

Retraction notice: Redefining employer branding metrics integrating Gen Z expectations and AI-powered sentiment analysis in the digital hiring landscape

The publisher of *Strategic HR Review* wishes to retract the article; Pallavi Priya Silveira, Naval Lawande; Redefining employer branding metrics: integrating Gen Z expectations and AI-powered sentiment analysis in the digital hiring landscape. *Strategic HR Review* 2025; <https://doi.org/10.1108/SHR-07-2025-0066>. It has come to our attention that the reference list contains numerous articles that do not exist. As part of the investigation, the authors were asked whether they used generative AI in the construction of their article. The authors did not respond to our requests for clarification. As a result, the findings of the article cannot be relied upon. *Strategic HR Review* author guidelines make it clear that authors must be accountable for the accuracy of their work.

The retracted article is available at <https://doi.org/10.1108/SHR-07-2025-0066>