

Impact of Perception Attributes on Employer Branding in IT Industry with Reference to Final Year Engineering Students

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Abstract

The purpose of this study is to "evaluate how senior engineering students' impressions of prospective employers shape their final choices."The object of the study is the employer branding in it industry with reference to final year engineering students. This research past concepts and theories that the researcher was able to summarize the guidelines employer branding in the IT sector have five attributes as follows: Compensation and Benefits, Job and People, Culture and Climate, Work-life-balance, Company and Value. The article relates data reduction using Exploratory Factor Analysis on a sample of 325 respondents strained from 6 engineering colleges in Hyderabad city and reduces an items of 23 placement perception and expectation statements converted into a five attributes. The current review proposes a model of the effect of different placement perception and expectation attributes on the employer branding.

According to the research, factors such as salary and perks, team dynamics, corporate culture, work-life balance, and overall business value have a substantial effect on final-year engineering students' perceptions of IT companies as potential employers. Managers in the IT sector should prioritise the aforementioned elements to strengthen their reputation as potential employers among graduating engineers. The purpose of this research was to examine how factors such as candidate experience and employer brand perception interact during the placement process. Multiple linear regression analysis highlights that compensation & benefits, job & people, culture & climate, work-life-balance, company & value have significant impact on employer branding of final year engineering students towards IT companies.

Keywords: Employer Branding, Compensation and Benefits, Job and People, Culture and Climate, Work-life-balance, Company and Value.

Introduction

The expression "Employer Brand" was originally used to describe an organization's standing as an employer in the early 1990s. An employer brand is a logo that distinguishes a company from rivals in the hiring market. Barrow (1990) claims that the phrase also refers to a long-term plan that solidifies an organization's reputation as an employer in the employment market.

Employer brand is defined as "the package of functional, economic, and psychological benefits provided by employment, and identified with the employing company" by Ambler and Barrow (1996).Minchin tonne (2010) defines employer brand as "the perception of the organisation as a fantastic place to work in the minds of both present workers and major external market stakeholders (active and passive candidates, consumers, and other stakeholders). Manager marking research and practice focuses on the fascination, commitment, and maintenance efforts targeted at enhancing an organization's boss image. Employer branding is the procedure through which a company communicates to both current and potential staff members that it is a great place to work. The procedure of communicating the organization's distinctive communication, say, and strategy and luring the top prospects is known as employer branding. According to Alniacik (2012), it involves "advancing an organization as the business of decision to an ideal objective gathering".

The capacities and capacity gaps in the current, severe business environment necessitate new staffing and maintenance techniques, while affiliations work to promote a particular brand in an effort to gain better recognition and financial advantage in the business community. HR professionals progressively more use a company's brand to attract,

select, and retain talent, regardless of the complexity of the cause behind it. Since employer branding establishes a company's reputation as a desirable employer, it is at the core of HR marketing. The process of creating a unique and recognizable employer identity is known as employer branding. Supervisor Since maintaining awareness of and creating areas of strength for an and outside brand is a big compute worker commitment, incentive, and execution, stamping is becoming increasingly important for relationships.

Literature Review

Prayag (2006) asserts that businesses that were the first to implement employer branding were significantly more successful in attracting top talent than their rivals. Dawn and Biwas (2010) looked into the significance and results of an active employer branding strategy in Indian businesses. They also looked into how Indian businesses with a good reputation are able to attract and keep highly skilled employees. The study concluded that organizations gain a competitive advantage through an effective employer brand because the majority of Indian corporations have begun implementing plans to invite and retain top talent.

Rajkumar (2015) attempted to respond to inquiries regarding campus recruitment, such as the most significant aspects of employer branding. Moreover, the unmistakable checking part in the choice of an association and the viewpoint of understudies taking part in grounds selection. It was discovered that the marking factors served as deciding factors for the understudies when selecting a specific organization. The study also demonstrated that compensation is no longer the most significant aspect.

Basu (2015). Sixty percent of businesses plan to increase their budgets for employer branding, according to the report. More than 70% of businesses form talent acquisition teams as business units to meet all hiring requirements. Half of the large companies have campus hiring teams.

Adler and Ghiselli (2015) focused on the views of planning students on pay and benefits introduced by affiliations that they try to work for upon graduation, similar to a study conducted by Kanar et al. (2008) to determine whether or not high-information practises during the recruitment process could change the perceptions of potential employees by the HR department of the aforementioned company. Extraordinary well-being benefits, surprisingly good retirement plans, and instructive expense reimbursement were the main variables for (Purdue College) understudies and imminent workers, as indicated by the review. However, aspects of compensation and benefits were linked to brand image.

According to a survey that was finished by Agarwal (1996) on a get-together of the chiefs' students in India, the "capacities, abilities, and limits" of impending delegates were conceivably the fundamental estimations that assist them with picking a calling, while the father was the principal individual.

According to Agarwal and Swaroop's 2009 study, the business brand had an impact on school students' (impending delegates') decisions to apply for a certain affiliation at a business school. Among the various job characteristics that were taken into consideration, the inherent responsibility and empowerment of the job influenced the goal of probable employees to apply for a exacting organization. Pay and locational examinations were viewed as additional fundamental components.

According to Agarwal's (2016) research on the growing significance of internships in establishing a positive employer brand, internships serve as a buffer between interns (students) and businesses.

Kumar (2016) acknowledged the significance of comprehending a candidate's interview experience and the ways in which it can be detrimental to the candidate if not carried out with great care and preparation.

Sivertzen and others (2013) appreciate the components that ought to be thought about while creating methodologies for business marking. The Indian economy is significantly impacted by Small And Medium-Sized Enterprises or SMEs. SMEs are taking up after the greater corporates and are wanting to brace their HR capacity.

Kaur and others (2015) conducted a study to determine the purpose of web-based media for SMEs' boss marking tasks. The findings revealed that, in addition to friendly, practical, and financial qualities that were remembered for the business marking systems, virtual entertainment played a significant role in the association's manager image.

Bondarouk et al. used the Delphi method (2014) to examine the impact of social media on employer branding in the near future from the perspectives of academics and HR professionals. They found that scholastics utilize web-based entertainment to recognize their objective forthcoming representatives, though HR experts use it to depict an organization's boss image and responsiveness.

Carrilatt and Co. (2014) directed research on how organizations use Facebook to enroll competitors with solid work possibilities. They discovered that the active processing of employer messages was an important factor in attracting candidates for jobs. The results showed that planned representatives showed more interest in the event or job posting for this state the more the businesses linked their messages to their brands.

Madia (2011) focused on the best way to use virtual entertainment to conduct successful skill searches. It was essential for businesses to prepare and incorporate social media into their strategies, even though job seekers and recruiters were aware that social media could be used to recruit in a cost-effective and competitive manner.

Reza, H.K et al (2023) all of the steps involved in Dynamic System Modelling and data collection were included in this research. Batchenk et al (2023) the purpose of this research is to analyse novel business strategies that may be put into practise under real-world pressures to promote the hospitality sector's long-term growth.

In today's businesses, employer branding is the most contemporary and prevalent development. Because of the absence of manager marking associations are dealing with bunches of issues in holding gifted labor force, particularly in instructive establishments. This examination is centered around figuring out the engaging quality components of business marking of instructive foundations giving specialized training. Employer branding has been the subject of research in a variety of industries, but educational services have yet to be the subject of such an investigation. The objectives of research as follows

1. To identify the perception attributes of final year engineering students.
2. The goal of this study is to quantify the effect of perceptual qualities on employer branding among graduating engineering majors' attitudes towards IT businesses.

Theoretical framework:

Research Hypothesis

H₀₁: There is no significant relationship between perception attributes and employer branding.

- **H_{01.1}:** There is no significant relationship between company and value on employer branding.
- **H_{01.2}:** There is no significant relationship between culture and climate on employer branding.
- **H_{01.3}:** There is no significant relationship between job and people on employer branding.
- **H_{01.4}:** There is no significant relationship between work-life-balance on employer branding.
- **H_{01.5}:** There is no significant relationship between compensation and benefits on employer branding.

Statistical Tools

All review comments were entered into the Microsoft Spreadsheet 2010, which confirmed any missing data and inconsistently completed surveys. The coded data were imported into SPSS for analysis using reliability analysis, defined variables, and a number of descriptive statistics on the responses. Using SPSS 20, it was accomplished testing the hypotheses. For data analysis, the following statistical tools were utilized:

- Reliability & Validity Test,
- EFA (Exploratory Factor Analysis) and
- Regression Analysis

Methodology:

Sampling Procedure

It is proposed that the study be conducted among engineering students' employer branding toward IT companies. In order to collect the responses from Hyderabad city final-year engineering students, the study uses convenience sampling. The questionnaire is given to final-year engineering students in person, and a soft copy is also given to each

final-year engineering student's contact. 450 questionnaires were mailed to final-year engineering students in the selected engineering colleges, and 373 of them were filled out. These students served as samples. Three hundred and twenty-five of the 373 questionnaires provided complete and accurate information. Thus the example size of this study is 278 understudies.

Data Synthesis

Reliability Test

Table: 1. Case Processing Summary

		N	%
Cases	Valid	325	100.00
	Excluded ^a	0	.0
	Total	325	100.00

a. List-based elimination of all process variables.

Table: 2. Reliability Statistics

Cronbach's Alpha	N of Items
0.886	23

The data is 88.6 percent reliable, as measured by a Cronbach's Alpha score of 0.886 for the examination of 23 items.

Results and Discussion:

Factor Analysis

Table: 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.863
Bartlett's Test of Sphericity	Approx. Chi-Square	3007.778
	Df	253
	Sig.	.000

Preceding starting factor examination, the information's qualification should be evaluated utilizing the KMO-Bartlett test. This test estimates examining ampleness and multivariate ordinariness. The KMO esteem in this study is 0.863 more prominent than 0.5, it was taken to show that an adequate example. On Bartlett's Trial of Sphericity, a worth of $0.000 < 0.05$ demonstrates that different factors are ordinary. Likewise, the Component Examination is seen as a reasonable procedure for extra data assessment.

Eigen Values

The initial components are the numbers of the variables used in the Factor Analysis. However, not all 23 variables will remain unchanged. This study will only extract the five factors by combining the relevant variables. The elements' differences are addressed by their Eigenvalues. The Eigenvalue can be tracked down in the all-out segment. Eigenvalues will constantly be most elevated for the main component, which will continuously have the most difference. The leftover fluctuation will be however much as could reasonably be expected represented by the resulting variable, and this cycle will go on until the last component. The combined percentage of variance accounted for by the current and preceding factors is shown by the cumulative percentage. The proportion of variance shows how much of the total variance each factor contributed. In this study, 58.553 percent of the variance is attributed to the first five factors. The rotation sums of the squared loading depict the variance distribution following the varimax rotation employing Kaiser Normalization. The varimax revolution aims to increase the variability of all variables.

Table: 4. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.823	29.664	29.664	6.823	29.664	29.664	4.267	18.552	18.552
2	2.286	9.939	39.603	2.286	9.939	39.603	2.788	12.123	30.674
3	1.601	6.961	46.564	1.601	6.961	46.564	2.572	11.182	41.856
4	1.448	6.297	52.861	1.448	6.297	52.861	1.997	8.684	50.540
5	1.309	5.692	58.553	1.309	5.692	58.553	1.843	8.013	58.553
6	1.205	5.239	63.792						
7	1.086	4.723	68.515						
8	.780	3.393	71.908						
9	.748	3.250	75.158						
10	.613	2.666	77.824						
11	.553	2.403	80.227						
12	.511	2.223	82.451						
13	.494	2.147	84.597						
14	.477	2.073	86.670						
15	.453	1.970	88.640						
16	.414	1.802	90.441						
17	.393	1.710	92.151						
18	.368	1.599	93.751						
19	.337	1.467	95.218						
20	.329	1.433	96.651						
21	.299	1.300	97.951						
22	.270	1.173	99.125						
23	.201	.875	100.000						

Extraction Method: Principal Component Analysis.

Five components were determined by using Kaiser Normalisation and Varimax Rotation. Each variable consists of all of the components with loadings greater than 0.5. We reduced twenty-three independent variables to five main components. From the 23 criteria in the evaluation, five were chosen for inclusion. The degree to which engineering students' perceptions could be altered was calculated using these five factors.

Rotated Component Matrix

The Rotated Component Matrix depicts the correlations between variables and factors, which are also referred to as rotated factor loadings. The variable segment shows the turned elements that were taken from the all out factor. After the data were reduced, these are the primary factors that served as the final factor.

Rotated Component Matrix^a

Statements	Component				
	Company & Value	Culture & Climate	Job & People	Work-life-balance	Compensation & Benefits
Product/service	.751				
Reputation	.748				
Salary	.636				
Profile	.618				
Appeal	.613				
Health Benefit	.596				

Opportunities	.541				
Company Size	.519				
Role Clarity					
Technology Level		.778			
Company fit		.776			
Company Climate		.718			
Responsibility			.787		
Location			.742		
Challenging Work			.698		
Business Travel			.535		
Empowerment			.504		
Work Hours				.811	
Flexible time				.661	
Vacation	.520			.561	
Bonus					.832
Retirement Benefits					.684
Incentives					.670

Correlations between the variables and the extracted components are shown in the aforementioned matrix. Most of the time, all the weight is concentrated on one aspect while the others are rather unimportant. Each element's contributing components are determined by selecting the variable with the highest value in that line. The high values in each row were used to categorise the 23 variables into 5 main categories, leaving out the low-loading variables.

Regression Analysis

In order to access the influence of independent variables on employer branding as a dependent variable, enter technique of regressions was applied.

Table: 6. Model Summary^b

Model	R	R ²	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.695 ^a	.484	.475	.675	1.916

a. Predictors: (Constant), Salary and Benefits, Job and People, Culture and Climate, Work-life-balance, Company and Value.

b. Dependent Variable: Employer Branding.

R: The coefficient for the number of connections, abbreviated R, can take on values between -1 and +1. The fact that the R-score is 0.695 indicates there are opportunities for improvement in the connection between the quality perceptions of design students and the corporate branding of IT companies. **R Square:** The explanation coefficient, which can range from 0 to 1, is kept an eye on. Since the R square value is 0.484, we know that the clear year planning students' business checking accounts for 48.4% of the observed distribution. **The Durbin-Watson:** Based on the data in Table 6, we can say that the Durbin-Watson measurement esteem is 1.916. Closer to the average of two, actually. Therefore, the hypothesis that is unquestionably correct.

Table: 7. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.985	5	27.197	59.727	.000 ^b
	Residual	145.258	319	.455		
	Total	281.243	324			

a. Dependent Variable: Employer Branding.

b. Predictors: (Constant), Salary and Benefits, Job and People, Culture and Climate, Work-life-balance, Company and Value.

Table 7 of the analysis of variance demonstrates that the F measures of the relapse model are significantly large at the 0.05 level, providing evidence for the validity of the situation's reduction. The value of the model may be quantified.

Table: 8. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.498	.183		2.719	.007
1 Company & Value	.096	.041	.117	2.323	.021
Culture & Climate	.169	.042	.209	4.049	.000
Job & People	.209	.042	.230	4.916	.000
Work-life-balance	.215	.050	.214	4.345	.000
Compensation & Benefits	.189	.047	.186	4.041	.000

a. Dependent Variable: Employer Branding

Table 8 displays the standardised regression coefficients, which reflect the magnitude and direction of the effect. Supporting the formulated measurable hypothesis are significant values and t. Statements of perceptual traits have a large impact on employer branding among senior engineering students.

This model's multiple regression equation is: $Y = MX + C$

$$\begin{aligned}
 Y \text{ (Employer Branding)} &= 0.117(\text{Company and Value}) + 0.209 (\text{Culture and Climate}) + 0.230 (\text{Job and People}) \\
 &+ 0.214 (\text{Work – life – balance}) + 0.186 (\text{Salary and Benefits}) + 0.498 (\text{Constant})
 \end{aligned}$$

H0_{1.1}: There is no significant relationship between company and value on employer branding.

The positive effect that the firm and its principles have on employer branding is demonstrated by the Beta value of 0.117 that is presented in Table 9. The t-value of 2.323 and the significance value of 0.000, both of which are less than 0.05, suggest that engineering students' employer branding with regard to IT businesses is highly impacted by both the company and value. As a result, we may conclude that the H0_{1.1} null hypothesis, which asserts that there is no substantial association between firm and value on employer branding, cannot be accepted.

H0_{1.2}: There is no significant relationship between culture and climate on employer branding.

The positive impact of culture and environment on employer branding is illustrated by a Beta value of 0.209 in Table 9, which can be seen there. Because the important esteem is 0.000, which is less than 0.05, and the t-value is 4.049, culture and environment combined affect the employer branding of final-year engineering students' attitudes towards IT businesses. This is because the significance esteem is less than 0.05. Hence, null hypothesis **H0_{1.2}**: stating that There is no significant relationship between culture and climate on employer branding is rejected.

H0_{1.3}: There is no significant relationship between job and people on employer branding.

Table 9's Beta value of 0.230 demonstrates that work and persons have a significant impact on employer branding, as evidenced by the table's title. Jobs and people have a considerable impact on engineering students' employer branding with regard to IT businesses. This is evidenced by the significance value of 0.000 and the t-value of 4.916, both of which are lower than 0.05, indicating that these variables are significant. Hence, null hypothesis **H0_{1.3}**: stating that there is no significant relationship between job and people on employer branding is rejected.

H0_{1.4}: There is no significant relationship between work-life-balance on employer branding.

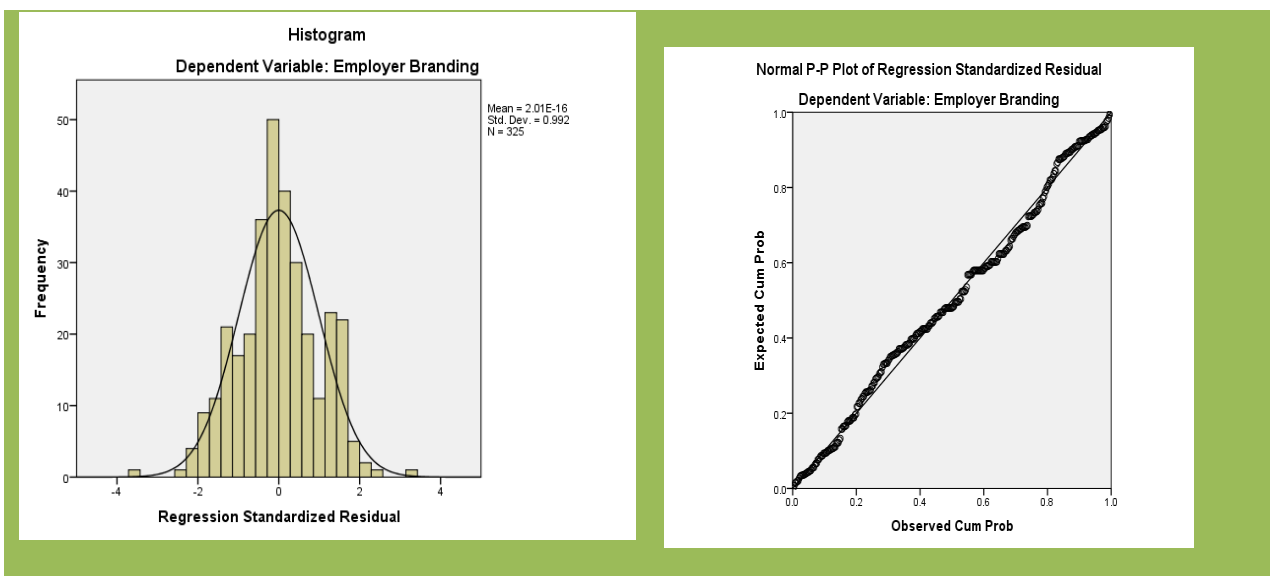
Maintaining a healthy balance between work and personal life is beneficial to an employer's brand, as the Beta value of 0.214 in Table 9 demonstrates. The t value is 4.345, and the significance value is 0.000, which means that the

value is less than 0.05, which indicates that work-life balance has a significant influence on the employer branding of final-year engineering students in regard to IT businesses. Hence, null hypothesis $H_{0_{1.4}}$, stating that there is no significant relationship between work-life-balance on employer branding is rejected.

H_{0_{1.5}}: There is no significant relationship between compensation and benefits on employer branding.

The fact that Table 9's Beta value comes in at 0.186 suggests that pay and benefits have a positive impact on an employer's reputation in the marketplace. The t-value of 4.041 and the significance value of 0.000, which is less than 0.05, suggest that benefits and compensation have a considerable influence on engineering students' perceptions of IT businesses as possible employers. This can be seen by comparing the t-value to the significance value. As a result, we will use the term "null hypothesis." As a result, we will use the term "null hypothesis." It is not true, contrary to what is stated in Hypothesis 5, that there is no substantial association between salary and benefits and corporate branding.

Histogram and P-P plot for Normality test



The dispersion of the residuals is depicted in a standardized histogram which may be found in Figure 1. On a standard P plot, the normalization of the distribution should take place at the precise moment that the centers are plotted so that they match the sloping line.

Implication

According to the research, factors such as salary and perks, team dynamics, corporate culture, work-life balance, and overall business value have a substantial effect on final-year engineering students' perceptions of IT companies as potential employers. Managers in the IT sector should priorities the aforementioned elements to strengthen their reputation as potential employers among graduating engineers.

Conclusion

The study explored the effect of placement perception and expectation attributes on the employer branding. Multiple linear regression analysis highlights that salary and benefits, job and people, culture and climate, work-life-balance, company and value have significant impact on employer branding of final year engineering students towards IT companies. This analysis recommends depicting how various placement perception and expectation factors affect employer branding. Final-year engineering students' perceptions of IT businesses as potential employers are strongly influenced by factors like compensation and benefits, job and people, culture and environment, work-life balance, and company and value. Therefore, IT HR managers should prioritise the aforementioned qualities in order to strengthen their employer brands among graduating engineers.

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