MRP RESEARCH PROPOSAL

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Title: ‘The e ect of employer branding on attracting and retaining young professionals’

Introduction

Employer branding has become a strategic focus for organizations in the competitive labor market. It represents an organization’s reputation as an employer and its value proposition to potential and current employees. For young professionals, who often prioritize meaningful

work, professional growth, and organizational values, employer branding plays a crucial role in their decision-making process. This research explores how employer branding impacts the attraction and retention of young professionals, addressing its implications for sustainable talent management.

1. Theoretical Background

The concept of employer branding can be understood through several theoretical frameworks:

Social Identity Theory: Employees are likely to associate with organizations that align with their self-concept and social identity.

Attraction-Selection-Attrition (ASA) Framework: Organizations attract and retain

individuals who fit their culture and values.

Expectancy Theory: Young professionals are drawn to employers who o er clear, valuable rewards that meet their expectations.

Signaling Theory: Employer branding acts as a signal to potential hires about the

organization’s work culture, values, and growth opportunities.

1. Background

Young professionals, often classified as Millennials and Gen Z, exhibit distinct workplace preferences compared to earlier generations. They value factors such as:

Work-life balance and flexibility.

Career development and continuous learning opportunities. Diversity, equity, and inclusion.

Strong organizational ethics and sustainability initiatives.

Employer branding becomes a critical tool in meeting these expectations, creating a competitive advantage in attracting and retaining this workforce segment. Companies with strong employer branding often experience reduced recruitment costs and higher employee satisfaction.

1. Literature Review

Employer Branding and Talent Attraction: Studies highlight that organizations with strong employer brands attract more applications, particularly from young professionals

seeking innovative and inclusive workplaces.

Retention Strategies Linked to Branding: Research suggests that employer branding directly impacts employee loyalty, as it fosters a sense of belonging and alignment with organizational values.

Role of Technology: Digital platforms like LinkedIn and Glassdoor have transformed how organizations project their employer brand, enabling transparency and broader reach.

Generational Shifts in Workplace Expectations: Millennials and Gen Z prioritize

authenticity, corporate social responsibility, and personalized experiences, which influence how employer branding is perceived.

1. Research Gap
	1. Limited empirical studies focus specifically on young professionals and their unique expectations.
	2. Most research examines either attraction or retention, but few explore the interplay between the two.
	3. The role of social media and digital platforms in shaping perceptions of employer branding is under-researched.
	4. Lack of cross-industry studies analyzing the di erences in employer branding

e ectiveness.

1. Objectives
	1. To analyze how employer branding influences the decision-making of young professionals during recruitment.
	2. To identify key components of employer branding that contribute to the retention of

young professionals.

* 1. To examine the role of social media and online reviews in shaping perceptions of employer branding.
	2. To provide actionable recommendations for organizations to enhance their employer branding strategies.
1. Data Collection Primary Data:

Conduct surveys and interviews with young professionals (ages 21-35) across various industries.

Focus groups to understand preferences and experiences with employer branding. Interviews with HR professionals to gain insights into branding strategies.

Secondary Data:

Analyze case studies of organizations with strong employer branding.

Review existing literature on employer branding, generational workforce trends, and digital recruitment strategies.

Sampling:

Utilize stratified sampling to ensure representation across industries (e.g., technology, healthcare, finance).

Include participants from diverse cultural and geographical backgrounds to capture varied perspectives.

This research aims to bridge the gap between theory and practice, o ering valuable

insights for organizations seeking to attract and retain young talent through e ective employer branding strategies.

Management Research Report proposal submitted in

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By

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