List of Abbreviations

- CC  – Corporate Communication
- CD  – Career Development
- EBR – Employer Branding
- EEO – Equal Employment Opportunity
- EF  – External Factors
- FB  – Functional Benefits
- HR  – Human Resources
- HRM – Human Resource Management
- IB  – Internal Branding
- IF  – Internal Factors
- IT  – Information Technology
- ITES – Information Technology Enabled Services
- Org – Organization
- PA  – Performance Appraisal
- PM  – Performance Management
- PS  – Personal Support
- PT  – Professional Transitions
- TA  – Talent Attraction
- TR  – Talent Retention
- WLB – Work Life Balance

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