

Employer Branding and Diversity Hiring Strategy

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Abstract— This research attempts to explore how Employer's branding and diversity hiring strategy can contribute to improve the attractiveness of the organization, efficient talent acquisition and efficient inclusive workforce in the current organization. The global nature of talent acquisition is not only a result of competition on the global talent market, but also a product of the fact that many organizations are embracing inclusive recruitment and robust employer branding that seeks to attract, retain and engage high-quality talent from all over the world. The study aims to shed light on how employers, employers' branding, employer values and culture, career development opportunities and diversity-based recruitment are perceived by employees, job seekers and professionals. The method used in this research was descriptive research with the data collection technique used being a structured questionnaire and analysis using percentage and frequency analysis. Positive results shows that businesses with positive diversity and inclusion policies and positive employer branding are perceived as "attractive" employers, affecting image of the organization, innovation and engagement and retention of staff. Last, the study suggests that in addition to diversity recruitment, employer branding also has a significant impact on sustainable development of the organization and competitive advantage.

Keywords— Employer Branding, Diversity Hiring, Talent Acquisition, Workforce Diversity, Recruitment Strategy, Employee Attraction, Organizational Reputation, Inclusive Workplace, Human Resource Management, Employee Retention.

I. INTRODUCTION

A. Background and Context

In today's competitive job market, it is difficult for companies to attract, and hold, highly skilled workers. Today in this age human capital is one of the important factors which can help in the growth, creation and sustenance of the organisations. When there is a competitor available for each position, companies in the labor market must stand out from the other companies as much as stand out in their products and services. Thus, employer branding has proven to be a significant avenue for firms to convey their values, working culture, opportunities and working environment to their employees and prospective employees. At the same time, diversity recruiting initiatives are now an integral part in effective recruitment practices. The diverse workforce can boost a company's creativity, innovation, decision making and adaptability. When used in tandem, employer branding and diversity hiring can help businesses become more appealing to candidates and foster diversity and an inclusive environment.

B. Statement of the Problem

It seems HR Professionals invest much time in employer brand and diversity—and a lot of them are not getting the right people or maintaining diversity, especially among qualified candidates. Some employer branding programs don't effectively convey organizational values, and diversity hiring programs are simply words on paper. Organizational attractiveness, candidate perceptions, and the effectiveness of

hiring processes are all elements that must be taken into account by employer branding and diversity hiring practices. The purpose of this paper is to discuss this relationship and the effect on talent acquisition outcomes.

C. Objectives of the Study

The main aims of the present study are:

To pass on to participants knowledge about Employer Branding, what it is and why it is important.

2. To appreciate the value of diversity hiring practices in an organization.

3. To examine the link between employer branding and diversity hiring.

4. To find out how the employer branding makes the organization more attractive.

5. To assess attitudes towards diversity hiring practices.

6. To provide recommendations on improving the recruitment and inclusion strategies.

D. Research Questions

What is the impact of employer branding on organizational attractiveness?

2. How is diversity hiring important for today's business?

3. What do employees and job candidates think about diversity hiring strategies?

4. What are the relationship between employer brand and diversity hiring practices?

5. What effect do these practices have on a company's effectiveness with talent acquisition and recruitment?

E. Significance of the Study

The findings add to the body of knowledge pertaining to the ways in which organisations can build up their recruitment initiatives by practicing a successful employer branding and inclusive hiring practices. The results have implications for HR practitioners, managers, and policymakers who want to attract diverse talent and engender favourable perceptions of their organization. The study also positively adds to the academic knowledge about the strategic linkage between employer branding and workforce diversity.

F. Scope and Limitations

The study provides an analysis of the perceptions of employer brands and diversity hiring strategies of employees, job seekers and professionals. It takes a look at the effects of grabbing force to inclusive recruitment and it practices. Deficiencies of the study consist of the number of small samples, and the answer from the person who responded to the questionnaire. This is the perspective of the respondents only

and does not necessarily reflect the entire industry or organizational world.

II. LITERATURE REVIEW

There are two concepts that are influenced and have an impact that change the competitiveness of the organizations, the results of Talent acquisition process, employee engagement and organizations' long-term sustainability: Employer Branding and Diversity Strategy. The job market is becoming more competitive for skilled employees and organizations have had to reinforce their reputation as an employer, proactively managing their image to make it appealing to the candidates. Elements of employer branding can be defined by workplace culture, quality of leadership, employee value proposition, career development opportunities, compensation systems, work/life balance and employee experiences. Maturity of an Employer Brand is often correlated with success in attracting, hiring, retaining and engaging with candidates for available roles. Meanwhile, diversity hiring has emerged as a major issue, and companies are increasingly aware of how including a wide range of individuals in their recruitment efforts can prove advantageous from all corners of gender, cultural and educational backgrounds, ethnicity and ages as well as all socio-economic statuses will do. Diversity in workplaces brings diversity in thoughts, ideas, creativity, problem-solving capability and more innovation, causing organizations to be better equipped to cope with the shifts in the market and the customer's expectations. Today's recruitment environment is one of fairness and inclusiveness, with an equal opportunity attitude; where companies really strive to incorporate the diversity agenda into the larger story of talent. The studies related to the human resource management of the 21st century show that job seekers consider the values and ethical behavior, social responsibility, inclusivity and opportunities for personal and professional growth within the organization which is willing to employ them besides the salary. As a consequence, diversity initiatives have become rather sensitive aspects of employer branding as indicators of thinking about diversity increases the likelihood that the employer will be perceived as a better and more credible employer. The more digital technologies and various social media platforms enter the equation; the more connected the relationship between employer branding and hiring for diversity is. By providing organizational reviews, employee experience, company communications, and diversity efforts, job seekers can make informed decisions prior to their employment decision. This is why business is pouring significant resources into its employer value proposition — things such as culture, inclusion, belonging and employee wellbeing. Research in organizational behavior and strategic management has suggested that diverse groups may be more effective than homogenous groups since they are able to have multiple experiences and perspectives to consider when making decisions. Diversity also adds to the adaptability, knowledge sharing, innovation performance and understanding of the customer by an organization. While these advantages exist, diversity hiring cannot be successfully accomplished without the support of leadership, fostering an inclusive-organization culture, good communication and ongoing measurement of workforce practices. Diversity policies don't create any changes if there is no inclusive environment. Overall, the literature highlights that employer branding and diversity hiring practices are well linked and mutually contributing. Employer programmes that are successful with respect to diversity bring benefit to all of those that look at the employer and enhance it in terms of reputation,

thereby making it more attractive. These practices, when combined, help drive better recruitment results, higher employee satisfaction, better company performance and a sustainable competitive edge, in a more dynamic and globalized labour market.

III. RESEARCH METHODOLOGY

As a retrospection, research methodology is the backbone of any academic study or investigation as it facilitates to collect data in a systematic manner, provide data organization, analysis and interpretation, which help to make conclusions and inferences, in order to obtain the target of the study. The present study was titled "Employer Branding and Diversity Hiring Strategy" where the aim of the study was to look into the impact of employer branding practices and diversity management on the attractiveness of the organization, effective recruitment, and workforce inclusiveness. The research design was descriptive research since the main concern of the study was to explain and describe the perception, opinion and attitude of the respondents about employer branding and diversity hiring practices. The research method that adopted was quantitative research to get the numerical information that can be analyzed statistically to reveal the trends and patterns of the answers given by the respondents. Using a deductive approach, the concepts that were explored in the study were already existing phenomena concerning employer branding, talent acquisition, organisation reputation, workforce diversity and inclusive recruitment. Primary and secondary sources of data were used. The main data has been collected from the respondents using the structured questionnaire as it is the major source of data and secondary data has been collected from books, research papers, journals, industry reports, company publications and academic databases to have a conceptual understanding and to support the theory of the study. However, the method of survey was selected to be the primary data collection approach due to the fact that it can be used to gather standardized information from a number of respondents within a given timeframe. The questionnaire was prepared with utmost care for clarity, simplicity and relevance in terms of aspects of the research. It was a closed ended dimension, where there was a set of questions in the dimension of demographic, employer branding, organizational attractiveness, diversity hiring, workplace inclusiveness and also in a dimension of recruitment preferences. The target population included students; working professionals and people know of workplace diversity programs and those who were not working but were informed about the organizational hiring. The respondents were deemed to be relevant as they represent the current and future players in the labor market who have directly been affected by employer branding practices and diversity hiring. Convenience sampling was adopted as it allowed convenient access and involvement of respondents within the time frame and resources of the study. Sixty (60) complete answer sheets were analyzed, and the desired information was enough through qualitative descriptive statistical analysis. Collected data were systematically sorted, coded, categorized, and readied for data analysis. In this study, the voluntary participation of the respondents, confidentiality of their information, anonymity of their answers and use of the collected data for academic purposes have been preserved to make sure that the ethical concerns have been taken care of.

The analytical stage of research is the various collected data that can be translated into meaningful results that will answer the problem and purpose of this research. After the data collection process, the responses were categorised and

tabulated into appropriate statistical method. To sum and interpret the opinions of the answers, frequency distribution, percentage analysis, tabular presentation, comparative analysis, bar charts and pie charts were used as statistical analysis techniques. These techniques proved helpful in recognizing the demographic characteristics, perceptions of employer branding, attitudes towards recruitment of diversity and preferences that become part of an employment decision. Frequency Distribution analysis was used to determine how many respondents chose to indicate a particular type of response and Percentage analysis was used to compare the number of respondents from one type of response to another to ease the interpretation of findings. Graphical representations were used to visually present the trends and patterns to understand and clarify the results. Non-ambiguous statements and response categories had been used to enhance the reliability of the research instrument with standardized research question which was checked to minimize possibility of incorrect response. When designing the questionnaires, particular attention was paid to the validity, the questions were directly connected with the research aims and the key dimensions of employer branding and diversity hiring from the relevant literature. The study also had some methodological limitations which might affect how the results could be interpreted. This research largely depends on the returning of questionnaires, the results are according to the perception of the respondents and may be skewed by own perceptions. Convenience sampling has limitations as evidenced in generalization of the findings to larger populations and other organizations. Also, a relatively small sample was used and there may have been underrepresentation of each demographic and/or professional group. Due to time and resources limitations, the scope was limited and there were no extensive qualitative investigations that could include interviews and focus group discussions. Nevertheless, the study method is structured and organized systematically, has reliability and serves to analyze the relationship between employer branding and diversity hiring strategy. Such findings from this work methodology may be valuable information for current recruitment process, organizational attractiveness, academic and practical applications of diversity and talent management/HR.

IV. RESULTS AND DISCUSSION

This chapter deals with the analysis and interpretation of the data gathered from Employer Branding and Diversity Hiring Strategy as given by 60 respondents. The responses were categorized, sorted and analyzed in percentage analysis method. Findings offer strategic insights into respondents' perceptions and attitudes related to employer branding, employer attractiveness, diversity hiring practices, and inclusive workplace strategies. The findings reveal the effect of employer branding and diversity hiring on hiring judgments, employer reputation and talent attraction. Their results are presented using tables and suggested graphics for them to understand and interpret.

Table 4.1. Demographic Profile of Respondents

	Frequency Percentage (%)	
Male	35	58.3
Female	23	38.3
Prefer Not to Say	2	3.4
Total	60	100

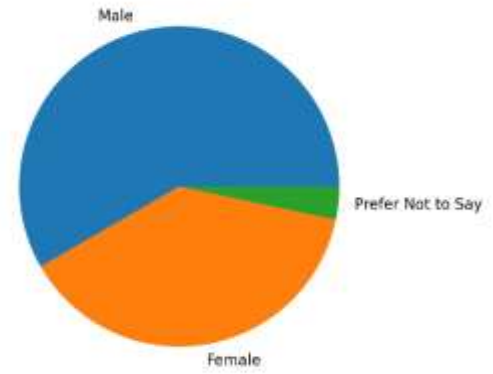


Fig. 4.1. Demographic Profile of Respondents (Pie Chart)

Interpretation: There are more males (58.3%) than females (38.3%). Very few (0.3%) preferred not to give information on gender. Distribution findings ensure good gender diversity representation to make a balanced assessment on perceptions around employer brands and diversity hiring practices. Similar answers were given by all the groups of people questioned, supporting the legitimacy of the findings and providing more complete and general picture of the work preferences and workplace expectations.

Table 4.2. Importance of Employer Branding in Job Selection

	Frequency Percentage (%)	
Very Important	24	40.0
Important	21	35.0
Neutral	8	13.3
Less Important	5	8.4
Not Important	2	3.3
Total	60	100

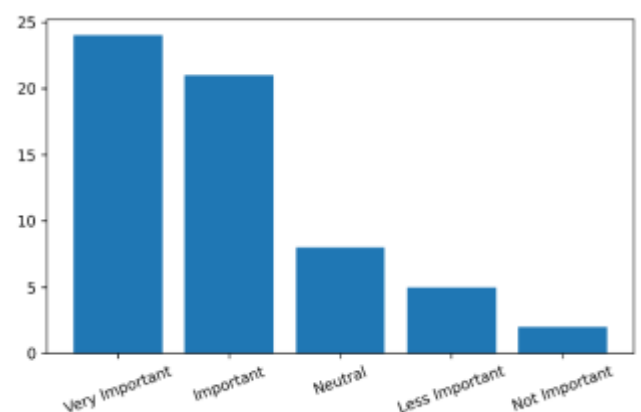


Fig. 4.2. Importance of Employer Branding in Job Selection (Bar Chart)

Interpretation: The findings suggest the significant role of employer brand as one of the factors to consider when it comes to applying for a job. 75% indicated that employer brands were very important or important in consideration of job opportunities. Few (less than 3%) indicated that employer-branding was less important or not important. This reflects an evaluation of a company by candidates that involves multiple

factors such as brand, company culture, career paths, employee experiences and more. Brands that are built positively promote attraction in the job market when it is an employer. The findings also indicate that an investment in employer branding efforts is likely to reap benefits for organizations when it comes to attracting talent with the right skills and qualifications, as well as on recruitment results.

Table 4.3. Perception Regarding Diversity Hiring Strategy

	Frequency	Percentage (%)
Strongly Agree	22	36.7
Agree	20	33.3
Neutral	9	15.0
Disagree	6	10.0
Strongly Disagree	3	5.0
Total	60	100

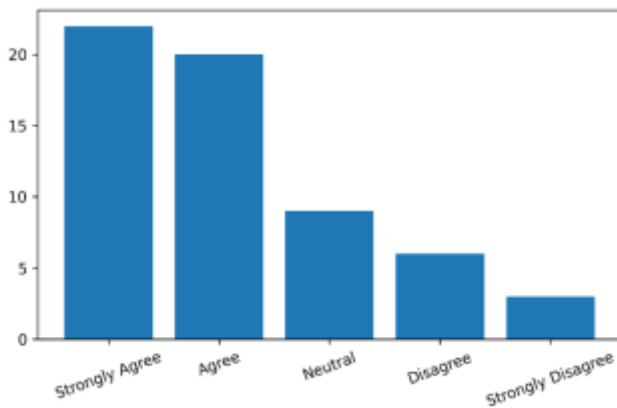


Fig. 4.3. Perception Regarding Diversity Hiring Strategy (Bar Chart)

Findings indicate that the respondents had a very positive attitude towards diversity hiring. Approximately 70% strongly or agreed that diversity hiring is "a positive influence" on their organization's effectiveness. The respondents valued the actions required for fostering equality of opportunity for women and men, adults and child, culture, education, ethnicity etc. Diversity hire had been identified as a means to promote teamwork and innovation, and creating a more flexible organisation. The findings showed that employee perceptions of employer value today are highest when the employer is "true" when it comes to diversity, equity and inclusion. Such practices can advance workforce representation, and boost the reputation and satisfaction of the employees.

Table 4.4. Benefits of Integrating Employer Branding and Diversity Hiring

	Frequency	Percentage (%)
Better Talent Attraction	18	30.0
Improved Company Reputation	15	25.0
Higher Employee Engagement	11	18.3
Increased Innovation	9	15.0
Stronger Organizational Performance	7	11.7

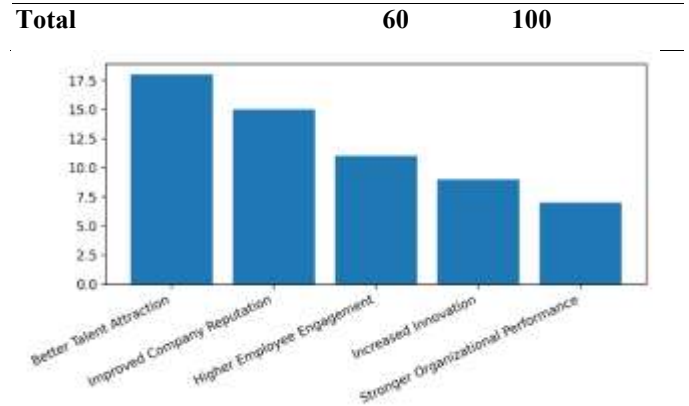


Fig. 4.4. Benefits of Integrating Employer Branding and Diversity Hiring (Bar Chart)

The first benefit identified by the respondents as a result of the combination of employer branding and diversity hiring – identified as talent attraction – reveals that this benefit is the most critical. The most often reported impact was increased talent attraction, with 30% reporting that this was an impact of the branding, followed by improved company reputation with 30% and greater engagement with the staff as a result of the branding, also with 30%. The results suggest that companies that adopt both practices simultaneously are able to attract both a wider and better pool of applicants. Incorporating diversity oriented employment branding can help instill trust and demonstrate their commitment to equity and inclusivity. Similarly, those respondents reported the support they received for these activities allowed for Innovation and Organization Performance. Diverse teams offer diversity of perspective and experience to create and inspire creativity and to assist in effective decision making. The findings indicate that employer branding and diversity in hiring are intertwined and dependent to become even more effective in recruiting and promote workforce inclusiveness for long term sustainability of the organization.

To conclude, Employer Branding and diversity hiring have emerged as key priorities for organisations these days. "Generally, all respondents expressed an attitude change positively towards organizations that exhibited a good employer image and workplace diversity." It found that employer branding significantly influenced candidates' attraction, decision to apply for a position and organizational images, while diversity hiring did the same with the employee's job application decision, organizational image and employee engagement. The results also show many job candidates are more apt to consider an employer due to organizational culture and climate, inclusiveness, career path opportunities and the social responsibility pledge than just compensation and benefits. Those that get it right should stand a better chance with employer branding and diversity hiring to outperform their competition, improve recruitment outcomes, foster an inclusive workplace culture and sustain long-term growth and success. The results are illuminating on the significance of strategic human resource management to meet the human resource needs in the current context and issues organizations face.

V. CONCLUSION AND FUTURE WORK

The present study, therefore, aims at studying the effect of employer branding and diversity hiring strategy with the objective of organizational attractiveness and talent acquisition effectiveness as well as workforce inclusiveness. These

findings indicate that employer branding is no longer a talking point for those deciding on a job; that future employees focussed not just on the employer's reputation and workplace culture, but on the opportunities for careers and employee experiences employers themselves claim they offer, and the values organisations have. The present study revealed that a robust employer brand is appealing to an organization, and it can be a differentiator among organizations in a competitive labor market. The study even showed that the general public is aware that diversity hiring is a good practice and that it is also related to the inclusion, innovation, employee engagement and organizational effectiveness. Respondents ratified that organizations that are diversity oriented or EEO/compliant are more likely to bring diversity candidates on board and create positive working environments. Employer branding and diversity hiring was linked to a plethora of benefits such as Talent attraction, Corporate reputation, employee engagement, creativity and organisational performance. Based on this finding, it can be said that it is not realistic to consider employer branding and diversity hiring as two separate HR practices, but should be recognized as complementary practices to be used together in the form of a strategy that helps an organization achieve success. Those that are able to effectively convey its values and promote diversity and inclusivity in its workforce are more likely to adapt to new workforce trends and on the horizon business challenges. There are weaknesses in the study, such as the low number of participants and the answers given in the surveys were perception-based. The respondents population could be extended with further research in continuous manner by taking more and broad in other industries and also for other geographical position. Furthermore, the professionals can explore the effect of employer brand, diversity recruiting on employees retention, the performance of the business, management and sustainability of business and leadership. Explore increased benchmarking opportunities between multinationals and the development industries on what works most of the time. Future studies may likewise utilize qualitative methods such as interviews and case research studies to obtain detailed understandings to employee experiences and organizational strategies. The overall objective of this study is to give a detailed understanding of the employer branding and diversity hiring from organizational perspective towards sustainable competitive advantage (SCA) in the modern organizations.

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