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Factors affecting talent attraction activities at DAI-ICHI LIFE company, Tan Phu 5 branch

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Abstract

This article aims to identify factors affecting talent attraction in one of the foreign leading insurance companies operating in Ho Chi Minh City Vietnam. The identified factors serve to seek more innovative solutions to attract talent staff to the impressively rising insurance business in Vietnam.

Keywords: talent management, talent attraction, insurance, Dai Chi Life

1. Introduction

1.1. Reason for choosing the topic:

The reason for choosing this topic not only comes from personal interest but also because it brings practical value in the current context. Talent attraction activities play an important role in the development of a company. Dai-ichi Life Tan Phu 5 Branch, like many other companies, is facing challenges related to attracting and retaining talent. This includes capturing and understanding the factors that determine why a candidate decides to join or leave a company. Research on these factors will help companies improve their talent attraction strategies and maintain a quality workforce. Therefore, this topic has practical value and can contribute positively to the development of Dai-ichi Life Tan Phu 5 Branch.

2. Research situation related to the topic

Attracting talent is not a new issue in human resource management, but in the early years of the 21st century, attracting talent has really been focused and researched by businesses and administrators around the world. From many different perspectives and directions. Talent attraction is known by English terms such as "talent magnetism" or "talent acquisition" and there are managers who study it from the perspective of "employer branding" (employer branding) is also an important perspective that many administrators are interested in and research. This demonstrates the diversity and richness of talent acquisition research and contributes to a deeper understanding of how businesses can attract and retain key talent.

3. Research goals and tasks

3.1. Objectives of the study

This thesis has an important goal of creating a systematization and deeper understanding of theories related to attracting talent for businesses. Mastering the key principles and standards related to attracting and retaining talent is the first step to mastering the competition in today's labor market.

Once you have a clear understanding of the theory, the practical analysis at Dai-ichi Life Vietnam Company will become more feasible. By applying theoretical knowledge to company practice, we can clearly identify specific problems and opportunities for improvement in attracting talent.

Based on these analyses, we can provide specific solutions and strategies to promote talent attraction activities at Dai-ichi Life Vietnam Company. The ultimate goal is to help this company capture excellent talents, retain them and develop their careers in a professional environment and promote the company's sustainable development.

3.2. Research mission

Systematize some theories on attracting talent in organizations and businesses: Research theories, documents and theories related to human resource management in general and talent attraction in particular and then confirm Determine the views of different authors on attracting talent. On this basis, select appropriate viewpoints and opinions that can be applied in research to attract talent at Dai-ichi Life Vietnam Company. Applying theory to analyze the practice of attracting talent at Dai-ichi Life Vietnam company: Conducting secondary data collection, sociological surveys to collect primary data to clarify the current situation Attracting talents at Dai-ichi Life Vietnam company. Proposing solutions to promote talent attraction at Dai-ichi Life Vietnam Company: Based on the experience of attracting talent of a number of businesses as well as researching the pros and cons of attracting talent at Dai-ichi Life Vietnam. Dai-ichi Life Vietnam Company to choose and find solutions to promote talent attraction at Dai-ichi Life Vietnam Company.

4. Subject and scope of research

4.1. Research subjects

Research the theory and practice of building policies and organizing the implementation of talent attraction policies at Dai-ichi Life Vietnam company.

4.2. Research scope

The survey at Dai-ichi Life Vietnam Company focused on all current employees at the company, as well as candidates participating in the application process at the company. In particular, the research will focus on positions at the management level in the company to identify factors that affect talent attraction activities here.

5. Research methods

The research method of this topic will synthesize many different aspects to understand the factors affecting talent attraction activities at Dai-ichi Life Company, Tan Phu Branch. The research will use a combination of document analysis, surveys, interviews and the use of internal company data.

Document analysis will help understand current recruitment policies, procedures, and strategies. The survey will focus on gathering opinions and perspectives from current employees and candidates participating in the recruitment process. Interview senior management to gain a deeper understanding of their decisions and perspectives on attracting talent. Using internal company data helps analyze the relationship between research factors and work performance as well as turnover rates.

By combining these methods, the study will provide a comprehensive view of how factors influence talent attraction activities at companies, while also assessing their importance and impact on the company's goals.

2. Theoretical basis

1. Talent

Talents, in a society, are people with special abilities, talents and qualities that help them contribute to the development and prosperity of that society. Talent is not only based on the possession of knowledge and skills, but also the combination of knowledge, thinking, ethics and the ability to work with others.

Talent is often found in many fields, from science, art, business, education to technology and society. They are an important source of strength in promoting innovation, creativity and sustainable development of a country or community.

The qualities of talent include patience, creative spirit, adaptability, critical thinking, and passion for personal and social development. They can play an important role in solving the complex and challenging problems facing society.

However, talented people also sometimes need to be given conditions to develop and advance. Society needs to ensure that everyone, regardless of social class or origin, has the opportunity to access education and develop their potential. Only when we utilize and develop talent systematically can we achieve real progress and prosperity for the entire society. In reality, each person will have their own view of talent.

Thus, there are many concepts about talent, each stage and period has different views. In this thesis, talents will be researched from the perspective of people who not only have the capacity and ability to work, but are also people who are suitable for the culture and characteristics of the business, and have intentions and goals that can be expressed. shown through work results, working spirit and dedication to the business.

2. Attracting talent and talent attraction policy

Building policies to attract talent today requires businesses to have a comprehensive view and sustainable strategy. To attract and retain excellent talent, the first thing is to create an interesting working environment and promote personal development. Compensation policies must be designed to be fair, promote dedication, and promote competition. Training and professional development must also be a priority, helping talented people not only work effectively but also develop in their careers.

In addition, building a corporate culture worth living and working in is also an important part. A comfortable environment, encouragement of creativity, and respect for individuals help attract people who are passionate and dedicated to their work. A distinctive culture, in which values and goals are shared, can also be an important attractive factor.

Communication and recruitment policies also play important roles. Must create an attractive message, demonstrating the value of the business and future development opportunities. The recruitment process needs to be flexible, ensuring compatibility with the needs and goals of the business.

Finally, evaluating the effectiveness of talent attraction policies is important. Businesses need to measure the performance of new talented people and consider whether they contribute to the growth of the organization. This helps adjust and improve policies over time.

In short, attracting talent is not just a simple task, but a complex process that requires investment and strategy.

Developing and implementing talent attraction policies is an important part of talent management and contributes significantly to the development and success of businesses.

3. The role of talent attraction

3.1. Minimize recruitment costs

Attracting talent is not simply the process of finding excellent candidates for the organization, but also building the image and reputation of the business. This includes establishing attractive policies and incentives, building an exciting corporate culture, and creating a work environment that employees desire to participate in.

When a business builds an ideal working environment where talent feels satisfied and thrives, it not only creates an advantage in the competition for talent, but also helps the business save time and resources in recruitment. Through the "word of mouth" effect, people working in the organization spread word of mouth about the company's excellent policies and compensation, attracting more talented candidates.

Furthermore, talented people can become the main attraction within the organization. They not only contribute expertise but also bring value in attracting other talents. With their values and passion, they are an important part of building and maintaining a business's appeal to other talented people.

3.2. Minimize training costs

Attracting talent means that businesses are capturing excellent individuals with values and qualities consistent with the mission and goals of the business. The important thing is that these talented people already bring with them a significant palette of skills and knowledge, without having to spend a lot of time and resources on retraining. Not only do they meet all requirements, but they are also able to contribute from the first day of work.

The ability to attract talent creates dual benefits for businesses. First, it helps businesses save on training costs, because talents already have the right capabilities for the job. Second, it promotes greater productivity, ensuring that the organization operates efficiently and at optimal performance. In addition, these talented people often bring positive values and contribute to the culture of the organization. Their compatibility with the working environment and creativity at work not only helps create an ideal workplace but also highlights the reputation and brand of the business in the competitive battle for talent.

3.3. Low personnel turnover

In the process of attracting talent, businesses need to develop policies and regimes on compensation, training and development, ensuring that they meet the desires of workers. At the same time, businesses need to create an interesting and challenging working environment, where employees have the opportunity to develop and demonstrate their abilities. This process creates a strong bond and commitment between employees and the business.

When employees feel attached and committed to the business, the turnover rate will decrease significantly. This helps reduce fluctuations in an organization's workforce. They will easily find themselves having opportunities to advance and develop their careers in a stable and attractive environment, thereby actively contributing to the success and development of the business.

3.4. Increase business performance

Attracting talent plays an important role in business development. Through the application of policies and activities to attract talent, businesses can easily find and recruit larger, quality human resources. This is especially important for projects, where talent resources are key. Businesses should not miss any business opportunities because of lack of human resources.

Recruiting and retaining people with the right capabilities for your business is an important factor for the growth and maintenance of your organization's competitiveness. A quality and professional workforce not only creates customer satisfaction through good products and services, but also contributes significantly to revenue growth and market competitiveness. With a strong talent pool, businesses will have an advantage in every aspect of business operations.

4. Content of attracting talent in businesses

4.1. Develop policies to attract talent

To attract talent, businesses need to understand the desires and concerns of workers. Basic policies include: human resource recruitment policy, salary, bonus and welfare policy, human resource training and development policy, and corporate culture building. Recruitment policies need to ensure the selection of human resources in accordance with the needs and values of the business. Salary, bonus and welfare policies need to be fair and attractive, ensuring fairness and motivating work performance. Training and development policies provide opportunities for personal and professional development. Building a corporate culture that promotes creativity, innovation and creates positive and interesting working conditions. This helps create an ideal working environment and attract elite talent.

4.2. Organize and implement policies to attract talent

Implementing corporate talent attraction policies plays an important role in building and maintaining an excellent human resources team. The management team needs to ensure that recruitment, compensation, training and development policies are enforced fairly and effectively. They must also create an enjoyable work environment that fosters interaction and creative contributions. This helps create appeal for potential candidates and maintain the commitment of current employees. Organizations need to continuously monitor and adjust policies to ensure that they remain aligned with business goals and market trends.

This includes organizing and implementing corporate talent attraction policies through the combination of online and offline communications. In today's digital world, online communication plays an important role in reaching and interacting with potential candidates. Businesses need to have an attractive online presence, using social media channels, company websites, and online recruitment platforms to promote the work environment and career opportunities.

However, offline communication still plays an important role in building personal relationships and expressing a business's brand identity. Attending recruiting events, industry conferences, and school conferences can help create opportunities to meet and communicate directly with potential candidates.

The combination of online and offline communication is an important factor in building a business's image and attracting quality talent.

4.3. Evaluate the effectiveness of attracting talent

Attracting corporate talent is an important process to ensure that recruitment and retention contribute to organizational growth. It can be based on a range of metrics, including the number of quality candidates, recruitment success rates, contribution to growth, employee engagement, and improvements in corporate culture. Performance appraisals not only measure the ability to attract talented people, but also consider the extent to which they contribute to the success and growth of the organization, and consider their level of satisfaction and commitment to the organization with business.

4.4. Factors affecting talent attraction in businesses

Factors affecting talent attraction in businesses can be divided into two categories: internal factors and external factors.

Internal factors include working environment, organizational culture, advancement and development opportunities, compensation and benefits. A comfortable, friendly and livable working environment helps attract talented people. Organizational culture is responsible for creating a positive work environment that encourages creativity and positive interactions. Opportunities for advancement and career development are also decisive factors. Fair and attractive compensation and benefits help maintain employee satisfaction.

External factors include the business's brand and reputation, vision and mission, labor market opportunities and industry competition. A strong brand and positive reputation attracts candidate interest. A business's vision and mission can also stimulate the interest and commitment of talent. Labor market opportunities and industry competitors also affect the ability to recruit and retain employees. All of these factors contribute to a business's ability to attract and retain excellent talent.

5. Some experiences in attracting talent

In the process of attracting talent, there are some important practices to follow. First, building a strong employer brand helps attract candidates. At the same time, provide fair and attractive salary, bonus and benefit policies to attract and retain employees. Corporate culture also plays an important role; create a creative, innovative working environment and support personal development. Smart talent management, i.e. selecting and developing appropriate human resources, is also a decisive factor. Finally, talent acquisition is a continuous process, so continually evaluating and adjusting recruitment policies and strategies is important to ensure long-term effectiveness.

3. Reality

1. Overview of Dai-ichi Life Vietnam Company, Tan Phu branch 5

1.1. The process of formation and development

Company Dai-ichi Life Vietnam Tan Phu 5 branch, specializing in life insurance business in cooperation with Dai-ichi Life, has begun to form and develop since June 25, 2020 with a journey full of commitment and determination. The company's formation and development process can be described as follows:

Started with an Idea: The formation of the company began with a remarkable mission - to provide quality and reliable life insurance solutions to customers. The founders had a

vision of creating a reputable insurance company and providing financial support to the community.

Detailed Planning: After determining the goals and vision, the company made a detailed business plan. This includes market research, competitive analysis and business strategy development to ensure operational efficiency.

Company Establishment: On June 25, 2020, Dai-ichi Life Vietnam Company, Tan Phu 5 branch, was officially established in accordance with the law. This process includes business registration, company filing and compliance with relevant tax and legal regulations.

Product and Service Development: The company has focused on developing diverse life insurance products suitable to customer needs. At the same time, they have built a supply and after-sales service process to ensure customer satisfaction.

Building Customer Relationships: The company has utilized marketing and advertising strategies to build its reputation and attract potential customers. Professional relationships and dedication to customers have helped the company build a loyal and growing customer base.

Scale Up: With initial growth and success, the company considered expanding its operations to serve more areas and open additional branch offices.

Continuous Improvement: The company continuously strives to improve and develop its products and services. This helps them meet new and changing challenges in the life insurance industry and maintain a credible position in the market.

1.2 Production and business characteristics

1.2.1 General characteristics

Pham Flax One Member Company Limited is the 5th branch of Dai-ichi Life Vietnam in Tan Phu. Dai-ichi Life Vietnam is a prestigious name in the field of life insurance, a member of The Dai-ichi Life Insurance Company Japan, one of the largest and most reputable insurance companies in Japan, and globally.

With 10 years of operation in the Vietnamese market, Dai-ichi Life Vietnam has achieved many significant achievements, making an important contribution to the development of the insurance market here.

Dai-ichi Life Vietnam's products are specially designed to meet customers' diverse financial needs. Product packages offer different levels of benefits, participation conditions and interest rates, giving customers flexibility in choosing products that suit their financial goals.

In addition, Dai-ichi Life Vietnam also provides insurance products for businesses, meeting the insurance needs of organizations and companies, helping them protect their assets and development.

The company not only focuses on financial protection but also cares about the happiness and beautiful life of its customers. The reward points program and life support funds are established to bring benefits and peace of mind to customers, playing an important role in creating trusting and long-term relationships.

Things to note

Before deciding to buy a product, read and understand its terms and conditions. This will help you understand your rights and responsibilities.

If you feel you need more information or want advice about the product, please consult the company's experts or

consultants. They will help you better understand the product and find the right option for your needs.

Please ensure that you have read and understood the product's terms regarding payment, benefits and participation conditions.

Stay up to date with product and company information so you can benefit from the latest policies and offers.

If you have any questions or problems related to the product, do not hesitate to contact the company's customer care team. They will be ready to assist you.

1.2.2 Main products

An Tam Song Hanh

Family is the foundation of family happiness. Life is only truly happy and meaningful when family is always by your side. Let love be more abundant every day for you and your family to enjoy life to the fullest with a solid financial plan for the future.

With An Tam Song Hanh, Dai-ichi Life Vietnam is proud to offer an optimal financial protection solution to help you fully protect your beloved home, proactively cultivate your future and long-term happiness.

Product characteristics

Flexible insurance benefits

At the same fee, there can be up to 2 options for insurance benefits depending on needs:

Basic Insurance Benefits: suitable for customers who care a lot about savings factors.

Advanced Insurance Benefits: for customers who care a lot about protection factors.

Full protection for your family

Accidental death: more than 20% Insurance amount up to 1 billion VND

Death due to special accident: more than 50% Insurance amount up to 2.5 billion VND

Receive timely support with complete post-mortem benefits: 10% death benefit, maximum 30 million VND/insured person.

Proactively adjust protection levels.

Peace of mind for your future financial planning

An Nhan Retirement

Retirement is the beginning of a new stage. To make your retirement days become peaceful days of rest with a healthy, happy life and no financial worries when your income is no longer the same as when you worked, starting a plan Having a suitable retirement today is important for you to prepare for your retirement future.

Product characteristics

Regular retirement benefits help you become financially independent with a steady source of income in retirement.

Protection throughout the accumulation period.

Invest safely and effectively with the Voluntary Retirement Fund.

Proactively create flexible savings plans in your own way.

Incentive to reduce personal income taxable income up to 12 million VND/year

An Think Investment

An Think Dau Tu is an investment-linked insurance product, helping to protect solid finances for the present and providing

opportunities to accumulate investment and increase assets effectively for the future. With professional investment support from Japan's leading financial company, customers have the opportunity to access a diverse and quality investment portfolio from stocks of leading companies in Vietnam to bonds, deposits and other fixed income investment products.

Product characteristics:

Comprehensive protection for yourself and your family against all risks in life.

Create assets effectively and sustainably with professional investment support from Japan's leading financial company.

05 specialized investment solutions, suitable for many different investment needs and tastes.

Opportunity to invest in a portfolio of stocks in the Finance industry and the top 30 companies in terms of capitalization and liquidity in Vietnam.

Flexibly change investment solutions in response to market fluctuations or according to needs.

Dai Gia An Phuc

Dai Gia An Phuc is an insurance plan specifically designed to focus on the need for protection against life's risks. The product has a high insurance amount - from several billions to tens of billions of dong with low insurance premiums.

Health Insurance - Cancer treatment

With the breakthroughs of modern medicine, defeating cancer is completely possible. However, expensive treatment costs are one of the pressures that significantly affect the treatment process and the patient's ability to recover.

To enjoy life with peace of mind and always be ready against the risk of cancer, an effective financial backup plan is extremely necessary. Health Insurance - Cancer treatment support is a timely financial support and protection solution to help empower patients and their families to overcome difficulties when unfortunately suffering from cancer.

Product characteristics

Full protection for all stages of cancer.

Increase the insurance amount by 50% with Special Cancer.

Financial support during hospitalization, treatment and recovery.

Bonus 50% of total premium paid when there is no compensation.

Long-term protection up to age 70 with no increase in fees during the participation period.

The participation procedure is simple.

1.2.3 Supplementary products

These are products that are only sold together with the main products and do not make a profit. The company has a wide variety of complementary products to meet customer needs.

Premium Accident Insurance:

Elevate your family - Step forward for the future to enjoy life to the fullest.

Be proactive in protecting yourself and your family on every journey:

Come home happy and healthy, have fun, travel happily, go to work effectively, collaborate safely, and enjoy your vacation.

Premium Accident Insurance:

Full protection against risks caused by accidents and a solid source of financial support on your life journey and your loved ones.

Global Health Care Coverage:

Health is the most priceless asset of each of us. In today's modern and busy life, health risks are increasing and can arise at any time, no matter where you are. You want to access advanced medical services in the world but are concerned about high medical examination and treatment costs.

With superior and comprehensive benefits for inpatient, outpatient and dental care, Dai-ichi Life Vietnam's Global Health Care Insurance will bring you and your family peace of mind. finance to protect and care for your health anytime, anywhere around the world.

Comprehensive Premium Critical Illness Insurance

Today, with advances in world medicine, serious diseases can be detected early when they are still mild, giving patients more opportunities to be treated successfully and increase their ability to recover.

When suffering from a serious illness, the most important thing is to ensure the necessary financial resources to pursue long-term treatment with the most advanced methods to provide the opportunity for a quick recovery. At the same time, we must ensure that patients can feel secure in treatment, without having to worry about lost income, affecting the good future plans of themselves and their families.

Comprehensive premium Critical Illness Insurance will help customers overcome all difficulties and feel more secure against the risk of Critical Illness with the most outstanding benefits.

Insurance Supports the Cost of Treating Incurable Illnesses

Life is beautiful but also always contains surprises. Having a terminal illness is one of the unexpected surprises that can happen to anyone. Moreover, the possibility of contracting many incurable diseases or the possibility of disease recurrence is entirely possible. Today, with advances in medicine, incurable diseases are more likely to be detected early and treated promptly, giving the patient a chance to live. However, the cost of treatment is a major obstacle, a financial and mental burden not only for the patients themselves but also for their families.

To promptly respond to incurable diseases, help patients feel secure in treatment, overcome illness and continue a peaceful life with loved ones, Incurable Disease Treatment Cost Insurance will help. Patients immediately have the necessary amount of money to cover treatment costs. Customers will be protected with a maximum number of insurance benefit payments of up to 4 payments for one terminal illness and an unlimited number of payments for different terminal illnesses.

Insurance to Support the Cost of Treating Incurable Diseases with many advantageous features helps patients get rid of the burden of worrying about costs and feel secure in treatment.

Premium Waiver Insurance

As someone who is always concerned and responsible for yourself and your family, you want to plan a comprehensive

financial plan for your loved ones. However, are those financial plans as expected when risks are always unpredictable?

Premium Waiver Insurance helps you feel completely secure about the financial security of your loved ones' future plans even when unexpected risks occur.

Premium Support Insurance

Peace of Mind for Future Plans

Dreaming of our beloved child growing up with a bright future, seeing our partner have a full and prosperous life in the future is always the biggest wish of each of us.

The fact that you have created a financial plan with a Life Insurance policy is proof of your dedication to your family. But will those financial plans work as expected when risks are always unpredictable?

Dai-ichi Life Vietnam's Premium Support Insurance product helps you feel secure that your investment in the future of the people you love the most will continue and reach the end result even when there are risks. not expected to happen.

Tu Ky Insurance

With Dai-ichi Life Vietnam's Tu Ky Insurance, you and your family will receive increased comprehensive protection, helping you feel completely secure about your family's finances against life's risks.

Prepaid Comprehensive Premium Critical Illness Insurance**Take care of your health**

In recent years, the medical industry has made breakthroughs in the treatment of serious diseases. Many high-tech diagnostic and treatment methods have been developed and applied effectively to help fatal diseases be detected early when they are still in mild form.

When detected early, aggressive treatment for Critical Illness is necessary, but the cost of treatment will be a major obstacle, a burden not only financially but also mentally for both the patient and his family. .

Dai-ichi Life Vietnam's premium comprehensive prepaid Critical Illness Insurance is a solution that brings timely financial resources from the Insurance Contract you own, helping you focus on early treatment and increase the opportunity to overcome a dangerous disease with outstanding benefits.

Insurance Supports Cancer Treatment Costs

Cancer will no longer be a worry if you prepare an effective financial plan. With the increasing incidence of cancer, cancer is a concern for each of us. However, having cancer is not the end. With continuous advances in medicine, cancer can be completely cured if diagnosed and treated early. However, the treatment time is often long and the costs of surgery, radiotherapy and chemotherapy are huge. How can these costs not become a financial burden for us and our families?

An effective and accurate financial backup plan is the key to helping you enjoy life with peace of mind against the risks called "CANCER".

Insurance Support for Hospital Fees

Having enough financial resources to treat your illness with peace of mind and quickly return to a happy life is what

everyone wants when treating illness. Hospital fee support insurance is designed to support costs during hospitalization, cancer treatment, and same-day kidney dialysis.

3. Current status of attracting talent at Dai-ichi Life Vietnam

3.1 Current status of developing recruitment policies at Dai-ichi Life Vietnam

Dai-ichi Life Vietnam does not have a systematic recruitment policy. Therefore, there is no annual recruitment plan, mainly random recruitment according to the proposals of departments. IIG Vietnam's recruitment process includes preliminary application steps, and two rounds of interviews, round 1 interview with the human resources department, round 2 interview with direct managers and company leaders. The company also has candidate evaluation forms with full criteria on appearance, skills, knowledge, expertise, experience... However, there are no specific regulations on welcoming candidates, staff as well as sample interview invitation letters and response results. Especially in IIG's recruitment policy, there are no clear regulations on determining recruitment sources as well as recruitment costs.

3.2 Building corporate culture at Dai-ichi Life Vietnam Company

Corporate culture and working environment play an important role in attracting and retaining talent. At Dai-ichi Life Vietnam, the company's corporate culture is expressed through 5 core values.

Quality represents a commitment to the best quality in products and services to maintain reputation. Professional work demonstrates a commitment to providing high quality solutions and services and good after-sales service. Good communication Work with customers in a gentle, respectful manner and comply with company regulations. Discipline includes compliance with rules and regulations, as well as creating high quality products. Respect employee values by encouraging learning and providing opportunities for personal development. The work environment also depends on the implementation of labor regulations, including regulations on diet, honesty, and work responsibility .All of this creates a professional, respectful, and ethical working environment, supporting employee development and contributing to attracting and retaining talent.

4. Current status of implementing talent attraction policies at Dai-ichi Life Vietnam Company

In fact, at Dai-ichi Life Vietnam, organizing and implementing talent attraction policies through online and offline media channels is becoming increasingly important and effective. The company has invested heavily in online campaigns using social media platforms, corporate websites, and online advertising to reach potential candidates.

In addition, offline communication activities are also focused on building employer branding. Companies often participate in recruiting events, seminars, and job expos to reach candidates directly and create opportunities for face-to-face meetings.

The combination of online and offline communication helps create a comprehensive image of the company and attract the interest of talented people. This is important in attracting and retaining talent for Dai-ichi Life Vietnam, while ensuring that the company has enough quality human resources to develop

and compete in the market.

5. Current status of evaluating the effectiveness of talent attraction activities at Dai-ichi Life Vietnam Company

At Dai-ichi Life Vietnam , the work of evaluating the effectiveness of talent attraction activities faces a number of challenges. The number of candidates for positions is often very small and sometimes not of sufficient quality. This can cause delays in the recruitment process, affecting business plans. Candidate quality still needs to be improved, and having to rehire increases recruitment costs.

Communication and recruitment channels are also limited, and companies need to invest more in finding and attracting talent. Although recruitment fees are still limited, investing in corporate image communication and offline events can help improve the situation.

In total, measuring recruitment and talent acquisition performance is requiring focus and adjustments to improve the number and quality of candidates, along with more effective use of communication channels to ensure that The company has enough human resources to meet business needs.

4. Solution

To attract talented people, there are many factors ranging from salary, bonus, benefits to training and development opportunities as well as working environment, but not all companies do well in all of the above aspects. , same with Dai-ichi Life Vietnam. It is very difficult to compete in all aspects, so the company needs to clearly determine what its strengths are, or in other words, it needs to position its employer brand in the market and understand what it is. clear positioning value. Differentiating the company from its competitors. Why do candidates join Dai-ichi Life Vietnam and not a rival company? From there focus more on that aspect. It can be said that with Dai-ichi Life Vietnam, one of the points that attracts talent is the welfare policy. However, that does not mean we only focus on building and improving that policy, but There needs to be overall changes, overcoming existing limitations in businesses today and building elements that do not yet exist. Therefore, in order to accurately and effectively attract talent, Dai-ichi Life Vietnam needs: For salary policy, it is necessary to determine a competitive salary compared to other units in the same field and compared to other industries. Specifically, it is necessary to conduct an investigation and survey of salary levels in the market, especially units in the same insurance business field such as Prudential, Bao Viet Life, Manulife, Sun Life,... to improve and Build a new salary level that is more suitable and attractive to talented people. - Develop a specific, detailed and reasonable training mechanism, then create a training plan in each period, as well as annually based on business development orientation. Before developing policies, the legal framework must be reviewed to ensure policies are developed in accordance with the law. To ensure that the principles of the talent attraction policy are followed, responsibilities between different departments need to be clearly defined and guaranteed to serve the company's interests. For openness and transparency in talent attraction policies: salaries, bonuses, benefits; broadcast training development, recruitment..., plans for monitoring as well as evaluation indicators must be provided.

5. Conclusion

In the context of society gradually shifting to a knowledge economy, the role of intellectual human resources becomes more and more important. To compete successfully in the market, every business needs to invest in the development of human resources and attract talent. This includes employer branding.

The thesis has systematized theories about attracting talent and influencing factors in the business environment. From there, it analyzed the current situation at Dai-ichi Life Vietnam. The results show that Dai-ichi Life Vietnam needs to improve talent attraction factors, especially in the fields of training, development, and compensation policy. Many factors still have to be developed to become more attractive and competitive.

Part of the reason is because the concept of attracting talent and building employer branding is not fully developed in the Vietnamese corporate market, and another part may be related to leadership attitudes and weaknesses of human resources.

Based on this analysis, the thesis proposes a number of solutions to improve talent attraction activities at IIG, including clearly identifying targets, taking advantage of strengths, and providing solutions for policy communication, human resource management and recruitment.

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