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## A Study on Recognizing the Role of Employer Attractiveness for Hiring Quality Talent

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**Abstract:**

Hiring quality employees is becoming a challenging task for the human resource manager in such type of environment where there is war for talent (Micheals et. al.,2001) in the labor market. Effective recruitment is a primary step for the organizational success. Main purpose of this study is to focus on the growing role of employer attractiveness for recruiting right kind of talent within the organization. This is a conceptual study and based on secondary sources of data. Books, Journals, Articles and Websites are used for secondary data. This study highlighted that for attracting and hiring talented employees, employer attractiveness works as an effective tool. It creates a good pool of candidates for recruiting right employees for the organization. Also it makes organization more familiar and prestigious; increases quality applicant pool and emotional appeal for applying the job vacancy and develops a stronger brand of employer in the market that attracts the applicants.

**Key words:** Employer Attractiveness; Effective Recruitment; Talent Attraction.