



BOOK OF ABSTRACTS

11th INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN MANAGEMENT (CIM23)

ISME

**24th and 25th
February 2023**

**Organized By
INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE,
BANGALORE**

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Title: 'Book of Abstracts of 11th International Conference on Contemporary Issues in Management (CIM23), organized by International School of Management Excellence Bangalore, 24th and 25th February 2023'

Editor's Name: Dr. Rony George Kurien

Published by: Shanlax Publications,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Publisher's Address: 61, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Printer's Details: Shanlax Press, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Edition Details (I,II,III): I

ISBN: 978-93-95422-96-3

Month & Year: February, 2023

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EMPLOYER BRANDING AND TALENT MANAGEMENT USING HR ANALYTICS' CONCEPTS AND APPLICATIONS

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Abstract

Making wiser decisions about employees to improve performance at the individual and/or organizational levels is the process of HR analytics. HR analytics is a method for determining the correlation between HR practices and organizational performance outcomes such as sales volume or customer satisfaction. Human Resource Analytics was established in 1978 by Jac Fitz-Enz, the pioneer of human capital strategic analysis and performance benchmarking. In this paper, the researcher wants to discuss the concept of HR analytics, its application, impact on talent management, branding, and challenges in its application. The researcher examines secondary data and conducts a thorough literature review to understand the concept and its application across industries and nations, as well as to identify any challenges encountered during deployment and any benefits perceived by various industry professionals. Findings: The study's findings indicate that using HR analytics can help businesses build their brand and gain a competitive edge in today's fiercely competitive business environment while also enhancing workforce and employee productivity. This study has significant implications for both literature and HR analytics. Researchers will know more about the factors that contribute to and the mechanisms by which HR analytics improve organisational performance. The author's second claim is that having access to HR technology both facilitates and precedes HR analytics. Finally, concrete data from the literature demonstrates its influence on branding and organisational success.

Keywords: Human resource (HR) analytics, People analytics, Branding, Talent Management, Organizational performance.