


Green Lion (2007). The "Employer Brand – is it a helpful concept?. http:// www.greenlion.co.uk/thinking/employer_branding/, accessed on 12/Feb/2012


Mehta, Ranjana, K., & Parijat, Prakriti. (2012). Associations between psychosocial risk factors and musculoskeletal disorders: application to the IT profession in India. IOS Press, Work 41, pp 2438-2444


