Work Plan and Methodology

Area of Study – Aurangabad City (Maharashtra)

The BFSI (banking, financial services and insurance) sector is one of the major sectors of the Indian economy. BFSI sector is continuously undergoing changes to adapt to the global competition. The study/research will be carried out in the BFSI sector organization. The NSDC data shows that the concentration of employees in banking, financial services and insurance is high in urban and semi urban areas. Out of the total employment in banking system in India, 13% employment is from the State of Maharashtra, which is highest as compared to the employment from other states. Determining the large and diverse population of the BFSI sector with respect to the time required, the present study will be carried out in Aurangabad (Maharashtra).

Research Design

The major objective of the study is to analyse impact of employer branding on employee attraction in BFSI sector. The research is expected to provide insights to answer that are employer branding and employee attraction are really connected to each other or is it a myth. The research will be based on conduction of a survey and it will study two groups: current employees and the prospective employees. With respect to the nature of the objectives and the related hypothesis, the descriptive research technique will be used for the present piece of work. Primary data will be collected in the form of questionnaires coupled with other techniques and conclusions drawn will be based on analysis of the primary data.

Sampling Technique

It is a well know fact that the population of the BFSI sector is not homogenous as the structure of the sector itself requires a diversified workforce with different qualifications and skill sets. Hence Stratified Random Sampling method will be used to select the required sample for the research. The population of the BFSI sector will be classified into three categories: i) Banking ii) Financial Services (Mutual Fund) iii) Insurance. The sample is categorized into 3 classifications as above to cover the major aspects of the financial sector and to achieve a
complete picture of employer branding works in the financial sector including: banking financial services (mutual fund) and insurance.

**Scope of the Study**

1) The present study is based on the BFSI sector.
2) Each of the sub-sectors of Banking, Financial Services and Insurance will be further divided to study 3 organizations of each.
3) Total 09 organizations will be studied for the purpose of the research topic.

**Sample Size**

The sample will include a total of 09 organizations from the BFSI sector: 03 Banks each of different type, 03 Mutual Funds from the Financial Services and 03 Insurance companies (Life and Non-Life). The location for the research is Aurangabad, which is one of the major cities in Maharashtra State. 03 organizations from each stratum will be studied by using various techniques i.e. total 09 organizations minimum of 100 current employees from each stratum i.e. in all 900 employees are expected to be surveyed during the research. Also the research will survey prospective i.e. future employees. For the same, 100 students, preferably post graduate students of business administration will be surveyed. Hence the total sample size of the present research would be (900+100) = 1000. This is an approximate figure and the number may vary during actual research, as in stratified sampling the sampling fraction is not required to be same for the study and the data could be proportionate for that purpose.

**Sources of Data**

Primary and Secondary data sources, both, will be used for the present research. The instrument to be used for data collection (primary data) i.e. survey will be a carefully designed questionnaire which will be designed on common parameters for both: current and future employees. Primary data will also include the observation or interviews made by the researcher. Secondary sources of data will include the information gathered relevant to the research by the sources of books, journals, web references, etc.
Data Analysis

The purpose of the study is to gauge the impact of employer branding on employee attraction. The data expected to be gathered from the research is of two types. I) How is employer branding perceived by the current employees of the selected BFSI sector organizations and II) How is employer branding perceived by the prospective i.e. future employees of the selected BFSI sector organizations. Suitable statistical tools will be used for drawing the inference of the data collected which is 1000 in sample size.