

Employer branding: What constitutes " An Employer of choice?"

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Abstract

This study looked at the factors that would attract employees towards an 'Employer of Choice'. The study explored an analysis into the previous addressed literature along with exploratory sets of interviews held with fresh graduates and five focus groups working in various organizations. This resulted into a set of proposed factors which were compiled in the form of a questionnaire and distributed among 2000 individuals across various domains. Statistical results revealed a number of factors with relatively high importance that were grouped based on their relatedness into a proposed framework to define the factors that constitute 'an employer of choice'. Future research should extend to other sectors to enhance the process of the generalization of the results.

Journal of Business and Retail Management Research 2016, November