

EMPLOYER ATTRACTIVENESS THROUGH CAREER WEBSITES: AN ARTIFICIAL INTELLIGENCE-BASED EYE TRACKING RESEARCH ON “GREAT PLACE TO WORK” COMPANIES IN TURKEY

KARİYER WEB SİTELERİ ARACILIĞIYLA İŞVEREN ÇEKİCİLİĞİ:
TÜRKİYE'DEKİ “GREAT PLACE TO WORK” ŞİRKETLERİ ÜZERİNE
YAPAY ZEKA TEMELLİ BİR GÖZ TAKİP ARAŞTIRMASI

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Abstract

Career websites are essential for companies to become attractive employers by attracting talent. In this study, career websites of ‘Great Place to Work’ companies in Turkey, such as Assist, Turkcell Global Bilgi, Kuveyt Türk and Teleperformance, are analyzed using artificial intelligence-based eye tracking methodology to determine how attractive these websites are. The AI-based eye-tracking methods used in this study utilize the capabilities of artificial intelligence trained by machine learning to determine how user-friendly and easy-to-understand the career websites of the relevant companies are, with an accuracy of over 90%. This method will provide employers with helpful information to create more attractive career websites to become attractive employers. The research shows that career websites using neuroscientific approaches can potentially increase candidate interest. Furthermore, the study highlights the potential of AI-based eye-tracking technology in evaluating and improving website design and effectiveness. This paper claims to contribute to the emerging literature on the relationship between artificial intelligence, human resource management and talent management, mainly employer branding.

Keywords: Employer attractiveness, employer brand, artificial intelligence-based eye trekking, predictive eye trekking, career websites, eye trekking, neuromarketing, talent management

JEL Classification: M31, J24, O33, C81

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Öz

Kariyer web siteleri, şirketlerin yetenekleri cezbetmek ve cazip işverenler haline gelmek için önemli bir araçtır. Bu çalışmada, Türkiye'deki Turkcell Global Bilgi, Assist, Kuveyt Türk ve Teleperformance gibi "Great Place to Work" şirketlerinin kariyer web siteleri, yapay zekâ tabanlı göz izleme metodolojisi kullanılarak analiz edilmiş ve bu web sitelerinin ne kadar çekici olduğu ortaya çıkarılmıştır. Bu çalışmada kullanılan yapay zeka tabanlı göz izleme yöntemi, makine öğrenimi ile eğitilmiş yapay zekanın yeteneklerinden yararlanarak ilgili şirketlerin kariyer web sitelerinin ne kadar kullanıcı dostu ve kolay anlaşılır olduğunu %90'ın üzerinde bir doğruluk oranıyla tespit etmektedir. Bu yöntem, işverenlere daha çekici kariyer web siteleri oluşturarak cazip işverenler haline gelmeleri için yararlı bilgiler sağlayacaktır. Araştırma, nörobilimsel yaklaşımlar kullanan kariyer web sitelerinin potansiyel olarak aday ilgisini artırabileceğini göstermektedir. Ayrıca çalışma, web sitesi tasarımı ve etkinliğinin değerlendirilmesi ve iyileştirilmesinde yapay zeka tabanlı göz izleme teknolojisinin potansiyelini vurgulamaktadır. Bu makale, başta işveren markası olmak üzere yapay zeka, insan kaynakları yönetimi ve yetenek yönetimi arasındaki ilişkiye dair gelişmekte olan literatüre katkıda bulunma iddiasındadır.

Anahtar Kelimeler: İşveren çekiciliği, işveren markası, yapay zeka tabanlı göz takibi, öngörücü göz takibi, kariyer web siteleri, göz takibi, nöropazarlama, yetenek yönetimi

JEL Sınıflandırılması: M31, J24, O33, C81

1. Introduction

Today, companies survive in a highly competitive job market, and employer attractiveness plays a crucial role in an organization's ability to attract, develop, and retain top talent. Within this scope, to assess an organization's attraction, prospective candidates often carefully examine employment-related contents on job career websites (Gunesh & Maheshwari, 2019). Therefore, career websites greatly influence how prospective employees view companies, their culture, values, and career opportunities. The design and content of career and corporate websites significantly influence employers' views of attractiveness (Banerjee & Gupta, 2019; Mičík & Kunešová, 2021). Furthermore, experimental experiments employing fake websites have shown how important it is to match job positions and organizational ideals with the interests of prospective employees. In order to increase organizational attractiveness, this highlights the importance of both person-job and person-organization fit (Lee et al., 2021).

Companies are especially concerned about the complex nature of user interaction with career sites and determining what influences positive or negative employer perceptions (Collins & Stevens, 2002). The integration of AI and eye tracking in this context shows excellent potential for understanding the complexities of user interaction. The research conducted by Collins & Stevens in 2002 is a significant study highlighting the potential of career websites in improving employer attractiveness. The study combines artificial intelligence (AI) and eye-tracking research to gain fresh insights into the interactions and perceptions of job seekers on company career websites.

The companies analyzed in this study are Turkcell Global Bilgi, Assist, Kuveyt Türk, and Teleperformance, all of which have established themselves as top-notch workplaces in Turkey.

This paper's primary goal is to evaluate the investigated company's career websites' u, mainly using neuroscientific measures, and to ascertain their appeal. This research provides valuable

information businesses may use to improve their employer attractiveness through content strategy and design. However, this study seeks to capitalize on the expanding technology-related debate on human resources management and employer branding by utilizing eye-tracking and artificial intelligence technologies and analyzing website designs from a neuroscientific standpoint. Eye tracking technology driven by artificial intelligence (AI) in neuromarketing has fundamentally changed how marketers understand and interact with their target audience. AI-powered eye-tracking devices provide a sophisticated tool to optimize marketing campaigns and consumer experiences by providing real-time data on visual attention, emotional reactions, and decision-making processes.

2. Literature Review

2.1. Artificial Intelligence-Based Eye Tracking

Eye-tracking is a widespread technique in neuromarketing research. This approach employs a research methodology that analyzes and improves comprehension of consumers' attention and preferences by offering insightful information about the fundamental elements affecting their choices and choices. These days, neuromarketing tracks consumers' eye movements and gaze patterns in reaction to marketing stimuli using artificial intelligence (Białowas & Szyszka, 2019). Neuromarketing, which combines neuroscience and marketing, has advanced due to AI in eye-tracking technologies. AI techniques like deep learning models have enhanced neuromarketing eye-tracking research (Zdarsky et al., 2021).

According to Zdarsky et al. (2021), eye-tracking technology based on artificial intelligence makes it possible to do real-time gaze monitoring, providing users with meaningful insights about consumer behavior, preferences, and responses to marketing stimuli (Zdarsky et al., 2021).

This technological development makes it possible to have a more comprehensive understanding of how consumers interact with advertisements, goods, or services, enabling marketers to adapt their campaigns more successfully.

Furthermore, utilizing artificial intelligence (AI) in neuromarketing entails forecasting and mimicking customer reactions in the advertising sector (Ahmed et al., 2022). Algorithm-based neural networks, a subset of artificial intelligence (AI), have been known as a valuable and successful alternative to conventional neuromarketing techniques. These networks can effectively forecast and evaluate consumer behavior because of their unique characteristics (Ahmed et al., 2022). Through the use of artificial intelligence algorithms, researchers and marketers can simulate and forecast the responses of consumers to a variety of marketing stimuli, which assists in the creation of advertising campaigns that are both targeted and effective.

The conventional methods of eye-tracking, which often include camera-based systems, have traditionally been acknowledged for their expensive cost. Nevertheless, adopting eye-tracking systems powered by artificial intelligence provides a more cost-effective alternative (Iloka & Anukwe, 2020).

Predictive eye-tracking is a synonym for artificial intelligence-based eye-tracking. This AI-powered tool replicates human visual perception by utilizing pre-existing eye-tracking data. Using IA-based eye-tracking research enables organizations to employ more efficient and cost-effective measurement techniques for their marketing initiatives. In addition, the utilization of eye-tracking research aids in identifying marketing aspects that effectively capture clients’ attention (Kumar et al., 2024). Therefore, eye-tracking technologies currently utilize artificial intelligence; the primary ones are shown below.

The Neurovision Software can be accessed at the following URL: <https://neurovision.io/>. The AI-based eye-tracking project, established by Dr. Ramsoy, a Neuroscience Decision Center faculty member at the Copenhagen Business School, is an academic entrepreneurial initiative—the originator of NeuronsInc. Neurovision Software forecasts the cognitive focus on images and videos. The product forecasts that AI-powered heatmaps accurately imitate user attention on visual assets with a precision above 90%.

The Visual Attention Software (VAS) can be accessed at <https://vas.3m.com>. The program is “VAS,” which stands for Vision Augmentation System. It is an AI-powered eye-tracking software. The proprietor of this product is 3M, a multinational corporation headquartered in the United States. VAS accurately predicts viewers’ initial observations with a 92% accuracy rate.

The Expoze Software, an eye-tracking software that utilizes artificial intelligence, can be accessed at <https://www.expoze.io>. Based on the MIT benchmark, the program demonstrates a visual attention estimation accuracy of 87%, which surpasses the 92% accuracy achieved by conventional eye-tracking methods.

Attention Insight Software can be accessed at the following URL: <https://attentioninsight.com/>. Attention Insight is an algorithm powered by artificial intelligence that evaluates the visibility of design elements. It achieves an accuracy of 90% for web images and 94% for non-web images. This assessment compares the results to the Massachusetts Institute of Technology’s image dataset and eye-tracking data. Heatmaps are often compared with genuine eye-tracking studies that do not include data acquisition. The software enhances design performance for marketers and design teams by generating attention heatmaps, regions of interest, clarity scores, and focus map metrics. The AI method developed by Attention Insight utilizes a dataset comprising 30,800 images obtained from eye-tracking studies to forecast alterations in visual attention autonomously.

2.2. The Concept of Employer Attractiveness

When it comes to employer branding, employer attractiveness is crucial. This refers to the benefits and allure that potential workers see when associated with a particular company (Raja et al., 2021). Employer attractiveness and employer branding play a crucial role in talent acquisition and organizational success. Studies have indicated that employer branding is crucial in influencing employer appeal by establishing a favorable perception of the company as a preferred employer (K. Backhaus & Tikoo, 2004). The research (Sivertzen et al., 2013) defines employer attractiveness as the advantages prospective workers see when working for a company. This impression strongly

influences job seekers' employer selections. There is also a strong correlation between organizational attractiveness, the critical element that draws in current workers and job seekers. Employer attractiveness is strongly linked to organizational attractiveness or people's positive perceptions of organizations as desirable employers (Raja et al., 2021).

Companies use employer attractiveness to build a good reputation with potential and current workers. Establishing a distinct workplace brand makes the organization stand out and attract talent (Azhari et al., 2023). The projected advantages potential workers imagine receiving from working for a particular company significantly influence the employer's attraction (Oliveira et al., 2021). Investigating what makes a company appealing to potential employees is the primary goal of studies on employer attractiveness. Reputation, identity alignment, talent management strategies, and the organization's overall value offer are all part of this list (Wilden et al., 2010).

Companies place a great value on enhancing their employer attractiveness to recruit and retain high-performing workers, maintain a positive employer brand image, and gain a competitive advantage in the labor market. Employees' impressions of a company as a place to work, both current and potential, form the basis of the strategy mentioned above, known as employer branding (Dabirian et al., 2019).

According to research, employer attractiveness is essential for attracting and keeping talented people (Ibrahim et al., 2018). Companies are more likely to succeed in hiring Millennials and Generation Y workers if they invest in building a strong employer brand through effective marketing techniques and HRM procedures (Mičík & Mičudová, 2018). Furthermore, a company's employment appeal depends on organizational trust, which is crucial in determining how employees view and feel about the company (Li et al., 2012).

In addition to that, employer attractiveness is influenced by various factors, including instrumental and symbolic attributes, corporate social performance, internal communication strategies, and workplace authenticity. Research by (Highhouse et al., 2003) (K. B. Backhaus et al., 2002), (Vokić et al., 2023), and (Reshmi & Mulla, 2023) emphasizes how important these elements are in forming an organization's reputation and making employers more desirable. However, some of the most critical aspects of talent management include employer appeal and branding. Developing a unique employer brand, influencing the behavior of potential workers, and making the organization an appealing workplace are all made possible by them.

2.3. Career Websites in Enhancing Employer Attractiveness

The effect of career websites on improving organizational attractiveness has been the subject of several studies. The importance of these platforms in boosting employer branding and luring talent is highlighted (Gunesh & Maheshwari, 2019) and (Mičík & Mičudová, 2018). Notably, Mičík's study focuses on reaching Generation Y through professional portals and social media. In-depth analyses of the particular characteristics that increase the efficacy of career websites, such as content, user-friendliness, and business-to-business compatibility, are conducted by (Birgelen et al., 2008) and

(Priyadarshini et al., 2017). All of the studies in this collection demonstrate how career websites might affect employers' appeal. It implies that a strategic approach to its design and content may significantly impact the talent acquisition process.

Career websites play a crucial role in enhancing employer attractiveness, as they are a vital tool for disseminating the employer brand (Gunesh & Maheshwari, 2019). The effectiveness of these websites is influenced by their content and form, with easy-to-use and updated information being essential (Birgelen et al., 2008). They have a greater effect on attracting applicants than printed recruitment ads, and combining the two can increase attraction even further (Baum & Kabst, 2014). Furthermore, employee evaluations on websites run by independent companies might affect an organization's appeal, depending on source reliability, person-environment fit, and information reality (Kaur & Dubey, 2014).

In the current era of digital technology, a well-designed and informative job website is essential to drawing in and keeping talented people. According to Gunesh & Maheshwari, (2019) to provide a space for displaying employee testimonials and success stories, career websites also showcase the company's values, culture, and perks. This provides prospective employees with insightful information about the company. According to the same authors, these websites may gain credibility and establish a personal connection with job searchers using multimedia components like videos and virtual office tours. Career websites also serve as a hub for continuing contact with prospective workers. In order to maintain the organization's prominence while individuals are considering their next career move, they provide information on available opportunities, corporate events, and training materials.

Furthermore, spending money on an engaging employment website enhances the company's attractiveness as a top employer by demonstrating its commitment to openness and transparency. Prioritizing the user experience is essential while developing these websites, so ensure they are aesthetically pleasing and easy to use and provide prospective candidates with a seamless educational interface. Companies may increase their employer appeal to potential candidates in this framework by proactively implementing cutting-edge features and interactive content structures (Gunesh & Maheshwari, 2019).

Company career sites are also crucial venues for presenting success stories and employee endorsements, giving prospective employees a genuine sense of a company's work culture and advancement prospects. By showcasing the successes and experiences of present workers, these platforms provide insightful information for potential candidates, building confidence and trust with the employer (Banerjee & Gupta, 2019). This aligns with the idea that trust in a source is influenced by trust in the medium, which, in turn, is influenced by a general propensity to trust (Lucassen & Schraagen, 2012). Utilizing such testimonials on career websites can enhance the employer's brand value among professionals, increasing credibility and trustworthiness.

3. Methodology

The stimulus materials were Great Place to Work® Institute's Turkey Best Employers 2022 More Than 5000 Employees Category List companies named Turkcell Global Bilgi, Assist, Kuveyt Türk, and

Teleperformance career websites. These companies' websites were evaluated separately. Company websites have two main components:

- (1) The Screenshot of the Career website Main Page,
- (2) The Screenshot of the Recruitment Page.

The company screenshots were retrieved from the following company career website links:

<https://kariyer.global-bilgi.com.tr/app/main/home>

<https://www.assistkariyerim.com/>

<https://www.katilbize.com/s/kt-kariyer.html>

<https://www.myjobteleperformance.com/jobs>

Four companies provided each had two screenshots retrieved, and eight were analyzed. All the screenshots selected for this study are presented in the findings, and their layout details are also listed in Table 1.

Table 1: Analyzed Company Websites

Turkcell Global Bilgi Company	1	Figure 1: The Screenshot of the Career Web site Main Page https://kariyer.global-bilgi.com.tr/app/main/home ,
	2	Figure 2: The Screenshot of the Recruitment Page https://kariyer.global-bilgi.com.tr/app/main/home ,
Assist Company	3	Figure 3: The Screenshot of the Career Web site Main Page https://www.assistkariyerim.com/ ,
	4	Figure 4: The Screenshot of the Recruitment Page https://www.assistkariyerim.com/
Kuveyt Türk Company	5	Figure 5: The Screenshot of the Career Web site Main Page https://www.katilbize.com/s/kt-kariyer.html ,
	6	Figure 6: The Screenshot of the Recruitment Page https://www.katilbize.com/s/kt-kariyer.html ,
Teleperformance Company	7	Figure 7: The Screenshot of the Career Web site Main Page https://www.myjobteleperformance.com/jobs ,
	8	Figure 8: The Screenshot of the Recruitment Page https://www.myjobteleperformance.com/jobs ,

Source: Created by the author

- As shown in Table 1, the selected screenshots pertained to 8 content elements derived from four companies' career websites. As a cross-sectional study design, investigated data was collected on the 8th of October 2022.
- The data were generated using AI-based eye tracking called NeuroVision Software. NeuroVision is an academic entrepreneurship project (<https://neurovision.io/>) that predicts visual attention in pictures and videos.
- NeuroVision is built on decades of study on the human visual system and the most recent developments in machine learning. It predicts that AI-powered heatmaps imitate user focus on visual assets with greater than 90% accuracy.

- The software has a vast collection of correctly labeled, high-quality, eye-tracking recordings of consumer-related mediums from over 12,000 participants. Besides that, several machine learning models (N=30) were trained and tested.
- ♦ In order to evaluate the attention participants paid to each stimulus, we used two different parameters derived from neurovision software capabilities, as shown below.
- ♦ Cognitive demand: This indicates as a score how much information the viewer processes in your image or video. When visuals get more complex, they increase the perceptual load and, as a result, cognitive effort.
- ♦ Clarity: A measure of how large a piece of your image attracts attention. When photos have many things that draw customers' attention, they are less likely to perceive any particular section of the image, which is thus less clear. When a few small regions capture attention, the clarity score rises.

Table 2: Neurovision Software Metrics

	0-25	25-50	50-75	75-100
Cognitive Demand	Low	Medium Low	Medium High	High
Clarity	72,98-100	54,23-72,97	36,46-54,22	0-36,45
	High	Medium High	Medium Low	Low
Meaning	No optimization needed	No optimization needed	Some optimizations may be required.	Must be optimized.

Source: Neurovision Company

Hypotheses

Our hypothesis concerning Great Place to Work® Institute's Turkey Best Employers 2022 More Than 5000 Employees Category List companies, consisting of Global Bilgi, Assist, Kuveyt Türk, and Teleperformance, all have user-friendly and convenient career website designs.

- Hypothesis 1: Global Bilgi Company has user-friendly and convenient career website designs.
- Hypothesis 2: Assist Company has user-friendly and convenient career website designs.
- Hypothesis 3: Kuveyt Türk Company has user-friendly and convenient career website designs.
- Hypothesis 4: Teleperformance Company has user-friendly and convenient career website designs.

Sample

Great Place to Work (GPTW), which selects the best workplaces in the world each year, surveyed over 101 thousand employees from 192 companies to assess their satisfaction with their companies. Great Place to Work® Institute's methodology, derived from 30 years of studying the best workplaces globally, is recognized as rigorous and objective and considered the gold standard for defining great workplaces across business, academia, and government organizations.

As part of this assessment, all organizations are studied through two lenses. Trust Index©: The first lens measures the quality of employee experience through our globally validated survey instrument known as Trust Index© and carries 75 percent weightage. Culture Audit©: It is a proprietary tool of the Institute that evaluates the strength of the leadership as supported by meaningful values and philosophy and the quality of the practices and programs that shape employee experience, build consistent levels of trust, and enable each individual to use their potential to better organizational performance. This carries 25 percent weightage. According to the Great Place to Work® Institute's Turkey Best Employers 2022, More Than 5000 Employees Category List includes the following four companies.

- Turkcell Global Bilgi (Turkcell Group Company)
- Assist Company (Türk Telekom Group Company)
- Kuveyt Türk Company
- Teleperformance Company

4. Findings



Figure 1: The Screenshot of the Career Web site Main Page

<https://kariyer.global-bilgi.com.tr/app/main/home>

The screenshot shows that the cognitive demand score is 26.62%, and the Clarity score is 54.65%. These scores are acceptable levels in terms of cognitive demand and clarity scores.

Table 3

Cognitive Demand	Clarity
26,62	54,65

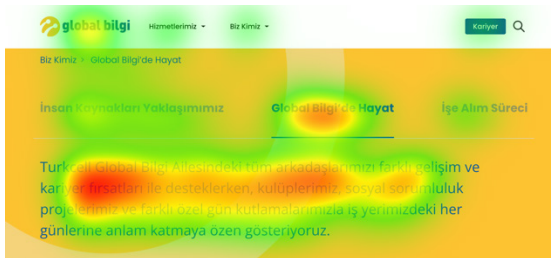


Figure 2: Turkcell Global Bilgi Company, The Screenshot of the Recruitment Page

<https://globalbilgi.com.tr/global-bilgide-hayat/>

The screenshot shows a cognitive demand score of 23.23 %, which means the best level, and a Clarity score of 41.92 %, which means some optimizations may be required.

Table 4

Cognitive Demand	Clarity
23,23	41,92

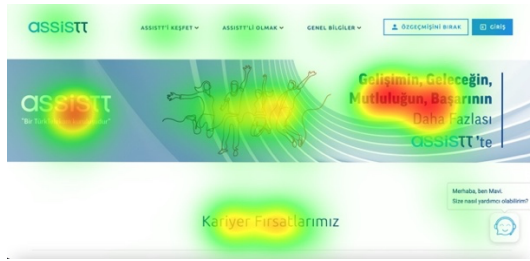


Figure 3: Assist Company, The Screenshot of the Career Web site Main Page

<https://www.assisttkariyerim.com/>

The screenshot shows a cognitive demand score of 23.44 %, which means the best level, and the Clarity score is 61.71%, which means an acceptable level. Both scores are acceptable in terms of cognitive demand and clarity scores.

Table 5

Cognitive Demand	Clarity
23,44	61,71



Figure 4: Assist Company, The Screenshot of the Recruitment Page

<https://www.assisttkariyerim.com/>

The screenshot shows that the cognitive demand score is 23.59 %, the best level, and the Clarity score is 80.44 %, which means the best level. Both scores are acceptable in terms of cognitive demand and clarity scores.

Table 6

Cognitive Demand	Clarity
23,59	80,44

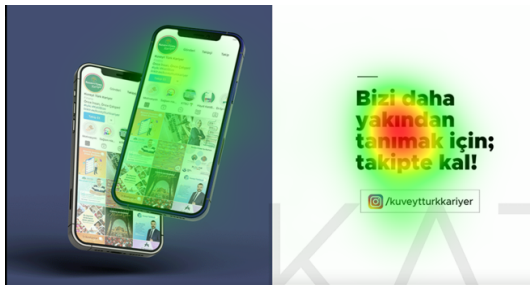


Figure 5: Kuveyt Türk Company, The Screenshot of the Career Web site Main Page

<https://www.katilbize.com/s/kt-kariyer.html>

Table 7

Cognitive Demand	Clarity
25,33	90,18

The screenshot shows that the cognitive demand score is 25.33 %, which means the acceptable level, and the Clarity score is 90.18 %, which means the best level. Both scores are adequate in terms of cognitive demand and clarity scores.

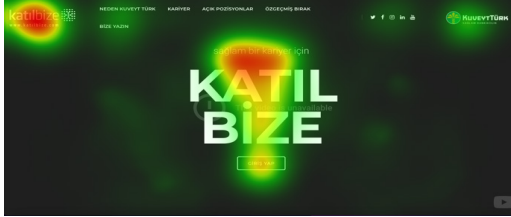


Figure 6: Kuveyt Türk Company, The Screenshot of the Recruitment Page of the <https://www.katilbize.com/s/kt-kariyer.html>

The screenshot shows a cognitive demand score of 20.77%, which means the best level, and the Clarity score is 78.53%, which means the best level. Both scores are acceptable in terms of cognitive demand and clarity scores.

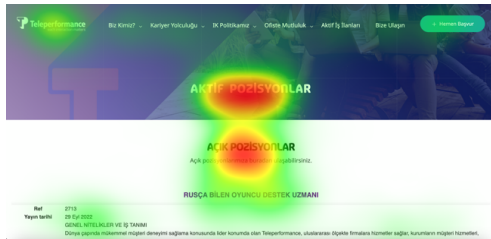


Figure 7: Teleperformance Company, The Screenshot of the Career Website Main Page <https://www.myjobteleperformance.com/jobs>

The screenshot shows that the cognitive demand score is 24.32%, which means the best level, and the Clarity score is 73.67%, which means the best level. Both scores are acceptable in terms of cognitive demand and clarity scores.



Figure 8: The Screenshot of the Recruitment Page

<https://www.myjobteleperformance.com/jobs>

Table 8

Cognitive Demand	Clarity
20,77	78,53

Table 9

Cognitive Demand	Clarity
24,32	73,67

Table 10

Cognitive Demand	Clarity
30,67	66,74

The screenshot shows that the cognitive demand score is 30.67%, which means the acceptable level, and the Clarity score is 66.74%, which means the acceptable level. Both scores are adequate in terms of cognitive demand and clarity scores.

Table 11: Overall Findings

Company Name	Figures	Cognitive Demand	Clarity
Turkcell Global Bilgi Company	Figure 1: The Screenshot of the Career Web site Main Page https://kariyer.global-bilgi.com.tr/app/main/home ,	26,62	54,65
	Figure 2: Turkcell Global Bilgi Company, The Screenshot of the Recruitment Page https://globalbilgi.com.tr/global-bilgide-hayat/	23,23	41,92
Assist Company	Figure 3: The Screenshot of the Career Web site Main Page https://www.assisttkariyerim.com/	23,44	61,71
	Figure 4: The Screenshot of the Recruitment Page https://www.assisttkariyerim.com/	23,59	80,44
Kuveyt Türk Company	Figure 5: The Screenshot of the Career Web site Main Page https://www.katilbize.com/s/kt-kariyer.html	25,33	90,18
	Figure 6: The Screenshot of the Recruitment Page https://www.katilbize.com/s/kt-kariyer.html	20,77	78,53
Teleperformance Company	Figure 7: The Screenshot of the Career Web site Main Page https://www.myjobteleperformance.com/jobs	24,32	73,67
	Figure 8: The Screenshot of the Recruitment Page https://www.myjobteleperformance.com/jobs	30,67	66,74
Total		197,7	547,8
Mean		24,7463	68,48
		Mean of the Cognitive Demand	Mean of the Clarity
Turkcell Global Bilgi Company		24,925	48,285
Assist Company		23,515	71,075
Kuveyt Türk Company		23,05	84,355
Teleperformance Company		27,495	70,205

Source: Created by the author

Table 11 presents an analysis of cognitive demand and clarity for the career websites of the four companies. Here is the evaluation for each hypothesis:

The table summarizes the performance of four companies' career websites, evaluated according to two criteria. These criteria are "cognitive demand," which assesses the ease of information processing for users, and "clarity," which measures the website's effectiveness in directing users' attention.

The Turkcell Global Bilgi Company website exhibits moderate comprehensibility, as indicated by a cognitive demand score of 24.925. The design lacks clarity and requires enhancement to direct users'

attention more effectively, as noted in a clarity score of 48.285. The Assist Company website exhibits high navigability, evidenced by a cognitive demand score of 23.515. The clarity is evident, effectively directing users' attention, as indicated by a clarity score of 71.075. The website of Kuveyt Türk Company demonstrates a high level of simplicity, evidenced by a cognitive demand score of 23.05. The website exhibits the highest clarity score, recorded at 84.355. The website of Teleperformance Company presents a higher level of cognitive demand, with a score of 27.495, making it somewhat more complex to navigate than other sites.

Nonetheless, it maintains a satisfactory level of clarity, evidenced by a clarity score of 70.205. Kuveyt Türk demonstrates superior overall performance, characterized by simplicity and clarity. Assist Company demonstrates strong performance, particularly in clarity. Turkcell Global Bilgi Company should enhance its clarity to engage users more effectively, while Teleperformance could simplify its design to reduce cognitive load.

Hypothesis 1: Global Bilgi Company has user-friendly and convenient career website designs.

Decision: Partially Accepted

Reason: The mean cognitive demand score is 24.925, indicating acceptable user-friendliness. However, the mean clarity score is 48.285, which requires improvement to match higher standards.

Hypothesis 2: Assist Company has user-friendly and convenient career website designs.

Decision: Accepted

Reason: The mean cognitive demand score is 23.515, indicating high simplicity. The mean clarity score is 71.075, demonstrating visual solid clarity and effectiveness in design.

Hypothesis 3: Kuveyt Türk Company has user-friendly and convenient career website designs.

Decision: Accepted

Reason: The mean cognitive demand score is 23.05, reflecting excellent ease of navigation. The mean clarity score is 84.355, the highest among all companies, signifying outstanding website performance.

Hypothesis 4: Teleperformance Company has user-friendly and convenient career website designs.

Decision: Accepted

Reason: The mean cognitive demand score is 27.495, slightly higher than other companies but remains acceptable. The mean clarity score is 70.205, demonstrating effective design and adequate user navigation support.

5. Discussion

Many academic studies on the impact of Artificial Intelligence (AI) in Marketing and Employer Branding emphasise the significant potential of this concept. Research by Gheorghe et al. (2023) and Zdarsky et al. (2021) extensively emphasised the role of AI in eye tracking and highlighted the

accuracy of AI in predicting visual attention. The findings support existing research by confirming that AI-driven eye tracking techniques efficiently assess user interaction and cognitive engagement.

While previous studies have focused on AI-based approaches in a narrow field, this study contributes to the literature by focusing on career website evaluation for “Great Place to Work” companies in Turkey. Gunesh and Maheshwari (2019) stated that career websites are essential tools for employer branding and an effective design positively affects employer attractiveness. The findings of our research are in line with this perspective and contribute by adding a neuroscientific dimension that statistically evaluates cognitive demand and clarity scores.

Kuveyt Turk company’s high clarity scores confirm the importance attributed by Mičík and Kunešová (2021) to user-friendly and content-rich interfaces. Assist Company’s findings support these conclusions by showing how purposeful website design can increase employment attractiveness. In contrast, Turkcell Global Bilgi’s relatively lower intelligibility scores deviate from the normative standards set by Banerjee and Gupta (2019) and point to specific areas for improvement based on user preferences.

In this context, research findings broaden the approach Sivertzen et al. (2013) delivered to employer branding by including advanced AI indicators. This integration enables a more granular knowledge of how website properties influence user perception and organizational attractiveness. As indicated in previous studies, future research may investigate integrating conventional eye-tracking techniques with AI-driven methodologies to corroborate and enhance these findings.

6. Conclusion

This study emphasizes the importance of career websites in influencing employer attractiveness, specifically for “Great Place to Work” companies in Turkey. By applying AI-based eye-tracking approaches, the research delivers a quantitative assessment of cognitive demand and clarity, delivering actionable insights into refining website design to attract top talent.

Kuveyt Türk Company had exceptional cognitive demand and clarity performance, affirming the significance of strategic design and content alignment highlighted by prior studies. Assist Company followed quickly, exhibiting outstanding usefulness and aesthetic appeal. Teleperformance Company obtained notable results, highlighting the efficacy of user-friendly interfaces in enhancing workplace branding. However, Turkcell Global Bilgi Company revealed chances for development, particularly clarity, underlining the need for targeted improvements.

These findings validate previous research on the efficacy of neuromarketing technologies and broaden its use in career website design. This work enhances the literature on corporate branding and recruitment techniques using AI measures, providing a unique neuroscientific perspective.

Future research should investigate the interplay between conventional and AI-based eye-tracking techniques to verify these findings and better comprehend user interactions. Integrating feedback

from multiple demographic groups could enhance website designs to accommodate varied preferences and requirements. Furthermore, analyzing the long-term effects of improved job websites on recruitment efficacy and corporate branding would yield significant insights for professionals.

When meticulously crafted and enhanced with interactive and user-centric elements, career websites can effectively position a company as an employer of choice. This study provides a basis for employing AI-based technology to improve employer branding strategies, contributing to a more competitive and attractive digital recruitment market for talent-oriented companies.

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Resume

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