



UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

**EMPLOYER BRAND AS GUIDING STAR FOR TALENT
MANAGEMENT**

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By

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DEDICATION

Read! In the name of your Lord, Who has Created (all that exists)

Who Has Created man from a piece of clot

Read! And your Lord is the Most Generous

Who has Taught (the writing) by Pen

He Has Taught man which he knew not!

DECLARATION

**I HEREBY DECLARE THAT THIS THESIS DOESN'T CONTAIN ANY
PREVIOUSLY PUBLISHED MATERIAL.
APART
FROM WHERE REFERENCES ARE MADE.**

MAVRA NAEEM CHAUDHARY

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ABSTRACT

Talent management has been observed as widely debated topic all over the world. The concept gained fame when the term “war for talent” was introduced for the first time and since then huge literature has been progressed. It has been put forward by number of practitioners and researchers that Talent Management is the source of Sustainable Competitive Advantage for dynamic and ever evolving organizations. In addition the concept of Employer Branding has been linked to this concept of Talent Management and later on both these concepts are tested simultaneously with respect to organizational performance in Pakistani Business Education institutes. Employer Branding has been tested as a strategic tool for retaining talent in organizations. Moreover, this thesis tried to develop a talent index which constituted numerous items that are believed to measure talent in Pakistani context.

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