

Seminar Report

Industry–Academic Interface **Insights on Global Employer Branding and HR Leadership**

Ms. Abhirupa Biswas, Country Leader –
Employer Branding (UK & Ireland), IKEA Ltd.

18th November 2025



The MBA-HRM Department of IISWBM hosted an engaging Industry–Academic Interface session on 18th November 2025 with Ms. Abhirupa Biswas, Country Leader – Employer Branding for the UK and Ireland at IKEA Ltd., and a proud alumna of IISWBM. The session was an inspiring homecoming for her, and she spoke with warmth, humility, and exceptional clarity about her professional journey across continents and industries. She shared how her career evolved across four diverse sectors and how every new role taught her to adapt to different cultures, expectations, and business

realities, especially while working internationally. Her cross-cultural and cross-continental experiences offered students a rare perspective into how HR practices shift in global environments while still being grounded in universal values such as empathy, communication, and fairness.

One of the strongest takeaways from the seminar was her deep emphasis on employer branding. She explained why branding is no longer just a marketing function but a strategic HR responsibility that shapes talent attraction, retention, and organisational identity. She highlighted the importance of authentic storytelling, understanding what employees truly value, and building workplaces

that reflect those values. Through practical examples from IKEA, she demonstrated how culture, purpose, and employee experience come together to create a strong employer brand.

The session was highly interactive, with Ms. Biswas patiently addressing every question—from career choices, and interview preparation to dealing with rejection, identifying strengths, and navigating uncertainties in student life. She reassured students that both selection and rejection are positive experiences, each offering clarity about one's direction and areas for growth. She also shared her reflections on the evolving HR landscape, touching upon talent strategy, agility, building meaningful careers, and preparing for global opportunities.

As an alumna returning to her alma mater, she expressed her emotional connection to IISWBM and encouraged students to make the most of their time here, build networks, stay curious, and embrace challenges. Her openness, authenticity, and practical insights made the seminar one of the most relatable and enriching interactions for the batch.

The department and students extended heartfelt gratitude to Ms. Biswas for her time, guidance, and generosity in sharing her journey. Her visit left a lasting impression, motivating students to aim higher and explore the wide and evolving possibilities within the field of HR.

