

Major # H5

**THE ROLE OF EMPLOYER BRANDING IN ATTRACTING
TALENT, WITH MEDIATING ROLE OF JOB SEEKER
PERCEPTION AND MODERATING ROLE OF INDUSTRY
COMPETITIVENESS IN
IT INDUSTRY OF PAKISTAN**

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A thesis presented to Department of HR and Management
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RESEARCH THESIS APPROVAL SHEET

**THE ROLE OF EMPLOYER BRANDING IN ATTRACTING TALENT,
WITH MEDIATING ROLE OF JOB SEEKER PERCEPTION AND
MODERATING ROLE OF INDUSTRY COMPETITIVENESS IN IT
INDUSTRY OF PAKISTAN**

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CERTIFICATE FOR PLAGIARISM

I, hereby declare that submission of this thesis proposal is my own work towards the Master of Philosophy Management Sciences Research Thesis. To the very best of my knowledge and awareness, there is no formerly published material by another individual included in this thesis, which has been accepted to award any other degree of the University, except where due acknowledgement has been made in the text.

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DEDICATION

I dedicate this thesis to myself, in recognition of the hard work, perseverance, and dedication that made this achievement possible. Through challenges, long hours of study, and moments of self-doubt, I remained committed to my goals and continued moving forward. This accomplishment is a testament to my determination and growth.

I also dedicate this work to my parents and sisters, whose unwavering love, support, encouragement, and sacrifices have been the foundation of my success. Their belief in me has always inspired me to strive for excellence and pursue my dreams with confidence.

A special dedication goes to my best friend, whose constant motivation, encouragement, and belief in my abilities pushed me to study harder and always give my best. Your support and reminders to stay focused played an invaluable role throughout this journey.

This thesis stands as a reflection of the collective support, encouragement, and perseverance that helped me reach this milestone. Above all, it serves as a reminder that with determination, hard work, and the will to succeed, any goal can be achieved and any dream can become a reality.

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ABSTRACT

The purpose of this study is to examine the impact of employer branding on talent attraction and engagement in the IT industry of Pakistan, with a focus on job seeker perception as a mediating variable and industry competitiveness as a moderating variable. Using a quantitative research design, data were collected from 370 employees and job seekers, selected from a population of 10,000 across medium and large IT companies in Islamabad and Rawalpindi. The study employed PROCESS Macro for mediation and moderation analysis. Findings reveal that employer branding has a significant positive effect on talent attraction and engagement. Job seeker perception significantly mediates this relationship, while industry competitiveness moderates the strength of the effect of employer branding on talent attraction. This research contributes to the literature by integrating Signalling Theory, Social Identity Theory, Attraction–Selection–Attrition Theory, and Resource-Based View, highlighting the strategic role of employer branding in the IT sector. Practically, the study offers actionable insights for IT companies seeking to enhance their talent acquisition and engagement strategies through effective employer branding initiatives.

Keywords: Employer Branding, Talent Attraction, Employee Engagement, Job Seeker Perception, Industry Competitiveness, IT Industry, Pakistan

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LIST OF ACRONYMS

Employer Branding	EB
Talent Attraction and Engagement	TA
Job Seeker Perception	JP
Industry Competitiveness	IC
Statistical Package for Social Sciences	SPSS