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RESEARCH ARTICLE

EMPLOYER BRAND AND ORGANIZATIONAL ATTRACTION: A STUDY CONDUCTED WITH EMPIRICAL STUDENTS END OF CYCLE UNIVERSITY.

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Abstract

Given the changing job market, companies are looking for strategies based on the ability to attract candidates and retain their talented employees to avoid the leakage of key skills and develop business performance (Cappelli, 2008). To address this, many are those who care more their employer brand (ME) to stand out from the competition and be attractive. The objective of this paper is to see if the employer brand can help the company to attract talent. In other words, which components of the employer brand are likely to attract the best to the company. To achieve this objective, quantitative study was conducted among 660 students at the end of cycle of the Faculty of Economic and Social Legal Sciences of Rabat. Our results allow us to hold that the attraction of the size of the employer brand varies according to context and the field of study.

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Introduction:-

The changing environment and the advent of new information and communications technology have increased the development of competition. These developments also have consequences for the transformation of the labor market in a competitive and changing or otherwise changing expectations of employees and those seeking employment.

Faced with these realities, companies face a large number of employees increasingly volatile and always on the lookout for best that can offer them to other companies. This situation led to understand that they have long invested in Research and Development (R & D), ICT etc. and realize that today the human capital (CH) is essential in achieving objectives. Taking into account this context of uncertainty and heightened competition in which the job market is, companies are looking for strategies based on the ability to attract candidates and retain their talented employees to avoid brain drain and develop key business performance (Cappelli, 2008). In order to ensure their competitive advantage and organizational performance, attract talent becomes a very important issue for the past enterprises. These therefore try to use different means to attract high potentials. In the same logic, (Gatewood et al., 1993) indicate that being able to attract quality candidates, So to remedy this, many are those who care more their employer brand (ME) to stand out from the competition and be attractive.

In this perspective, the questions we ask are: Is the employer brand a real way to solve the problem of attraction? Which components of ME are likely to attract talent? These are the questions we are trying to provide answers in this work.

To this end, we conducted a quantitative study which will be discussed in the methodology section.

The present paper is structured around three main sections. We present initially the concept of employer brand and we situate briefly talents concepts as we conceive it in this work. Next, we present some theoretical ideas on attracting talent. Finally, the chosen methodology will be a third section. Similarly, results and discussion will be presented.

The conceptual framework of the employer brand

The employer brand (ME) has become, over the past fifteen years, an area of interest both among practitioners and researchers (C. Viot and Benraïss-Noailles L., 2014). It constitutes a central element of corporate strategy. In addition, many researchers highlight the existence of real competition between employers in many sectors of activity to attract and retain the most qualified employees (Chhabra and Mishra, 2008; Gaddam, 2008; Knox and Freeman, 2006).

For his part, (Viot C. and Benraïss-Noailles L., 2014)¹ challenge the fact that publications devoted to ME have focused on the construction of a theoretical framework and on how to increase the attractiveness of the employer with external targets. Similarly, work to show that the ME is a real asset to the enterprise are still few (App et al., 2012).

Some notions of définitionss'avèrent therefore useful to allow a better understanding of the concept in order to understand the interest of the companies on it.

Definitions of employer brand

The employer brand is the link between marketing and HRM applying brand management mechanisms in the labor market (Ambler and Barrow, 1996). The same authors define the ME as "the set of functional, economic etpsychologiques inherent in the use and with whom the company as an employer, is identified" (Ambler and Barrow, 1996), the ME ilsrajoutent represents the qualities of the company in the minds of current and potential employees.

It includes both instrumental and symbolic attributes of work and del'organisation perceived by employees (internal employer brand) and candidates (external employer brand).

In dissecting this definition (Berthon et al., 2005) show that the functional benefits are reflected in the attractiveness of work and development activities. The economic benefits correspond to material and / or financial benefits while the psychological benefits are mainly related to feelings of control and belonging (or social value related to the work environment), (Berthon et al. 2005).

In addition, (. Berthon et al, 2005) add that the ME would include five dimensions: (1) The interest of work: attractive environment, new working practices and use the creativity of employees; (2) The relationship aspect: stimulating environment, good working relationships and teamwork; (3) Economic benefits: payments, security and promotion opportunities; (4) Personal development: recognition, trust, rewarding and progressive career and (5) The transmission of knowledge: opportunity to apply what the employee knows and the transmettre.Ainsi (Ambler and Barrow, 1996) add that the ME represents the qualities of the company in the minds of current and potential employees.

In turn, (Charbonnier-Voirin and Vignolles, 2011)²based on Anglo-Saxon works describe the employer brand as "efforts by a company to communicate internally and externally, the message that it is an attractive place, distinctive from its competitors and that it" feels good to work". For (Backhaus and Tikoo, 2004), the brand or the employer's label (use brand) is "a business concept differentiating it from its competitors." For his part, (Panczuck, Item 2008)³,

¹Viot, C. and Benraïss-Noailles, L. 2014. "Employer-yourself apart! The marqueemployeur a deposit of untapped value?" *International Management / InternationalManagement / Management Internacional* 18 (3): 60-81.

²Charbonnier-Voirin, A. and Vignolles, A. 2011. "Proposal of an employer brand integration model." In Congress AGRH. Marrakesh.

³Panczuck S. and S. Point 2008. "Promote and sell human resources issues and HR Marketing techniques "edition Organizing editions.

call the employer brand as a process by which employees internalize the desired brand image and are motivated to project that image to customers and other organizational parts.

As for (Minchington 2005), the employer brand is a corporate image that reflects a better place to work in the minds of employees internally and also externally, including future candidates and clients.

In addition to the functional, economic and psychological inherent in employment, image and communication concepts seem relevant in the present work. Indeed, in order to reach potential targets, the company must communicate to highlight what distinguishes it as an employer.

The "talent" is a polysemic concept, it seems useful to specify the value of it as we see it in the present work to avoid terminological confusion.

Talent: a new approach to HR

The word talent is part of the language commonly used in businesses. According to (Nachtergaele E., 2012), the concept of talent, appeared in the works of the authors of the famous book "The war for talent," written by consultants McKinsey (Michaels et al., 2001), and following which a current of thought of American origin, called Talent Management

"Management talent" first appeared in 2001, whose approach is centered on talent and whose guiding principles are listed as follows:

1. Talented individuals are rare, and are a key factor for business development ("premium source of competitive advantage");
2. Companies need to select the best ("Sourcing great talent");
3. Companies must know their grant preferential treatment ("Create a winning employee value proposition") to attract and especially retain;
4. Get rid ("move on") poorly performing individuals.

Furthermore, it is important to stress that there are still problems in the way the talent management was defined by practitioners. The conclusion is that there is a lack of data to support claims of many of these. Some authors such as (Lewis and Heckman, 2006) highlight the lack of theoretical clarification of this notion. Currently, the debate remains open, because even the definition of this concept does not unanimity among researchers.

This lack of consensus on the notion of "talent" provides an opening for researchers and practitioners to make use according to their own objectives or research approach. According to (Chaminade, 2003), the talent is not limited to the leaders or managers. According to him, the talent is "any person whose capabilities are an added value for the organization, allowing it to differentiate itself from its competitors." Other researchers consider talent as key people with a high potential and outstanding performance enabling them to differentiate themselves from others. This is a category of staff that can access positions of responsibility in a short term. While others believe that talent is at the heart of each person, that is to say each one has,

However, it is worth noting that evoke the notion of talent is to be careful in terms chosen so as not to support a speech or detracting discriminate vis-à-vis persons who are not considered talent within the 'business. This is indeed a concept for understanding that within the company, all employees do not have the same skills and so not the same apport. Dans this perspective, anyone who has skills helping to provide added value and allowing it to stand out from its competitors is considered "talent."

After evoking the definitional framework of the ME and the concept of talent, we can now move to the organizational attraction concept.

Organizational attraction

The attraction applying to the organizational context can be seen bidirectionally. It can be understood in a sense by the company as the resources and strategies in place to attract towards it potential candidates. In the other, it may be seen by the candidate as also a way to attract business during job interviews for example.

In this paper, we rely on organizational attraction, that is to say, the game of seduction set up by the company to attract the profiles sought by the company. Several definitions used in the literature are issued to explain this concept, except that there is no consensus between the definitional work of researchers.

In what follows, we will bring some definitions of the concept.

Definitions of Attraction

The literature makes several definitions of which we will retain some.

That of (Tsai and Yang, 2010) states that the organizational attraction is the "Will to continue his career (his job) in an organization or accept jobs from this company." In turn, (Barber, 1998) defines organizational attraction as "the set of practices and activities of the organization to identify and attract potential employees". For (Jiang and Islands, 2011) represents the organizational attraction "the power that attracts candidates to an employer brand in particular and encourages employees to stay in a job of this company."

We clearly see that the notions of perception and offers are absent different definitions above. Indeed, given the fact that the employer brand helps organizational attraction, it is useful to include in the definition, the notion of perception and offers. Thus, we propose to define the organizational attraction like: ensembledes job attributes presented as an HR offer, put forward by the company that aims to positively influence the perception of talent to apply to join it.

Indeed, organizational attraction is aimed at a particular target and set requires consideration of this specificity to highlight the flagship elements that enhance the job.

The role of the employer brand in organizational attraction

Evoked the concept of organizational attraction is mention the attractions of employment factors that contribute to making the business visible and distinguishes the eyes of potential talent. Similarly, (Maclouf E. and B. Belvaux, 2015) argue that the issue of the attractiveness of an employer is primarily based on the content of the offer (attributes, that is, ie the value proposition). Other authors such as (Park and Srinivasan, 1994)⁴ argue the idea that some large companies would be able to attract many candidates despite wages and less favorable working conditions. This attractiveness excess of the multi-attribute model is generally attributed to the so-called brand equity. Brand equity according to (Keller, 1993) is formed APARTIR interaction and knowledge del'image. The perceived image determines the direction of perception (positive ou négative) and the knowledge MySum relate to information held by the individuau about the employer. Although the image of the company is a significant data to project, it can also lead to an erroneous view when no all of the information needed to have a stable image. In fact, the company's image is not sufficient in itself to determine the attractiveness vis-à-vis the talent entreprise. En effect, attracting talent is the prerogative of any type of specific company. Each company, according to its capabilities can implement strategies to attract knowing upstream, what target it is aimed to adapt.

Next this angle, it should be noted that in terms of attracting talent, the value placed on each attribute depends on the target of the company. Each category of the population is sensitive to certain attributes of the proposed use by the company. In this vein, young people are susceptible to lasécurité jobs, the content and the work practices requirements (Jurgensen 1978 soulez and Guillot-soulez, 2011), and del'image influence would be more likely among them (soulez and Guillot-soulez, 2011). Young people here are those that we consider the talents of Generation Y, whose expectations are not the same as Generation X. Generation Y, is a connected generation born in the era of new technologies . The latter is particularly personal development survey

In this perspective, (Berthon et al. 2005) have developed a measurement scale that can define the dimensions of the attractiveness of an employer's point of view of job applicants. They addressed the employer's brand content in terms of attractiveness (Hanin, 2014). They define and measure the attractiveness of an employer to a potential employee benefits seen in the fact of working for a particular organization (Berthon et al, 2005). Their work therefore stand five factors thought to determine the attractiveness of an employer and in constituting the right scale Empat (Employer Attractiveness).

⁴CS Park and Srinivasan V. (1994). "A survey-based method for measuring and understanding brand equity and Its extendibility ". Journal of Marketing Research, 31 (2): 271-288.

interest value evaluating the attractiveness of an employer offering an exciting work environment, which promotes the use of innovative practices and that values and mobilizes creative capacities its employees to develop innovative products and services and quality.

Social value evaluates the attractiveness of a pleasant working environment *épanouissant*, to build good relationships with members *de l'organisation* and promoting team spirit.

Economic value evaluating the attractiveness of an employer able to offer a higher average salary, an attractive salary package, job security and promotion *des opportunités* within the company.

Development value evaluates the attractiveness of an employer acknowledging that *permet d'acquérir* of self-confidence and dignity while providing rewarding careers and opportunities to better positions.

Application value evaluates the attractiveness of an employer who gives the possibility to *ses employés* apply what they have learned and teach other in a human environment and customer oriented.

For his part (Bodderas et al., 2011), deals with the attractiveness of the employer in terms of view of the employer brand perceived and expected. It emits five scales that attract potential candidates to a company, these include the: economic, development value (staff), social value, value diversity, reputation value.

It is nonetheless useful to note that several studies on organizational attraction occurred *dans des* developed countries, especially those of (Baum and Kabst, 2013) in which the sample was composed of students from four different countries (Germany, China, India and Hungary). That of (Berthon et al., 2005) was interested in the Australian students. Similarly (Bodderas et al., 2011) meanwhile were oriented employees of a Swiss insurance company. For (Turban and Cable, 2003), (Collins & Stevens, 2002), and (Collins, 2007), interest has focused on the American students. For his part, (Davies, 2008) attempted to conduct its survey of business in several organizations in the UK. For (Lemmink et al., 2003), the sample is composed of Dutch students. For (Lievens and highhouse, 2003) it is the students in the final year of study and 124 Belgian bank employees. These studies thus show the interest in organizational attraction and also to the specific population studied.

Notwithstanding the interest of this research as we noticed above, few are interested in students from the Maghreb countries including Maroc. De addition, there are *pas d'articles* we know who are stooping on attracting talent among students, leading a survey of students at the end of cycle. This work proposes therefore to question the students of the University Mohammed V specifically the Faculty of Law Economics and Social Sciences of Rabat-Souissi, to know the components of the ME capable of attracting talent. In other words, it is to highlight the factors that have significant attractions for them

The methodology of the study

For the present study, we found useful to use quantitative methodology. En effet, we made items to partir de all items operated in the literature. Before submission to the study population, the first version of the questionnaire was the subject of a preliminary validation work intended to ensure relevance. Therefore, to assess the quality, understanding and duration of this first version, the questionnaire was submitted to two university professors. So after various remarks and corrections, a second version was produced, then administered with *de 660 étudiants* end level cycle Professional License, Basic License, Skills training and PhD. Data collection was conducted through Internet. This approach is developed in recent years (Cerdinet Peretti, 2001; Ganassali and Moscarola 2001). Conducting surveys via the Internet has several advantages. In addition, (Aragon et al., 2000) consider that "the Internet provides opportunities in a very short time and with a very reduced cost surveys to ask a group of people with your email address.

Measure of the attractiveness organizational

Given the literature, we find that there are a variety of measuring tools to simply reading the names given to the scales presented as measuring the employer brand. Besides, (Roy, 2008) rightly suggests that the size of the employer brand are able to vary depending on the area studied. Following this logic, and we rely on the scales already present in the literature review, we have selected a number of variables among which we have selected some in the table below.

Board 1:-About variables quantitative study

Number	the variables
1	The opportunities for learning and career
2	The attractiveness of pay
3	Benefits
4	The job stability
5	Respect private life / professional life
6	Creative work environment
7	New work practice
8	Autonomy
9	Good working relationship and teamwork
10	personal Evolutions
11	The working environment (social climate)
12	Company image

Study Results

In order to respond to our inquiry announced in the introduction, we proceeded by logistic regression given the nature of our data.

Logistic regression as data analysis method

Indeed, in surveys in Management, the variables to watch are often ordered qualitative (and a share tinier dummies, because it may be impossible to establish a metric for the space of considered terms); So their study requires the use of statistical tools to understand the relationsentre data of any type (quantitative / quantitative, quantitative / qualitative, qualitative / qualitative, ...), (Legrand, P. and Bories, D., 2007).

In this context, in order to estimate the quality of the logistic regression, the value of the pseudo R², R² McFadden estimate is taken into account (Hair et al., 2006). The weight of each independent variable is represented by a regression coefficient, it is possible in this case to calculate the model of effect size with a similar index to the coefficient of determination (pseudo R-squared).

However, it does not necessarily require the presence of a linear relationship between the variables since the dependent variable is dichotomous or polytomous. The method of logistic regression also has the null hypothesis for understanding that when the null hypothesis is rejected, it does not mean in any case that all associated variables are rejected, mail there is at least one predictor model that is significantly associated with the dependent variable. What determines which one or ones are significant.

In what follows, we present the results of the study.

Results:-

We want to know the components of the ME for which talents have appeal for the company. In other words, among the variables representing the benefits of working for a company, which are more important from the standpoint of talent.

To avoid collinearity (redundancy of information), we chose to ignore *motiv_autre* variables *imag_autre* and *envie_autre*.

The model introduced, we have a pseudo-R both Cox and Snell = 0.448 (see table below), which is higher than 0.25, which is quite acceptable. This means that the logistic model explains our data.

Board 2:-Pseudo-two R

Cox and Snell	448
Nagelkerke's	459
McFadden	158

Regarding the quality of the fit (see table below), we have a small deviance because the gain (signif.) Is greater than 25% after the test of chi-square. So we have a relatively acceptable model.

Board 3:-Information on the model fit

Model	model fit criteria	Tests likelihood ratios		
	-2 log likelihood	Chi-square	Degrees of freedom	Sig.
constant only	2453.341			
Final	2064.156	389.185	450	982

Regarding likelihood ratio tests (see table below), the variables of which the gain is less than 25% are those that are well explained by the model. We can cite the variables:

Motivation:-

motivation_remunération; motivation_carrière, motivation_connaissance (enhancement of knowledge);
motivation_stabilité.

Criteria:

critère_apprentissage; critère_remunération, critère_stabilité.

Environment:

Effect	model fit criteria	Tests likelihood ratios		
	-2 log-likelihood of the model	Chi-square	Degrees of freedom	Sig.
Constant	2064,156a	, 000	0	.
Motiv_remu	2076,743b	12.586	9	182
Motiv_carr	2077,772b	13.616	9	137
Motiv_comp	2032,910b	.	9	.
Motiv_conn	2095,998b	31.842	9	, 000
Motiv_stab	2079,409b	15.252	9	, 084
Motiv_innov	2073,853b	9.697	9	376
Motiv_appr	2070,271b	6,114	9	728
Motiv_autonom	2057,392b	.	9	.
Motiv_rec_trav	2069,969b	5,812	9	759
Motiv_attrac	2074,059b	9.903	9	358
Motiv_expprof	1947,801b	.	9	.
Motiv_social	2074,307b	10.151	9	, 338
Motiv_gene	2072,782b	8.625	9	473
Motiv_fidel	2071,828b	7.671	9	568
Motiv_avantag	2053,335b	.	9	.
Motiv_flexibl	2074,968b	10.812	9	289
Motiv_passion	2066,087b	1,930	9	993
Motiv_opport	2036,024b	.	9	.
Motiv_mobil	2068,282b	4,125	9	, 903
Motiv_chall	2066,344b	2,188	9	988
Motiv_respon	2064,637b	481	9	1,000
Motiv_dev_per	2058,197b	.	9	.
Motiv_soi	1993,555b	.	9	.
Motiv_epanoui	2067,665b	3,509	9	941
Motiv_equip	2068,377b	4,221	9	896
Crit_appr	2086,231b	22.074	9	009
Crit_rem	2078,427b	14.271	9	113
Crit_avsocio	2069,825b	5,668	9	773
Crit_stabl	2124,120b	59.964	9	, 000

Crit_rvie	2073,478b	9,322	9	408
Envi_creative	2057,414b	.	9	.
Envi_nprat	2053,898b	.	9	.
Envi_autonom	2073,578b	9.421	9	399
Envi_bonequip	2084,898b	20.742	9	014
first2	2071,313b	7,156	72	1,000
Premier3	2266,127b	201.971	72	, 000

environnement_bonnequipe.

Prime 3:

(Selection criterion first job: social, organizational structure, work environment, work schedule, exciting position, prospects, pay, involvement in sustainable development).

Board 4:-Tests likelihood ratios

Care variables inférieures 0.25, because our margin of error is 25%.

Finally we come to the actual testing hypotheses.

For the Wald test, we reject the hypothesis that a variable does not significantly involved in the explanation of the choice of the type of business if its added value lower than 25% according to the Wald test. The table below shows the variables used for the Wald test.

Board 5:-The variables used for the Wald test

Type of company	Variables that affect the attraction of talent to the types of company
Large International Company	Motiv_conn, motiv_stab, motiv_rec_trav, motiv_social, motiv_gene, motiv_opport, crit_rem, crit_stabl, envi_creative
Grand National Company	Motiv_rec_trav, motiv_social, motiv_opport
SMEs	Motiv_comp, motiv_stab, motiv_rec_trav, motiv_social, motiv_opport, first2 (1,2,4 and 8 values) Premier3 (1,2,3,4,5,6 terms and 7)
Family business	Motiv_comp, motiv_conn, motiv_stab, motiv_social, motiv_gene, motiv_opport, crit_appr, crit_stabl, envi_bonequip, Premier3 (1,2,4,6 terms)
Public education	Motiv_conn, motiv_stab, motiv_rec_trav, motiv_gene, motiv_opport, crit_appr, envi_creative
Private education	Motiv_comp, motiv_stab, motiv_rec_trav, motiv_opport, crit_appr, crit_rem, crit_rvie, premier3
Liberal Professional Project	Motiv_conn, motiv_stab, motiv_rec_trav, motiv_social, motiv_gene, motiv_opport, crit_appr, crit_stabl, envi_creative, premier3
Public company	Motiv_rec_trav, motiv_social, motiv_flexibl, motiv_opport, premier3
Associative project	Envi_creative, motiv_avantag, premier3

According to the Wald test, the variables or those involved in the explanation of the choice and the type of business that would be attractive to talent, are:

Motivation:

motivation_stabilité (or employment safety); motivation_reconnaissance_travail, motivation_social (social climate); motivation_opportunité (offers opportunities), motivation_général (research of general interest); motivation_connaissance (exploitation of knowledge).

Environment:

environnement_créative (creative work environment).

Criteria:

critère_apprentissage.

These variables are the most relevant variables that explain the reasons attracting talent. They are in fact, the ME elements that impact on the attractions of talent.

According to our observations, variables that were ignored does not mean they are not necessarily useful for our model, it depends on the sample which was conducted the investigation and also because we have several variables with fewer observations. Given the high number of variables to few observations, regression testing has retained only those for which we have several homogeneous or similar observations. The wald test just can retain the observations with homogeneity or similarity in order to highlight the explanatory variables, as presented above. However, this does not mean that the variables that have not been selected have no influence. This result comes from the fact that we have a database of 660 observations for only several explanatory variables. The results allow us to support the employer brand is attracting lever and, from the variables selected by the test wald namely: motivation that includes the variables in the work environment itself included under variable and the learning criterion as mentioned below.

Discussion:-

As already mentioned above, the context of uncertainty associated with the war for talent led companies to use multiple strategies whose sole purpose is to attract the best. Attracting talent, allows the company to develop its performance and have organizational skills capable of ensuring its concurrentiel. Cependant advantage aspire to be an attractive business requires working upstream on its employer brand.

The results of the quantitative study we report that the job security is part of one of the reasons why candidats to join a company. If today it is difficult for companies to ensure genuine job security given the realities of the internal environment and external to celle-ci, it can however provide a framework that encourages a short projection means and long-term so that employees have visibility.

Becoming an employer of choice requires improvement of all human resource management activities (KF Clarke, 2001). Ensuring job security in an environment affected by high unemployment, especially in a very turbulent environment, represents a challenge for the company or even utopian.

Considering the context of our study, in Morocco the labor market has in recent years adverse developments which resulted in the unemployment amplification (Souali M., 2009). Following the employability surveys winners of various business conducted in Morocco, the results show that the evolution of the insertion rate of recipients was not steady over the past decade. This rate increased from 48% for the promotion of 1992 to 45.6% for the class of 1997, and then increased to 50.5% for the Class of 1999 and 54.2% for promotion 2000. Provided that the integration rate is the proportion of recipients who on the day of the survey, said they exercised at least once (Souali M., 2009). In addition, (Bougroum, Ibourk, 2002b)⁵ reveals that the Moroccan labor market is characterized by strong pressure on supply and movement imbalances to urban areas. In the latter, the structure of unemployment shows a high vulnerability of youth and considerable weight of long-term unemployment and first-time insertion of unemployment.

⁵Mr. Bougroum, Ibourk A. (2002b), "graduate unemployment in Morocco: some reflections on the assistance devices insertion". Job Training 79 (1): 83-101.

Although the unemployment rate is high, the enterprises are always looking for those who can bring him a performance. De more performance, our results also show that young people of Generation Y (Talents) as we have previously served are attracted to the social climate, the use of knowledge, creativity in the work environment, learning. These criteria show that talent looking for some compatibility with the working environment. They are interested in a company that provides a framework in which they can thrive professionally. Indeed, for the talents of Generation Y, the job is not an end in itself, they seek professional environments in which they are recognized. They look for a place that will allow them to be satisfied professionally. The work of (Kim H., et al., 2009) shows the importance of the relationship that must maintain Generation Y and employers, they put forward the interest of job satisfaction. Their results show that young people want to be stimulated, to be respected and fulfilled at work. They want management to be flexible and receptive to new ideas. Non-discriminatory work environment allows them to express their skills.

The learnings of criteria used in our study are somehow a form of compensation that talent is sure to find in a company before joining the staff of one. As such, (St-Onge, et al., 2006) point out that the intrinsic recognition is a form of compensation that includes psychological benefits that an individual can withdraw from his job, ie personal development, self-esteem. Autonomy at work, development opportunities and work environment are examples of this component.

It is also worth noting that in the age of new technologies, talents seeking a professional environment in which they can compete and make. Moreover, (Giffords 2009) quoted by (S. Langlois, 2014) states that a study with a sample of 241 social workers in the state of New York in the US, shows that professional development and job autonomy are among other significant predictors of work engagement. However, these variables are identified as recognition modes, non-monetary kind (Gaudreau 2012). For his part (Laval 2008)⁶ says recognition at work not only helps to reduce turnover by employee retention, but also enhance the attractiveness of the organization, reduce absenteeism, increase customer loyalty through quality services and to improve the social climate.

Conclusion:-

The present work was to examine the importance of employer branding in attracting organization. It was also question the employer brand components likely to attract the best to the company. The theoretical framework has helped to understand some definitions of the concept of employer brand by calling on its various dimensions and especially the fact that it will increase the company's appeal. Also, it represents the organizational image that reflects the best conditions to work for it. The same theoretical framework allowed us to contextualize the concept of talent according to the approach of this work. The concept of organizational attraction meanwhile led to understand the concept was perceived image regardless of the offer proposed by the company in order to attract talent.

Regarding the empirical framework, our research show that all dimensions of the employer brand proposed by the authors in the literature do not necessarily have the same importance to the candidates.

The results showed the variables for which the talents have appeal for a business. The results of this work show that the motivation (job security, recognition at work, social environment ...), the work environment, learning criteria, appear to be the variables for which the surveyed population gives the importance. Attracting top became a competition between enterprises and improvised pas. It is the responsibility of the company to work enough on its attractiveness if she wants to stand out from its competitors and become known on the job market as a company in which to work.

it is appropriate to note that nowadays the job is not enough, it is almost natural to learn about a company before applying for it. Thus, companies in search of quality talent and Language @ have no choice but to put at the disposal of all, a set of information deemed important to better valoriser and sell the ME. This information transmission promotes assessment of the compatibility between the candidate and employment (Morin et al, 2011). Indeed, the results of a study conducted by (Carless, 2005) reveal that all the empirical data shows that organizations wishing to attract qualified candidates should provide specific and detailed information on the nature of the tasks, the level of

⁶Laval C. (2008), "A Plea for recognition at work," The non-monetary recognition: a managerial practice in wellness service and performance, Book Publishing business.

responsibility, training opportunities, use of the abilities of the candidates and changing work organization in the future.

Of course, this research is not without limits, it is restricted only to students in management route. Also it was conducted in a single faculty, it is not possible to generalize the results of this study account held non representativeness of échantillon. Tout as the work of the authors mentioned above, this study s' is interested to people around looking for their first job. It would also extend the search to people already integrated professionally. It would also be interesting in the future to conduct research with students, asking them about occupations or sectors most attractifs. Enfin activities, if the employer brand remains a concept for the company to attract the best ,

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