

# Assessing The Influence of Employer Branding on Recruitment And Retention At Technosoft Engineering Pvt Ltd, Thane , Mumbai.

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**Abstract-** *This study explores the influence of employer branding on recruitment and retention within Technosoft Engineering Pvt. Ltd. in Thane, Mumbai, focusing on its effectiveness in attracting and retaining skilled employees. Technosoft Engineering Pvt. Ltd. has been integral to local economic development, providing numerous employment opportunities. The primary objective of this research is to evaluate the current employer branding strategies, including company reputation, workplace culture, employee value proposition, and recruitment marketing efforts. Key findings indicate that while there are various employer branding initiatives in place, there are significant gaps in their perception and effectiveness. Employees and potential recruits report diverse views on the company's brand, highlighting the need for improvements in areas such as corporate reputation and employee engagement. The study also reveals a strong correlation between strong employer branding and higher levels of recruitment success and employee retention. Based on the findings, the study proposes several recommendations for enhancing employer branding at Technosoft Engineering Pvt. Ltd. These include developing more robust branding strategies, improving both internal and external communications, and enhancing the overall employee experience. Overall, this research underscores the critical role of effective employer branding in attracting and retaining a skilled and motivated workforce, ultimately contributing to the sustainable growth of Technosoft Engineering Pvt. Ltd. in Thane, Mumbai.*

**Keywords-** Employer Branding, Recruitment, Retention, Workplace Culture, Branding Strategies.

## I. INTRODUCTION

In the highly competitive engineering services industry, attracting and retaining top talent is crucial for sustained growth and competitive advantage. Technosoft Engineering Pvt. Ltd., headquartered in Thane, Mumbai, has distinguished itself by delivering innovative solutions across various sectors, including automotive, aerospace, healthcare, and industrial

domains. This comprehensive study examines Technosoft's employer branding initiatives, retention strategies, and employee engagement practices, identifying both strengths and areas needing improvement. The findings reveal significant gaps in the current branding strategies and emphasize the urgent need to enhance corporate reputation and employee engagement. A strong correlation between robust employer branding and successful talent recruitment and retention is clearly demonstrated. Recommendations include developing comprehensive branding strategies that effectively communicate the company's values and culture, improving internal communication to foster a more inclusive and engaging work environment, and enhancing the overall employee experience to ensure satisfaction and loyalty. The IT service industry, characterized by rapid digital transformation, AI advancements, and cloud computing, presents both challenges and opportunities. Talent shortages and cybersecurity threats are significant hurdles, while innovation and technological advancements offer avenues for growth. Technosoft, with its establishment in 1999 and the support of the Technocraft Group, is well-positioned to navigate these dynamics by leveraging its expertise and commitment to client success. By focusing on robust employer branding, Technosoft can attract and retain the talent necessary to thrive in this evolving landscape. This research underscores the critical role of effective employer branding in fostering a motivated and high-performing workforce, which is essential for Technosoft's sustainable growth. As the IT service industry navigates challenges such as talent shortages and cybersecurity threats, alongside opportunities from digital transformation, AI, and cloud computing advancements, Technosoft, established in 1999 and supported by the Technocraft Group, must optimize its branding strategies. Doing so will help maintain its competitive edge, attract top-tier talent, and reinforce its position as an employer of choice in the engineering services marketplace. By implementing these recommendations, Technosoft can enhance its corporate reputation, boost employee engagement, and secure its future growth and success.

## II. REVIEW OF LITERATURE

**KarnicaTanwar and Asha Prasad (2016)** explore employer branding's role in retaining existing employees, often overlooked in favour of talent attraction. Their qualitative study of an IT company reveals a positive relationship between employer branding and outcomes like job satisfaction, psychological contract, and organizational commitment. This underscores the significance of employer branding in mitigating employee attrition and fostering brand advocacy for long-term organizational success.

**Faiza Sharif and Saqib Sharif (2017)** investigate the impact of employer branding dimensions on retention within Karachi's private school sector. Their quantitative study of 400 teachers reveals that all branding dimensions significantly influence retention, with "Social Values" being the most impactful. These findings underscore the importance of effective employer branding in retaining talent and fostering a positive workplace environment in the education sector.

**AvinashChopra, Chandan Kumar Sahoo, and GokulandaPatel (2023)** explore the link between employer branding (EB) and talent retention, focusing on employee engagement as a mediator. Through analysis of 397 IT professionals, they find that employee engagement partially mediates the relationship between EB and talent retention. Their study emphasizes the significance of fostering employee engagement to improve retention outcomes in organizations.

**Wilden, Ralf, Gudergan, Siegfried, and Lings, Ian (2010):** In many advanced economies, shifting demographics and economic landscapes have intensified competition in labor markets, leading to a high demand for skilled employees. Consequently, strategic investments in attracting qualified talent are increasingly advocated. Employer branding emerges as one such strategy, defined as the amalgamation of psychological, economic, and functional advantages associated with employment at a specific company. Through in-depth interviews, we discover that job seekers assess employers' attractiveness based on past work experiences, clarity, credibility, and consistency of brand signals, perceived brand investments, and the overall brand portfolio of products or services.

**Puja Kumari and Mili Dutta (2020):** The concept of employer branding revolves around cultivating a favorable perception of the organization. This study aims to explore the five dimensions of employee attractiveness as part of the value proposition. Data collection utilized questionnaires, with analysis conducted through SPSS software. The analysis indicates that value propositions such as interest value, social

value, application value, development value, and economic value contribute to the establishment of employer branding. Particularly, social value emerges as a critical factor for both current and prospective employees, emphasizing the importance of positive employer-employee relationships and camaraderie among colleagues to foster a sense of belonging within the organization. Economic benefits and functional advantages also play significant roles in shaping employer branding. Despite the importance of these value propositions, there remains a lack of consistent strategies to attract potential talent, with limited emphasis on engaging recruiters through various social media platforms.

## III. OBJECTIVES

### PRIMARY OBJECTIVES:

- Assess the influence of employer branding on recruitment and retention at Technosoft engineering PVT LTD, Thane, Mumbai.

### SECONDARY OBJECTIVES

- To identify the most influential employer branding channels and strategies in attracting qualified candidates.
- To evaluate the impact of employer branding on employee satisfaction, engagement, and likelihood of recommending the company as a great place to work.
- To identify areas of improvement in the company's employer branding efforts to enhance recruitment outcomes and employee retention.

## IV. RESEARCH METHODOLOGY

This study employs a descriptive research design to assess the influence of employer branding on recruitment and retention at Technosoft Engineering Pvt Ltd. Utilizing surveys, interviews, and document analysis, it examines employee perceptions, recruitment outcomes, retention rates, and the effectiveness of branding initiatives. Primary data is collected from employees, HR personnel, and hiring managers, while secondary data includes published literature and industry reports. The population of the study is 401 individuals, with a sample size of 130 determined for a 90% confidence level and a 6% margin of error. Data collection is conducted via structured electronic surveys. Analysis techniques include percentage analysis, ANOVA, chi-square tests, cross tabulation, and weighted averages. These methods provide a comprehensive understanding of the impact of employer branding on recruitment and retention, identify patterns, and inform strategic improvements to enhance

employee attraction and retention strategies at Technosoft Engineering Pvt Ltd.

**V. DATA ANALYSIS**

**HYPOTHESIS TESTING FOR GENDER ACROSS VARIOUS COMPANY METRICS: VALUES, CULTURE, REPUTATION, EMPLOYEE TESTIMONIALS.**

- Null hypothesis ( $H_0$ ): The proportion of males and females across the different categories (Company values, Company culture, Reputation in the industry, Employee testimonials, Other) is the same.
- Alternative hypothesis ( $H_1$ ): The proportion of males and females across the different categories (Company values, Company culture, Reputation in the industry, Employee testimonials, Other) is not the same.

O- OBSERVED frequency

E- Expected frequency ((Row total x column total) /Grand total)

Chi square value – (Observed frequency – Expected frequency)<sup>2</sup> / Expected frequency

O	E	$(O - E)^2 / E$
9	19.83	5.917
25	14.17	8.284
36	32.08	0.478
19	22.92	0.669
46	39.67	1.011
22	28.33	1.416
7	6.41	0.053
4	4.58	0.074
0	0	0
0	0	0

$\Sigma = 17.908$

Critical chi-square value at the 0.10 significance level with appropriate degrees of freedom. Since we have 5 rows and 2 columns, the degrees of freedom will be  $(5-1) * (2-1) = 4$

**Critical chi-square value  $\approx 7.779$**

Since the calculated chi-square statistic 17.908 is more than the critical chi-square value 7.779, we reject the null hypothesis.

Therefore, at a significance level of 0.10, we have enough evidence to conclude that there is a significant association between the proportion of males and females across the different categories (Company values, Company culture, Reputation in the industry, Employee testimonials, Other).

**HYPOTHESIS TESTING FOR TESTING THE DIFFERENCE IN AGE GROUPS FOR DIFFERENT SATISFACTION LEVEL**

SATISFACTION/AGE	20-30	30-40	40-50	ABOVE 50	TOTAL
Highly satisfied	11	63	36	2	112
Satisfied	4	7	0	0	11
Neutral	2	1	4	0	7
Dissatisfied	0	0	0	0	0
Highly dissatisfied	0	0	0	0	0
Total	17	71	40	2	130

Null Hypothesis ( $H_0$ ) : There is no significant difference in the age groups for different satisfaction levels regarding infrastructure and work environment.

Alternative Hypothesis ( $H_a$ ): There is a significant difference in the age groups for different satisfaction level regarding infrastructure and work environment.

Groups	Count	Sum	Average	Variance
20-30	5	17	3.4	20.8
30-40	5	71	14.2	752.7
40-50	5	40	8	248
Above 50	5	2	0.4	0.8

**ANOVA**

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	541.8	3	180.6	0.706642	0.561936	2.461811
Within Groups	4089.2	16	255.575			
Total	4631	19				

- **F-value:** 0.706642
- **P-value:** 0.561936
- **F critical value:**2.461811

Since the *F*-value (0.706642) is less than the *F* critical value (2.461811) and the *P*-value (0.561936) is greater than the significance level (0.10), **we fail to reject the null hypothesis** $H_0$ . This means there is no significant difference in the age groups for different satisfaction levels regarding infrastructure and work environment.

## VI. CONCLUSION

The analysis of employer branding's impact on recruitment and retention at Techno Soft Engineering Pvt Ltd unveils crucial insights for organizational advancement. With a predominantly male workforce and a concentration in the 30-40 age category, prioritizing gender diversity and addressing diverse age group needs emerges as key objectives. The study underscores the significance of diversity initiatives, company values, and mission statements in attracting top talent, emphasizing the need for continued emphasis on these aspects in recruitment strategies. Moreover, the study highlights the pivotal role of industry reputation, organizational culture, and online presence in shaping employer branding perception. By investing in strengthening these aspects, particularly through optimizing the company website and social media channels, Techno Soft Engineering can effectively showcase its employer brand and attract high-caliber candidates. High levels of employee satisfaction in infrastructure, work environment, and branding facilities indicate successful alignment between employer branding and organizational culture. To further improve recruitment and retention outcomes, the company should focus on fostering employee engagement through social events and leveraging employee referrals. Implementing these suggestions will solidify Techno Soft Engineering's position as an employer of choice, driving sustained success and growth in the competitive IT industry landscape.

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