

**“Bridging the Gap between NUST and Valuable Human Capital  
through Marketing and Human Resource Efforts”**



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**A research project submitted in partial fulfillment of the  
requirement for the degree of MBA**

**Department of Management Sciences  
Bahria Institute of Management and Computer Sciences**

**Bahria University Islamabad  
2013**

**FINAL PROJECT APPROVAL SHEET**

**Viva-Voice Examination**

Date   /  /  

**Topic of Research:** Bridging the Gap between NUST and Valuable Human Capital  
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## **ABSTRACT**

Branding is a significant aspect for organizations in the present day. Brands are one of the dearest assets an organization produces. The concept of employer brand is relatively new in Pakistan. The companies have an employer brand within them, but they need effectively promote this image inside and outside the company. There is a continuous war between companies today to attract the best employees as it is the employees who run the show and make the organizations stand out in the deluge of competition. Companies are striving to align the goals of their employees with those of organizations to create a favorable image in the minds of existing employees, the potential employees and the stakeholders of the organization as being a good place to work. NUST remains behind in this phenomenon and therefore is facing difficulties in gaining competitive advantage achieved through a spirited workforce, promoting employees to internalize company values, employee retention and creating a favorable impression in the job market. To study employer branding at NUST, a sample of 100 employees were selected who filled a self-administered questionnaire, this was enough to give a comprehensive analysis of the gaps prevalent at NUST with respect to employer branding. Furthermore, interviews of employees at organization which are considered employer brands in Pakistan were conducted to get an idea of the existing practices. The existing literature on international practices of employer branding was studied as well. The data was analyzed through pie charts and bar charts which facilitated the streamlining of available data. The analysis showed that employees at NUST are not completely unhappy with their organization but it is not thinking on the lines of employer branding. There is a lot of room for improvement internally and externally to make the organization an employer brand. Respondents to the questionnaire indicated that they needed career growth and development opportunities through trainings and global exposure, indicated a need to be made a part of the decision making, and looked forward to a culture which nurtures and promotes Organizational Citizenship Behavior. Externally NUST needed to promote itself in a way that potential employees, and graduates from top tier universities choose NUST as their preferred employer. The process for applying should be made more user-friendly and accessible. At the end of this study, a detailed plan is given to NUST for helping it in the process of employer branding.

## **ACKNOWLEDGEMENT**

First of all we would like to thank Almighty Allah, for without His help and guidance nothing is possible.

Our heartiest gratitude to Bahria University Islamabad for making us prolific resources of this society and making us better individuals, for giving us the opportunity to work on this project and gain practical knowledge and insight that we would not have been able to acquire otherwise.

Our supervisor, Sir Shahid Haq, for his every ready support and motivation without which we would not have been able to carry out this project successfully. The members of research cell, Sir Kashir Asghar and Maham for guiding us all along, with patience and care.

We are extremely thankful to the Director HR and Assistant Manager HR Rabia, who helped us fill the questionnaires and provided us with all the relevant data. All the employees of marketing and Human Resources at NUST who took time and efforts for filling the questionnaire.

We would also like to thank our respective parents for their faith in us and providing us the opportunity to educate ourselves.

We would like to express gratitude to employees of Telenor, Zong, Ovex Technologies and P & G for being helpful in guiding us with the current employer branding practices at their respective companies.

Thank you all very much.

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