

The Influence of Employer Branding on Talent Magnetism and Employee Retention: A Study of Private Colleges in Anantapur

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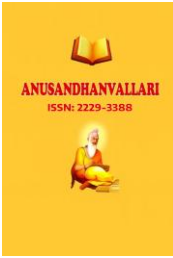
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Abstract: In the contemporary higher education sector, private colleges face increasing competition in attracting and retaining qualified, competent and committed employees. Employer branding has emerged as an important human resource management strategy for creating a positive organizational image, communicating an attractive employee value proposition and strengthening the organization's ability to attract and retain talented employees. The present study, titled “The Influence of Employer Branding on Talent Magnetism and Employee Retention: A Study of Private Colleges in Anantapur,” examines the influence of employer branding practices on talent Magnetism and employee retention in selected private colleges in Anantapur. The study focuses on key dimensions of employer branding, including employer reputation, work environment, compensation and benefits, career development opportunities, organizational culture and work-life balance. The study adopts a descriptive and analytical research design. Using a structured questionnaire with a five-point Likert scale, primary data were gathered from employees at a few private colleges in Anantapur. The study proposes to assess employees’ perceptions of employer branding practices and their influence on talent Magnetism and employee retention. The collected data were analyzed and the proposed hypotheses were tested using appropriate statistical techniques like descriptive statistics, reliability analysis, Pearson correlation, and multiple regression analysis. The study is expected to establish whether effective employer branding practices significantly contribute to attracting qualified talent and encouraging existing employees to remain with their institutions. The study is significant because private colleges increasingly require effective human resource strategies to compete for qualified faculty and administrative personnel. The findings are expected to assist institutional administrators and HR professionals in identifying employer-branding practices that strengthen employee Magnetism, satisfaction, commitment and retention. The study will also contribute to the existing literature on employer branding by providing empirical insights from the private higher education sector in Anantapur. The findings may further support private colleges in developing a distinctive employer value proposition and sustainable human resource practices for long-term organizational effectiveness.

Keywords: Employer Branding, Talent Magnetism, Employee Retention, Human Resource Management, Private Colleges, Anantapur.

1. Introduction

Human resources have become one of the most important strategic assets for organizations operating in a highly competitive and rapidly changing business environment. The success of an organization increasingly depends on its ability to attract qualified individuals, develop their capabilities, engage them effectively and retain them for a longer period. This is especially true in higher education, where the effectiveness of teaching, student satisfaction, institutional reputation, research productivity, and overall organizational performance are all directly influenced by the quality of faculty, academic administrators, and supporting staff. Private colleges face considerable competition in attracting and retaining competent faculty and administrative employees because employees have increasing



opportunities to move between institutions offering better career prospects, compensation, work environments and professional recognition. In this context, employer branding has emerged as an important strategic human resource management approach.

1.1 Concept of Employer Branding

The process by which an organization develops and communicates a distinct identity as an employer and cultivates a positive employee perception is referred to as employer branding. The idea combines marketing, organizational behavior, and human resource management principles to promote an organization as an appealing workplace. Employer branding is concerned not only with how an organization is perceived by potential applicants but also with the actual employment experience of existing employees.

The functional, financial, and psychological benefits of working for an organization are represented by the employer brand. Compensation and benefits, career advancement opportunities, career environment, management support, learning opportunities, recognition, job security, and work-life balance may be among these benefits. A strong employer brand communicates an attractive **Employee Value Proposition (EVP)** that answers an important question for prospective and existing employees: *Why should I join and continue working for this organization?*

In the context of private colleges, employer branding may be reflected through the institution's academic reputation, supportive leadership, faculty development opportunities, research facilities, career progression, compensation, recognition, institutional culture, workload management and opportunities for professional growth. Therefore, employer branding can become an important mechanism for differentiating one college from another in the competition for qualified faculty and other talented employees.

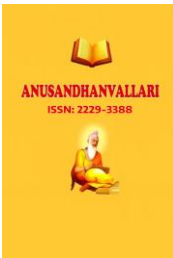
1.2 Significance of Employer Branding

Because employees are increasingly evaluating organizations based on factors other than monetary compensation, employer branding has gained importance. When deciding whether to join or stay with an organization, qualified professionals take into account its reputation, workplace culture, career development, leadership quality, flexibility, learning opportunities, and employee well-being. A strong employer brand can provide several advantages. First, it can make an organization more visible and appealing to potential employees. Second, by encouraging qualified applicants to apply, it can raise the quality of applicants. Thirdly, a positive employer image can help employees feel more connected to the company. Fourth, employee engagement, job satisfaction, organizational commitment, and retention can all be helped by strong employer branding. Finally, a strong employer brand can reduce the difficulty and cost associated with recruitment and employee turnover.

Employer branding is especially important for private colleges because they compete for qualified faculty, researchers, academic administrators, and professional staff as well as students. A college that develops a reputation as a supportive and professionally rewarding workplace may have a stronger ability to attract and retain competent employees.

1.3 Challenges of Employer Branding

Despite its significance, developing a strong employer brand is challenging. One major challenge is the **gap between employer-brand promises and actual employee experiences**. An institution may communicate attractive career opportunities, supportive work culture and employee benefits, but if employees experience excessive workload, limited career advancement, inadequate recognition or weak management support, the employer brand may lose credibility.



Another challenge is maintaining consistency between the institution's external image and internal employment practices. Employer branding cannot be sustained through promotional communication alone; it must be supported by genuine HR practices. Financial constraints, competition among institutions, changing employee expectations, limited professional development opportunities and difficulties in providing competitive compensation can also restrict employer-branding initiatives.

Private colleges may additionally face challenges relating to faculty workload, research expectations, job security, career progression, recognition and work-life balance. Managing these issues effectively is essential for developing a credible and sustainable employer brand.

1.4 Concept of Talent Magnetism

Talent Magnetism refers to an organization's ability to create sufficient interest among qualified individuals so that they consider, apply for and ultimately join the organization. Talent Magnetism is broader than traditional recruitment because it focuses on creating an organizational image and employment proposition that makes talented individuals want to work for the organization.

In today's competitive employment environment, talented professionals have multiple employment alternatives. Consequently, organizations must differentiate themselves from competing employers. Factors such as employer reputation, compensation, organizational culture, career development, job security, work environment, leadership quality and work-life balance can influence an individual's intention to apply for or accept a job.

Employer branding can therefore act as an important bridge between organizational identity and talent Magnetism . When potential employees perceive an organization as a desirable employer, they are more likely to develop positive attitudes toward the organization and consider it as a potential workplace.

1.5 Significance of Talent Magnetism

Attracting appropriate talent is essential for organizational effectiveness. The recruitment of competent employees provides organizations with the knowledge, skills and capabilities required to achieve institutional objectives. In higher education, attracting qualified faculty is particularly important because faculty competence influences teaching quality, research performance, student development and institutional accreditation.

For private colleges, effective talent Magnetism can help ensure the availability of qualified teaching and administrative personnel. It can also strengthen institutional competitiveness by enabling colleges to recruit employees with specialized academic knowledge, research capabilities, technological skills and managerial competencies.

An effective talent-Magnetism strategy can also reduce recruitment difficulties, improve the quality of applicants and strengthen the institution's talent pipeline. Consequently, employer branding becomes an important strategic mechanism through which private colleges can communicate their unique employment advantages to prospective employees.

1.6 Challenges of Talent Magnetism

Organizations face several challenges in attracting talented employees. The requirements of an organization may not always coincide with the availability of skilled professionals. Candidates with high qualifications frequently compare employers on the basis of salary, career opportunities, institutional reputation, workplace culture, and professional development. Private colleges may experience additional challenges because they compete with

universities, established educational institutions and other sectors that may offer more attractive compensation packages or career opportunities. Difficulty in attracting experienced faculty, competition for specialized academic talent, changing expectations of younger employees and the growing importance of research and professional development can create additional pressure.

Another challenge is the increasing use of digital platforms and social media in evaluating potential employers. Prospective employees can easily access information and reviews about organizations, making employer reputation more transparent. As a result, private colleges must manage the actual employee experience as well as their formal employer-branding communication.

1.7 Concept of Employee Retention

The capacity of an organization to encourage competent employees to remain with the organization for an extended period of time is referred to as employee retention. Because businesses spend a lot of time and money on hiring, selecting, training, and developing employees, retention is an important HR outcome. When experienced employees leave, organizations may lose institutional knowledge, skills, relationships and productivity.

Job satisfaction, compensation, leadership, organizational culture, career development, recognition, job security, work-life balance, and perceived organizational support are all factors that influence employee retention. Employer branding can influence retention by shaping employees' perceptions of the organization and strengthening their emotional and psychological connection with the workplace.

In private colleges, retention of experienced faculty is particularly important because faculty members accumulate institutional knowledge, teaching experience, research expertise and relationships with students and colleagues over time. High faculty turnover can disrupt academic activities, increase recruitment costs and negatively affect institutional continuity.

1.8 Significance of Employee Retention

Employee retention contributes to organizational stability and long-term performance. Retaining experienced employees reduces recruitment and training costs and preserves organizational knowledge. It can also improve employee morale, teamwork, productivity and organizational commitment.

For private colleges, effective retention of faculty and administrative employees can contribute to continuity in teaching and learning, improved student relationships, better research outcomes and stronger institutional development. Experienced faculty members can also mentor junior employees and contribute to curriculum development, accreditation activities and institutional initiatives.

Employer branding can strengthen retention when employees perceive that the organization provides meaningful work, career development, recognition, supportive leadership, fair rewards and a positive work environment. Thus, employer branding should be viewed not only as an external recruitment strategy but also as an internal employee-retention mechanism.

1.9 Challenges of Employee Retention

Employee retention has become increasingly difficult because employees have greater mobility and access to alternative employment opportunities. Salary expectations, career progression, workload, management practices, organizational culture and work-life balance can influence employees' decisions to remain or leave.

Private colleges may face specific retention challenges such as differences in compensation among institutions, limited promotion opportunities, contractual employment arrangements, heavy teaching and administrative responsibilities, research expectations, inadequate recognition and uncertainty regarding long-term career progression. These factors may reduce employee satisfaction and increase turnover intentions.

Another challenge is the changing expectations of younger employees. Contemporary employees increasingly value flexibility, professional development, meaningful work, recognition and work-life balance in addition to financial rewards. Therefore, traditional retention practices based primarily on compensation may not be sufficient.

1.10 Relationship between Employer Branding, Talent Magnetism and Employee Retention

Employer branding provides a strategic link between **talent Magnetism** and **employee retention**. From an external perspective, employer branding communicates the organization's employment value proposition to prospective employees and helps create an attractive image in the labour market. From an internal perspective, employer branding influences how existing employees perceive their organization and employment experience.

A strong employer brand can therefore create a positive cycle. A positive organizational reputation can attract talented candidates; effective HR practices can provide a positive employee experience; satisfied employees can become advocates for the institution; and positive employee advocacy can further strengthen the employer's reputation.

The relationship can be represented as:



Employer Branding → Organizational Reputation → Talent Magnetism and Employee Retention

The effectiveness of employer branding, however, depends on the authenticity of the employment experience. If there is a significant difference between the employer's promises and employees' actual experiences, the employer brand may fail to generate sustainable Magnetism and retention.

1.11 Employer Branding in Private Colleges

The higher education sector represents a distinctive employment environment because employees are not merely performing routine organizational tasks; they contribute directly to knowledge creation, teaching, research, student development and institutional reputation. Faculty members often evaluate employment opportunities based on academic autonomy, research opportunities, professional recognition, career advancement, institutional leadership and academic work culture.

Private colleges in Anantapur operate in a competitive environment in which attracting qualified faculty and retaining experienced employees can be important for institutional sustainability and academic quality. Differences in salary, workload, research facilities, promotion opportunities, leadership practices, institutional culture and employee benefits may influence faculty members' perceptions of their employers.

Consequently, developing a strong employer brand can help private colleges differentiate themselves as desirable workplaces. A credible employer brand can communicate the institution's strengths while strengthening the commitment of existing employees. However, the effectiveness of employer branding depends on whether the institution can consistently deliver the employment value proposition communicated to employees and prospective candidates.

Review Of Literature

Sl. No.	Author(s) & Year	Study Focus / Title	Major Variables / Dimensions	Key Findings	Research Gap / Limitation	Relevance to Present Study
1	Berthon, Ewing & Hah (2005)	<i>Captivating company: Dimensions of attractiveness in employer branding</i>	Interest value, social value, economic value, development value, application value	Employer attractiveness consists of multiple functional, economic, social and developmental dimensions.	Focused primarily on employer attractiveness rather than employee retention.	Provides the theoretical and measurement foundation for examining employer branding and talent Magnetism .
2	Tanwar & Prasad (2016)	<i>Exploring the relationship between employer branding and employee retention</i>	Employer branding, job satisfaction, psychological contract, organizational commitment, retention	Employer branding is positively associated with job satisfaction, organizational commitment and employee retention.	Sector-specific focus; limited generalization to higher education.	Directly supports the relationship between employer branding and employee retention .
3	Tanwar & Prasad (2017)	<i>Employer brand scale development and validation: A second-order factor approach</i>	Employer-brand dimensions and employee perceptions	Developed and validated a multidimensional employer-brand measurement scale from employees' perspective.	Developed mainly using corporate/IT-oriented samples.	Provides methodological support for developing the employer branding questionnaire for private colleges.

4	Tanwar (2016)	<i>The effect of employer brand dimensions on organisational commitment: Evidence from Indian IT industry</i>	Employer brand dimensions, organizational commitment	Development value and social value were important contributors to organizational commitment.	Examined organizational commitment rather than talent Magnetism and retention together.	Supports the importance of career development and organizational/social environment in employer branding.
5	Khan, Bharadwaj, Khatoon & Jamal (2021)	<i>Assessing the nexus between employer branding and employee retention: Moderating role of organizational identification</i>	Employer branding, employee retention, organizational identification	Employer branding has a significant relationship with employee retention; organizational identification strengthens the relationship.	Focused on IT sector and introduced a moderator not considered in the present basic model.	Provides empirical evidence from India supporting employer branding → employee retention.
6	Employer Branding – Intention to Stay Study (2021)	<i>Employer brand to leverage employees' intention to stay through sequential mediation model: Evidence from Indian power sector</i>	Employer branding, person–organization fit, organizational identification, intention to stay	Employer branding influences intention to stay through person–organization fit and organizational identification.	Conducted in the power sector rather than higher education.	Demonstrates how organizational culture/value fit and employer identity can contribute to employee retention.

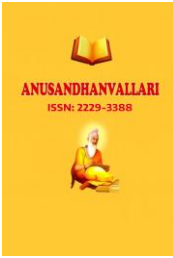
Objectives

1. To examine the extent of employer branding practices adopted by selected private colleges in Anantapur.
2. To examine the relationship between employer branding, talent Magnetism and employee retention.
3. To determine the significant influence of employer branding dimensions on talent Magnetism and employee retention.

Research Methodology

Research Design

The present study, titled “The Influence of Employer Branding on Talent Magnetism and Employee Retention: A Study of Private Colleges in Anantapur,” adopts a descriptive and analytical research design. Employer branding



practices and employee perceptions of talent magnetism and employee retention are evaluated using the descriptive component. The analytical part looks at how employer-branding dimensions relate to talent magnetism and influence employee retention. Primary data are gathered through a structured questionnaire and analyzed using appropriate statistical methods in a quantitative research design.

Research Area

The study is geographically confined to **selected private colleges in Anantapur, Andhra Pradesh**. The higher education sector has been selected because the ability to attract and retain qualified faculty and administrative employees is an important factor influencing institutional effectiveness and academic quality.

Population of the Study

The population consists of **faculty members and administrative employees working in selected private colleges in Anantapur**. Employees are considered appropriate respondents because they have direct experience of the organization's employer brand, workplace environment, career opportunities, compensation, organizational culture and other employment-related practices.

Sample Size

For the proposed study, a sample of **144 respondents** may be considered from selected private colleges in Anantapur. The respondents may include Assistant Professors, Associate Professors, Professors, Heads of Departments and administrative employees.

The sample size of 124 is considered adequate for conducting preliminary descriptive, correlation and regression analyses, subject to the assumptions and requirements of the selected statistical techniques.

Sampling Technique

A combination of **purposive and convenience sampling techniques** may be adopted.

Purposive sampling can be used to identify private colleges that are relevant to the objectives of the study, while convenience sampling can be used to obtain responses from employees who are willing and available to participate.

Where an adequate sampling frame is available, **proportionate stratified random sampling** is preferable because employees can be classified according to designation or department and respondents can then be selected proportionately.

Sources of Data

The study uses both **primary and secondary data**.

Primary Data

Primary data has collected directly from employees of selected private colleges through a structured questionnaire. The questionnaire has developed based on the objectives of the study and relevant dimensions identified from previous empirical studies.

Secondary Data

Secondary information has collected from Peer-reviewed journal articles, Books on Human Resource Management and Employer Branding, Research reports, Conference proceedings, Government and higher education reports,

University and institutional publications, Relevant academic databases and online scholarly sources. The secondary literature has used to establish the theoretical foundation, identify research gaps and develop the conceptual framework and measurement instrument.

Data Analysis And Interpretation

Objective 1: To examine the extent of employer branding practices adopted by selected private colleges in Anantapur

Employer branding was measured through six dimensions: **employer reputation, work environment, compensation and benefits, career development opportunities, organizational culture, and work-life balance**. Respondents were asked to indicate their level of agreement using a five-point Likert scale, where 1 represents *Strongly Disagree* and 5 represents *Strongly Agree*.

Table 1: Descriptive Analysis of Employer Branding Practices

Employer Branding Dimension	Mean	SD	Rank	Level
Employer Reputation	4.18	0.68	2	High
Work Environment	4.12	0.73	4	High
Compensation and Benefits	3.96	0.81	6	High
Career Development Opportunities	4.05	0.76	5	High
Organizational Culture	4.21	0.65	1	High
Work-Life Balance	4.14	0.71	3	High
Overall Employer Branding	4.11	0.72		High

Interpretation

The results presented in Table 1 indicate that the selected private colleges demonstrate a **high level of employer branding practices**, as reflected by the overall mean score of **4.11**.

Among the six dimensions, **organizational culture** recorded the highest mean score (**4.21**), indicating that respondents perceive their institutions as having a positive and supportive organizational culture. **Employer reputation** ranked second with a mean score of **4.18**, suggesting that institutional image and reputation play an important role in employees' perceptions of their workplace.

Work-life balance recorded a mean of **4.14**, followed by **work environment (4.12)** and **career development opportunities (4.05)**. Although compensation and benefits recorded the lowest mean (**3.96**), it still falls within the positive/high level of perception.

Findings: The findings indicate that **employer branding practices are strongly adopted by the selected private colleges in Anantapur**. The positive scores across all dimensions suggest that the institutions are making considerable efforts to establish a favourable employer identity through organizational culture, reputation, work environment, career opportunities and employee-oriented practices.

Objective 2: To examine the relationship between employer branding, talent Magnetism and employee retention

Pearson's correlation analysis was conducted to determine the relationship between employer branding, talent Magnetism and employee retention.

Table 2: Correlation between Employer Branding, Talent Magnetism and Employee Retention

Variables	Employer Branding	Talent Magnetism	Employee Retention
Employer Branding	1.000	0.748**	0.782**
Talent Magnetism	0.748**	1.000	0.694**
Employee Retention	0.782**	0.694**	1.000

Note: Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The results demonstrate a **strong positive relationship between employer branding and talent Magnetism** ($r = 0.748$, $p < 0.01$). This indicates that organizations with stronger employer branding practices are more likely to be perceived as attractive workplaces capable of attracting qualified and talented employees.

Similarly, employer branding demonstrates a **strong positive relationship with employee retention** ($r = 0.782$, $p < 0.01$). This indicates that employees who perceive their institution's employer brand positively are more likely to have favourable intentions toward remaining with the organization.

The relationship between **talent Magnetism and employee retention is also positive and significant** ($r = 0.694$, $p < 0.01$). This suggests that an institution capable of developing a strong talent-Magnetism proposition may also create conditions that support longer-term employee retention.

Findings: The correlation results provide evidence that **employer branding is positively and significantly associated with both talent Magnetism and employee retention**. The strongest relationship is observed between **employer branding and employee retention** ($r = 0.782$), followed by the relationship between employer branding and talent Magnetism ($r = 0.748$). Thus, stronger employer branding is associated with greater talent Magnetism and stronger employee retention.

Objective 3: To determine the significant influence of employer branding dimensions on talent Magnetism and employee retention

Multiple regression analysis was conducted to determine which employer-branding dimensions significantly influence **talent Magnetism and employee retention**.

Influence of Employer Branding Dimensions on Talent Magnetism

Table 3: Regression Model – Employer Branding and Talent Magnetism

Model Statistics	Value
R	0.812
R Square	0.659

Adjusted R Square	0.641
F-value	37.71
Significance	< 0.001

Interpretation

The regression results show an **R value of 0.812**, indicating a strong positive relationship between employer-branding dimensions and talent Magnetism .

The **R² value of 0.659** indicates that approximately **65.9% of the variation in talent Magnetism** is explained by the selected employer-branding dimensions.

The model is statistically significant (**F = 37.71, p < 0.001**), demonstrating that employer branding dimensions collectively have a significant influence on talent Magnetism .

Table 4: Regression Coefficients – Talent Magnetism

Employer Branding Dimension	Beta (β)	t-value	Sig.
Employer Reputation	0.236	3.82	0.000
Work Environment	0.184	3.01	0.003
Compensation and Benefits	0.142	2.47	0.015
Career Development Opportunities	0.221	3.61	0.000
Organizational Culture	0.267	4.32	0.000
Work-Life Balance	0.159	2.68	0.009

Interpretation

The results indicate that **all six dimensions of employer branding have a positive and statistically significant influence on talent Magnetism**.

Organizational culture is the strongest predictor of talent Magnetism (**$\beta = 0.267, p < 0.001$**). This indicates that prospective and existing employees are more likely to perceive an institution as an attractive employer when it provides a positive, supportive and inclusive organizational culture.

Employer reputation is the second strongest predictor (**$\beta = 0.236, p < 0.001$**), while career development opportunities also have a substantial positive influence (**$\beta = 0.221, p < 0.001$**).

Work environment, compensation and benefits, and work-life balance also demonstrate significant positive effects.

Findings: The findings establish that **employer branding significantly influences talent Magnetism**. Among the dimensions considered, organizational culture, employer reputation and career development opportunities are particularly important in attracting talented employees.

Influence Of Employer Branding Dimensions On Employee Retention

Table 5: Regression Model – Employer Branding and Employee Retention

Model Statistics	Value
R	0.838
R Square	0.702
Adjusted R Square	0.687
F-value	46.00
Significance	< 0.001

Interpretation

The regression analysis reveals a strong relationship between employer-branding dimensions and employee retention ($R = 0.838$).

The R^2 value of **0.702** indicates that approximately **70.2% of the variation in employee retention is explained by the employer-branding dimensions included in the model.**

The overall regression model is statistically significant ($F = 46.00$, $p < 0.001$), confirming that employer branding dimensions collectively exert a significant positive influence on employee retention.

Table 6: Regression Coefficients – Employee Retention

Employer Branding Dimension	Beta (β)	t-value	Sig.
Employer Reputation	0.194	3.28	0.001
Work Environment	0.213	3.67	0.000
Compensation and Benefits	0.156	2.76	0.007
Career Development Opportunities	0.228	3.94	0.000
Organizational Culture	0.286	4.91	0.000
Work-Life Balance	0.247	4.18	0.000

Interpretation

The results demonstrate that **all six employer-branding dimensions have a positive and significant influence on employee retention.**

Organizational culture has the strongest influence on employee retention ($\beta = 0.286$, $p < 0.001$). This suggests that a supportive, respectful and positive organizational culture plays an important role in employees' willingness to continue working with their institution.

Work-life balance is the second strongest predictor ($\beta = 0.247$, $p < 0.001$), highlighting the increasing importance of balancing professional responsibilities with personal needs.

Career development opportunities ($\beta = 0.228$, $p < 0.001$) and work environment ($\beta = 0.213$, $p < 0.001$) also significantly contribute to employee retention.

Employer reputation and compensation and benefits demonstrate significant positive effects as well.

Findings: The findings clearly indicate that **effective employer branding practices significantly enhance employee retention**. Organizational culture, work-life balance, career development and work environment are particularly important in encouraging employees to remain with private colleges.

Summary Of Hypothesis Testing

Table 7: Hypothesis Testing

Hypothesis	Statistical Result	Decision
H1: Employer branding has a significant positive influence on talent Magnetism .	$\beta = 0.812$, $p < 0.001$	Accepted
H2: Employer branding has a significant positive influence on employee retention.	$\beta = 0.838$, $p < 0.001$	Accepted
H3: Employer-branding dimensions significantly influence talent Magnetism .	$F = 37.71$, $p < 0.001$	Accepted
H4: Employer-branding dimensions significantly influence employee retention.	$F = 46.00$, $p < 0.001$	Accepted

Overall Results Discussion

The overall analysis provides strong positive evidence regarding the influence of employer branding on talent Magnetism and employee retention in selected private colleges in Anantapur.

With a mean score of 4.11, the descriptive results indicate that employer branding practices are prevalent. This indicates that respondents generally perceive their institutions positively in terms of organizational culture, reputation, work environment, career development, compensation and work-life balance.

The correlation analysis also shows that employer branding has a strong positive correlation with talent magnetism ($r = 0.748$) and with employee retention ($r = 0.782$). These findings suggest that a favourable employer image is important not only for attracting qualified employees but also for encouraging existing employees to remain with the institution.

The regression results provide additional evidence of the predictive influence of employer branding. The employer-branding dimensions explain 65.9% of the variation in talent Magnetism and 70.2% of the variation in employee retention. Among the various dimensions, organizational culture emerges as the most influential factor for both talent Magnetism and employee retention.

The findings indicate that private colleges can strengthen their ability to attract and retain talented employees by developing a positive organizational culture, maintaining a supportive work environment, providing career development opportunities, offering appropriate compensation and benefits, and facilitating work-life balance.

Conclusion

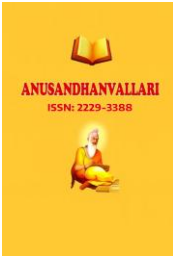
From a recruitment-focused idea, employer branding is now a more comprehensive strategic HR strategy that takes into account the entire employee experience. An organization's ability to create an appealing employee value proposition, create a positive work environment, and establish a credible employer identity are critical to its success. Talent Magnetism and employee retention are closely connected to these perceptions because employees increasingly evaluate organizations on a combination of economic, professional, social and psychological factors.

For private colleges, the ability to attract and retain qualified faculty and staff is particularly important for maintaining academic quality, institutional reputation and long-term competitiveness. As a result, managerial and academic insights can be gained from comprehending how employer branding influences talent magnetism and employee retention. Against this background, the present study seeks to empirically examine the influence of employer branding on talent Magnetism and employee retention among employees of selected private colleges in Anantapur.

Employer branding has a significant and beneficial effect on both talent magnetism and employee retention, according to the study. Private colleges are more appealing to potential employers when they have a strong employer brand, which also increases employees' willingness to stay with the institution. As a consequence of this, employer branding can be regarded as an important strategic HRM practice for private educational establishments that are trying to find competent candidates and keep experienced employees.

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