

Employer - employee branding in the information technology sector

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ABSTRACT:

This paper studied the importance of the employer-employee branding in the IT sector. In today's scenario when every big conglomerates have expansion plans the biggest challenge they are facing is of talent acquisition getting right talent in this talent crunch market is giving nightmares to the organizations. In such a state just offering a competitive package will not be sufficient to attract the best talent.

It is found that, 86% of HR experts believe that recruitment is becoming more like marketing, and employer branding is now important more than ever. Employees are reluctant or normally refuse to join a company with a bad reputation even if there is a pay hike. Employer branding is the secret to attracting the best talents from the industry. An offer was made to work for an organization with a reputation; around 92% of employees would consider switching employers. In short their employer branding is paying them returns by attracting the best talent from the industry. Employer branding gives high order benefits in terms of employee branding wherein employees of the organization spread positive word of mouth about the organization.

KEYWORDS: Employee brand, Employer brand, HOB (high order benefits), Recruitment

INTRODUCTION:

It is irony to talk about talent crunch in the vastly populated country like India. There is a huge gap in the skills required versus skills available in the market. So, whatever talent available in the market is in great demand. In such a situation, employers are attempting to attract talent in various ways and encourage employees to become involved with the company so as to achieve its objectives when it comes to recruiting and retaining staff today, employer branding is of great importance. As more companies adjust for hybrid mode of working where work from home is new normal especially in IT sector and due to swift technology adoption, the IT sector talent shop has become extremely competitive.

Employer branding is the collection of the activities a company carts out to position itself as one of the best employer it includes employee value proposition, employee experience, and communication to prospective hires. Organization uses their employee welfare activities or best practices for marketing as the best employer it helps them in branding their organization. The American Marketing Association refers to Brand Nine as "the name, the concept and the design." symbol, or any other quality that distinguishes the goods or services of one seller from the goods or services of another Those of the others who offer their services. According to 80 percent of recruiters, employer branding has a substantial impact on acquiring talent.



(LinkedIn Global Recruiting Trends 2017)

- Before speaking with a firm recruiter or recruiting manager, 46% of Glassdoor members check reviews. (Glassdoor Survey September 2013)
- Before deciding to apply for a job, 86 percent of Glassdoor users study company reviews and ratings. (Glassdoor US Site Survey January 2020)
- When reading a poor review, 55% of job searchers decide not to apply for a position with that organisation. (CareerArc)
- When contemplating a new job, 36% of employees feel a company's market reputation is "extremely significant."(Gallup State of the American Workplace Report 2017)
- When looking for a new job, 39 percent of women and 33 percent of men believe market reputation is "extremely important."(Gallup)
- According to 40% of Millennials, an employer's market reputation has the greatest impact on their impression of them. (2017 Millennial Hiring Trends Study MRI Network)
- Even if they were unemployed, 75% of Americans said they would not work for a corporation with a terrible image. (TalentLyft)

DATA COLLECTION:

This study is based on the primary data collected by HR people using informal interview from employees of Infosys, Wipro, Lester info services whereas secondary data is majorly based on recent articles and Interviews of corporate heads published in well-known newspapers like. The Economic Times, surveys by

Glassdoor, Times ascent, etc.

Employee compensation is of one the major determinants of employee satisfaction in an organization. The compensation policy and the reward system of an organization are viewed by the employees as indicators of the management's attitude and concern for them. It is not just the compensation in total, but its fairness as perceived by the employees that determines the success of a compensation management system.

Hence, it is very important for the management to design and implement its compensation system with utmost care and tact. A good compensation system should be able to attract and retain employees, give them a fair deal, keep the organization competitive and motivate employees to perform their best.

IT INDUSTRY:

The Indian IT sector is projected to increase by 8.4% for the financial year 2023, reaching a market size of \$245 billion. In India, the IT staffing sector is a vital part of the information technology industry and plays an important role in contributing to the economy and developing the image of the country as an innovation hub for international businesses. IT sector includes software development; consultancies, software management, online services, and The IT–BPM sector overall employs 5.4 million people as of March 2023.



Business Process Outsourcing (BPO). The IT sector has also increased by seven-fold in its contribution to the country's Gross domestic products. This shows the capability of the Indian IT industry to contribute to the Economy of the country and it has more potential to grow in the future. IT giants like Microsoft, Google, Hewlett Packard, and Accenture have their offices in India. This has changed the image of India from an agriculture-based country to a knowledge-driven country on the world map. India has become a major outsourcing hub in the world. There are huge investments made in this sector. The outsourcing business of the Indian IT sector will forecast to grow in multiple folds. India is facing competition from countries like the Philippines and China. Looking at the Market Size: India is the 4th largest market for businesses.

Strategies used by IT companies for employer branding

Employer Branding Practices @ Infosys employer Branding:

The battle for talent is only getting fiercer despite the shaky economy. Therefore, in order to become successful in business, recruitment and retention of the best talent remains a key requirement. A company can make itself a top employer by keeping its place at the head of the pack. By distinguishing from the competition, by highlighting strengths and upholding fundamental principles. The company, Infosys Technologies, has a reputation for being friendly to its

Connecting with youths

Infosys connect with the IT graduates through a program known as “Campus Connect” Infosys runs multi-city road shows with the goal of educating business and IT professionals across organizations. When college placement cell and employers collaborate to work together, they can better engage their target audience—students—and improve company branding on campus. An industry-academia partnership program from Infosys Technologies Ltd aims to reinforce the ties between business and academia and lay a compact foundation for the supplies of both the academic community and the expanding IT sector in the future. The goal of the national program is to match IT talent with market demands in order to produce IT workers who are prepared for the workplace. These events help in creating a brand for the organization and help in talent acquisition and creating a talent pool. It helps in generating a brand image that the organization is very caring and will help in their professional growth.

Job Fairs

Infosys is conducting multicity road shows in order to educate business and information technology professionals from all over the organization. One of the most effective ways for networking and job hunting is job fairs. Infosys is regularly participating in job fairs, making it more visible to a targeted audience of jobseekers who are taking part in Job Fairs Thus help in employer branding

Web site

For any job seeker or the existing employee, its website is usually the prime source of

information. The Web site of Infosys is very appealing, highlighting the success stories that are sought to attract a lot of attention. By exhibiting its strengths, success stories, locations, work environment, culture and benefits for employees who are perquisites in order to deal with their perspective staff's questions and attract the interest of Infosys workforce, it is interesting and user friendly.

Media

Infosys is one of the major players in IT sector in Indian market they have been placed in the list of the best employers several times. The company's brand was recognized by leading publications and independent industry entities.

- ☐ • Infosys won the ICAI Sustainability Reporting Awards 2021-22 for Gender
- ☐ • Equality Infosys won the Economic Times Best Organizations for Women Award, 2023

Source: <https://www.infosys.com/about/diversity-inclusion/awards.html>

Corporate Social Responsibilities

CSR emerges as a branding platform for employees; Infosys is committed to making a difference in society by actively participating in community development. Nearly one hundred thousand employees are inspired by their "Social Contract" to contribute to community prosperity, environmental protection and digital literacy.

They have taken initiative in healthcare, education culture, destitute care, rural development.

a. Volunteering: The leave policy encourages Infosys employees to work for India's designated non-governmental organizations (NGOs) on community projects.

b. The company pays benefits to employees for a maximum period of one year.

c. Aid in the event of a natural disaster: The Infosys Foundation and Infosys are helping to provide emergency funds for rehabilitation and reconstruction.

d. SPARK Program- This program gives Digital empowerment to young minds they give IT training and mentoring to teachers of government-aided schools in rural areas.

e. Promoting Education and Research: Infosys is working with more than 400 engineering colleges in India to enhance their curriculum and enrich the talent pool.

f. Resource Efficacy & Green Infrastructure: Infosys uses natural means responsibly to guard the environment.

The Infosys tagline, "Powered by intellect, driven by values", coupled with its mission to make Infosys a globally respected corporation, put an enormous responsibility on all of them, to build high-capability human resource teams and concurrently develop and nurture a value-driven organizational culture.



Employee branding @Infosys

The process of promoting and encouraging your employees to act as ambassadors and advocates for your organization is called employee branding. This entails enabling your employees to share their experiences, knowledge and perspectives with the networks and societies in which they work. The aim of the employee branding is to enhance the employer's brand, increase your reach and reputation, and generate referrals and leads. Infosys have the policies which are employee centric and it makes the employee to spread positive words about the organization.

It is found that applicant prefers speaking to existing employees or the past employees for their feedback about the organization which they are planning to join and the opinion or the feedback they get matter a lot about the decision of the applicant.

Infosys provides support to its employees through its internal program, Infosys' Career Path Architecture. This distinctive framework provides information to all staff members about their roles within the organization, various career paths available, and how they can progress in their careers. It provides guidelines for vertical and horizontal movements.

Employer branding @Wipro

Wipro - Wipro, an international frontrunner in IT consulting and business process services, aimed to expand its pool of skilled individuals and enhance its reputation as an employer by implementing a innovative recruitment strategy. Partnering with Analytics India Magazine, Wipro executed a multi-channel campaign featuring a hackathon, sponsored articles, and social media promotions to engage and attract skilled candidates in the competitive technology landscape. 206576 India - based Employees

Wipro carries out recruitment campaign with objectives of attracting talent and creating a talent pool and it also helps them in strengthening their brand image, and helps in positioning the company as an attractive workplace for the required talent.

Campaign Components:

Analytics India Magazine created a stimulating recruitment campaign for Wipro by incorporating various activities to attract capable and experienced candidates.

- a. A hackathon in which talented developers and data scientists can work on real-world problems for Wipro and show off their skills.
- b. Supported articles exhibiting Wipro's working environment culture, learning experiences, and worker examples of overcoming adversity to provoke the curiosity of top ability.
- c. Virtual entertainment advancement to contact a wide crowd of expected up-and-comers and make whiz around the mission.

Wipro's innovative recruitment campaign bore remarkable results:

- a. The increase in applications for jobs of 25% contributed to a talent pool that was more diverse and skilled.
- b. Wipro's boss image was reinforced, laying out the organization as a beneficial work

environment for top ability.

c. A wide crowd of potential up-and-comers was locked in, bringing issues to light about profession

Corporate Social Responsibilities by Wipro Education:

- Wipro is actively focusing on improving the learning experiences of children at schools
- Encourage families from nearby underprivileged communities to send their children to school, such as migrant labor camps and urban slums.
- Decreasing the dropout percentage of the students
- The Santoor scholarship program was introduced in 2016 to emphasize the significance of education as the primary catalyst for bringing about a transformation in society.

Environment: They promote the use of renewable energy at their plant locations by maintaining bio diversity and tree plantation at all their plant location. In urban areas they have planted solar street lamps and a solar powered dynamo in a public park. They have shown the concern for mother earth by working on projects like water conservation, agroforestry, solid waste management etc.

Health care: Provide primary health care to poor and marginalized sections of the society



Employee Branding @ Wipro

Wipro has good policies, work culture and potential, and offers a multi-cultural and diverse work environment. The infrastructure and leadership of Wipro are exceptional, making it a great company to work for Azim Premji set up the Foundation in 2001. Over the past years, he has irrevocably donated most of his wealth for philanthropic purposes and created a philanthropic endowment valued (as of Jan 2023) at approximately USD 29 billion (INR 2,40,000 crore) to fund the work of the Foundation .This philanthropic approach boast the morale of the employees working for the organization, employees are proud to be associated with such employer. Higher order benefit is employee just cling to the organization as it gives a feeling to them that even theyare doing something for the society.

Conclusion & Recommendation:

- Companies like Infosys & Wipro are not only known because of their organization size they are growing because they care for their employees. A good experience of an



employee will have a domino effect on other employees.

- There are certain attributes which helps in making a place to be in the list of best places to work and it creates employer and employee branding. Such organizations have realistic Mission and vision of the company, Clear Communication strategy, Respect for everyone, Flexible work environment, Teamwork, Share the wealth, Effective Manager, Fostering diversity, and Growth Opportunities.
- Human touch is required in every field. Being empathetic with the employees in their trying times may have touched the soul of their people and there are chances that the organization has secured the loyalty of their people for the life time.
- These initiatives by the organizations help in creating a positive image of the organization and hence create a good will which eventually helps in attracting talent for the firm as employees prefer working for the organizations which even take cares of the society. Effective Employer Brand Increase Employee Morale.

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