experience or IT skills. At its core is a smart drag-and-drop function that makes website building a breeze. This website

builder software also uses common site elements and smart navigation patterns to attract site visitors. Likewise, Zoho Sites-built websites are mobile-optimized to ensure a seamless user experience no matter what device is used. The vendor offers the platform for free, with basic features to build a website. For more premium functionalities, paid plans are available.

ZOHO PROJECTS

Zoho Projects is designed to provide users the best project management experience. Project teams will appreciate the efficiency this solution brings since it facilitates project completion within schedule and budget. It helps simplify the entire project management process through robust automation and customization. This project management software also enables project managers to be on top of all project-related activities using tools for efficient monitoring. Overall, Zoho Projects is packed with an extensive range of productivity tools to support project success.

ZOHO DESK

Zoho Desk is a popular support desk software that helps businesses deliver top quality customer support to their clients. It is packed with robust tools that help boost agent productivity. The solution likewise offers analytics features that empower managers to easily determine operational areas for improvement. Aside from helping make intelligent decisions, Zoho Desk also provides businesses with an extensive range of support channels and choices for delivering quality and timely customer support. With all these functionalities, users can easily build stronger business-client relationships, which inevitably translates to better profits.

ZOHO SOCIAL

Zoho Social is a smart social media management software designed to help businesses harness the power of social networks. By enabling companies to connect with the right audience, this platform can boost business growth via a stronger online presence. Aside from being able to monitor their social media marketing revenues, businesses can use Zoho Social for numerous tasks. For instance, it can be used to manage numerous social networks. Likewise, it can schedule unlimited postings and monitor keywords.

ZOHO SALESIQ

Zoho SalesIQ is a top-tier live chat support and website monitoring solution. This platform works to analyze customer behavior and uses the generated data for enhancing marketing and sales campaigns. It also allows businesses to quickly respond to customer inquiries, which drives lead conversions. Companies of any size can use this live chat software to engage their customers. By doing so, they can generate valuable BI to identify new leads and enhance their operational performance. Zoho SalesIQ is also capable of displaying various kinds of data, including customer location, visiting frequency, and site behavior.

ZOHO EXPENSE

Zoho Expense is among the most widely-used online expense reporting software in the market today. It is designed to streamline most financial transactions to hasten revenue generation. This solution does so by automating expense reporting, simplifying approvals, and enabling quick reimbursements. This solution helps businesses automate a wide array of expense management tasks. For instance, it can automatically convert receipts into expenses. In turn, these expenses are instantly incorporated into a business database for reporting and analytics purposes.

ZOHO RECRUIT

Zoho Recruit is a leading recruitment management platform and applicant tracking system created for start-ups and SMBs. It is a multi-awarded solution, mainly due to its user-friendly dashboard and a great range of customizable functionalities. This cloud-based solution is packed with robust HR management tools to streamline your hiring activities as well as back-office apps. It can help you to easily post job openings, secure potential candidates, evaluate CVs, and conduct interviews. Zoho Recruit is also mobile-friendly to allow your HR staff to continue their work even when on the go.

ZOHO ONE

Zoho One is an advanced all-in-one business suite packed with over 35 solutions for businesses of any size or industry. This comprehensive platform is designed to boost sales and manage both front-end and back-end business activities. It can also enhance collaboration and communication among work teams to achieve better workflows. What's more, this robust solution provides business owners and managers with complete control over their business data. It also allows them to continue managing their operations even when they're outside the office via mobile tools for both iOS and Android devices.

1.3.3 COMPETITORS OF ZOHO

SALESFORCE

The following are excellent one-of-a-kind features: a history of campaign management actions that may be viewed in collaboration with SFDC: The invention of Todo from the reason behind the mailing campaign. Seminars have become more frequent in the business-to-business area Because it is linked to Salesforce, it allows you to attract customers, distribute and manage campaigns, and centrally manage every sales step from business negotiations to orders by channel and measure.

HUBSPOT

As a general all-around B2B technology marketing, HubSpot Marketing Hub has a reputation for being the finest and powerful. It allows us to focus on many important parts of sales and marketing. HubSpot Marketing Hub offers us a wide range of unique and useful features to assure accurate and efficient information flow. I like HubSpot Marketing Hub's SEO layouts and online calendars that are useful features to keep things ordered, running well, and improving.

SUGARCRM

Sugar Market comes with an exclusive toolset that includes powerful automation, straightforward campaign builders, and excellent reporting that makes the most difficult things more convenient for our marketers. It enables our marketing teams to reliably predict the possibility of converting leads to marketing

qualified leads and highlights prospects for sales priorities, providing adequate lead qualification and helping our business produce greater income than ever.

MICROSOFT

Microsoft has been very helpful in every step of our journey. I can see they are committing a lot of resources to improve the usability and functionality. It is quite user friendly for common tasks and I can onboard new users pretty quickly.

ORACLE

Overall experience of using this tool is very good. It has all the capabilities that one can ask for in a marketing automation platform from creating emails, landing pages, forms, campaigns (A/B test and multistep campaigns) and is equally helpful as a contact database with capabilities to create segments using various criteria. Integration with CRM such as salesforce is again an advantage as it helps narrow down on leads and prospects coming through to the salespeople.

SAGE

Sage CRM is a great CRM to store and manage leads from both inbound and outbound. I have been using this CRM for more than three years to manage our leads and to track their activities and after that according to the scores and overall action we forward that to our sales team for business development. It is very easy to use the tool and works very fine, there is no additional training required to use this tool.

PEGA

Pegasystems develops and supports software for customer engagement and operations. In particular, Pegasystems specializes in software for business process management (BPM) and customer relationship management (CRM), and is seen as offering more bespoke technology than competitors such as Oracle Corporation or SAP ERP. The company's core software product is the Pega Platform, part of its Pega Infinity suite of applications for customer engagement and digital process automation, which are designed to connect customer interfaces with back-end process automation. Pegasystems states its applications

are certified to work on Google Cloud and other public cloud platforms, including Microsoft Azure, Amazon Web Services, and Pivotal's Cloud Foundry. Various Kubernetes environments are supported. In 2018 Pega announced platform additions that used artificial intelligence for marketing campaigns, customer interfaces, and robotic automation, as well as a Blockchain kit for Ethereum.

As of late 2013, Pega system's core software, Pega RULES Process Commander (PRPC), was related to BPM. Pegasystems Inc. in March 2016 announced the Pega Client Lifecycle Management (CLM) application. The company added artificial intelligence into its customer service software to allow interactions to occur on multiple communication channels at once. The company's low-code development platform was highlighted in a 2018 Wall Street Journal article, with Pegasystems' chief technology officer explaining that the software allowed developers to "drag and drop [ready-made software components] to configure applications," minimizing development time. The company's core product is the Pega Platform, which is part of its Pega Infinity suite of applications for customer engagement and robotic process automation.

In April 2020, during the COVID-19 pandemic, Pegasystems announced an application for financial institutions to manage emergency loan applications from small businesses seeking COVID-19 financial relief.¹ Throughout 2020, Pegasystems helped several of its clients, including the Bavarian government and the Commonwealth Bank of Australia, develop apps to manage issues that arose because of COVID-19.

Pega's Voice AI and Messaging AI analyze live customer service conversations in real time to help service agents resolve service requests with reduced manual effort

ADOBE

Marketo Engage allows us to completely control our lifecycle and acquisition email marketing strategies. While the license comes with a hefty price-tag, the capabilities and experience of both customer and client is unparalleled by any other platform. Marketo Engage allows for our business and its sales funnel to run as smoothly as possible.

CREATIO

Marketing Creatio is a great product, especially for companies that have multiple marketing teams. The product services as well as it can create campaign audiences using custom objects and the ability to pass object data to communication elements for content generation. With these abilities, we can create more customized and personalised marketing outreach programs with less time and effort.

ACQUIA

Acquia Campaign Studio is one of the most powerful email marketing, online marketing, marketing automation and lead management platforms available in the market. We use to create multi-channel marketing campaigns for the customers with personalized offers to keep engaging customers. It helps us to create multi-channel marketing campaigns like Email, SMS, Newsletters, Push and Telemarketing. It's one of the best lead generator marketing platforms.

ACT-ON

It provides a simple but outstanding method for performing specialised marketing activities. The thing I like the most is that the automation builder is quite simple to use. With powerful tools we easily manage leads, referrals, contacts, and affiliates all in one location, the platform has reduced overall human hours. The customer service of Act-on is excellent they respond quickly and thoroughly when we need support

1.5. OBJECTIVES OF THE STUDY

1.5.1. Primary Objectives:

- To Study the relationship between Employer Branding and the Employee Recruitment in the company.

1.5.2 Secondary Objectives:

- To find out about how the image of an employer, communicated to the job market through the employer brand, influences the pool of candidates that the company gets.
- To help professionals to focus on the metrics needed for the development and exploration of effective Employer-Branding techniques and strategies.
- To explore the impact employer branding has as a long-term strategy for an effective hiring process.
- To study on how employer branding helps in retention and attrition rates of the company

1.6.NEED OF THE STUDY

- Talent acquisition is one of the primary responsibilities of an HR professional. It is very essential for HR to hire an employee with high caliber. The process of Talent acquisition starts from the Manpower planning process till the Onboarding process.
- The biggest challenge faced by a HR is to hire high caliber candidates and also to satisfy a candidate regarding the brand value created by the employer. Hence it is highly essential for the talent acquisition team to hire higher quality candidates and thereby promote the employer brand.
- The need for this study is to align the process of talent acquisition and also the employer branding. This makes the candidate feel motivated and work in a good environment. It is also essential to suggest some strategies to promote employer brand and acquiring high caliber employees.

1.7.SCOPE OF THE STUDY

- The study mainly addresses how employer branding gives support to the Talent acquisition process.
- The Study helps to promote the employer brand in Career websites, Review websites and also in social media.
- The study attempts to analyze the steps, process and challenges in aligning the employer brand and talent brand.
- The study would be helpful for the IT Industry to analyze, forecast and formulate strategies to increase employer brand and thereby attract young talents

CHAPTER-2

LITERATURE REVIEW

Sonduru weerawardane and Tharindu weerasinghe (2018) The present paper reviews and summarizes the key findings of research on the connection of employer branding to employee recruitment with the prime focus of bridging the lacuna in extant literature, due to the inconsistency of aforesaid association across different contexts. Also found that, the more the organizational attributes do match the personality / personalities of job seeks and communicate it properly, more the potentials will get attracted. The findings of the current review support the general notion that the congruence between individual identity and organizational identity plays a critical role in employer branding which in turn positive outcomes in the domain of recruitment

Manupriya bali and Shweta dixit (2016) As the business environment becomes more competitive and complex, organizations need to give even greater emphasis to meet their talent management needs. Attracting and retaining the right fit is of prime importance. Organizations are developing and projecting a brand image that echoes its values and philosophy and supports their talent management needs by attracting the right talent. This paper reviews the existing literature to identify the impact of employer branding on talent management, the process of branding organizations that may be adopted and how some of the global organizations are utilizing the power of an effective brand

Dr. Kumudha and Saranya Priyadharshini (2016) Talent acquisition and recruiting are undergoing rapid disruption, challenging companies to leverage social networks, aggressively market their employment brand, and re-recruit employees every day. To be successful in this new environment, companies should constantly attract new talent and “re-recruit” the talent that is already in place. The traditional “staffing” team is being replaced by a strategic “talent acquisition” function, focusing on building an employment brand, sourcing people in new places using social media tools, creating opportunities for internal candidates, and leveraging the huge network of referral relationships within the company. This article focuses on the difference between recruitment and strategic Talent acquisition

G.Shanmuga Priya and Dr.Uma Raman (2021) This study is to explore the influence of employer branding has on the recruiting and retention of employees. Analysis were made by structured questionnaire with some of the branded company employees through friends, online survey like social media. Employees of all the hierarchy levels need to join their hands to achieve employer branding. The study reveals that employees who are working within the branded companies of IT industries as their occupation shows highly satisfied working under the branded company. Employer branding is attracting and keeping young skilled employees is important and often difficult for today's business, it will help increase the satisfaction of your employees with other jobs and as a result shows lower recruiting costs and makes your company highly productive.

Annelize Botha 1 Mark Bussin 1 Lukas de Sward (2017) in the project of "employer brand predictive model for talent attraction and retention" to attract, Manage and develop talent effectively for achieving their organisational goal with the fundamentals of employer branding are Assisting in recruitment, Enables organisation to fill positions internally, Transparency, Developing High Potentials, Managing Diversity within a Talent Management System. In fortune 500, female executives are leaving at twice the speed of men thanks to frustration with their work environment, and Leaders Edge. The findings of the study is women leavers revealed reasons for leaving the organisation because of culture, lack of communication and career development.

Kristina Martic (2018) By Attracting and keeping young, skilled employees is important and often difficult for today's businesses, it will help increase the satisfaction of your employees with their job, and it reduce recruiting costs and increase the company productive. Talent acquisition has a successful tool of key component is employee branding. It helps to find the right candidate for the right job at the right time. This study reveals the way to measure the success of the employer brand through HR Analytics and hiring metrics.

Seema Wadhawan and Dr. Smrita Sinha (2017) The branding concept is now no more confined to tangible and intangible products it has become an important part of the organization today. The war for talent is ever increasing for the organization, there by adopting the approach of Employer Branding has become essential by the organizations to position themselves as an employer of choice or a great place

to work. This helps the organization to market themselves to their customers, existing internal employees and prospective external job applicant. The purpose of this study is to identify various determinants of employer branding and the perceived level of significance of these determinants on the employee attitude both existing employees and prospective talent. The data was collected and analyzed using mean, standard deviation and correlation analysis to determine significant relationship between employer branding and employee's attitude.

Ms. Anney Chacko and Dr.Siby Zacharias (2017) Retaining talented employees is the priority of many organizations and it is the key differentiator of human capital management. Even major IT companies today are facing the challenge of retaining their talent competes in the global markets. As people, intellectual capital and talent are ever more critical to organizational strategic success and existence of an organisation, in the current competitive business environment, retention of highly talented employees is very important as they contribute positively in improving the organizational productivity. Thus, companies are in search of effective mechanisms for increasing the retention rate in the organizational. Therefore, the perception or the values that an employee gives to an employer is quite important and that the organizations are also focusing on adding up a new employee experience. Hence the analysis of the dimensions of employer branding on the employee retention is quite significant.

Tamanna Agarwal , Sandeep Arya and Kamini Bhasin (2021) Employer branding as a tool is consistently gaining importance to attract and retain talent. Previous studies have observed employer branding process through potential employee's perspective while others have taken current employees as their sample. It has been well acknowledged that variation exists in perception of potential and existing employees regarding the value propositions that an employer offers. This variation may result in employee disengagement or lower commitment. The study reveal that certain differences (based on instrumental-symbolic framework) are observed in the relative importance of employer brand attributes for the same individuals, i.e. when they are looking for a job and when they are working as an employee. Also, we conclude that though the differences cannot be eliminated totally, however, it can be minimised to a certain level by focusing on certain touchpoints.

Mariya Aleksandrova Ivanova (2021) The main purpose of the study is to explore the need of building a successful employer brand and its effect on attracting and retaining talent in the organization in a context of high turnover and skill shortage. Critical analysis of the theoretical concepts and a historical review is made. A comparison of good practices with a well-established employer brand is made and guidelines are given for organizations in Bulgaria in which no such practices have been observed. The methods which used for gaining the information are Internet secondary data and direct observation in companies. This Study will serve to the readers and employers to understand why the topic is so important these days and eventually to prevent some loses if they implement some of the good practices described in the research.

Maria Tresita Paul V (2017) Employer branding is a relatively new discipline in which the organization creates a unique, positive and recognizable position as an attractive workplace among present and future employees'. A recent Society for Human Resource Management (SHRM) study on employer branding revealed that over 67% of organizations view employer branding as a strategic recruiting tool to gain a competitive advantage to attract top talent, and 49% identified the employer brand as one of the top five strategic initiatives for their firm in the next year. Currently, the focus of Employer Branding research is mainly targeted towards recruiting. However, Employer Branding also entails branding activities to existing employees and former employees.

Hasan Gilani (2017) The subject of employer branding and its impact on employee perceptions is attracting great interest from researchers and practitioners. The main aim of this research is to explore the influence that employer branding has on employee retention. Scope for future research could include undertaking quantitative research testing the devised conceptual framework, in addition to looking in more depth at the seven key themes identified within retail employer branding to find out which brand attributes are valued the most by employees. Moreover, other service organisation set-ups could be researched in a similar way to see if results are similar between services organisations, and the results can then be generalised across the service sector.

Rajesh Prettypal Singh (2021) The concept of employer branding has attracted many researchers' attention in the recent years. In today's business environment, employer branding becomes one important source of competitive advantage that creates value for all companies. Organizations have identified employer branding as an important tool for attracting and retaining a talented workforce. The aim of this study is to get an understanding of employer branding on a broader spectrum and to examine employee engagement, employee retention, and employee satisfaction as the outcomes of employer branding.

Dr. Nanjundeswaraswamy and Sindu Bharath (2022) This paper aims to design, develop and validate an instrument to measure employer branding by considering existing employee perceptions. Design/methodology/approach In this systematic research, the predominant factors of employer branding are identified through Pareto analysis; using structured questionnaire information and data collected from employees. The number of items and dimensions was reduced by conducting exploratory factor analysis (EFA) and validated extracted dimensions using confirmatory factor analysis (CFA) using statistical software. Findings Considering the perception of existing employees, seven factors along with 24 items scale were designed and developed to measure the employer branding. The identified seven factors are; career development opportunities; compensation and benefits; corporate social responsibility; training and development; work environment; organizational culture; and work-life balance.

Asad Ahmad & Mohammed Naved Khan & Md Asadul Haque (2019) It has become a vital task for employers to attract and retain the talented pool of human capital. The human capital of a firm has proved itself a source which provides employers with a competitive advantage. In recent years employers have adopted certain practices aiming to attract talented employees. Employers spend a considerable amount of their resources on becoming an employer of choice. The study also observes the differences with respect to gender as well as government/private sector employees concerning employee attraction and employee retention. The results of the present study suggest market value and social value as the factors determining the employee attraction, whereas, career development and image as the factors determining employees.

CHAPTER 3

RESEARCH METHODOLOGY

3.1. RESEARCH METHODOLOGY

Research is an academic activity and as such the term should be used in a technical sense. According to Chifford Woody research comprises defining and redefining problems, formulating hypothesis or suggestions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. Research methodology is a way to systematically solve the research problem. It is a plan of action for a research project and explains in detail how data are collected and analyzed. This research study is a descriptive research study.

3.2. Research Design

A research design is the arrangement of conditions for collecting and analyzing data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

This research design is a plan that specifies the objectives of the study, method to be adopted in the data collection, tools in data analysis and hypothesis to be framed. The design used for studying the organization culture is descriptive research.

Descriptive Research

Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied. This methodology focuses more on the “what” of the research subject than the “why” of the research subject.

The descriptive research method primarily focuses on describing the nature of a demographic segment, without focusing on “why” a particular phenomenon

occurs. In other words, it “describes” the subject of the research, without covering “why” it happens.

3.3 Source Of Data

Data collection

The study made use of both primary data and secondary data. Survey method is used to collect the data.

Primary Data

Primary Data were collected by framing a questionnaire and Interview (Telephonic).

A set of questionnaires were prepared and questionnaires in Google form were circulated to the selected public to know their views.

Secondary Data

Secondary Data was collected through the books, articles, newspapers and journals.

3.4 Questionnaire Development

This research has Multiple Choice Questions, Rating Scales, Dropdown Questions, Open Ended Questions, Dichotomous questions.

Confidentiality

It was assured that the data sought from the organizations will be kept confidential and no information related to the participants or the organization will be used other than that of the academic and empirical objectives; thus, no breach of confidentiality will take place.

SAMPLING DESIGN

Sampling Method

Units included in the sample are selected according to the convenience of the investigator. In a few situations, samples are chosen randomly. Convenience sampling was adopted for collecting the data from the respondents.

3.5 Sampling Size

The sample size is 112 and samples are selected randomly and also as per the convenience of the researcher.

3.6 Period of the study

The study is taken for three-months.

3.7 DATA ANALYSIS TOOLS

- Percentage Analysis
- Chi Square Analysis
- Spearman Correlation
- Kendall's Correlation

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Analysis means the computation of certain indices or measures along with searching for patterns of relationship that exist among the data groups. It is the critical examination of the assembled and grouped data for studying the characteristics of the object under study and for determining the patterns of relationships among the variables relating to it. The data collected seems to explain what has been observed by the researchers in the course of study and provides as a theoretical conception.

In this chapter analysis and interpretation of data is presented. The data is collected through a structured questionnaire. The data is set in terms of objectives set and are following the analysis and interpretation of data as obtained from respondents.

In this method the frequencies of various factors are tabulated and the percentage for each value with respect to the total is found out. They are presented pictorially by way of graphs in order to have better understanding.

Percentage of respondent = $\text{No. of respondents} \times 100 / \text{Total no. of respondents}$

4.1.1 Percentage Analysis of Age

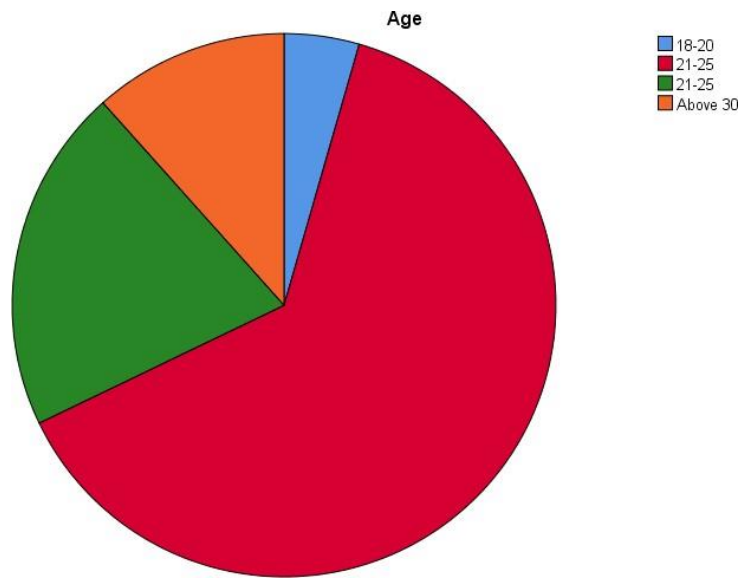


Fig 4.2.1 Percentage Analysis of Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	5	4.5	4.5	4.5
	21-25	71	63.4	63.4	67.9
	26-30	23	20.5	20.5	88.4
	Above 30	13	11.6	11.6	100
	Total	112	100	100	

Table 4.2.1 Percentage Analysis of Age

INTERPRETATION

The percentage analysis table infer that out of 112 respondents 5 (4.5 %) of the respondents fall under the age group of 18-20 years, 71 (63.4%) of the respondents fall under the age group of 21-25, 23 (20.5%) fall under the age group of 26-30 and 13 (11.6 %) of respondents fall under the age group of above 30.

4.1.2 Percentage Analysis of Gender

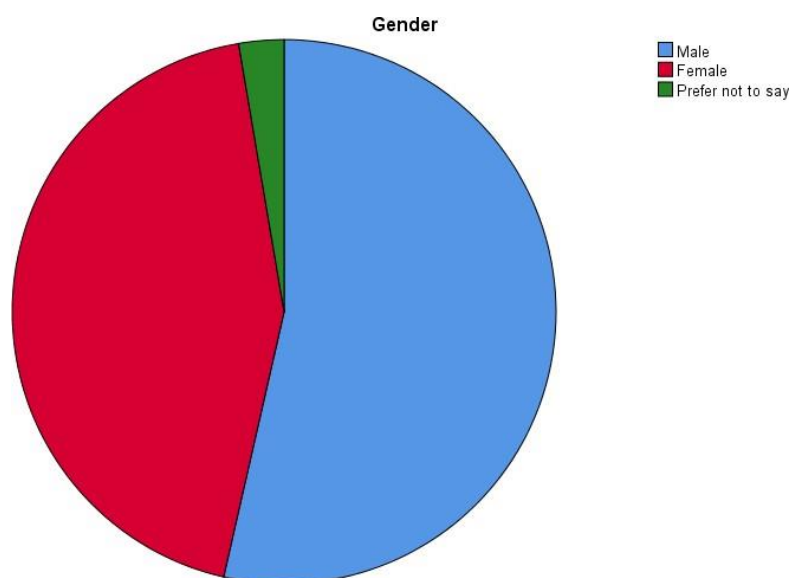


Fig 4.2.2 Percentage Analysis of Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	60	53.6	53.6	53.6
	Female	49	43.8	43.8	97.3
	Prefer not to say	3	2.7	2.7	100
	Total	112	100	100	

Table 4.2.2 Percentage Analysis of Gender

INTERPRETATION

The percentage analysis table infer that out of 112 respondents 60 (53.6 %) are male 49 (43.8%) are female and 3 (3%) prefer not to say.

4.1.3 Percentage Analysis of Annual Income

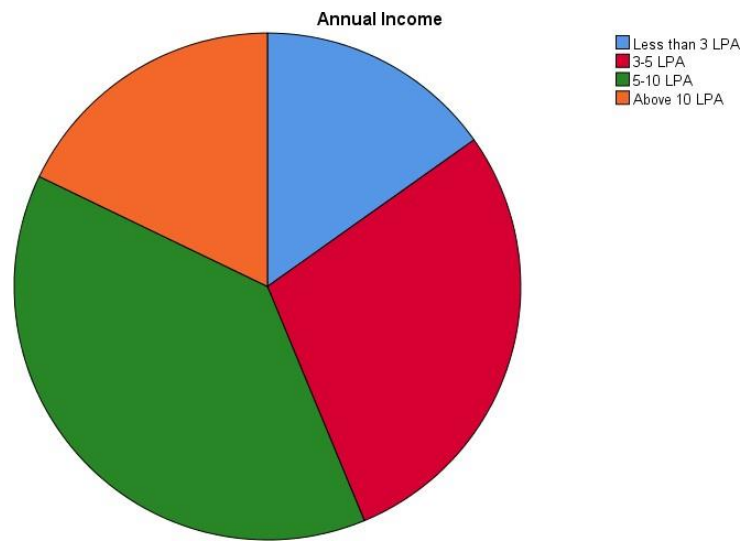


Fig 4.2.3 Percentage Analysis of Annual Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3 LPA	17	15.2	15.2	15.2
	3-5 LPA	32	28.6	28.6	43.8
	5-10 LPA	43	38.4	38.4	82.1
	Above 10 LPA	20	17.9	17.9	100
	Total	112	100	100	

Table 4.2.3 Percentage Analysis of Annual Income

INTERPRETATION

The percentage analysis table infer that out of 112 respondents 17 (15.2 %) of the respondents has an annual income of Less than 3 LPA, 32 (28.6%) of the respondents has an annual income of 3 5 LPA, 43 (38.4%) of the respondents has an annual income of 5-10 LPA and 20 (17.9 %) of respondents has an income of more than 10 LPA.

4.1.4 Percentage Analysis of Marital Status

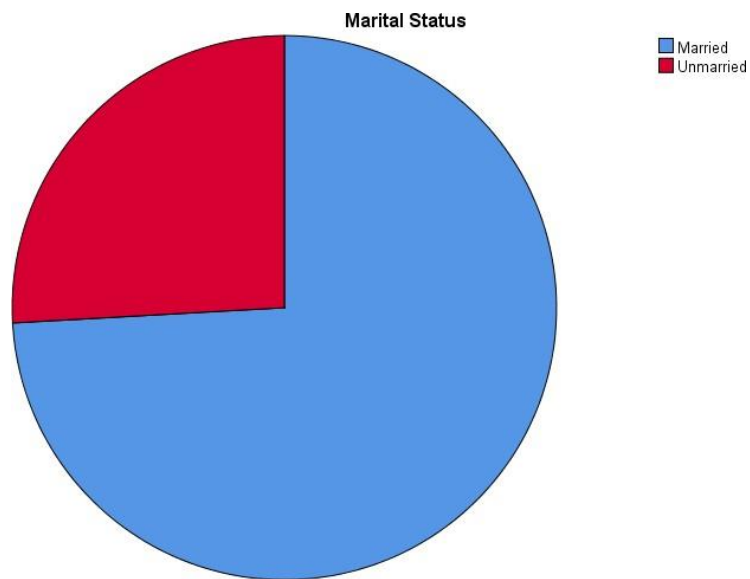


Fig 4.2.4 Percentage Analysis of Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	83	74.1	74.1	74.1
	Unmarried	29	25.9	25.9	100
	Total	112	100	100	

Table 4.2.4 Percentage Analysis of Marital Status

INTERPRETATION

The percentage analysis table infer that out of 112 respondents 83 (74.1%) are married and 29 (25.9%) are unmarried.

4.1.5 Percentage Analysis of Family Type

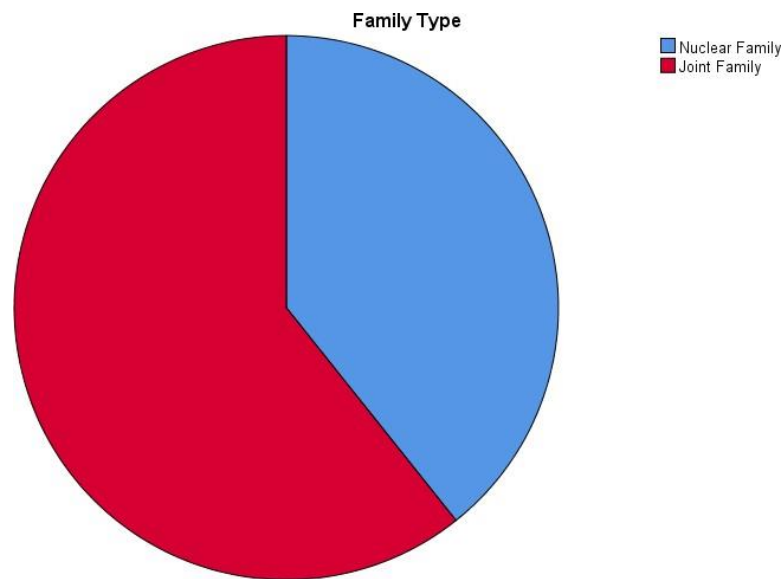


Fig 4.2.5 Percentage Analysis of Family Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nuclear Family	44	39.3	39.3	39.3
	Joint Family	68	60.7	60.7	100
	Total	112	100	100	

Table 4.2.5 Percentage Analysis of Family Type

INTERPRETATION

The percentage analysis table infer that out of 112 respondents 44 (39.3%) are Nuclear family and 68 (60.7%) are Joint family.

4.2 KENDALL'S CORRELATION ANALYSIS

Kendall's correlation, also known as Kendall's tau coefficient, is a nonparametric measure of correlation between two variables. It is similar to Spearman's correlation in that it measures the strength and direction of the relationship between two variables, but Kendall's correlation is based on the number of concordant and discordant pairs of observations, rather than on their actual differences. Kendall's correlation is particularly useful when the data is ordinal, meaning that the variables can be ranked but not necessarily measured on an interval or ratio scale. The coefficient ranges from -1 to +1, where a value of -1 indicates a perfect negative correlation, 0 indicates no correlation, and +1 indicates a perfect positive correlation. Kendall's correlation is widely used in various fields, including psychology, sociology, and ecology, to explore relationships between variables that may not be normally distributed or that may violate the assumptions of parametric tests.

Hypothesis

- H0: There is no significant relationship between the level of importance the recruitment policy and the acceptance of a diversified work culture
- H1: There is significant relationship between level of importance the recruitment policy and the acceptance of a diversified work culture

Correlation				
Kendall's tau-b			Importance of the recruitment policy of the company	Importance of Diversified work culture help in employer branding
	Importance of the recruitment policy of the company	Correlation Coefficient	1	.281**
		Sig. (2-tailed)	.	0.001
		N	112	112
	Importance of Diversified work culture help in employer branding	Correlation Coefficient	.281**	1
		Sig. (2-tailed)	0.001	
		N	112	112

Table 4.4 Kendall's Correlation Analysis

INTERPRETATION

The correlation value is .001 which is less than 0.05. This shows that there is a positive correlation between the level of importance the recruitment policy and the acceptance of a diversified work culture. Therefore, the increase in importance of recruitment policy increases in acceptance of a diversified work culture.

4.3 SPEARMAN'S CORRELATION

Spearman's correlation is a non-parametric statistical test that measures the strength and direction of the association between two variables. It is commonly used when the variables being analyzed are measured on an ordinal or non-linear scale, or when the assumptions of parametric tests such as Pearson's correlation cannot be met. Spearman's correlation is based on the ranks of the observations, rather than their actual values. The test computes a correlation coefficient, denoted as ρ , which ranges from -1 to +1, where -1 represents a perfect negative correlation, +1 represents a perfect positive correlation, and 0 represents no correlation. The p-value associated with the correlation coefficient indicates the statistical significance of the correlation. If the p-value is less than the chosen significance level, typically 0.05, the correlation is considered significant.

Hypothesis

- H0: There is no significant relationship between the Financial performance of the company affects employer brand value to the employer branding helps in choosing the organization
- H1: There is significant relationship between the Financial performance of the company affects employer brand value to the employer branding helps in choosing the organization

Correlation			Financial performance of the company affects employer branding value	Importance of employer branding helps in choosing organization
Spearman's rho	Financial performance of the company affects employer branding value	Correlation Coefficient	1	-0.32
		Sig. (2-tailed)	0	0.727
		N	112	112
	Importance of employer branding helps in choosing organization	Correlation Coefficient	-0.32	1
		Sig. (2-tailed)	0.727	0
		N	112	112

Table 4.5 Spearman's Correlation Analysis

INTERPRETATION

The correlation value is 0.737 which is greater than 0.05. This shows that there is no correlation between the financial performance of the company affect employer brand value to the employer branding helps in choosing the organization.

4.4 CHI – SQUARE TEST

The chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as χ^2 , is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. 47 As a non-parametric* test, it —can be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical populations and actual data when categories are used. Thus, the chi-square test is applicable in a large number of problems. The test is, in fact, a technique through the use of which it is possible for all researchers to (i) test the goodness of fit; (ii) test the significance of association between two attributes, and (iii) test the homogeneity or the significance of population variance.

Hypothesis

- H0: There is no significant association between the minimum acceptance letter rate of the company and the NPS rate for joining the company.
- H1: There is significant association between the minimum acceptance letter rate of the company and the NPS rate for joining the company.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	39.799 ^a	9	0.000
Likelihood Ratio	38.325	9	0.000
Linear-by-Linear Association	22.232	1	0.000
N of Valid Cases	112		

Table 4.7 Chi Square Analysis

INTERPRETATION

The significant value is less than 0.05. So, accept alternative hypothesis. There is significant association between the minimum acceptance letter rate of the company and the NPS rate for joining the company

CHAPTER 5

SUGGESTION, FINDINGS AND CONCLUSION

5.1 FINDINGS

- The validity of the collected data for the Employer branding and the talent acquisition are identified by calculating Cronbach's alpha. The alpha coefficient for the items is .740, suggesting that the variables have relatively high internal consistency. Since the calculated Cronbach's alpha values are higher than 0.5, the research can rely on the collected data for testing the research hypotheses.
- The significance level of the survey lies below 0.05% implicating that the data distribution is not normal and henceforth, Non-Parametric tests to be applied.
- Kendall's correlation value is .001 which is less than 0.05. This shows that there is a positive correlation between the level of importance the recruitment policy and the acceptance of a diversified work culture. Therefore, the increase in importance of recruitment policy increases in acceptance of a diversified work culture.
- The Spearman's correlation value is 0.737 which is greater than 0.05. This shows that there is no correlation between the Financial performance of the company affects employer brand value to the employer branding helps in choosing the organization.
- The Chi Square test interprets that there is significant association between the minimum acceptance letter rate of the company and the NPS rate for joining the company

5.2 SUGGESTION

- HR professionals should conduct an employee satisfaction survey at least once a year.
- Design an efficient employee orientation program.
- Initiate interviews and surveys concerning the important reasons people come to and leave the organisation.
- Improving the hiring process and using the tool effectively and also concentrating on better Match between the individual's talents and job requirement.
- Provide flexible work arrangements and a pleasant working environment.
- Start measuring the value of turnover and specialise in the key jobs that have the best impact on profitability and productivity.
- The organization can prefer campus interview drives than the internal sources. This helps in promoting the employer brand thereby getting fresh talents.
- Talent Acquisition team must bring some confidence in the minds of candidates, that there would be ample amount of growth in the organization
- The Talent Acquisition process must be upgraded according to the current trend. Job related advertisements and job openings can be posted in the career pages of the company, social media and also in job sites.
- Many CSR (Corporate Social Responsibilities) activities can be followed which will automatically increase the brand value of the company.

5.3 LIMITATIONS OF THE STUDY

This project has certain limitations that were unavoidable. These limitations fall beyond the control of the researcher while collecting and analyzing data.

- The study was conducted only at the four main regional offices in India, due to time constraints and lack of accessibility.
- Since the data was collected from the candidates who applied, few answers were seem to be biased
- Many data and information were collected only through observations and focused group discussions.
- Often, employees are not interested to provide the actual data which is very important for correct estimation.
- Inconvenience of employees with time.

5.4 CONCLUSION

The study reveals that employees who are working within the branded companies of IT industries as their occupation shows highly satisfied working under the branded company. Employment branding should be viewed as a long-term strategy, the brand image of the organisation promotes. Employer branding is attracting and keeping young skilled employees is important and often difficult for today's business, it will help increase the satisfaction of your employees with other jobs and as a result shows lower recruiting costs and makes your company highly productive. Employer brand is an instrument in talent management integrating all the activities like recruitment, staffing, training and development and career management under one tool will have a substantially different effect. On the talent management approaches, organisations should consider the kind of leadership that the organisation is looking to foster for the longer term. The processes that are used to identify, develop and communicate with 'talent' are likely to possess a big significant impact on the organisation development. The culture of the organisation will impact on the perspective taken on talent management, and talented individuals are likely to choose, in the longer-term, to work for organisations whose culture is aligned carefully based on their personal values. In today's scenario the average costs of replacing defecting workforce are taken away at the profitability of even the healthiest organisations.

Even when the bottom line remains intact, the loss of just a handful of key potential employees who have a special expertise can shake an organisation to its roots. Organisation that prefers to overlook this process run the risk of losing their highly skilled employees to competitors within the ongoing scrum for talent. “Our people are our most important asset”.

ANNEXURE I

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ANNEXURE II
QUESTIONNAIRE

DEMOGRAPHIC QUESTIONS

1. Name

2. Occupation

3. Age:

- a) 18-20
- b) 21-25
- c) 26-30
- d) Above 30

4. Gender

- a) Male
- b) Female
- c) Prefer not to say
- d) Other

5. Since how many years have you been working with this IT Industry?

- a) 1-3 Years
- b) 3-5 Years
- c) 5-7 Years
- d) Above 7 Years

6. Annual Income

- a) Less than 3 LPA
- b) 3-5 LPA
- c) 5-10 LPA
- d) Above 10 LPA

7. Marital Status

- a) Married
- b) Unmarried

8. Family Type

- a) Nuclear Family
- b) Joint Family

RESEARCH QUESTIONS

- 1) Do online reviews of a company affect the employer branding of the company?**
 - a) Yes
 - b) No
- 2) What should the offer acceptance letter rate of the company be in order to consider the company has a good employer branding?**
 - a) 50 - 59%
 - b) 60 - 69%
 - c) 70 - 79%
 - d) 80% & above
- 3) What would be the minimum candidate NPS rate for you to consider joining for the company?**
 - a) 20 – 29%
 - b) 30 – 39%
 - c) 40 – 49%
 - d) 50% and above
- 4) What would be considered a good Employee referral rate to have a positive employer branding for the company?**
 - a) 40 – 50%
 - b) 51 – 60%
 - c) 61 – 70%
 - d) 71 – 80%

- 5) How much is a good retention/attrition rate important in employer branding?**
- a) Extreme
 - b) High
 - c) Moderate
 - d) Low
- 6) How much does having a positive public brand image helps in having a good employer branding?**
- a) Extreme
 - b) High
 - c) Moderate
 - d) Low
- 7) Employee satisfaction scores are the most important factor for employer branding and acceptance of offer?**
- a) Yes
 - b) No
- 8) The level of importance of the recruitment policy of the company in employer branding?**
- a) Extreme
 - b) High
 - c) Moderate
 - d) Low
- 9) The minimum level of cost per hire needed in order to have a good employer branding in the market?**
- a) 2 – 3 LPA
 - b) 3 – 4 LPA
 - c) 4 – 5 LPA
 - d) Above 6 LPA

10)How much transparency of the company's Communication channel helps in promoting and strengthening the employer brand in the marketplace?

- a) Extreme
- b) High
- c) Moderate
- d) Low

11)How much does acceptance of and treating of a diversified work culture help in employer branding?

- a) Extreme
- b) High
- c) Moderate
- d) Low

12)How much does the company's goals and vision persuade the employer brand of the company?

- a) Extreme
- b) High
- c) Moderate
- d) Low

13)Do non- monetary benefits provided by the company are as important to you as monetary benefits?

- a) Yes
- b) No

14) How much do career enhancing opportunities provided by the company impact employer branding?

- a) Extreme
- b) High
- c) Moderate
- d) Low

- 15) How much is it important that the company is ranked at the top in employer branding compared to its competitors in the industry?**
- a) Extreme
 - b) High
 - c) Moderate
 - d) Low
- 16) Does providing social security services in a company impact your decision making?**
- a) Yes
 - b) No
- 17)How much does the flexibility available in the company affect employee Joining?**
- a) Extreme
 - b) High
 - c) Moderate
 - d) Low
- 18) Does having a supportive management group affect your job status?**
- a) Yes
 - b) No
- 19) Does having a simple exit process in the company important?**
- a) Yes
 - b) No
- 20) How important are the rules and regulations governing the employees in the organization?**
- a) Very High
 - b) High
 - c) Moderate
 - d) Low

21)Is it important to have a pleasant work environment in your office?

- a) Very High
- b) High
- c) Moderate
- d) Low

22)Is being Recognised for the work done one of the key factors for you in employer branding?

- a) Yes
- b) No

23) Do you think the financial performance of the company affects its employer branding value?

- a) Yes
- b) No

24)Does development of a unique product or service(R&D) by the company improves its employer brand?

- a) Yes
- b) No

25) How much do you think it is important to have a good training programme in the company?

- a) Extreme
- b) High
- c) Moderate
- d) Low

26)How much does employer branding help in choosing the organization?

- a) Extreme
- b) High
- c) Moderate
- d) Low

27)The Current employer branding rate of your company?

- a) Extreme
- b) High
- c) Moderate
- d) Low