Chapter 11
Employer Branding Strategies in the Employee Experience: Leveraging Data for Engagement and Retention

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ABSTRACT

This chapter explores the significance of Employer Branding as a strategy for attracting and retaining talent in competitive markets. Effective Employer Branding enhances an organization's appeal to qualified candidates, fosters employee engagement and alignment with corporate culture, and strengthens corporate image, thus promoting long-term success. Using questionnaires for data collection, findings indicate that Employer Branding significantly influences talent acquisition and retention, confirming its essential role in organizational sustainability and competitiveness.

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INTRODUCTION

In the current organizational context, characterized by increasing competitiveness and rapid technological evolution, organizations face a significant challenge: attracting and retaining talent.

Attracting and retaining talent can positively impact the organization, contributing to innovation, increased productivity, and long-term success.

In this sense, Employer Branding emerges as a vital strategy for organizations that seek to stand out from the rest and become reference employers in the job market (Pina e Cunha et al., 2016)

Employer branding, as defined by Ambler & Barrow (1996) goes far beyond the organization's image and seeks to build a reputation that distinguishes it from competitors as an employer of excellence.

Organizations must adopt innovative approaches in a job market increasingly focused on talent, where the search for quality professionals is incessant.

Employer Branding appears here as a strategy to achieve this objective, highlighting the importance of promoting an inspiring organizational culture, offering opportunities for development and recognition, and effectively communicating the values and mission of organizations to candidates and employees (Berthon et al., 2005).

In this context, employer branding is more than simply advertising vacancies and competitive pay; it seeks to create a positive and differentiated perception of the company as an employer, influence the decisions of potential candidates, and increase employee involvement and commitment.

This chapter's main objective is to analyze the importance of Employer Branding in attracting and retaining talent in organizations. It explores its different dimensions and strategies and poses the following question for investigation: "*What is the importance of Employer Branding in attracting and retaining talent in organizations?"*

This chapter highlights its importance in attracting and retaining talent through a scoping review, which includes an in-depth analysis of the main concepts and models related to Employers and Branding.

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