
Candidate experience in recruitment cycle facilitating employer brand: a case study of Idea Cellular Limited in the Delhi and NCR circle

Jaya Gupta* and Dhyanendra Mohan

Birla Institute of Management Technology,
Plot No. 5, Knowledge Park – II,
Greater NOIDA, UP – 201306, India
Email: jaya.gupta@bimtech.ac.in
Email: dhyanendra.mohan17@bimtech.ac.in
*Corresponding author

Abstract: The telecom industry in India has been growing at an accelerated pace. Acquiring the right talent and creating a positive brand pull is becoming very important. It is important for HR to focus upon meeting the candidate experience across all stages of recruitment cycle as a catalyst to boost its employer brand. A detailed analysis of the recruitment process was conducted in the course of filling two positions in the finance and accounts department of Idea Cellular Infrastructure Services Limited. It was observed that several minor issues needed to be addressed that could significantly boost the candidate experience. The present case captures key candidate touch points which are crucial to improve the overall experience. The case study seeks insight on some changes that need to be implemented that could help to improve the candidate experience in the endeavour to transform its brand image as the best place to work.

Keywords: recruitment; candidate experience; employer branding; telecom industry; idea cellular; India.

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Biographical notes: Jaya Gupta is an Associate Professor in OB&HRM at Birla Institute of Management Technology, (BIMTECH), Greater Noida. She is an MBA with specialisation in Human Resource Management and UGC-NET qualified. She has a PhD in the area of High Performance Work Practices from the Gautam Buddha University, Greater Noida. She is also holding Certification in Talent Management by T.V. Rao Learning Systems. She has over 19 years of rich experience in management education, training and research. Her research interests include positive psychological capital, gen X and Y, emotional intelligence, employability skills and talent management.

Dhyanendra Mohan is a HR Professional, currently working in a HR business partner role in Mahindra & Mahindra Ltd. In the past, he has been associated with Idea Cellular Ltd. He is an extrovert and enjoys interacting with people and reading fiction.