

**"A study of the effects of corporate brand identity
on employee retention"**

(a study of Mobilink)

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Abstract:

Human resource management activities play a major role in any organization and have moved beyond mere administration to ensuring that organizations will survive and prosper. HR is the first step a new prospective employee encounters in an organization. Market research shows that strong brands contribute to strong competitive presence. Attracting the best employees has become a Herculean task for the HR department. Only the best practices and the best environment can assure their interest in working for your organization. The practices and policies of the HR department and its outlook create a certain brand for the organization. The better the brand, better are the chances that you attract the best talent.

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