

ATTRACTIVE FACTORS FOR JOB SEEKERS; A SURVEY OF MBA FINALISTS OF TOP-3 RATED KARACHI BASED UNIVERSITIES

By

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**A thesis presented to the Department of Management Sciences, Bahria
University Karachi Campus, in partial fulfillment of the requirements
of the MBA degree**




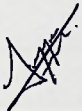

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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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APPROVAL FOR EXAMINATION

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Abstract

This research is focused on evaluating various job related factors that attract job seekers. With the increasing demand of talented individuals with the right set of skills and knowledge, it is very difficult to attract the right lot. Organizations are struggling to fill positions with the right kind of talented individuals and they are investing a lot of their resources in hiring the right fit. The research is conducted to determine the various job related factors and how they impact the job seeking decisions of graduates. The term nowadays used for attractive factors offered by employers to potential employees is called Employer Attractiveness. It is described as the future possible benefits and advantages that a job seeker sees and considers in working for a particular organization. There are many organizational components of economic, social, and developmental factors involved when a job seeker looks for a job. Interest Value, Social Value, Economic Value of a particular job directly affect the attractiveness of a particular for a job seeker. In this research we will identify the different components of employer attractiveness from job seeker's perspective.

The research adopted the quantitative method, as questionnaires were distributed among different students belonging to six different universities regarding their take on different factors and their importance to them.

The results of this study depicted that there is a strong and significant impact of organizational components of Development Value, Social Value, Interest Value and Economic Value. While no significant relationship could be found between organizational components of Application Value and job attractiveness.

Keywords: Employer Attractiveness, Economic Value, Interest Value, Social Value, Organizational Components.