

EA Research Development

Dear members,

Enhancing research development in the area of work-life and in particular for the Singapore market is one of the core competencies that Employer Alliance strives to undertake.

We are pleased to share that Employer Alliance will be collaborating alongside with established Work-life Organisations and Education Institutions globally to research on the state of work-life in Singapore.

This will be an inaugural work-life study that provides an insight to the state of work-life in Singapore. We believe the research findings will be of pertinent interest to business leaders and HR practitioners to uncover these 3 areas of our local workforce: 1) Working & Living Patterns of employees 2) Employees satisfaction with work & life 3) Problems with current work-life integration and desired solutions.

Employer Alliance will also be collaborating with local higher institutions to do a series of research projects to uncover the effectiveness of work-life programmes available in Singapore companies and challenges in making Singapore a great place to work to attract and retain both local and foreign talents.

Given the global phenomenon of a talent crunch as well as a constant HR challenge to retain talent and increase employee engagement, these research findings will help CEOs and HR leaders to make better informed decisions in their human capital strategy.

Employer Alliance is pleased to invite our member companies who are interested to participate in these research studies. We will be targeting to launch the research findings in a research conference in the second half of 2008 and participant companies will be invited to the conference and presented with a detailed report pertaining to the research findings.

For more information, members are welcome to register their interest or send their enquiries to admin@employeralliance.sg.