

## **Attributes Utilised By Knowledge Workers in Identifying Employers of Choice: Focus on Accountants and Information Technology (IT) Specialists in South Africa**

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**ABSTRACT** Most employers seem to know the importance of knowledge workers, yet they still have difficulties in attracting, retaining and predicting the future needs of this group of human resources. This study intended to identify the attributes regarded as important by Accountants and IT specialists from the banking, automobile and retail sectors when identifying employers of choice. The sample consisted of 70 Accountants and 53 IT specialists, purposefully selected. A quantitative research approach was used to analyse the collected data. Results indicated that common attributes utilised by both IT specialists and Accountants, in order of importance, are competitive pay, career progression, challenging and interesting work, freedom to plan independently, training and development. The study provides a starting point, not only in understanding what Accountants and IT specialists view as the most important attributes of their ideal employer, but also in providing strategies that organisations can use to attract and retain Accountants and IT specialists and other knowledge workers in future.