

ABSTRACT

In today's competitive job market, attracting and retaining top talent is crucial for organizational success. Employer branding has emerged as a strategic approach to distinguish companies as desirable places to work, directly impacting talent acquisition processes. This study investigates the role of employer branding in enhancing talent attraction, employee engagement, online presence, and overall candidate experience while reducing time to hire. The research employs a mixed-methods approach, combining quantitative and qualitative data to provide a comprehensive understanding of the impact of employer branding. Quantitative data were collected through a survey distributed to 75 respondents, including HR professionals and job seekers, to measure perceptions of employer influence and quality ratings. Qualitative data was gathered from in-depth interviews with key stakeholders in talent acquisition and employer branding.

The research objectives include assessing the impact of employer branding on talent attraction and acquisition, evaluating the effectiveness of employer branding strategies in enhancing employee engagement and retention, analysing the role of an enhanced online presence in improving employer branding and candidate experience, and identifying the relationship between employer branding efforts and the time taken to fill vacancies. The hypotheses tested suggest a positive correlation between strong employer branding and high talent attraction, enhanced employer branding leading to higher employee engagement and satisfaction, a robust online presence significantly improving the perception of the employer brand among potential candidates, and effective employer branding strategies reducing the average time to hire.

The findings are presented with detailed statistical analysis, supported by visualizations such as graphs and charts. By implementing the suggested strategies, companies can not only attract high-quality candidates more efficiently but also foster a more engaged and satisfied workforce. The study concludes that a strong employer brand significantly enhances talent acquisition, reduces time to hire, and improves overall candidate experience, thereby driving organizational performance and competitive advantage.