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"DIGITIZATION & EMPLOYER BRANDING

A Case Analysis of Fauji Fertilizer Bin Qasim Ltd"



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Abstract

Problem: Due to the shortage of competent and committed individuals, companies are striving hard to attract and retain resources compatible with their culture. Employer Brand Communication which is widely used internationally is not very common in many organizations of Pakistan particularly in the Fertilizer Industry.

Purpose: Adoption of the digital tools and strategically planning the employer value proposition for effective communication to the prospective candidates and academic institutions is what lead this research. The purpose of the thesis is to examine the pertinence and beneficial contributions of positive employer identity of the fertilizer organization- Fauji Fertilizer Bin Qasim Limited in reaching the right audience.

Methodology: This study has been conducted using the qualitative methodology, with a descriptive and exploratory purpose and a case study approach. Data has primarily been collected through semi structured interviews from HR professionals working in the organization.

Findings: Employer branding can become a cherished strength of an organization if utilized both internally and externally with a well thought out digital strategy. It can help attract potential employees and also enhance the commitment and loyalty among current employees. Due to the widespread use of two-way communication digital channels like Facebook, LinkedIn, Twitter etc. a massive volume of people can be connected and kept informed about the organization's practices. But for it all to work successfully the consistency between the internal values and the external image is vital.

Key Words: *Employer Branding, Digitization, Employee Retention, Digital tools/Channels, Recruiting, Talent Acquisition, Employee Value Proposition*

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