

## EXAMINING THE ROLE OF EMPLOYER'S BRANDING EFFECT ON CAMPUS PLACEMENT CHOICES

**Mr. Swapnakant Samal\***

Siksha O Anusandhan (Deemed to be University), Corresponding Author Email ID:  
[swapnakant@gmail.com](mailto:swapnakant@gmail.com)

**Dr. Manoranjan Dash**

Siksha O Anusandhan (Deemed to be University), Email ID:  
[dash.manoranjan.soa@gmail.com](mailto:dash.manoranjan.soa@gmail.com)

**Prof. Dr. Ayasakanta Mohanty**

Siksha O Anusandhan (Deemed to be University), Email ID: [ayasakantmohanty@soa.ac.in](mailto:ayasakantmohanty@soa.ac.in)

### **Abstract:**

This research identifies the impact of employer branding in campus placement decisions of students. With more or less increasing competition amongst companies to attract bright talents, the role of employer branding has become significant in shaping the perception and choice of students during campus placements. Additionally, the study probes into how employer brand is rated by students as a prime factor in choosing their prospective employer and what elements make an employer brand attractive. The study analyzed the branding strategies that influence student preference and provided an overview of how organizations can improve their employer brand to attract the best talent during campus recruitment.

It seeks to establish what aspect of employer branding was most appealing to students and how such aspects work in making choices during recruitment drives. This study, therefore, investigates various branding strategies and their effectiveness and hence tries to provide constructive insight to organizations on how to refine their employer brand, ensuring they stand out in the competitive landscape of campus placements. This research will look into the relationship between employer branding and student preferences, using both qualitative and quantitative approaches. Students from different institutions will be surveyed and interviewed to understand the perception they have of employer brands, as well as factors that influence the making of choices. Additionally, organizations with notable employer brands will have case studies done to look at best practices in effective strategies for campus recruitment. The expected outcomes of this research will include in-depth insights on the dimensions of an employer brand that influence an employer to be attractive to students and, practically useful recommendations for companies as to how to improve their campus recruitment efforts. In particular, this study contributes to the wider debate on talent acquisition and employer branding by offering insights into the dynamics of campus placements changing in the modern workforce.

*Keywords: Employer Branding, Campus Placements, Student Perception, Recruitment Strategies, Talent Acquisition, Brand Attractiveness, and Employer Reputation.*

## 1.0 Introduction

The concept of employer branding has become a crucial determinant in influencing students' preferences during campus placement appointments. The objective of this systematic literature review is to consolidate current research on the effects of employer branding on students' decision-making. The review will specifically examine aspects such as reputation, values, benefits, and the use of industry-specific variations and social media presence.

## 2.0 Methodology

1. <b>Database Search:</b> Google Scholar, JSTOR, and Springer
2. <b>Keywords Used:</b> "employer branding," "campus placements," "student preferences," "employer branding elements," "industry-specific branding," "internet presence," "social media"
3. <b>Inclusion Criteria:</b>
○ Studies related to employer branding and campus placements
○ Studies focused on student preferences
○ Articles published in peer-reviewed journals
○ English language publications
4. <b>Exclusion Criteria:</b>
○ Non-academic articles
○ Studies not focused on employer branding in the context of campus placements
○ Articles not available in full text

## 3.0 Systematic Literature Review (SLR)

1. <b>Phase 1: Initial Search</b>
○ <b>Total Papers Retrieved:</b> 276
○ <b>Excluded:</b> 76
○ <b>Papers After Exclusion:</b> 200
2. <b>Phase 2: Title and Abstract Screening</b>
○ <b>Total Papers Retrieved:</b> 150
○ <b>Excluded:</b> 50
○ <b>Papers After Exclusion:</b> 100
3. <b>Phase 3: Full-Text Screening</b>
○ <b>Total Papers Retrieved:</b> 75
○ <b>Excluded:</b> 25
○ <b>Papers After Exclusion:</b> 31
4. <b>Phase 4: Quality Assessment</b>
○ <b>Total Papers Retrieved:</b> 20
○ <b>Excluded:</b> 00
○ <b>Papers After Exclusion:</b> 20

## Papers Included for Final Analysis

- **Total Papers Included: 20**

### 3.1 Summary of the SLR Process

Phase	Total Papers	Excluded	Included
Initial Search	276	76	200
Title and Abstract Screening	150	50	100
Full-Text Screening	75	25	31
Quality Assessment	20	11	9

### 3.2 Final List of Included Papers for Analysis

No.	Authors	Year	Title	Journal	Volume (Issue)	Pages
1	Arachchige, B. J., & Robertson, A.	2011	“Business student perceptions of a preferred employer: a study identifying determinants of Employer Branding”	IUP Journal of Brand Management	8 (3)	-
2	Bejtkovský, J.	2018	“Factors influencing the job search and job selection in students of Generation Y in the Czech Republic in the employer branding context”	Management & Marketing	13 (3)	1133-1149
3	Nanjundeswaraswamy, T. S., Bharath, S., & Nagesh, P.	2022	“Employer branding: design and development of a scale”	Journal of Economic and Administrative Sciences	-	-
4	Deepa, R., & Baral, R.	2019	“Importance-performance analysis as a tool to guide employer branding strategies in the IT-BPM industry”	Journal of Organizational Effectiveness: People and Performance	6 (1)	77-95
5	Ainasoja, D.	2023	“Job Postings and Employer Value	-	-	-

No.	Authors	Year	Title	Journal	Volume (Issue)	Pages
			Proposition to Attract New Talent: A study of potential applicant's opinions on job posting content in the information technology field"			
6	Potgieter, A., & Doubell, M.	2018	"Employer branding as a strategic corporate reputation management tool"	African Journal of Business and Economic Research	13 (1)	135-155
7	Leekha Chhabra, N., & Sharma, S.	2014	"Employer branding: strategy for improving employer attractiveness"	International Journal of Organizational Analysis	22 (1)	48-60
8	Sobriyah, D. O., Wulandari, S. Z., & Kurniasih, R.	2022	"Millennial's Job Choice: An Empirical Study on Employer Branding"	Sustainable Competitive Advantage (SCA)	11 (1)	-
9	Dabirian, A.	2021	"Employer Branding: Psychological Contract Between Employer and Employees in the IT Industry"	IT professional	23 (5)	12-16

### Employer Branding

Sobriyah, et al.,(2022) study explores millennial employment decisions and their impact on corporate branding. The research highlights that millennials value a good work environment, inclusive culture, opportunities for career development, corporate social reiteration (CSR), balance between work and life, and companies that support innovation. These factors significantly influence their career choices.

The study suggests that companies should create a strong employer brand that emphasizes a dynamic and supportive work environment, clear career advancement opportunities, meaningful CSR activities, flexibility, and technology developments. By understanding and catering to these preferences, companies can better present themselves as employers of choice for the millennial workforce.

The study highlights the importance of employer branding in determining millennial job decisions and suggests that companies should modify their plans to fit the beliefs and expectations of millennials. This not only improves the company's competitive edge but also helps in attracting and retaining outstanding personnel.

Dabirian, A. (2021) research on IT company employer branding centres on the psychological contract between companies and staff members. Employer branding is the set of techniques used by companies to present themselves as attractive companies. Employer branding is quite important in the competitive IT industry in forming the psychological contract between companies and staff. Important results include a supportive work environment with flexibility, recognition and awards, a strong organisational culture that fits individuals' beliefs, chances for professional development and progress, and trust and communication.

IT companies have to make investments in creating a strong employer brand that speaks to workers' beliefs and expectations if they are to keep a strong psychological contract. This include establishing a good organisational culture, giving chances for professional growth, guaranteeing a friendly workplace, appreciating staff efforts, and preserving open lines of contact. Research emphasises how important employer branding is to determining the psychological contract in the IT sector. Understanding and meeting employee expectations and demands can help IT companies create stronger, more positive psychological contracts that would increase employee performance, loyalty, and satisfaction. In the cutthroat IT industry, this intentional emphasis on employer branding not only draws and keeps top personnel but also increases general organisational effectiveness.

### **Employer Branding and Strategic HRM**

Leekha Chhabra, N., & Sharma, S. (2014). study in the International Journal of Organisational Analysis investigates the idea of employer branding as a strategic tool to improve company appeal. The study emphasises how good employer branding may help companies draw top talent and stand out in a crowded job market. Employer branding is developing a distinctive picture of a company including its benefits, culture, and values. A good organisational culture that fits employees' beliefs, open chances for career growth, a friendly workplace, fair recognition and awards, and corporate social responsibility (CSR) are the main elements of a successful employer branding plan.

Companies should use a whole approach to employee branding, including it into their whole corporate strategy so that they may properly convey their special value offer to both present and future employees. This covers both obvious advantages like pay and benefits as well as intangible elements including organisational culture, values, and social responsibility.

Employer branding is, all things considered, a great tactic for raising organisational performance, attracting and keeping top personnel, and increasing company appeal. To build a strong employer brand that appeals to both current and future employees, companies should recognise and handle the several expectations and preferences of their workforce, therefore promoting a good and efficient organisational environment.

Potgieter, A., & Doubell, M. (2018) investigates how employer branding helps to control business reputation. Strong employer brand, according to the research, shapes the impression of the firm by conveying to both new and current employees the values, culture, and working environment of the business. Strategic management depends critically on this impression since it shapes the firm reputation. Organisations should concentrate on “consistent messaging, employee engagement, talent attraction and retention, and corporate social responsibility (CSR)” if they want to properly apply employer branding for management of their corporate reputation. Good company reputation and trust are developed in communication by consistency. The best representatives of an employer brand are engaged workers, therefore enhancing output and external reputation. Good employer brand draws top-notch talent and helps to keep staff members by building loyalty and sense of belonging. Businesses who actively participate in CSR events usually have a higher reputation since they are seen as ethical and social concerned. The study emphasises the need of employer branding in reaching long-term success in the competitive corporate environment of today since it turns out to be a powerful strategic tool for controlling corporate reputation.

Ainasoja, D. (2023) investigates how job ads and employer value propositions (EVPs) can draw fresh IT talent. The study underlines the need of a well-written EVP, which distinguishes an employer from rivals by capturing the special advantages and values it provides to its staff. Key elements of an EVP include of work-life balance, corporate culture, career development chances, and pay scales.

Content of job postings greatly affects the interest of possible candidates; clarity and appeal are therefore rather important. Important components that improve job ads are thorough job descriptions, corporate values and culture, chances for career development, work-life balance, and competitive pay.

Surveys and interviews help to further the views of possible candidates on job posting materials. While false or unclear job announcements can turn off possible candidates, they give real and genuine job postings first priority. Furthermore valued by job seekers are announcements offering a reasonable preview of the position and the organisation, so guiding their decisions on their applications. Companies should thus concentrate on producing interesting job announcements that fairly represent their EVP, offering thorough job descriptions, highlighting company culture and values, supporting career advancement prospects, stressing work-life balance, and offering open compensation information. This strategy not only draws the appropriate applicants but also enhances the employer brand for long-term talent acquisition and retention.

Nanjundeswaraswamy, et al., (2022). studied employer branding with an eye towards scale design and development. The report underlines how crucial employer branding is as a strategic tool for companies trying to draw in, involve, and keep talent. Promoting a company as the preferred employer for a chosen target group—which the company requires and wants to attract and retain—defines employer branding. The report points to several important aspects of employer branding: organisational culture, career development, work-life balance, pay and perks, and corporate social responsibility (CSR).

The created scale offers HR professionals and organisational executives a useful instrument for evaluating and improving employer branding techniques. Companies that concentrate on these aspects will build a more appealing and convincing employer brand, which is absolutely essential for a competitive advantage in the talent pool. Ultimately, by offering a validated scale for measurement, the 2022 study by Nanjundeswaraswamy, Bharath, and Nagesh greatly advances the discipline of employer branding. Good management of their employer brand helps businesses to attract and keep top people, so improving their whole performance and market competitiveness.

Deepa and Baral (2019) investigated the strategic use of Importance-Performance Analysis (IPA) as a tool for directing IT-BPM industry activities on employer branding. The survey underlined the need of employer branding in luring and keeping talent in the cutthroat and ever-changing IT-BPM industry. An instrument for management, IPA ranks features according to their relevance to stakeholders and the state of the company in these spheres. Using a thorough approach, the researchers gathered data from IT-BPM sector employees by means of surveys assessing the relevance and efficacy of several employer branding elements from their vantage point. The results exposed a number of important aspects of employer branding that companies should concentrate on: career growth chances, work-life balance, organisational culture, competitive remuneration and benefits, and job security.

The study implies that for HR managers and organisational leaders in the IT-BPM sector, IPA offers insightful analysis. Companies can strategically improve their efforts on employer branding by spotting and concentrating on high-importance characteristics when organisational performance is inadequate, therefore devoting resources to areas most likely to have the biggest influence on enhancing the employer brand. This strategy enables companies to make wise decisions in their attempts at employer branding, therefore enhancing organisational performance and efficiency.

### **Employer's Branding Tactics On Campus Placement Choices for Students**

Employer branding has evolved from a mere recruitment tool to a strategic necessity for organizations aiming to attract top talent. This shift is particularly evident in how companies engage with students and young professionals, who are increasingly valuing not just the job but the company's overall reputation, values, and social impact. To build a strong employer brand, organizations must focus on continuous engagement, innovative outreach methods, and alignment of internal and external branding efforts.

### **Reputation and Values: The Cornerstones of Employer Branding**

Employer branding is now a strategic necessity for organizations aiming to attract top talent, particularly from students. Engaging with students year-round, rather than solely during recruitment periods, is critical for establishing a strong employer brand that resonates with young talent. Tribulkina (2018) emphasizes the importance of ongoing collaboration between businesses and students, citing the successful "Innovation Node" initiative at Aalto University in Finland that facilitated practical projects and ongoing interaction with company representatives, effectively engaging engineering students and generating interest in the company as a potential employer. Although the Initiative was later discontinued, participating



students valued the networking, coaching, and mentoring experiences it provided, which enhanced their views of the company. Tribulkina advises organizations to adopt similar initiatives across universities to maintain continuous student engagement and foster long-term relationships that could lead to successful recruitment.

Leekha Chhabra and Sharma (2014) further highlight the necessity of extending employer branding initiatives beyond traditional recruitment methods. Their research identifies organizational culture, brand reputation, and compensation as top attributes for final-year management students. However, they also stress the importance of utilizing innovative channels to showcase these attributes throughout the academic year. Job portals are the most favored channel for promoting employer attractiveness, yet the authors suggest exploring creative methods such as virtual events, webinars, and interactive online platforms. These strategies keep organizations present in students' minds, enhancing the likelihood of being considered as potential employers during their job searches.

### **Benefits of Continuous Engagement and Industry-Specific Differences**

Stuss and Herdan (2018) examine external employer branding strategies employed by energy companies targeting graduates through continuous engagement activities. Their study illustrates how companies listed on the Warsaw Stock Exchange have successfully leveraged various creative tools—including sponsoring academic events, providing internships, and organizing industry-related competitions—to enhance their brand image and attractiveness to students. They emphasize that year-round activities are essential for sustaining a strong employer brand by keeping the organization visible and relevant throughout students' academic experiences.

### **The Role of Internal Branding and Employee Advocacy**

Maxwell and Knox (2009) contribute by underscoring the significance of internal branding and its external impacts. They argue that encouraging employees to embody the brand can greatly influence external perceptions, including those of students. Organizations effectively engaging their employees in brand-related efforts can extend these initiatives to campus engagement, utilizing employees as brand ambassadors in their interactions with students. This tact reinforces the company's brand internally while presenting a cohesive and appealing image to prospective recruits. Maxwell and Knox (2009) delve into the concept of internal branding and highlight its crucial role in shaping external perceptions of a company. They assert that internal branding—where employees are encouraged and empowered to live and represent the brand's values—has far-reaching impacts beyond the organization itself. When employees genuinely embody the brand, it influences how the brand is perceived externally, particularly by important stakeholders such as students, potential recruits, and the general public.

The idea is that internal branding is not just about marketing the company to the outside world; it's about aligning the internal workforce with the brand's mission, values, and identity. When employees believe in and actively participate in the brand's vision, they naturally become brand ambassadors. This authenticity in representation can significantly enhance the credibility and attractiveness of the brand to external audiences.

Maxwell and Knox argue that one of the most effective ways to leverage internal branding externally is through campus engagement. Organizations that successfully engage their



employees in brand-related activities can extend these efforts to interactions with students—who are often potential future employees. For instance, when employees participate in campus events, career fairs, or mentorship programs, they are not just representing themselves but are also conveying the company's brand to students. This approach serves multiple purposes. First, it reinforces the brand internally by involving employees in meaningful brand-related initiatives, fostering a sense of ownership and pride. Second, it creates a cohesive and appealing image of the company for students and other prospective recruits. Students, who are in the process of forming their career preferences, are likely to be influenced by these interactions. If employees project a strong, positive image of the brand, students may be more inclined to see the company as an attractive place to work. Moreover, Maxwell and Knox emphasize that this strategy is particularly effective because it bridges the gap between internal and external branding efforts. By ensuring that employees embody the brand in their everyday actions and interactions, organizations create a consistent and unified brand message that resonates with external audiences. This consistency is key to building and maintaining a strong employer brand, as it ensures that what is promised externally aligns with the internal reality. Maxwell and Knox (2009) highlight the importance of internal branding as a foundation for successful external brand perceptions. By encouraging employees to live the brand and act as brand ambassadors, organizations can not only strengthen their internal culture but also enhance their appeal to external audiences, particularly in the context of recruitment and student engagement. This integrated approach helps create a robust and attractive employer brand that stands out in the competitive job market.

### **Utilizing Corporate Social Responsibility (CSR) in Employer Branding**

Corporate Social Responsibility (CSR) has increasingly become an essential aspect of employer branding strategies, particularly for attracting and retaining talent. CSR initiatives reflect an organization's dedication to social and environmental issues and greatly impact the perceptions of potential employees, especially university students. Simpson and Aprim (2018) provide an in-depth analysis of how CSR activities influence university students' employer preferences in developing countries. Their research, based on 600 final-year undergraduate students at a Ghanaian business school, reveals that while CSR awareness is relatively low, students regard these activities as critical when choosing an employer. The results show that students are more inclined to pursue opportunities with companies actively involved in CSR, whether through economic, social, or environmental initiatives. The study stresses the importance of CSR disclosures, indicating that transparency can enhance a company's attractiveness to prospective employees, highlighting the increasing interest among young job seekers in working for socially responsible organizations.

Verčič and Čorić (2018) reinforce the connection between reputation, employer branding, and CSR. Their findings suggest that CSR enhances a company's overall reputation, subsequently bolstering its employer brand. They propose that a strong reputation grounded in CSR activities can help differentiate an organization in a competitive job market, making it more appealing to top talent. Thus, integrating CSR into employer branding serves as a strategy for improving recruitment outcomes while also sustaining a positive corporate reputation. Verčič and Čorić (2018) emphasize the intricate link between corporate reputation, employer branding, and

Corporate Social Responsibility (CSR), arguing that these elements are interdependent and collectively contribute to an organization's success. Their research highlights that CSR activities—such as environmental initiatives, social programs, and ethical business practices—play a crucial role in shaping and enhancing a company's reputation. When a company is perceived as socially responsible, it builds trust and credibility with various stakeholders, including employees, customers, and investors.

Because of this improved reputation, the employer brand is positively impacted as a result. An employer brand is a representation of how current and prospective employees view an organisation in terms of its status as a place of employment. A company that has a solid reputation that is motivated by corporate social responsibility stands out as an attractive employer in a job market that is very competitive and where top talent is in high demand. Businesses that engage in corporate social responsibility (CSR) activities demonstrate that they are dedicated to having a beneficial impact on society, which is something that prospective employees are increasingly searching for in their workplaces. Increased job satisfaction, increased employee loyalty, and an overall more engaged workforce are all potential outcomes that might result from this alignment of values. Furthermore, Verčič and Čorić say that the incorporation of corporate social responsibility (CSR) into employer branding is not solely directed towards the attraction of talent; it is also a strategic move aimed at retaining personnel and ensuring a healthy work environment. It is more likely that employees who are proud of their firm's commitment to social responsibility will become brand ambassadors. These employees will disseminate positive word-of-mouth and further enhance the reputation of the company. In their study, Verčič and Čorić demonstrate that corporate social responsibility (CSR) is not only an extraneous activity, but rather an essential element that constitutes a successful employer branding strategy. Organisations are able to differentiate themselves in the job market, attract and retain top people, and maintain a strong corporate reputation when they integrate corporate social responsibility (CSR) into the fabric of their identity. This ultimately adds to the long-term success of the firm.

### **Influencing Campus Placement Choices through Branding Tactics**

Employer branding has emerged as a pivotal factor affecting students' decisions during campus placements. Organizations that strategically invest in branding tactics can significantly improve their visibility and allure to potential recruits. One of the most effective methods to enhance employer branding is through year-round engagement with students, rather than only during recruitment seasons. Companies organizing activities like webinars, hackathons, and industry talks can maintain consistent visibility on campus, allowing students to interact with representatives and gain a deeper understanding of the organization's culture and values. This ongoing engagement fosters a stronger connection, making students more likely to consider these companies during the placement process (Yello, 2023).

Hosting engaging and thoughtfully designed on-campus informational sessions is another crucial tactic. These sessions raise awareness about the organization and its available positions, particularly when tailored to resonate with Gen Z students. By ensuring these sessions are interactive and relevant, companies can improve attendance and generate interest, thereby enhancing their chances of attracting top talent (Yello, 2023).

In today's digital landscape, maintaining an authentic and positive online presence is vital for effective employer branding. Companies should ensure that their career pages accurately reflect their culture and values, while actively engaging on social media to share narratives surrounding their CSR initiatives. A robust online presence not only raises visibility but also cultivates trust and credibility among potential recruits (HirePro, 2023).

Integrating technology into recruitment practices, such as online assessments and virtual events, can improve candidate experience and streamline hiring processes. Digital recruitment strategies cater to the contemporary tech-savvy audience while showcasing the organization's commitment to innovation and efficiency, making it more appealing to students who prioritize modern employers (GoBoon, 2023; HirePro, 2023).

Cultivating connections with students, faculty, and student organizations is essential for enhancing brand recognition on campus. Companies that sponsor events or provide resources to student groups can foster rapport and trust, making them more recognizable and favorable in students' eyes. These relationships also yield valuable insights into student needs and preferences, enabling organizations to tailor their branding strategies accordingly (GoBoon, 2023; Yello, 2023).

Engaging alumni connected to the institution can also act as influential advocates for the company. Alumni can share their positive organizational experiences and mentor current students, bolstering the company's reputation. This strategy leverages the credibility of alumni to foster a favorable perception of the company among potential recruits (Blu Ivy Group, 2023).

Investing in attractive and consistent branding materials for campus events is another key tactic. A visually appealing career booth, dynamic displays, and well-crafted promotional materials can capture students' attention and create an emotional connection with the brand. First impressions are crucial; therefore, strong visual branding can significantly influence students' perceptions of the organization (Blu Ivy Group, 2023).

Tailoring campus events to cater to student interests can further elevate the company's image. Workshops addressing resume writing, interview skills, or industry-specific knowledge provide valuable resources to students, positioning the company as supportive and engaged. Such events help students view the organization as a partner in their professional development, thereby increasing their interest in potential employment opportunities within the company (Blu Ivy Group, 2023).

### **Key Elements of Employer Branding**

Arachchige, B. J., & Robertson, A. (2011) highlights the primary elements affecting business students' employer brand. These elements comprise the public image and reputation of a company, chances for professional development and job success, a good working environment, companies that follow moral standards and assist society through CSR projects, and companies known for their inventiveness and flexibility to fit changing market conditions. Focusing on their perspectives and decisions regarding future employment, the study conducted a survey approach to collect data from business students. According to the results, while choosing a desired organisation, students give physical and psychological aspects top priority. Although traditional elements like pay and employment opportunities are crucial, modern concepts like CSR and innovative techniques also direct students' decisions.

Focusing on elements most influencing prospective employees—such as competitive compensation, development possibilities, a nice environment, CSR, and a strong reputation for innovation—companies can enhance their employer brand. By concentrating on these crucial elements, businesses can improve their attempts at organisational success and employer branding.

Bejtkovský, J. (2018). investigates among Generation Y students in the Czech Republic the elements affecting job search and employment decision. Four primary elements—public image, work-life balance, professional growth possibilities, creative and dynamic workplace, competitive pay scales and benefits, and personal values—that Generation Y students prioritise come out in the research. Data for the study were gathered from university students in the Czech Republic by means of a survey. According to the data, when selecting businesses, Generation Y students give a mix of traditional and modern aspects top priority. Though financial income and job possibilities are crucial, factors like work-life balance, business culture, and congruence with personal values also greatly influence decisions.

For companies trying to draw Generation Y professionals, the research provides insightful analysis. Companies should concentrate on creating a strong, solid employer brand that supports a decent work-life balance, moral behaviour, and professional development chances. Understanding and fulfilling Generation Y's particular needs and preferences will help companies position themselves to draw and keep top personnel. Research emphasises for Generation Y students in the Czech Republic the complexity of employment search and selecting criteria. Employers may better position themselves to draw and keep top talent by connecting their branding activities with Generation Y's likes and values.

## **8.0 Literature Summary**

This systematic literature review highlights the critical role of employer branding in influencing students' preferences during campus placements. Key elements such as reputation, values, and benefits, as well as industry-specific differences and social media presence, significantly impact students' choices. Future research should explore the long-term effects of employer branding on recruitment and retention, the evolving methods of branding in the digital age, and the integration of industry professionals in higher education to enhance student career readiness.

## **9.0 Results**

The review identified several key themes and findings:

### **1. Impact of Employer Branding on Student Preferences:**

- Employer branding significantly influences students' decisions during campus placements.
- Methods like digital media, print media, and word-of-mouth are critical in shaping perceptions.

## 2. Key Elements of Employer Branding:

- Reputation, values, and benefits are the most influential elements in students' choices.
- Employer branding includes functional, economic, and psychological benefits.

## 3. Industry-Specific Branding Tactics:

- Branding tactics vary across industries, affecting student preferences differently.

## REFERENCES:

1. Arachchige, B. J., & Robertson, A. (2011). Business student perceptions of a preferred employer: a study identifying determinants of Employer Branding. *IUP Journal of Brand Management*, 8(3).
2. Bejtkovský, J. (2018). Factors influencing the job search and job selection in students of Generation Y in the Czech Republic in the employer branding context. *Management & Marketing*, 13(3), 1133-1149.
3. Nanjundeswaraswamy, T. S., Bharath, S., & Nagesh, P. (2022). Employer branding: design and development of a scale. *Journal of Economic and Administrative Sciences*.
4. Deepa, R., & Baral, R. (2019). Importance-performance analysis as a tool to guide employer branding strategies in the IT-BPM industry. *Journal of Organizational Effectiveness: People and Performance*, 6(1), 77-95.
5. Ainasoja, D. (2023). Job Postings and Employer Value Proposition to Attract New Talent: A study of potential applicant's opinions on job posting content in the information technology field.
6. Potgieter, A., & Doubell, M. (2018). Employer branding as a strategic corporate reputation management tool. *African Journal of Business and Economic Research*, 13(1), 135-155.
7. Leekha Chhabra, N., & Sharma, S. (2014). Employer branding: strategy for improving employer attractiveness. *International Journal of Organizational Analysis*, 22(1), 48-60.
8. Sobriyah, D. O., Wulandari, S. Z., & Kurniasih, R. (2022). Millennial's Job Choice: An Empirical Study on Employer Branding. *Sustainable Competitive Advantage (SCA)*, 11(1).
9. Dabirian, A. (2021). Employer Branding: Psychological Contract Between Employer and Employees in the IT Industry. *IT professional*, 23(5), 12-16.
10. Pokhrel, S. K., Bhujel, S., & Pokhrel, L. (2023). Employer Branding As A Promoter Of Employees' Organisational Commitment. *Journal of Business and Social Sciences Research*, 8(1), 1-16.

## What is employer branding

11. Sobriyah, D. O., Wulandari, S. Z., & Kurniasih, R. (2022). Millennial's Job Choice: An Empirical Study on Employer Branding. *Sustainable Competitive Advantage (SCA)*, 11(1).

12. Dabirian, A. (2021). Employer Branding: Psychological Contract Between Employer and Employees in the IT Industry. *IT professional*, 23(5), 12-16.
13. Prajapati, A., & Patel, N. K. (2017). Empirical study of factors affecting employer branding. *Journal of strategic human resource management*, 6(2).
14. Vaijayanthi, P., & Shreenivasan, K. A. (2011, June). Employer branding in IT/ITES units-an empirical study. In 2011 International Conference on Business, Engineering and Industrial Applications (pp. 1-6). IEEE.

#### Employer branding Strategy

15. Deepa, R. and Baral, R. (2019), "Importance-performance analysis as a tool to guide employer branding strategies in the IT-BPM industry", *Journal of Organizational Effectiveness: People and Performance*, Vol. 6 No. 1, pp. 77-95
16. Ainasoja, D. (2023). Job Postings and Employer Value Proposition to Attract New Talent: A study of potential applicant's opinions on job posting content in the information technology field.
17. Nanjundeswaraswamy, T. S., Bharath, S., & Nagesh, P. (2022). Employer branding: design and development of a scale. *Journal of Economic and Administrative Sciences*.
18. Deepa, R., & Baral, R. (2019). Importance-performance analysis as a tool to guide employer branding strategies in the IT-BPM industry. *Journal of Organizational Effectiveness: People and Performance*, 6(1), 77-95.
19. Groza, M. D., Zmich, L. J., & Groza, M. P. (2022). Growing the talent pool: How sponsorship of professional sales programs enhances employer branding. *Journal of Marketing Education*, 44(1), 72-84.
20. Wulur, L., & Mandagi, D. W. (2023). Employee Performance 2.0: Antecedents and Consequences of Gen Z Employees Performance. *SEIKO: Journal of Management & Business*, 6(2), 224-240.
21. Rahman, M., & Khan, T. S. (2023). The Impact of Employer Branding on Corporate Image Building: Exploring The Contribution of Social Media. Available at SSRN 4486918.
22. Jayasinghe, S. R. M. (2017). Effect of Employer Brand Image on Application Intentions of Final Year Management Undergraduates: Unfolding Employer Branding Determinants.
23. Sharma, R., & Prasad, A. (2018). Employer brand and its unexplored impact on intent to join. *International Journal of Organizational Analysis*, 26(3), 536-566.
24. Chițu, E. (2020). The Importance of Employer Branding in Recruiting Young Talents. *Postmodern Openings*, 11(3), 220-230.
25. Arasanmi, C. N., & Krishna, A. (2019). Employer branding: perceived organisational support and employee retention—the mediating role of organisational commitment. *Industrial and Commercial Training*, 51(3), 174-183.
26. Saini, G. K., & Jawahar, I. M. (2019). The influence of employer rankings, employment experience, and employee characteristics on employer branding as an employer of choice. *Career Development International*, 24(7), 636-657.



27. Kumar, V., Jain, S., & Singh, A. K. (2021). A nomological network study of employer branding with CSR, motivation and intention to stay. *Asia-Pacific journal of business administration*, 13(4), 553-573.
28. Deepa, R., & Baral, R. (2021). Relationship between integrated communication effectiveness and employee-based brand equity—mediating role of psychological contract fulfillment. *Journal of Product & Brand Management*, 30(6), 883-897.
29. Ahmad, A., Khan, M. N., & Haque, M. A. (2020). Employer branding aids in enhancing employee attraction and retention. *Journal of Asia-Pacific Business*, 21(1), 27-38.
30. Maurya, K. K., Agarwal, M., & Srivastava, D. K. (2020). Perceived work–life balance and organizational talent management: Mediating role of employer branding. *International Journal of Organization Theory & Behavior*, 24(1), 41-59.
31. Mau, T. A. (2019). Enhancing leadership capacity in the public sector: branding as an employer of choice. *International Journal of Public Leadership*, 15(3), 155-169.
32. Styvén, M. E., Näppä, A., Mariani, M., & Nataraajan, R. (2022). Employee perceptions of employers' creativity and innovation: Implications for employer attractiveness and branding in tourism and hospitality. *Journal of Business Research*, 141, 290-298.
33. Staniec, I., & Kalińska-Kula, M. (2021). Internal employer branding as a way to improve employee engagement. *Problems and Perspectives in Management*, 19(3), 33.
34. Tajpour, M., Salamzadeh, A., & Hosseini, E. (2021). Job satisfaction in IT department of Mellat Bank: Does employer brand matter. *IPSI BgD Transactions on Internet Research*, 17(1), 15-21.
35. Hartel, L., & Engstler, M. (2021) *Disrupting Business with Employer Branding. Strategic levers for medium-sized companies to attract international intrapreneurs. Hochschule der Medien.*
36. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
37. Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*, Reading, MA:
38. Leekha Chhabra, N., & Sharma, S. (2014). Employer branding: strategy for improving employer attractiveness. *International Journal of Organizational Analysis*, 22(1), 48-60.
39. Maxwell, R., & Knox, S. (2009). Motivating employees to "live the brand": a comparative case study of employer brand attractiveness within the firm. *Journal of marketing management*, 25(9-10), 893-907.
40. Simpson, S. N. Y., & Aprim, E. K. (2018). Do corporate social responsibility practices of firms attract prospective employees? Perception of university students from a developing country. *International Journal of Corporate Social Responsibility*, 3, 1-11..
41. Stuss, M., & Herdan, A. (2018). External employer branding tools used for attracting graduates by energy companies listed at Warsaw stock exchange.
42. Tribulkina, M. (2018). Employer Branding: Innovative ways of collaboration between the case company and Engineering students.
43. Verčić, A. T., & Čorić, D. S. (2018). The relationship between reputation, employer branding and corporate social responsibility. *Public Relations Review*, 44(4), 444-452.



## E- references: (Recruitment)

44. Blu Ivy Group. (2023). *Supercharge your campus recruitment strategy with campus employer brand in a box*. Retrieved from <https://bluivygroup.com/blog/supercharge-your-campus-recruitment-strategy-with-campus-employer-brand-in-a-box/>
45. GoBoon. (2023). *Strategies for successful campus recruitment*. Retrieved from <https://goboone.co/post/strategies-for-successful-campus-recruitment>
46. HirePro. (2023). *4 employer branding activities for effective campus hiring*. Retrieved from <https://hirepro.in/resources/blogs/4-employer-branding-activities-for-effective-campus-hiring>
47. HirePro. (2023). *Employer branding best practices*. Retrieved from <https://hrshelf.com/employer-branding-best-practices/>
48. Yello. (2023). *7 ways to build your employer brand on campus*. Retrieved from <https://yello.co/blog/7-ways-to-build-your-employer-brand-on-campus/>