

**TALENT MANAGEMENT STRATEGY TO INCREASE BUSINESS
COMPETITIVENESS**

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DOI: <https://doi.org/10.63452/IJAFSSR.2026.4302>

ABSTRACT

This article develops practice -oriented strategy. We draw a structured synthesis of fifteen empirical studies, integrate visual effects based on resources and signaling approaches to explain how employers serve as a mechanism connecting branded and on board the practicing of talent management to compete. The synthesis suggests that the brand's charge increases the efficiency and quarry quality; the institutional role on board strengthens clarity, social integration and timely performance; Combined reduces initial attraction and compress the ramp time. Construction on this evidence We suggest an implementation algorithm: (1) Discovery and Basic Lines, (2) EVP inserting into jobs, interview, design and preliminary deck, (3) on board-podesign that is specific to intellectual and managerial comfort; Material. We specify the answers to the star and the front indicators (sanction time, quality index from time to time, ramp, 90 -day maintenance, ENP, employer capital) and the respective notes, and the link of Horca, which includes adherence and localization. The contribution is an action structure that converts research into and calls on future field tests and semi -aged evaluation.

KEYWORDS: - Talent management; Employer branding; Onboarding; Competitive advantage; Retentio.

1.0 INTRODUCTION

Global competition about rare skills has transferred talent management to the main driving force of firm competition from administrative activities. The organization faces frequent skills, rapid innovation cycles and iconic risks when the promise of employment is misunderstood with the live experience of employees. In this environment, strategic talent management is best seen as integrated architecture, in line with capacity building, motivational systems and structures opportunities with business goals - architecture is associated with better results when intentionally coordinated (Collings and Melahi, 2009). However, many companies still treat branded, selection and onboard employers, which is more of free-bound programs rather than operating system, which weakens strategic effects.

Both mechanisms stand when connecting talents with the performance: Branding of the employer and onboard. The employer forms the quality and efficiency of the pipeline by providing reliable proposals for targeting to markets at work; However, branding only creates value when the daily processes and leadership of people are built into routine (Livens and Slotter, 2016). Onboarding then promises the recruits of the continuous role in clarity, social integration and timely productivity - that meta-analytic evidence associates with better adaptation and reduces early turnover (Baur et al., 2007). Together, these mechanisms provide a practical way to compress the increase in increase, improving the quality and protection of investment in recruitment and strengthening competition in dynamic markets.

The logic for this article is practical. Organizations often invest in sophisticated attraction campaigns, while ad-hoc relies on board or standardize orientation and ignore the stability of the story promise their employer. Both patterns cause leakage: Miss, slow ramp-up and avoiding initial attractions. By synthesizing empirical findings in various contexts, designs of paper surfaces that close these intervals, they align signals with candidates with experience provided after entry. Aadhaar evidence includes colleagues of the reviewed studies and meta-analysis that examines branding, socialization strategy and performance consequences; It is used to create a consistent model how talent management contributes to a competitive advantage without collecting new primary data.

In accordance with this, the article chases three goals. First, it develops an exercise-oriented structure that integrates the branded brands of employer with boarding onboard, which compresses the productivity time, increases quality mirroring and reduces early turnover. Secondly, the administration and content model is provided by the Theob profile, the guide of interviews, procedures, preliminary decks, teaching paths specific to the role and sister-in-law-inch anchor structures in repeated routines. For the third time, it proposes a consistent set of measurement that connects people with business results by answering the star and the main indicators that allow disciplined repetitions.

The study has no original field data. Instead, it provides structured narrative synthesis of existing empirical research to achieve technology, igaming and international operations and relevant implementation of regional nuances in hospitality and regional nuances. The post is double: a clear vision line for evidence and a set of hypotheses and the design options that doctors can test in semiconductor settings. Finally, the argument is that strategic talent is possible by integrating disciplined integration of employers' branding and onboard in architecture is possible for permanent competition. It also explains the position of the scope, including distance cooperation, regulatory scattering and complexity of roles, which physically forms adoption and results.

2.0 LITERATURE REVIEW

The current literature of Talent Management (TM) considers strategic architecture rather than an administrative set of tools for the formation of people's capacity and ultimately competitive advantages. The basic tasks argue that when they identify important roles, companies do better, separate investments in these roles and employees align practices in life cycle, so the selection, development, deployment and retention strengthen each other instead of drawing in different directions (Collings and Melly, 2009; call, rock, 2015). Recent Reviews Expand This Argument to Multinational and Digitally Intensive Contexts, Emphasis Shat Effective TM is integrated-A Clear Employment Price Proposal, Disciplined Procedures and Measurements That Connect Personal Results With Organizational Performance Tightly and Skill Shorten (Caligory, de Qor, de Qor, de Cure, Core, DE, (Core, Decor, Has the Consisten (Ruzmann, Tomine and Štrakelj, 2023), in the summer will become a thorough thorough in summer, and this is a firm competition.

As part of this architecture, two mechanisms repeatedly appear as high leg connectors between TM and commercial results: employer branding (EB) and on board. The EB began as an ideological bridge between marketing and HR and separated the indications of external worship on the labor market from the creation of internal identification and argued that the values were carried out when both consistent (Mackoss and Tika, 2004).Integrated reviews indicate that the employer image is designed through solid signals - employment content, selection meetings, rituals, communication tones' offers - and these reliable promises reduce the cost of searching for both parties, increasing recruitment efficiency and improving the adaptation of the person's organization (Livens and Slotter, 2016). The empirical function combines EB orientation for the performance of the company through double passages: more efficient pipes and positive kind climate that promote cooperation and discretion effort (Tumasjan, Kunze, Bruch, &Welp, 2020). A study on the brand's organization states that selection and integration procedures are themselves regarding identity functions; They transmit criteria and shape, as new people understand the organization, so branding and socialization should be considered more problems with design than from various initiatives (Russell and Branon, 2016). This link is a matter, because sending messages for missing slices have joined thin or inconsistent errors of preliminary experiences after renting for cruelty and managers, which later emerged in the form of a slow ramp-up, rich initial attraction and renowned drag.

Research on board accelerates the mechanism by which the processes after lease transform recruitment achievements into productive capacity. Meta -analysis continuously shows that institutional socialization strategy composed of orientation, cleanliness of role, equipment, initial reactions and a convenient relationship of navagantukta settings, satisfaction and performance increases the intentions of turnover and in the size of effects and strategy, 2007; Effects of

effects and strategy and are also intending to participate in participation. It is organized, uncertainty decreases, the role of SkimmaSharppon and new people put faster into the counseling network. This is not just training; It is a choreography of tasks, conversations and artifacts - control list, receptionist presentations, policy manual - has been removed through administrators and peers. The sector synthesis in the contexts of services demanding leads to a similar conclusion, while a warning that compliance can convert to learning and social integration, unless the manager is capable and responsible for experience with a newcomer (Shulga and Basser, 2019). The consequences for the TM are instant: eb characters that combine and why; Onboarding determines how quickly they contribute and whether the initial commitment in the retention is rigid.

The competitive TM argument is obvious when it is maintained against existing environmental pressures. This industry increases demand for 4.0 data literacy, cooperation with human massages and systemic thinking; It also reduces half of the life of technical knowledge and destabilizes the boundaries (Whistling, OWL and Britain, 2019). The global and hybrid operating models combine regulatory diversity and complexity of the time sector, which, repeatedly applicable to on-board materials, increase material safety, the vague roles of the Charter and managers suggest that it maintains consistent experience in the website. In this background, research associates TM with high -performance cultures and integrated people the role of integrated people such as flexibility and disciplined executions. Strategic talents' studies point to additional connections: intentional pipelines can be re -configured as opportunities move, convert development capacity into strategic flexibility and in detail in a comparative advantage (Caffetzopolos, 2022). An organized overview of the development of inclusive talents is complemented by a picture that wide pipes and transparent progress routes extend the offer without smaller standards, if the courses are bound to work and evaluation is clear (Kallanan, Dermalingagam, Dorusami and Abraham, 2023). Together, these sections indicate that TM affects the competition through two channels - the speed of capacity assembly and efficient contribution - and these are EB and on board the observable mechanisms using these channels.

Despite these convergence, several evidence restrictions warn a basic order and inform the current contribution. Many studies depend on cross -sectional design and conceptual results, causing strong premature demands. The concentration of the sector is common and the markets with borderline conditions, regulatory regulators, the criteria for cooperation with distance are less transmitted. However, metaanalysis, systematic reviews and sector synthesis create stable formulas that are able to act. First, the consistency defeats the intensity: expenditure on attraction rarely moves the results at the level of the company, if the administration is weakened, a preliminary deck and manager kept on board. Secondly, it depends on the administration: between the functional ownership of the employer's promise and on board it is necessary to

ensure that reports and experiences are harmonized over time (Liven and Slotter, 2016; Russell & Branon, 2016). Thirdly, measurement will have to add micro-diet to professional results: Recharge and EB quality-Connection for pipelines, while growth, initial retention and speed of performance (Tumzan et al., 2020; Bauur et al, 2007). In practice, this knowledge suggests that TM should be applied as an operating system that feeds branded attraction in the deck, feeding, governance and supported by analytical insulation of the collection of standalon programs supported by analytics.

On this basis, the current overview prepares precise goals and research questions that remain in line with the extent of the article synthesizing existing empirical studies without collecting new primary data. The first goal is to integrate EB and on board into a single operating model for TM, which combines external features with internal experience and specifies the roles of HR, line guidance and communication in brand control. The second objective is to translate evidence reviewed in the implementation algorithm, which includes discovery and basic diagnostics, EVP-to-process mapping, role specific to the on-board pathways, manager and management manager for welcome decks, manuals and policy sets that are all associated with a consistent measurement system. The third objective is to identify the boundary conditions - the instability of the industry, the intensity of cooperation with distance, regulatory complexity - which clearly controls the slight effects and thus adaptation of technologies, setting of Igaming and hospitality. According to these purposes, three research questions follow and invite future empirical tests. First, are organizations that have built EB during recruitment and preliminary decks, gain more hired efficiency and high quality rent than peers with fragmented brand, industrial traps and size effects (Mackoss and Tika, 2004; Tumasadan et al, 2020)? Secondly, will the TM mediator reduce the deck between consistency and early performance and maintaining, reducing productivity time and reducing the initial attraction in a statistically detected way (Bauur et al., 2007; Sax et al., 2007)? Third, What Excentent EB → Onboarding EB → Onboarding, Inclusive-Oriented Development Route and High-Demonstration Culture Routine → By Stabilizing the Supply and Improveing the Velocity of Learning Under Industry 4.0 Conditions, Competitiveness Series (Kallanan et al., 2023; Whislal et al., 2019).

3.0 METHODS

This study uses a structured narrative review with quick evidence to integrate the conclusions scattered on board in an action strategy to increase the management of talents, branding of employers and business competitions. No primary data was collected; The corpus contains fifteen articles with reviewed colleagues who have articles with DOIS verified conceptual, metazally and empirical patterns. The review focuses on construction that identifies the principle and pre-evidence with a high content and external and internal signaling system Employers and institutionally decide to decide and decide as a conversion mechanism as a conversion

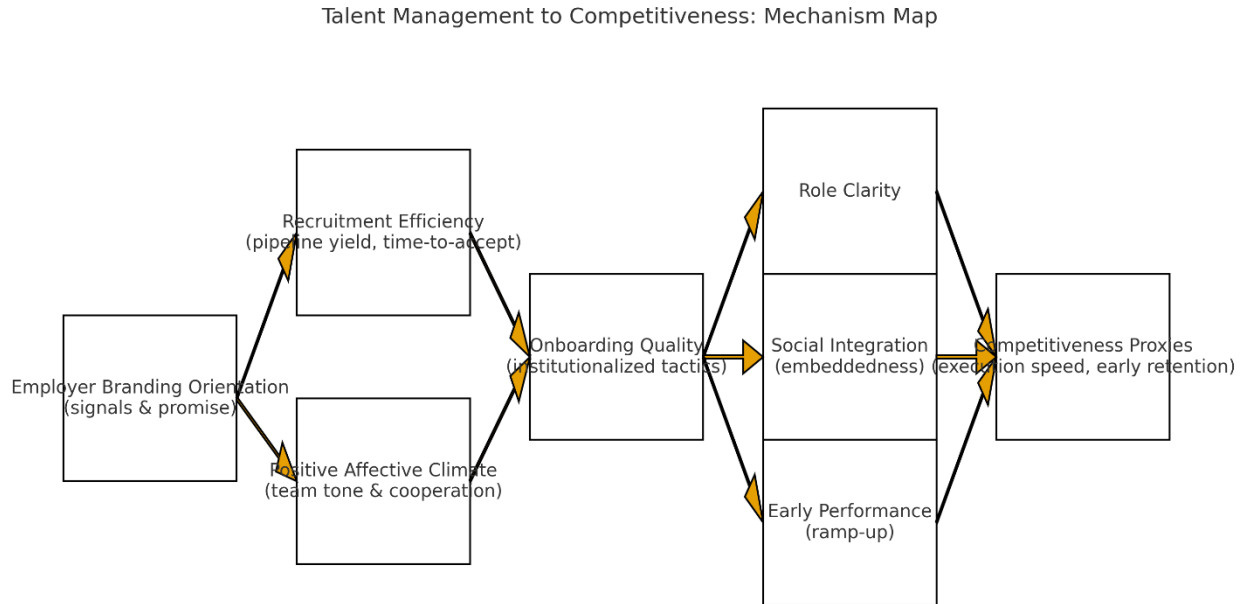
mechanism, conversion mechanism-like brand, 2004, 2004, 2004, 2004, 2004, 2004). The materials consisted of complete texts of all selected letters and forms developed by researchers that captured links (industry, geography, sample), design characteristics, major variables and competing measures for recruitment efficiency, role cleanliness, newcomers, ramp time and competitive measures for early retones. The processes followed the flow of three phases. First, confirmation of the scope balanced the limit of inclusion with the purpose of the article: with an emphasis on employer brands or on board and their subsequent effects, from the procedures of talent management to organizationally relevant results to deal with at least one link in the series. Secondly, two-phase screening (name/abstract, then full text) ended in fit and conceptual-E-Contingent, when he did not give any empirical advantage in the system, retaining the seminal ideological resources where he provided the necessary definitions of the structure.

Table 1. Evidencemapofpractices, mechanisms, andoutcomes (directionalsynthesis).

Practice area	Focal mechanism	Outcome family	Typical measures	Effect direction (vote count)	Evidence type	Boundary notes
Employer branding orientation	External & internal signaling	Recruitment efficiency	Application-to-offer ratio; time-to-accept; cost per hire	Positive	SEM & correlation al studies	Effects strongest when brand cues consistent across touchpoint s
Employer branding orientation	External & internal signaling	Applicant quality / fit	Screening-to-offer quality indicators; hiring manager ratings	Positive	SEM & correlation al studies	Improved person–org fit reported alongside pipeline gains
Employer image cues (job content, selection, offers, tone)	Perceived employer image	Pipeline cost/quality	Attraction metrics; candidate conversions	Positive	Correlation al & reviews	Cue bundles noted; individual cue effects less

						isolated
Employer branding orientation	Affective climate	Positive affective climate	Climate surveys; engagement indices	Positive	SEM	Observed as indirect route to performance via climate
Institutionalized onboarding tactics	Socialization design	Role clarity	Role clarity scales; task understanding checks	Positive	Meta-analyses & surveys	Structured content and checklists common
Institutionalized onboarding tactics	Socialization design	Social integration / embeddedness	Advice/peer network metrics; embeddedness scales	Positive	Meta-analyses & surveys	Facilitated relationship building emphasized
Institutionalized onboarding tactics	Conversion to contribution	Early performance / ramp-up	Time-to-productivity ; early task KPIs	Positive	Quasi-experimental & surveys	Manager enablement moderates speed gains
Institutionalized onboarding tactics	Retention mechanism	Early turnover / turnover intention	0–90 day retention; intention measures	Negative (turnover); Positive (retention)	Meta-analyses & surveys	Null/mixed effects when compliance load high or manager support weak

Figure 1. Mechanism map linking employer branding and onboarding to competitiveness proxies.



Third, two independent encoders extracted data using a standardized form; The disagreement of coding was reconciled through the discussion, the most conservative interpretation of the reported effects was awarded a privilege. To increase credibility and transparency, the coding template was operated on two articles and was improved before full extraction; To maintain the audit trail, the coding decision was maintained. Together, data analysis delayed metaphorical aggregation as a result of counting stories (positive, disproportionate, mixed) with counting votes on the direction of effects, counting measures, samples and designs. Map of the "practice → result" and reference referencereferencereference table, while the cross wolf is equal to detecting the signals of the employer with design elements on board to detect failure or amplifying points. If available, intervals and impact intervals are described; however, interpretation emphasizes convergence formulas in settings rather than accurate fund estimates. The evaluation of the Eastern East was considered to be the type of design, validity of measurement, sampling and concerns about general methods; Careful work was done by caused by a study on a fully cross-sectional report. Due to special dependence on published secondary sources, moral approval was not required. The aim of the functioning is practical synthesis: translate reliable, recurring relationships into a consistent operating model with clear roles, artifacts and matrix. In accordance with this, it reviews the entities and research questions that can be tested in the field in future semi-program: Branding integrates branding into subsequent folk processes, specifies on board Dizin as referees that complicate from time to time and reduce initial attractions and areas and fields. This approach balances rigor and practical relevance by tying construct

definitions to authoritative sources and by using a transparent, replicable procedure for selecting, coding, and integrating evidence (Backhaus & Tikoo, 2004; Bauer et al., 2007).

4.0 RESULTS

The overview kept fifteen colleagues of the reviewed sources and mapped their reported relationships for the general series from talents to competition. Throughout the body, the study has turned into two recurring links. First, orientation on the employer's brands is associated with the effectiveness of recruitment and the quality of the applicant; Many studies have also reported effects on climate effects that led to the consequences of better people. Second, the clarity of the role, social integration, initial performance and institutional deck related to low timely turnover. The proposals were strange analysis, systematic reviews, cross survey and regional measurement objectives to collect directly. Most empirical letters used models with multiple regression or structural equations; Check articles of reviews strategic formulas in impact volumes. No primary data was prepared here; The current part reports only the findings and study characteristics described in these letters. In the study of the employer brand, the study tested the dual middle center model, in which the orientation of the brand predicted the indirect performance of the company through the efficiency of recruitment and positive kind climate; Both indirect paths were statistically important, positive in the symptoms reported within an acceptable limit for the SEM and coefficients with model indices (Tumasjan, Kunze, Bruch, & Welpe, 2020). Other brands listed on the brands that make up the employer image - offer work material, selection meetings, rituals, communication tones and indicate that the brand's measures have been repaired using the quality of pipe and metrics; The results were presented as correlations and standardized tract load. In the on-board current, the meta-analysis synthesized the synthesized effects of the Socialization Strategy and the documentation of the positive context between negative associations with negative associations with the intentions of turnover, as well as structured nabodity and modification of newcomers; The estimates were reported as average correlations and coefficients were corrected during studies, with a sample error and unreliability of measurements (Baur, Bodner, Erdogan, Truxillo and Tucker, 2007). The strategic packages described in several participating studies are described by formal orientations, initial reactions, an element of the relationship, knowledge of knowledge-A were associated with time indicators into the product and initial perception; Statistical evidence included the importance between -Gap and regression coefficients of the group that were controlled for the complexity of tenure and roles. Relevant evidence for the competition appeared in three groups: results on the side of the applicant (application quality, acceptance, approval time), newcomers' results (roles, insertion, initial display) and markers at the organizational level (within 90 days, climate evaluation, and where modeling, agro-power). The direction of action was positive mainly for brand → pipe efficiency and on board → settings/power; The displaced or mixed conclusions were abnormal and were usually recorded in links with high stress of compliance or

weak managerial comfort. Extracted results also recorded the limit information provided by the authors, including the composition of the sector, the Earth and the labor force; Technologically demanding and setting up the service car was well represented. Finally, every study, focal practice, family of results, statistical method and reported instructions compiled for this inspection register for this revision register. As a result of measures and asymmetry in the design, no pool sizes were calculated. The overall empirical image, as the original authors states, shows a statistically reliable association with a reference specified without the stops of these resources (Bauar et al., 2007; Tumasjan et al., 2020).

5.0 DISCUSSION

The reviewed evidence suggests that a competitive advantage is more commendable when talent management works more as an integrated system than a collection of different programs. The employer branding serves as a market signal and an internal identification tool; When organizations convert this signal into consistent experience after renting, they get a dense pipe of applicants and better fit, which in turn improves the speed of execution. The formula aligns the image of the employer with the preliminary principle on the formation and value of the brand experience A so that it combines the effect of branding with the subsequent practices and matrix of concrete, which is a form of communication practice instead of treating communication practice as communication practice itself. The structured on-board mechanism is the conversion mechanism: Institutional strategies are constantly tightening, accelerating network creation and reducing early attraction and protecting investments during attraction and selection. mediated (Baur, Erdogan, Erdogan, Tuxillo and Tucker, 2007; Sax, Ugrasalva and Facena 2007).

Due to earlier strategic accounts, the contribution of this article is to provide a practical operating argument that connects external signals with internal routine and average output. The results are in line with a strategic approach that underlines coordinated people to perform performance, inspiration and opportunities by harmonizing this opportunity, yet they intensify the claim that the liver is likely to move in unstable conditions (Melahi, 2009; 2009; 2009; 2009; (Whisl, Owls and Brits, 2019) (Caligiuri, Bonache, De Cieri, Minbava and Tarique, 2024), finally, the development of talents instead of competition: transparent routes can increase the offer without reducing standards. deck, on board, on board, on board, on board, on board, on board.

Observe the consequences directly. Organizations should use employers' s brands as an interclunction obligation with apparent ownership of artifacts that meet the promise in the first profiles of 90 days Narkari, interview guides, protocols with design, quality house, quality house, quality house. At the same time, scientists can use these routines to propose a quag and experience that test the quality and moderation by a link (eg distant intensity, regulatory complexity) and test arbitration proceedings on board.

6.0 CONCLUSION

The review concludes that talent management yields competitive advantage when it operates as a single, disciplined architecture that links attraction, selection, offer management, pre-boarding, and onboarding. Two mechanisms carry most of the weight. Employer branding, handled as a credible promise rather than a campaign, improves pipeline efficiency and match quality when the promise is embedded in job design, interview practice, and offers and first-week touchpoints. Institutionalized onboarding then converts hiring gains into role clarity, early social integration, and faster contribution. Together these links compress ramp-up time and reduce early attrition, which are direct levers on execution speed and therefore competitiveness. The practical implication is straightforward: build a brand-to-onboarding chain with clear governance, reusable content, and small but persistent manager behaviors. A compact measurement set—recruitment efficiency, quality of hire, time to productivity, early retention, and climate—allows disciplined iteration without drowning teams in dashboards. In international or multi-site operations, consistency of artifacts and expectations matters; localization is necessary, drift is costly, and accountability must be shared by HR, line leaders, and communications. Nothing in the synthesis requires perfect conditions; it requires intent, ownership, and fidelity of execution over the first ninety days.

Several boundaries temper these claims. The evidence base is heterogeneous and often cross-sectional; effect sizes vary by sector and role complexity; measurement of onboarding quality is inconsistent; and business-level impacts are sometimes inferred rather than observed. These limits do not undermine the practical direction, but they do call for cautious scaling and staged evaluation. In accordance with this, future research would be preferred to lay and longitudinal designs that manipulate the brand quality and on board, and then follow the referee effect on the adaptation of newcomers and early performance. Onboarding will be able to compare with standardized indices with companies and countries about the quality and coherence of the brand. Commercial results with time series or Inter-Deface models will clarify people to add a nut to which the liver results move forward. Replication across the industry, public services, small enterprises- testing- testing can generally test, while the study of hybrid teams can check how the time sector and people change from attraction to contribution to the series. Talent offer stabilizers also have a place for evaluation of inclusive oriented development routes, cost efficiency of components on board and connection between managerial authorization and digital tool. Open materials, pre -regional schemes and shared measures will reduce the degree of freedom and improve cumulative learning. Practical experiments should exceed the satisfaction score and include a network analysis of innovative consulting relationships, brands of behavior in the bright role and purpose indicators on the ramp.

In short, the case is strong for implementation. Suppose that employers' brands and on board as the inner part of the system, to assign clear ownership, publish artifacts, to some behavior, that the managers of the coach they care about, and measure what you want to improve. Do this continuously and organizations can expect a line of vision from fast learning cycles, stable staff and people's decisions for competitive results. The case for confirmation is equally clear: testing the model of the model, transparently reporting results and improving the plan in contexts that spread it. Regarding the repeatable routine from slogans, companies can change the talent strategy in everyday implementation.

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