



EFFECTIVENESS OF EMPLOYER BRANDING THROUGH SOCIAL MEDIA

A Thesis submitted to Department of Management Sciences in
partial fulfillment of the requirement for the MBA degree

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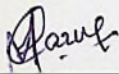
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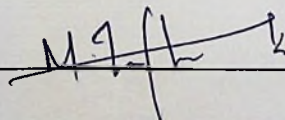
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Effectiveness of employer branding through social media in the management science department as part of fulfillment of the MBA degree requirement.

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I M. Zuber Ali being the Supervisor of the above student, certify that the research work of the student has been completed to my satisfaction and that the thesis is in a format recognized by the department and is in accordance with the rules of the University. The thesis is appropriate for examination.

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ABSTRACT

Purpose: The purpose of this research report is to analyze the effectiveness of employer branding through social media, know people perception about promotion of employer branding on social media and do they find information of companies useful or not. This report also aims at finding out what strategies companies are using to promote their employer brand.

Methodology/sample: The study involved questionnaire filled by 300 respondents. Respondent belonged to two categories; students and employees of different companies/bank. Data is based on the input from the students of Bahria University Karachi campus, Iqra University main campus and SZABIST Karachi. Survey also involved the employees of Ericsson Pakistan Pvt. limited, Coco Cola Beverages Pakistan Limited, Merck pharmaceutical and Albaraka Bank. SPSS software was used for analysis of statistical data.

Findings: After applying one sample t-test to the data, it was learnt that people views are highly influenced by the information present on the internet about companies. Most of the people found promotion of employer branding on social media effective as promotion of employer branding on social media save cost and time of people.

Practical implication: This report will help companies to understand how people perceives employer branding on social media. It would also assist in improving employer branding strategy to attract and retain talented pool of employees.

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