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**THE EFFECT OF EMPLOYER BRANDING ON TALENT
ACQUISITION IN THE INTERNET SERVICE PROVIDER
INDUSTRY OF PAKISTAN**



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ABSTRACT

The competitive world of business has become a battlefield with organizations aiming for acquiring talent that can be useful to the organizations themselves and can be developed for the future. With the 'war of talent' waging, getting hold of valuable human resources is inevitable. Organizations struggle and thrive to devise ways of reaching talent prospects. The study aims to establish a relationship between employer branding; the significant driver of talent acquisition. Employer branding in the internet service provider industry can help organizations grab the attention of needed talent pools. The organizations work on branding as with the renaissance in the marketplace it is not merely the candidates making their way in the organization it nowadays is more about the employers developing a long-lasting (positive) image in the minds of the candidates as well. So the descriptive research emphasizes on the effect of employer branding on talent acquisition through the analysis of quantitative data. The results exhibit a positive effect caused by employer branding on talent acquisition. After the establishment of the relationship limitations and future avenues of research in this area are outlined.

Keywords: Employer branding, sourcing, talent acquisition, talent attraction, reputation.

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DEDICATION

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