

# Impact of Talent Management Practices on Perceived Employer Branding: Conceptual Model Development for Sri Lankan IT and Software Service Sector

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A talented workforce is one of the paramount strengths for Sri Lankan Information Technology (IT) and software service sector. Upholding unsurpassed talent management practices is extremely required in enhancing perceived employer branding through amplified level of psychological contract. Talent management is a “blistering fresh topic” for Human Resource (HR) practitioners for their excessive involvement. The establishment of the concept “Employer Branding” is bringing separate disciplines of Human Resource Management (HRM) and brand marketing into a single conceptual framework. The objective of the study is to develop a conceptual model between constructs of talent management practices, perceived employer branding and employee psychological contract for Sri Lankan IT and software service sector. The archival method was adopted while having a comprehensive reviewing process. A conceptual model was developed while operationalizing independent and dependent variables. Based on the exploratory review, empirical, methodological and knowledge gaps have been identified between three key constructs; talent management practices, perceived employer branding and employee psychological contract. In the developed conceptual model, talent management practices were identified as the independent variable, perceived employer branding as the dependent variable and employee psychological contract as the mediating variable. The descriptive explanation of boundaries among key variables is of vital contribution to the entire frame of knowledge on HRM literature as this study addresses the knowledge gap of the impact of talent management practices on perceived employer branding while having a mediating effect of employee psychological contract in Sri Lankan IT and software services sector.

**Keywords:** Talent Management Practices, Perceived Employer Branding, IT and Software Service Sector