

A CAREER DILEMMA: A CASE STUDY ON CAREER PLANNING

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ABSTRACT:

“Employee mobility”- a term so unknown in past has become a buzzword of today’s corporate world. Attracting, retaining and satisfying employees, has never been this challenging for companies as it is in today’s scenario because of the increased opportunities available in the market.

Employees these days do not want a mere “job” they want a “career”. Organizations thus need to have a career development system in place to balance the needs of individual and organization.

Nishant started his career with Siron Beverages as a management trainee. Being a high performer throughout this career, his expectations from his company was to plan a proper developmental path for him. The HR at Siron did this on papers but its execution was a jittery-jolty ride. Nishant faced a dilemma of continuing with this company or switch to a new one.

KEY WORDS: Career, Career Planning and Career Path
