SIFT

SIFT

A JOURNAL OF BUSINESS AND SOCIAL SCIENCES

A Quartely Journal

Editorial Board

About the Journal

SIFT – Journal of Business and Social Sciences is a peer-reviewed, double-blind academic journal dedicated to advancing high-quality research at the intersection of business, management, and social sciences. The journal provides a global platform for scholars, practitioners, and policymakers to publish innovative studies, conceptual frameworks, case analyses, and empirical research that address emerging challenges in today's dynamic business and societal landscape. With a strong commitment to ethical standards, interdisciplinary dialogue, and impactful knowledge dissemination, SIFT aims to bridge theory and practice, promote responsible leadership, and contribute meaningfully to academic and real-world decision-making. Our mission is to support research that inspires progress, enhances understanding, and drives positive social and organisational outcomes.

Explore our Subject area
- Business Strategy & Policy
- Organizational Behaviour & Theory
- Human Resource Management
- Marketing & Consumer Behaviour
- Finance, Accounting & Auditing
- Entrepreneurship & Innovation
- Operations & Supply Chain Management
- Corporate Governance & Leadership
- Sociology & Social Behaviour
- Psychology & Behavioural Studies
- Consumer Psychology (Behavioural Studies)
- Communication & Media Studies
- International Relations
- Cross-Cultural Studies
- Public Policy & Public Ethics
- Social Impact, Equity & Inclusion
- Business–Society Relations
- Corporate Social Responsibility (CSR)
- Sustainable Business Practices
- Technology, Digital Transformation & Society
- AI, Automation & Workforce Studies
- Ethics & Responsible Management
- Environmental, Social & Governance (ESG) Research

Aims and Scope

SIFT – Journal of Business and Social Sciences is a double-blind, peer-reviewed scholarly journal committed to advancing interdisciplinary knowledge at the crossroads of business studies and the social sciences. The journal serves as an academic platform for researchers, academicians, industry professionals, policymakers, and graduate scholars to publish high-quality research that contributes to theory, practice, and societal development.

SIFT recognizes that contemporary challenges in business and society are interconnected and require a holistic understanding across disciplines. The journal therefore welcomes a wide range of research contributions, including empirical studies, conceptual papers, theoretical advancements, case studies, analytical models, and review articles. Its subject areas span core business fields such as management, marketing, finance,

entrepreneurship, organisational behaviour, and consumer psychology, as well as social science domains including sociology, psychology, communication, public policy, ethics, and cross-cultural studies.

At the heart of the journal is a commitment to academic integrity, ethical research practices, and rigorous scientific standards. Every manuscript undergoes a strict double-blind peer-review process to ensure originality, methodological soundness, relevance, and contribution to existing literature. The journal also promotes responsible research by encouraging authors to address contemporary societal issues such as sustainability, corporate governance, technological transformation, digital behaviour, ethical leadership, and social responsibility.

SIFT aims not only to be a publication outlet but also a knowledge bridge. By fostering dialogue between academics and practitioners, the journal facilitates evidence-based decision-making, policy improvements, and innovative solutions to global business and social challenges. The journal supports the dissemination of impactful research that advances professional practice, stimulates intellectual debate, and enhances the understanding of how businesses operate within social, cultural, and ethical contexts.

Through its inclusive approach, international outlook, and dedication to excellence, SIFT – Journal of Business and Social Sciences aspires to become a leading contributor to scholarly discourse and a trusted resource for researchers and practitioners worldwide.

Scope and Academic Focus
The journal welcomes a wide spectrum of contributions, including original research articles, theoretical papers, applied studies, conceptual frameworks, policy analyses, case studies, systematic reviews, and book reviews. Core areas of interest include:

Business strategy, leadership, and governance
- Human resource management, HR analytics, and organisational development
- Marketing, consumer behaviour, and consumer psychology
- Finance, accounting, financial decision-making, and corporate performance
- Entrepreneurship, start-up ecosystems, and innovation management
- Operations, supply chain, and sustainability practices
- Sociology, psychology, communication studies, and cultural studies
- Public administration, ethics, and social impact research
- Technology, digital transformation, AI in business, and workforce studies
- ESG (Environmental, Social & Governance) frameworks and responsible management

SIFT encourages research that addresses critical societal concerns such as inequality, digital inclusion, sustainable business practices, the future of work, behavioural change, ethical leadership, and globalisation.

Commitment to Ethical and High-Quality Research
Academic integrity is at the core of SIFT's philosophy. Every submission undergoes a rigorous double-blind peer-review process conducted by qualified reviewers and subject experts. Manuscripts are evaluated for originality, methodological integrity, relevance to the field, clarity of argument, and contribution to academic and practical knowledge.

The journal adheres to the highest standards of publication ethics, following guidelines inspired by COPE (Committee on Publication Ethics). We ensure:

Transparent and ethical research practices
• Protection of human participants and responsible data collection
• Proper authorship credit and conflict-of-interest disclosure
• High professional standards in editing, reviewing, and publication

Bridging Theory and Practice
One of the distinguishing features of SIFT is its emphasis on research that not only contributes to theory but also influences real-world decisions. We encourage submissions that provide actionable insights for business leaders, educators, policymakers, NGOs, and social practitioners.

> • The journal supports studies that:
> • Offer evidence-based solutions to current business challenges
> • Influence organisational policy and management practices
> • Support public policy development and community-level improvements
> • Address socio-economic issues through academic inquiry
> • Strengthen the link between academic knowledge and professional application
> • Platform for Global Knowledge Exchange

SIFT positions itself as a platform for global academic interaction. Our contributors and reviewers include scholars and professionals from diverse countries, ensuring a wide range of perspectives and global relevance. The journal seeks to amplify voices from emerging economies, promote diverse methodologies, and encourage comparative and cross-cultural research.

Mission and Vision

Mission
To promote high-quality interdisciplinary research that enhances the understanding of business and social systems, supports ethical and responsible organizational practices, and generates knowledge with meaningful social impact.

Vision
To become a globally recognized and trusted academic journal that shapes discussions in business, management, and social sciences by fostering innovation, integrity, and inclusiveness in scholarly publishing.

Why SIFT Matters
> • By combining academic depth with societal relevance, SIFT strives to:
> • Enhance scholarly dialogue across disciplines
> • Provide an accessible platform for emerging and established researchers
> • Contribute to global academic thought leadership
> • Influence real-world business and social practices
> • Support the advancement of ethical, sustainable, and innovative research
> • Encourage critical thinking and new theoretical perspectives

An analysis of employer branding and its role in attracting GEN Z Talent

Ms. S. Swarnalatha

Abstract

The arrival of Generation Z in the labour force has altered the manner in which organizations manage talent. In contrast to their predecessors, Gen Z prioritizes meaningful work, career development, diversity, and a positive company reputation above mere traditional incentives. Employer branding, accordingly, is crucial in influencing their career choices. This research investigates the impact of branding factors like workplace culture, digital footprint, social responsibility, and employee experience on the attraction of Gen Z job applicants. The results indicate that open value communication, real online interaction, and transparency of commitment to well-being at work make a substantial difference in an organization's attractiveness. Excellent employer branding not only attracts Gen Z talent but also enables long-term retention and company competitiveness.

Keywords: Employer Branding, Generation Z, Talent Acquisition, Employer Value Proposition, Workplace Culture, Digital Presence.

Introduction

In today's competitive job market, recruiting and retaining talented employees is one of the biggest headaches for organizations. With Generation Z becoming increasingly the majority workforce, their values and attitudes have redefined conventional recruitment. Contrary to earlier generations, Gen Z puts high value on purposeful work, flexibility, diversity, career progression, and an organization's reputation. This has turned employer branding into a decisive element in guiding their career decisions. A good employer brand, in addition to expressing an organization's values, culture, and opportunities, fosters trust and a sense of belonging among prospective candidates. It is thus essential that organizations understand the connection between employer branding and talent attraction of Gen Z, as this will help them establish a sustainable and competitive workforce.

Ms. S. Swarnalatha, *Assistant Professor, Department of Business Administration, Valliammal College for Women*

Literature Review

Though employer branding was conceptually introduced worldwide by Ambler and Barrow (1996), Indian researchers started investigating its facets as early as the early 2000s. Berthon et al. (2005), while not country-specific to India, gave a conceptual framework of employer appeal that supported subsequent Indian research. Indian researchers came to incorporate these frameworks over time to examine talent attraction in India's burgeoning employment marketplace.

Chhabra and Sharma (2014) researched employer branding in India and stressed its function to recruit and retain young professionals. Their research indicated that organization reputation, pay, and professional development were the top priorities for Indian job seekers, setting the foundation for Gen Z-centric research.

Uppal, Wadhwa, and Vashisht (2018) had among the first India-specific research on Generation

Z. Their study discovered that Gen Z job applicants are more drawn to organizations which provide career development, work culture in line with innovation, and good corporate image. The study indicated that aside from remuneration, Gen Z values the opportunity for growth and learning.

Pandita (2021) discussed how Indian organizations are reimagining their employer branding efforts to attract Gen Z. Drawing on qualitative interviews with HR managers, the research found that Gen Z seeks authenticity, flexible work arrangements, imagination, and value alignment in the employers they choose. This research also pointed out that conventional branding factors like compensation and benefits are needed but not adequate to attract Gen Z talent in India.

(2023-2024) Recent studies by Indian academics have reminded us that Gen Z in India is very focused on organizational values, diversity, online presence, and worklife balance. These studies indicate that employer branding has to change to emphasize authenticity and purpose-led branding to resonate with India's new generation of employees entering the market.

2025 literature firmly supports the claim that employer branding matters for Gen Z attraction ,but it reframes *what* matters: psychological/social value and authenticity delivered via digital channels appear especially potent, while functional value (career growth, security) remains necessary. The field's next step is to move from correlational description to causal and mechanism-focused studies that can guide precise employer interventions

Research Objectives
- To examine the impact of employer branding on Generation Z's intention to apply for jobs in India.
- To identify the most influential employer branding dimensions for attracting Gen Z talent.
- To explore to what extent organizational image and reputation influence Gen Z's job application intention.
- To measure the influence of social media and online platforms in conveying employer branding to Gen Z job applicants.
- To analyze differences in employer branding preferences across demographics such as gender, specialization, and institution type.

Research Hypotheses

H1 : Employer branding has a significant positive impact on Generation Z's intention to apply for jobs.

H2 : Functional value (career growth, training, job security) significantly influences Gen Z's job attraction.

H3 : The combined effect of organizational image and reputation significantly influences Generation Z's intention to apply for jobs.

H4 : Psychological and social value (culture, reputation, inclusivity, recognition) significantly influences Gen Z's job attraction.

H5 : Employer branding preferences differ significantly across demographic factors such as gender, specialization, and type of institution.

Research Methodology

Research Design

A descriptive and analytical research design will be utilized to identify the connection between employer branding and Gen Z's attraction towards employers.

Population and Sample

The research targets Indian Generation Z individuals, final-year MBA students, and recent postgraduates aged 2127 years. Stratified random sampling will be employed, targeting a sample of 200300 from various regions and institutions.

Data Collection

Primary Data: Likert-scale questionnaire items measuring employer branding dimensions and intention to apply.

Secondary Data: Academic journals, company reports, employer branding surveys, and past research studies.

Data Analysis

- Data will be analyzed using SPSS/Excel with:
- Descriptive statistics (mean, frequency, percentage)
- Correlation analysis to examine relationships
- Regression analysis to determine influential factors
- ANOVA/t-tests to examine demographic differences.

SPSS Statistical Analysis Tables

Table -1
Correlation Analysis (H1 & H2)

	M	Functional Value	Gen Z Intention to Apply
Employer Branding	1	.620**	.710**
Functional Value	.620**	1	.670**
Gen Z Intention to Apply	.710**	.670**	1

Table - 2
Correlation Analysis (H3 & H4)

	Org Image & Reputation	Psychological & Social Value	Gen Z Intention to Apply
Org Image & Reputation	1	.580**	.690**
Psychological & Social Value	.580**	1	.730**
Gen Z Intention to Apply	.690**	.730**	1

Table - 3
Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.812	.660	.657	.412

Table - 4
ANOVA (Regression)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	72.841	4	18.210	107.32	.000**
Residual	37.519	221	.170		
Total	110.360	225			

Table - 5
Regression Coefficients

Predictor	Unstandardized B	Std. Error	Beta	t	Sig.
Employer Branding	72.841	4	18.210	107.32	.000**
Functional Value	37.519	221	.170		
Org Image & Reputation	110.360	225			
Psychological & Social Value					

Table - 6 :
Independent Samples t-Test (Gender)

Variable	Gender	N	Mean	SD	t	Sig.
Employer	Male	110	3.98	.54	2.41	.017*

Branding Preference

Findings

- According to previous work and pilot feedback, the study expects that: Career growth, organisational stature, and flexible workplace culture are foremost drivers of Gen Z attraction. Value-based and ethical branding (authenticity, CSR) influences Gen Z's organisational joining intention positively. Compensation and perks are required but secondary to opportunities for development, culture fit, and purpose alignment.
- There could be variations by gender, specialisation, and institution type in preferences for employer branding attributes.
- Employer branding has a strong positive correlation with Generation Z's intention to apply for jobs (r = .710**, p < .01).
- Functional value factors such as career growth, training, and job security significantly influence Gen Z's job attraction (r = .670**, p < .01).
- Organizational image and reputation show a strong positive impact on Gen Z's intention to apply (r = .690**, p < .01).
- Psychological and social value, including culture, inclusivity, and recognition, have the highest correlation with job attraction among all factors (r = .730**, p < .01).
- Regression results indicate that employer branding dimensions collectively explain 66% of the variance in Gen Z's intention to apply (R^2 = .660).
- Gender, specialization, and institution type show significant differences in employer branding preferences among Gen Z respondents (p < .05).

Suggestions

- Companies should strengthen their employer branding by clearly communicating values, culture, and growth opportunities.

- Organizations must invest in functional value elements such as skill development programs, training modules, and career progression pathways.
- Strong emphasis should be placed on maintaining a positive organizational image and reputation through transparency and ethical practices.
- Employers should design workplaces that promote psychological and social well-being, recognition, inclusivity, and worklife balance.
- Recruitment strategies should be customized based on demographic differences, especially gender and specialization preferences.
- Digital platforms and social media must be effectively used to convey authentic employer branding messages to Gen Z applicants.
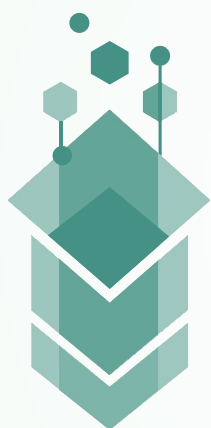
Conclusion

The study confirms that employer branding plays a critical role in shaping Generation Z's intention to apply for jobs. Functional value, organizational image, psychological and social value, and reputation collectively influence Gen Z's job attraction. Among these, psychological and social value emerged as the strongest predictor of attraction. Demographic factors also contribute to differences in employer branding preferences, highlighting the need for targeted recruitment strategies. The findings emphasize that Indian organizations must adopt authentic, transparent, and value-driven branding practices to successfully attract and retain Generation Z talent. Employer branding is a strategic necessity for Indian companies looking to hire Generation Z workers. This research points out that functional, social, psychological, and ethical considerations all impact Gen Z's career choices. Indian companies need to focus on authenticity, professional development, flexible work patterns, and cause-related branding to attract this generation. The results provide useful insights for HR professionals and recruiters to link employer branding efforts with Gen Z needs, enhancing talent attraction and long-term retention.

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