Objectives of the present work

1. To understand the impact of employer branding practices of selected organizations from the BFSI sector on employee attraction.

2. To know the parameters on which the employee attraction differs for 2 groups: Current Employees and Future / Prospective Employees.

3. To identify the differences of employer branding practices in banking, financial services and insurance sectors and how it relates to employee attraction.

4. To find out what kind of decision making process would occur in the minds of future employees when they would apply for a job.

To understand the satisfaction levels of the current employees with their current employer organization