

JobNet Group Launches 2025 Best Companies in Myanmar Awards Elevating Employer Branding Excellence

YANGON, MYANMAR, July 10, 2025 /EINPresswire.com/ -- [JobNet.com.mm](https://jobnet.com.mm), Myanmar's Number 1 Job Site and e-recruitment platform, today announced the launch of the 2025 Best Companies to Work in Myanmar (BCIM) Awards, the most prestigious employer recognition program in Myanmar. Now in its fifth year, the BCIM Awards celebrate organisations that build exceptional workplace cultures, driving employee engagement and positioning themselves as the leading employers of choice in a highly competitive talent market.



The BCIM Awards offer a powerful advantage for qualifying companies to bolster their employer brand, attract high-performing candidates, and retain key talent. Qualifying organisations will benefit from the official recognition that showcases their employer brand through exclusive certification and promotional rights. The program further enhances visibility among Myanmar's top talent through JobNet's extensive professional white-collar network.

The BCIM Awards assess companies based on a comprehensive Employee Engagement Survey that evaluates engagement and satisfaction across seven strategic HR pillars. Participating organisations receive a detailed analytics report with data-driven insights into the engagement and satisfaction of their transition workforce segmented by region, business units and departments. Companies that achieve an engagement score of 75% or higher earn eligibility to be certified as one of Myanmar's Best Companies to Work For in 2025, along with inclusion in a high-profile Winners Campaign.

"At a time when talent attraction and retention are critical to business success, the BCIM Awards help organisations with the opportunity to promote their Employer Brand, and provide both the insights and recognition needed to stand out in Myanmar's competitive labor market," said Mr Sean Hope, Head of Customer Solutions. "This program helps transform good workplaces into

employers of choice that top talent actively seeks out."

Sean Hope

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