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A STUDY ON THE IMPACT OF EMPLOYER BRANDING IN ACQUIRING AND RETAINING TALENT IN IT SECTOR

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ABSTRACT

The employer branding in recent era is the major one that helps in acquiring talent, obtaining growth and maintaining employer value proposition. Inappropriate and inadequate ways of developing employer brand would be a waste of time, money and resources. Hence the company should know the efficient way of building and promoting their brand among employees and public. Thus the study gains importance in analyzing the IT Company’s employer branding among the companies of Coimbatore city.

METHODOLOGY

RESEARCH DESIGN
The study has followed Descriptive Research.

RESEARCH INSTRUMENTS
The main research instrument used in this project is questionnaire.

SAMPLE SIZE
By convenience sampling method, sample of respondents was selected from various Departments (200).

COLLECTION OF DATA
Both primary and secondary data has been used in the study. But a major part of the study has been completed by using primary data.

SUGGESTIONS
It is recommended that the company can use LinkedIn as their way to interact with their employees and public as most of the company people were the members of LinkedIn community.
It is suggested that the company can be even more creative and innovative in building and maintaining their employer branding, because it is the way that the company can stand out of the crowd. It is suggested that the company can intimate the potential employees through newspaper ads and career website, as those are the medium which has more potential to communicate with the employees.

CONCLUSION

The data collected was analyzed through using statistical tools. The major findings were reported at the end of this project work on the basis of findings suitable suggestions have been made to the company to increase their branding.
YOUTH AND BRANDS: A CRITIQUE

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ABSTRACT

Companies are increasingly marketing to young people. Using motivation research, they delve deep into the psychology of young people – their target audience. Often they succeed. While there is no harm in selling fashionable products that people think are “cool”, the way companies have been able to attach this label to harmful products raises ethical questions. The “cool” label is today attached to selling of sexually explicit products and games to young children, encouraging young women and children to smoke and drink, or to buy other harmful products. Indeed, young people have taken to beers, soft drinks, fast food, smoking, consuming alcohol and expensive shoes simply because they are seen as cool. This has raised the heckles not only of parents but is attracting the attention of regulators world-wide. This paper describes some of the questionable methods used to market products that are harmful and also examines the ethical questions related to such practices, such as: This raises several questions: Is it ethical to delve deep into a child’s or a young person’s psychology and then create ads that play on their vulnerabilities? Are we creating a generation of zombies who are incapable of behaving naturally but follow the improper mannerisms of the latest TV serial or the latest movie in their day-to-day behaviour? Is the marketing of cool making us culturally bankrupt? How can companies be stopped from targeting young people at least for products that are patently harmful? We also attempt to answer the questions whether the marketing of cool has crossed the borders of impropriety and is encouraging questionable behaviour among the future generations.
A STUDY ON SIGNIFICANCE OF EMOTIONAL INTELLIGENCE AND ITS IMPACT ON JOB SATISFACTION OF THE EMPLOYEES WITH SPECIAL REFERENCE TO ARiya HI TECH PIPE PVT LTD SIPCOT PERUNDURAI, ERODE DT.

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ABSTRACT

Emotional intelligence and Job satisfaction are two concepts of high interest in the modern work environment. They serve as a competitive edge in personal and organizational life. However, there are only few studies that explore the factors which affect the two concepts. The primary aim of this study is to examine the relationship between emotional intelligence and job satisfaction. It also tries to analyze how designation, experience and marital status of an employee affect his/her emotional intelligence and job satisfaction. Data was collected from 200 respondents of an international electronic firm operating in India using self administered questionnaires. Findings were made with the help of standard statistical tools such as simple percentage, chi –square, correlation and so on. The study reveals that there is a very high positive relationship between Emotional Intelligence and Job Satisfaction. It also shows that designation of the employee doesn’t affect his job satisfaction and emotional intelligence. However, experience and marital status has significant effects on the two concepts.
A COMPARATIVE STUDY ON FINANCIAL BETTERMENT OF LVB BEFORE AND AFTER THE INTERNET BANKING CHAPTER

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ABSTRACT

This study mainly focuses on the impact of financial betterment of Laksmi Vilas Bank before and after the internet banking chapter. LVB started with the mission to develop a range of quality financial services and products to create value for customers, shareholders and the society. With the use of innovative new technology the bank can achieve the mission. This study focuses on the performance of LVB before and after the internet banking. The study covers the financial analysis of five year starting from the 2006. The internet banking has launched in LVB from 2008. After the internet banking financial performance is analyzed thoroughly using the financial tools.
Categories

- Management and Economics
- Financial Management and Accounting
- Industrial and Business Management
- Entrepreneurship Management
- Marketing Management
- Banking and Insurance Studies

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
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