

IMPACT OF PREFERRED EMPLOYER'S FACTORS ON JOB CHOICE DECISIONS AMONG YOUNG FEMALE BUSINESS GRADUATES

By

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MBA thesis

**2nd Half – Semester Progress Report & Thesis Approval
Statement**

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Supervisor – Student Meeting Record

Z	Date	Place of meeting	Topic of discussion	Signature of student
5	5, June, 2015	Office	Discussion ⁿ about literature reviews.	Nida
6	15, June 2015	Office	Discussion ⁿ about statistical part. (Hypothesis).	Nida
7	9, July, 2015	Office	Discussion is about conclusion & recommendation.	Nida

APPROVAL FOR EXAMINATION

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Supervisor's signature: _____ Date: 23-10-2015

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Abstract

Purpose of the study: The purpose of this research is to find the impact of five organization preferred employer's factors; job security, organization reputation, organization size , financial benefits, recruitment process on job choice decision among young female graduates of Karachi.

Research method/sampling: This research has a cause and effect relationship which means it is an explanatory research. Data was collected from the young female graduates of Karachi. Convenience sampling technique is used for this research and the sample size for this particular research is 300 respondents.

Findings of the research: All the hypotheses of this research are accepted. Job security and organization reputation have strong positive relationship with job choice decision. Organization size and recruitment process have moderate positive relationship with job choice decisions whereas, financial benefit a weak positive relationship with job choice decision.

Practical implications of the research: This research is very vital and will play an important role as it will help different small and big organizations understand the impact that different organizational attraction factors on the employment choice decision among young female graduates. It is very imperative to understand the organizational factors that attract young female graduates. As it will help organizations attract female graduates to their organization.

Keywords: Job choice decision, organization attraction factors, job security , organization reputation, organization size , financial benefits , recruitment process ,