



Recruitment

Student's Name

Institutional Affiliation

Course Number and Name

Instructor Name

Due Date

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The contemporary business environment has become quite competitive due to a wide range of factors, such as advancement in technology and entry of new players into the industry. Consequently, companies operating in various sectors have been forced to develop and implement innovative strategies that will enable them to remain competitive and achieve the desired business sustainability. One of the techniques extensively used by many firms to leverage the market is that involving talent acquisition and retention. Remarkably, the majority of today's human resource managers acknowledge that employees are organizations' most important asset because they are the ones who are responsible for developing and executing strategies that facilitate the attainment of the company's goals and objectives. Therefore, to attract and retain talented and effective workers, corporations have to design and adopt brand strategies that take into account the aforementioned criteria.

As a part of this assignment, I have visited websites of three companies, i.e. Coca-Cola, Walmart, and Google Inc., and reviewed their approaches to hiring process. Based on my research, Google Inc. applies the most exemplary employee branding strategy, which I would wish to use. In particular, I am motivated by the firm's commitment to building sustainable equality in the workplace. The corporation continues to strengthen its dedication to inclusion and racial equality, as this will enable the development of more useful products for its users without any bias (Google, n.d.). In my view, the company that needs to improve its employee

branding strategy is Walmart Inc., as they seem not to hire personnel on a permanent basis and recruit associates instead. The implication of this staff recruitment approach is that Walmart's employees do not enjoy pension benefits. My research on the websites is closely related to the insights offered in the YouTube video by Randstad Group (2016). It is argued that there are at least three top criteria that people look for when choosing a company to work for, namely: (1) salary and employee benefits; (2) long-term job security; and (3) pleasant work atmosphere (Randstad Group, 2016). Therefore, there is a need for organizations to be aware of the latest trends in employer branding and how the needs of job seekers outline their talent management initiatives. Notably, Google Inc. has made substantial investments in creating and maintaining a desirable work environment that is inclusive and diverse. The corporation has put in place appropriate measures that are aimed at improving the representation of African Americans, as well as dedicating to a goal to increase the number of unrepresented groups by at least 30% by 2025 (Google, n.d.). Moreover, Google is determined to address the challenges of representation and focusing on recruiting, retention, and promotion at all levels. These efforts are a clear proof that the corporation is devoted to offering its employees long-term job security.

Also, Amazon.com and Apple Inc. are two other companies chosen to review their approach to online recruiting. Notably, these two corporations have a detailed online recruiting strategy that is useful in the identification of talent. The best practices used to hire potential employees include transparency during the recruiting processes and effective communication. In contrast, the two additional websites that would be categorized as internet job boards are Acumen International and JazzHR. They use the Job Boards external recruitment method to reach a wider audience. The reason for my classification is because both sites post job openings on behalf of the recruiting corporations. The advantage of this type of website for potential candidates includes the ease of applying for a job vacancy and fast hiring process.