



**A STUDY ON THE DETERMINANTS OF PETROLIAM NASIONAL BERHAD (PETRONAS)
TO BECOME EMPLOYER OF CHOICE**

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HUMAN RESOURCE MANAGEMENT

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA CITY CAMPUS

4th JANUARY 2013

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Submitted of Partial Fulfillment of the Requirement for the Bachelor of Business
Administration (Hons.) Human Resources Management

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA CITY CAMPUS**

4TH JANUARY 2013

DECLARATION OF ORIGINAL WORK



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HUMAN RESOURCES MANAGEMENT
FACULTY OF BUSINESS MANAGEMENT
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MELAKA CITY CAMPUS**

“DECLARATION OF ORIGINAL WORK”

I, SITI NUR DIANA BINTI AHMAD KAMAL (I/C Number: 890330-14-6174)

Hereby, declare that;

- This work has not previously been accepted in substance for any diploma, locally or overseas, and is not being concurrently submitted for this or any other degrees.
- This project paper is the result of my independent work investigation, except where otherwise stated.

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

ctnurdiana

Date:

4th JANUARY 2013

LETTER OF SUBMISSION

**Faculty of Business Management
Universiti Teknologi MARA Bandaraya Melaka
110 Off Jalan Hang Tuah,
75300 Melaka.**

4TH January 2013

**Puan Noor Azzura binti Mohamed
Faculty of Business Management
Universiti Teknologi MARA Bandaraya Melaka
110 Off Jalan Hang Tuah,
75300 Melaka.**

Dear Madam,

SUBMISSION OF PROJECT PAPER (HRM 662)

Enclosed here is the research entitled "A study on determinants of Petroliam Nasional Berhad (PETRONAS) to become employer of choice" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

I hope this report will fulfill the requirement of Bachelor of Business Administration (Hons) Human Resource Management and also achieved the objective of this study.

Thank you.

Yours faithfully,

ctnurdiana

SITI NUR DIANA BINTI AHMAD KAMAL

2010411608

Bachelor of Business Administration (Hons) Human Resources Management

ABSTRACT

In the modern world, with rapid transformations and new technologies, organizations as the employers need to practice diverse forms of attraction to retain current employees and to attract potential candidates in order to ensure the success and survival of the organization. It is no doubt that the organization is depending on the creativity and performance of the employees because employees are the indicators on achieving goals of the organization. In order to be a good employer, organization must be excellent in providing sources of authority and justice, should be able in offering good pays and extreme employees' benefits and also portraying the manners and images that are imagined by the society because the organization will be inspirational and endowed with special leadership power that enabled to capture employees to work with them. Thus, it is important for the organization to have the ability to influence people. Employer branding seems to be one of the vital factors to be the employer of choice. The research entitled "A study on the determinants of Petroliam Nasional Berhad (PETRONAS) to become employer of choice" is prepared as the fulfillment of the Bachelor of Business Administration (Hons) Human Resource Management. The purpose of the research is to identify whether the determinants such as employment branding message, expectation of organizational obligation and expectation of employee obligation contributes to being the employer of choice.