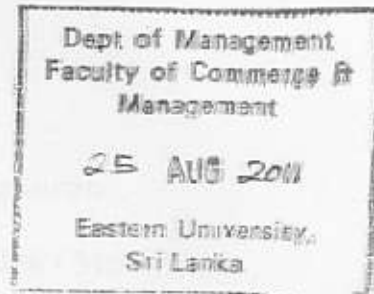


**A Study on Employer of Choice for Non Entry Level Jobs: An
Empirical Investigation about Financial Institutions in Batticaloa
District**



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2011

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Abstract

Today's workers have choices, more so than ever before in history. Everyone has a wide range of choices of occupation, employer locale, industry, and work arrangements. In this seller's market, workers will make clear decisions about where they will work, why, and for how long. When an employee job hops, the company loses the investment they have made in them. Being an Employer of Choice (EOC) status has been touted as yielding competitive advantage in securing human resources. The attainment of Employer of Choice is believed to provide an edge to the organization in the competition for the recruitment, retention, and motivation of critical human assets.

The present study explores, empirical investigation regarding the Employer of Choice for non entry level jobs in the financial institutions in Batticaloa district. The objectives of this study were to identify the main factors that are influencing in Employer of Choice for non entry level jobs, to find out the level of influence of the company, management style, growth and opportunity, meaningful work, compensation and benefits, working environment and community connections on Employer of Choice for non entry level jobs, to identify the employer of choice among the selected financial institutions and to identify the reasons which have determined the last organization change. In order to achieve these objectives of this study, data was collected from 100 employees who were hopped from one organization to another.

The research framework was developed based on the variable of factors influencing on Employer of Choice and relevant indicators were used to measure the Employer of Choice for non entry level jobs. Data analysis was done through univariate analysis for this study.

The findings of the study show that, there are many factors; such as Company care, Working atmosphere, Remuneration package, Professional developments, Company's management, Flexible work programmes, Company's good reputations, professional challenges and etc, that are influencing in a higher degree. The factors include the company, management style, growth and opportunity, meaningful work, compensation

and benefits, working environment and community connections uttered high level of influence on Employer of Choice for non entry level jobs in the public and private financial institutions. Reasons for which they changed their last job indicate that the salary package and lack of professional development. And the Nations Trust Bank and Commercial Bank were selected as Employer of choice among the selected financial institutions in Batticaloa District.

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