

BERJAYA CORPORATION BERHAD WINS PRESTIGIOUS ASIA BEST EMPLOYER BRAND AWARD

Berjaya Corporation Berhad (BCorp) was conferred the prestigious Asia Best Employer Brand Award at the 6th Asia Best Employer Brand Awards 2015. Hosted by the Employer Branding Institute and World HRD Congress & Stars of the Industry Group, with CHRO Asia as a Strategic Partner & endorsed by the Asian Confederation of Businesses, the awards ceremony was held on 12 August 2015 at the Pan Pacific Hotel, Marina Square, Singapore.

BCorp, together with 4 other Malaysian organizations (Petronas, Air Asia, Celcom Axiata and Telekom Malaysia), were among the 100 organizations across 16 Asian countries recognized by the 6th Asia Best Employer Brand Awards 2015 as employers who have demonstrated excellence in building their brand as an Employer of Choice. These employer brands have a distinct identity that is visible through their HR practices, policies and strategies. These brands create a culture of contribution and innovation at work, believe in consistent improvement in HR policy by measuring organizational health and inculcating values that help to achieve the organization's vision, and aim to develop future leaders. The winners were selected by a diverse group of professionals from different parts of Asia.

Commenting on the award win, BCorp Chairman and CEO Dato' Sri Robin Tan said, "We are honoured that Berjaya has been recognized by this prestigious awards body. This award is testament to our efforts in building a progressive organization with strong organizational values and a positive work culture."

"We are committed to creating a compelling employee value proposition, and strive to be an Employer of Choice. We view human capital as our greatest asset and are constantly innovating our HR strategies and employee engagement initiatives to attract and retain talent, as well as nurture talent development," he said.



6th Asia Best Employer Brand Awards

Presented to



Berjaya Corporation Berhad



12th August, 2015 | Pan Pacific, Singapore

Dr. R. L. Bhatia
Founder : World CSR Day
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