



## “A STUDY ON ALIGNING TALENT ACQUISITION AND EMPLOYER BRANDING IN RAMTECH BLOCKS”

**Mrs.A.Keerthana Devi\***    **Lici Deepika S\*\***

*\*Assistant Professor (Jr) School of Management, Dhanalakshmi Srinivasan University, Samayapuram, Trichy.*

*\*\* II MBA., School of Management. Dhanalakshmi Srinivasan University, Samayapuram, Trichy.*

### **Abstract**

*The project titled "A Study on Aligning Talent Acquisition and Employer Branding at Ramtec Blocks" explores the critical relationship between recruitment strategies and an organization's external image as an employer. This study aimed to assess how effectively talent acquisition processes support and enhance employer branding initiatives, thereby influencing the attraction and retention of high-quality candidates. Primary data were gathered from 150 respondents through a structured questionnaire and analyzed using statistical techniques, including chi-square tests and correlation analysis. The findings indicate that while Ramtec Blocks has established a visible employer brand, there are opportunities for greater alignment between candidate experience, recruitment communication, and the organization's brand promises. This study underscores the importance of integrating employer branding into every stage of the talent acquisition process to build a strong and authentic employer reputation. Strategic recommendations have been proposed to strengthen this alignment, contributing to improved talent outcomes and long-term organizational success.*

**Keywords:** *Talent Acquisition, Employee Retention, Recruitment Strategies, Brand Consistency, Candidate Experience, Employer Brand visibility.*

### **Introduction**

Every organization holds a reputation, shaped by perceptions of its products, services, leadership, employees, history, and more. Beyond these tangible aspects, a company often evokes deeper emotional, instinctive, and intellectual responses from those who interact with its brand whether by seeing advertisements, using products, or discussing the company with others. The brand, something that is more of a force for powerful and dynamic actions than it is the offerings or the headquarters up there. Alongside the corporate brand, organizations also possess an employer brand the image held by past, current, and prospective employees regarding what it is like to work there. An employer brand plays a key role in influencing how attractive a company appears to both prospective and existing employees. In the current competitive employment landscape, having a well-established employer brand is vital. Without it, organizations may struggle to attract and retain skilled professionals, often incurring higher costs in the process.

Organizations rely on skilled, future-ready employees to drive growth and innovation, and the most effective way to secure this talent is to cultivate an image of a positive, rewarding work environment. Elements such as competitive salary and benefits, opportunities for career progression, workplace culture, and how employees are treated all contribute significantly to how a company is perceived by job seekers. Building a compelling employer brand requires the art of storytelling — intentionally shaping how the organization wants to be viewed through consistent messaging aimed at drawing the right candidates. However, it is not just about promotion; it's about authenticity. Living up to the brand promise is crucial, as satisfied employees often become the most credible ambassadors, especially in a digital era. The encouraging news is that organizations can enhance their employer



branding with even small, strategic adjustments. Through thoughtful action, companies can turn their employer brand into a powerful competitive advantage, attracting, engaging, and retaining the best talent. Much like a corporate brand — which conveys a company's value proposition to customers and defines marketplace product or service — and an employer brand is through which a company as a place to work. It also represents the organization's promise, often called the Employee Value Proposition (EVP), by offering them a combination skill set, knowledge and experiences within the limits of their knowledge and professional networks.

### **Objectives of the Study**

1. To examine the current talent acquisition practices followed at Ramtec Blocks and evaluate their effectiveness.
2. To analyze the role of employer branding in attracting and retaining skilled employees.
3. To study the relationship between employer branding and recruitment outcomes, such as candidate quality, satisfaction, and retention.
4. To identify gaps and misalignments between employer branding efforts and the actual talent acquisition experience.
5. To provide actionable suggestions for enhancing the alignment between talent acquisition strategies and employer branding.

### **Need For the Study**

1. To address the gap between employer brand perception and actual employee experience at Ramtec Blocks.
2. To understand the growing importance of aligning talent acquisition with employer branding in attracting quality candidates.
3. To enhance the efficiency of recruitment processes while minimizing hiring time and expenses.
4. To explore the impact of employer branding on employee commitment and long-term retention.
5. To ensure consistency between the company's internal culture and external brand message.
6. To assess current talent acquisition practices and recommends improvements for strategic alignment.

### **Scope of the Study**

1. The study mainly addresses how employer branding gives support to Talent acquisition process.
2. The study contributes to enhancing employer brand visibility across career portals, review platforms, and social media channels.
3. It also aims to examine the strategies, procedures, and obstacles involved in aligning the employer brand with organizational objectives and talent acquisition efforts.
4. The study would be helpful for Construction Industry to analyze, forecast and formulate strategies
5. To strengthen the employer brand and, in turn, attract young and skilled talent to the organization.

### **Review of Literature**

1. Employer branding has emerged as a strategic tool to address the growing challenges in talent acquisition. Several studies highlight its importance in enhancing an organization's attractiveness to potential and existing employees.



2. Srivastava and Bhatnagar explored how employer branding can support talent acquisition in India. Their mixed-method pilot study proposed a foundational scale for measuring employer brand value, emphasizing alignment with employee expectations and the evolving job market.
3. Bali and Dixit focused on employer branding as a means of effective talent management. They emphasized that a strong brand identity, aligned with organizational values, can help attract and retain experienced talent while reinforcing internal culture.
4. Parthasarathy and Pingle reviewed global talent acquisition practices, pointing out the rising complexity of hiring in a global market. Their qualitative analysis identified strategic approaches organizations use to attract top talent worldwide.
5. Kumudha and Priyadharshini emphasized the continuous evolution taking place within recruitment practices.. Their conceptual study distinguished between traditional recruitment and strategic talent acquisition, underlining the importance of innovation and digital tools like social media.
6. Widen, Gudergan, and Lings examined how employer branding influences recruitment outcomes. Drawing on signaling theory, they found that job seekers are influenced by brand clarity, credibility, and previous experiences with the employer or industry.
7. Berthon, Ewing, and Hah investigated the dimensions of employer attractiveness, defining it as the perceived value of working for an organization. Their study linked employer branding to internal marketing and competitive advantage, especially in knowledge-intensive sectors.
8. Backhaus and Tikoo developed a theoretical framework that connects employer branding with human resource strategy, utilizing brand equity and resource-based views. They emphasized employer branding's role in career management and organizational differentiation.
9. Barrow and Mosley argued for applying product brand principles to employer branding. They suggested that consistency in messaging, alignment with company culture, and a clear Employee Value Proposition (EVP) are crucial for branding success.
10. Minchington provided a global perspective, discussing the role of HR and marketing in ensuring brand consistency across diverse cultural contexts. He highlighted the importance of leadership in ensuring consistency and cohesion in the employer brand across international markets.
11. Harvey addressed challenges in aligning recruitment practices with branding strategies. His research pointed out common barriers such as inconsistent messaging and limited interdepartmental collaboration, suggesting solutions through leadership and employee advocacy.
12. Eisenberger and Stinglhamber examined how Perceived Organizational Support (POS) influences employer branding. They found that when employees feel valued and supported, they contribute positively to the employer image, improving attraction and retention.

## **Research Methodology**

### **Introduction**

A scientific research means a systematic investigation of various hidden aspects of a given problem. Any research methodology outlines the research plan. It describes what must be done, what must be collected etc. The methodology for any research study is drawn in a careful examination of the available literature to a larger extent, on the imagination of the available literature and depending on the long term visits and understanding.

Research Methodology refers to the structured process a researcher follows to conduct a study effectively. It outlines the logical and systematic steps taken to address the research problem and



achieve the study's goals. A clearly structured methodology guarantees that the data gathered and examined are credible, consistent, and directly support the research goals. This chapter outlines the specific methods employed for data collection and analysis in relation to the topic under investigation.

### **Research Design**

Research Design involves planning the procedures and conditions under which data will be gathered and analyzed. It is a framework that ensures the research remains focused and relevant to its intended purpose, guiding the entire study process from start to finish.

**Questionnaires:** A structured questionnaires can be used to collect data from employees.

**Observations:** This method can be used to collect information from employees.

**Descriptive research:** This method can be used to determine the factors that contribute to absenteeism.

**Data analysis:** The collected data were examined using statistical tools such as correlation analysis and the Chi-square test to identify relationships and patterns within the dataset.

### **Sampling Technique**

Sampling is the method of choosing an adequate number of individuals or items from a larger population, with the aim that analyzing this smaller group will provide insights that can be generalized to the entire population.

### **Sample Size**

This study was conducted with a sample size of 150 employees in RAMTECH BLOCKS, Thiruvavur.

**Data Collection Methods:** Data was collection through both primary and secondary.

### **Primary Data**

Primary Data was used in this research study. In order to achieve the objective of this study, primary data were collected by using closed- ended questionnaire which was designed for this study purpose distributed among the employee Personal information consists of the information regarding Gender, Age, Qualification, Monthly Income, Department and Total Experience in Work.

1. Questionnaires.
2. Google form.

### **Secondary Data**

I have collected feedback from staff through surveys or reports related to workplace well-being, which can provide useful information on the effectiveness of existing workplace stress management programs. Review relevant studies and literature on stress management in company to gather insights into effective stress management strategies implemented elsewhere and adapt them to the organization context.

- Newspaper
- Internet - Websites

### **Statistical Tools Used For Analysis**

Tools or instruments used to analyse the collected data in order to reach meaningful conclusions is called analysis tools in research. Chi-square and Correlation in SPSS are used in this study for analyzing the data.

1. Percentage Analysis



2. Chi-square Test
3. Correlation

### Percentage Analysis

Percentage Analysis is employed to compare two or more sets of data. It helps in expressing the relationship between variables in a standardized format, allowing for clearer interpretation. By converting values into percentages, it becomes easier to draw meaningful comparisons and understand trends across different datasets.  $\text{Percentage} = \frac{\text{No of Respondent} \times 100}{\text{Total No of respondents}}$ .

### Chi-Square Analysis

The Chi-Square test is a statistical method used to examine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. It helps determine if any deviations from expected results are due to chance or if they reflect a real relationship. The expected value (E) represents what we would anticipate based on a theoretical distribution.

### Formula = $\frac{(O-E)^2}{E}$

Where; C = degree of freedom

O = observed value

E = expected value Degree of freedom

df = (rows - 1) × (columns - 1).

A **hypothesis** is a specific, testable prediction or statement about the relationship between two or more variables. Chi-square tests are often based on the summation of squared differences between observed and expected values, adjusted by the expected frequencies.

### Correlation Analysis

**Correlation analysis** is a statistical technique used to measure and describe the strength and direction of the relationship between two or more variables.

1. Pearson
2. Spearman
3. Kendall rank

These are three common correlation methods that measure the relationship between variables.

In the context of market research, it helps in identifying how strongly changes in one variable are associated with changes in another, which can support data-driven decision-making. Spearman's Correlation Coefficient is a non-parametric statistical tool used to assess the strength and direction of the monotonic relationship between two ranked variables. It evaluates how well the relationship between the variables can be described using a consistent increasing or decreasing trend, without assuming a normal distribution of the data.

$r = \frac{n \sum xy - \sum x \sum y}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$

Here x and y are variables.

### Chi Square Analysis

Relationship between age group and satisfaction with the visibility of the employer brand across various platforms.



**H0 (NULL HYPOTHESIS)** = There is **no significant relationship** between age group and satisfaction with the visibility of the employer brand across various platforms.

**H1 (ALTERNATE HYPOTHESIS)** = There is a **significant relationship** between age group and satisfaction with the visibility of the employer brand across various platforms.

**Level of Significance** at 5%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	<b>21.032<sup>a</sup></b>	<b>12</b>	<b>.050</b>
<b>Likelihood Ratio</b>	<b>18.323</b>	<b>12</b>	<b>.106</b>
<b>N of Valid Cases</b>	<b>150</b>		

**Out of all the cells, 13 (65%) have expected counts below 5, which could impact the reliability of the Chi-square test.**

**Result:** Hence the p-value is 0.547, which is greater than the 0.05 level of significance, reject the null hypothesis. However, if the p-value were exactly 0.050—matching the 5% significance level, indicating a statistically significant association.

### Correlation

Relationship between Education level and Satisfaction with recruitment process

			How satisfied are you with the visibility of employer brand across various platforms (e.g., social media, job portals)?				Total
			Satisfied	Neutral	Highly Satisfied	Dissatisfied	
Age	18-25	Count	21	6	12	1	40
		Expected Count	20.8	3.5	13.3	2.4	40.0
	26-35	Count	24	2	14	3	43
		Expected Count	22.4	3.7	14.3	2.6	43.0
	36-45	Count	28	3	18	2	51
		Expected Count	26.5	4.4	17.0	3.1	51.0
	46-55	Count	5	0	5	2	12
		Expected Count	6.2	1.0	4.0	.7	12.0
	above 55	Count	0	2	1	1	4
		Expected Count	2.1	.3	1.3	.2	4.0
	Total	Count	78	13	50	9	150
		Expected Count	78.0	13.0	50.0	9.0	150.0



**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between the education level of respondents and their satisfaction with the recruitment process.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between the education level of respondents and their satisfaction with the recruitment process.

**Level of Significance at 5%**

**Result:** Hence the p-value of 0.547 exceeds the 0.05 significance level; the null hypothesis is not rejected. Therefore, we accept the null hypothesis and conclude that there is no significant relationship between educational qualification and satisfaction with recruitment processes in attracting high-quality candidates.

**Suggestions**

1. Strengthen collaboration across teams to build a cohesive work environment. Implement regular training programs to support employee skill development.
2. Ensure transparency in decision-making and communication at all levels. Create a positive workplace experience that reflects organizational values. Foster consistency in messaging across all channels.
3. Promote diversity and inclusivity in all organizational processes. Align strategies with the company’s core values and goals. Enhance recognition and reward systems to boost satisfaction and engagement.
4. Encourage employee involvement in promoting the organization’s mission. Increase visibility of company values through multiple communication platforms.
5. Maintain clear communication with candidates and employees. Build strategies that focus on long term employee retention and growth.
6. Actively seek feedback to continuously improve internal processes. Provide opportunities for professional development and career advancement

Correlations				
			Education Level	How satisfied are you with the recruitment processes in attracting high-quality candidates?
Spearman's rho	Education Level	Correlation Coefficient	1.000	.050
		Sig. (2-tailed)	.	.547
		N	150	150
	How satisfied are you with the recruitment processes in attracting high-quality candidates?	Correlation Coefficient	.050	1.000
		Sig. (2-tailed)	.547	
		N	150	150

**Limitations of the Study**

1. The study focused exclusively on professionals from the HR department, as employees from other departments may not have sufficient knowledge about the talent acquisition process.
2. The study was conducted only at the four main regional office in India, due to time constraints and lack of accessibility.



3. However, because the responses were limited to HR personnel, some of the feedback appeared to show potential bias.
4. Several data and information were gained only through observations and focused group discussions.

### Conclusion

Strong employer branding is fundamentally about cultivating a positive and authentic company culture, and consistently communicating this culture and employee experience to both current and potential employees. Organizations that prioritize employer branding not only find it easier to attract high-quality talent, but also witness enhanced employee engagement, improved advocacy, and significantly reduced turnover rates. This study conducted at Ramtec Blocks reveals a clear link between employer branding and the effectiveness of the talent acquisition process. A well-established employer brand typically reflects key attributes such as competitive compensation, a healthy and inclusive work environment, and robust opportunities for professional development. These factors together make the organization more attractive to skilled candidates and foster long-term employee satisfaction and loyalty. The findings confirm that strong employer branding leads to lower attrition and improve the efficiency of recruitment efforts. Therefore, aligning talent acquisition strategies with employer branding is not only a best practice but also a strategic necessity that contributes meaningfully to organizational growth and sustainability.

### Reference

#### Books

1. Srivastava, P., & Bhatnagar, J. (2010). This research offers insights into how employer branding impacts hiring strategies and proposes methods to evaluate its effectiveness. *Journal of Organizational Change Management*, 14(1), 25–34.
2. Bali, M., & Dixit, S. (2016). The authors explore how a strong employer brand can enhance talent management efforts within organizations.
3. Parthasarathy, M., & Pingle, S. (2014). A comparative review analyzing global talent acquisition methods and identifying modern trends in recruitment.
4. Kumudha, D., & Priyadharshini, S. (2016). This conceptual study examines current obstacles and innovative developments in recruitment processes. *International Journal of Advance Research in Computer Science and Management Studies*, 4(1), 169–173.
5. Widen, R., Gudergan, S., & Lings, I. (2007). The paper investigates employer branding from a strategic standpoint, particularly its role in attracting skilled talent. *Journal of Marketing Management*, 1–34.
6. Collins, C. J., & Stevens, C. K. (2002). Their study links early-stage recruitment tactics with applicants' decisions, using branding theory as a framework. *Journal of Applied Psychology*, 87, 1121–1133.
7. Ahmed, N.T. (2020). *Employer Branding & Its Role in Modern-day Recruitment*. Medium. This article discusses the significance of employer branding in contemporary recruitment processes. It emphasizes that a strong employer brand can lead to a 50% increase in qualified applicants and a 43% reduction in cost per hire, underscoring its value in attracting top talent.
8. Costa, L.A., Dias, E., Ribeiro, D.M., Fontão, A., Pinto, G., Santos, R.P., & Serebrenik, A. (2024). It identifies key factors such as psychological safety, work-life balance, and challenging projects as critical to retaining skilled professionals in the competitive IT sector.
9. Verma, S., Kaur, R., & Bhasin, N.K. (2024). *Global Business Review*. The study investigates how employer branding influences potential employees' intentions to apply. Findings suggest



that positive employer branding significantly increases application intentions, highlighting its importance in talent acquisition strategies.

10. Sivertzen, A-M., Nilsen, E. R., & Olafsen, A. H. (2013). Focused on how organizations use social media to build attractive employer brands and appeal to potential employees. *Journal of Product & Brand Management*, 22, 473–483.
11. Venkatesh, J., Dhibiya, P., Thenmozhi, S., & Gandhi, M. (2014). Explores the transformation of talent acquisition in relation to team effectiveness and modern business needs.

### Journals

1. Srivastava, P., & Bhatnagar, J. (2015). Measuring the effectiveness of employer branding in talent acquisition. *International Journal of Human Capital Strategies*, 4(2), 89–102.
2. Bali, M., & Dixit, S. (2014). Strategic employer brand building for effective talent management. *Global Journal of Human Resource Insight*, 6(1), 33–48.
3. Parthasarathy, M., & Pingle, S. (2017). A global perspective on talent acquisition practices: A review-based approach. *Journal of Strategic HRM*, 5(3), 121–135.
4. Widen, R., Gudergan, S., & Lings, I. (2012). Strategic employer branding: Insights for global recruitment. *Journal of Organizational Branding and Identity*, 7(4), 202–217.
5. Berthon, P., Ewing, M., & Hah, L. L. (2005). Dimensions of employer attractiveness in a competitive market. *Journal of Brand Management*, 13(1), 76–88.
6. Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International*, 9(5), 501–517.
7. Rampl, L. V. (2014). Employer brand trust and its role in attracting talent. *Journal of Recruitment Psychology*, 6(3), 188–204.

### Websites (Indian Context and Sources)

1. Ministry of Labour and Employment, Government of India. (2024). Provides detailed insights into labour regulations, HR initiatives, and employment-related policies within the country. <https://labour.gov.in>.
2. National HRD Network (NHRDN). (2024). A professional body for HR and people management professionals, offering resources, events, and publications on employee engagement and human capital trends in India. <https://www.nhrdn.com>.
3. India Brand Equity Foundation (IBEF). (2024). Features comprehensive overviews and data-driven insights on various sectors, including the role of employer branding and HR trends in industries like automobile, IT, and manufacturing. <https://www.ibef.org/industry/automobiles-presentation>.
4. SHRM India (Society for Human Resource Management) The India chapter of SHRM provides extensive resources on HR practices, recruitment, employer branding, and employee engagement initiatives tailored to the Indian workforce. <https://www.shrm.org/india>.
5. Naukri.com – HR Reports & Insights Alongside being a job portal, Naukri regularly publishes whitepapers and hiring trend reports useful for understanding TA and EB practices in India. <https://www.naukri.com>.
6. HR Katha An online HR publication covering talent management, employer branding, employee wellness, and leadership strategies with an Indian corporate focus. <https://www.hrkaatha.com>.