



Internship Report

On

A Study of the Recruiting and Selection
Procedure of Maakview.com Ltd.

Submission Date: 4th March, 2024



DAFFODIL INTERNATIONAL UNIVERSITY

Internship Report

On

A Study of the Recruiting and Selection Procedure of Maakview.com Ltd

Submitted To:

Md. Alamgir Hossan

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Submitted By:

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Program: MBA

Major: Human Resource Management
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Date of Submission: 4th March, 2024

Transmittal Letter

4th March, 2024

Md. Alamgir Hossan

Assistant Professor of HRM

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Daffodil International University

Subject: Submission of Internship Report on “A Study of the Recruiting and Selection Procedure of Maakview.com Ltd”

Dear Sir,

I am presenting my internship report on the subject of “A Study of the Recruiting and Selection Procedure of Maakview.com Ltd with utmost respect and joy. The three (three) month internship program was fantastic since it exposed me to a variety of professional settings. While putting together the report, I made an effort to adhere to the instructions. The ability to gain practical experience through this internship program was excellent.

Any questions you may have about the report, I'd be pleased to respond. As a means of self-improvement, any critique of the report is appreciated.

Sincerely Yours,



.....

Asma Rahman Badhon

ID: 221-14-402

Program: MBA

Major in HRM

Department of Business Administration

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Certificate of Supervisor

In partial fulfillment of the requirements for the degree of Master of Business Administration (MBA), major in Human Resource Management, Asma Rahman Badhon, and ID: 221-14-402, Daffodil International University, Department of Business Administration, Faculty of Business and Entrepreneurship, has submitted the report on an internship titled “A Study of the Recruiting and Selection Procedure of Maakview.com Ltd” under my supervision. The report's presentation has been authorized.

I wish her great luck in life.



.....
(Md. Alamgir Hossan)

Assistant Professor of HRM

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Student's Declaration

I hereby certify that the “An Analysis of Recruitment and Selection Process of Maakview.com Ltd” internship report is accurate. Embodying the findings of my research projects, which I carried out with the help of Md. Alamgir Hossan an Assistant Professor of human resource management at Daffodil International University's Department of Business Administration. No copyright is being violated by the work I've presented, and no parts of my report have been directly or indirectly plagiarized from earlier works. I also promise to cover any damage brought about by a violation of the previously stated agreements.

.....

Asma Rahman Badhon

ID: 221-14-402

Program: MBA

Major in HRM

Department of Business Administration

Daffodil International University

Acknowledgment

I am first and foremost deeply grateful to Almighty Allah for His blessings and guidance throughout my journey. My parents have my sincere gratitude for their steadfast assistance, love, and encouragement, which have been the pillars of my strength. I sincerely appreciate the assistance and mentoring I received from my supervisor, the distinguished Advisor Md. Alamgir Hossan Assistant Professor of Human Resource Management at Business Administration Department, Daffodil International University, Faculty of Business and Entrepreneurship. Absent his direction and support, finishing my report was difficult for me. To express my sincere gratitude to the Maakview.com management team for giving me the chance to complete my apprenticeship at their prestigious company. Their belief in me and their faith in me has let me discover a great deal about the training and development procedure in the e-commerce sector. Additionally, to begin with, I'd like to thank my colleagues and classmates who have provided encouragement and support throughout this internship. Their talks, cooperation, and exchange of experiences have made a big difference in my development as a learner and person. Last but not least, I want to thank Daffodil International University for granting me the knowledge and abilities I needed to finish up this apprenticeship. My grasp of the subject has been significantly shaped by the education and training I've acquired.

Executive Summary

Recruitment and selection are pivotal processes for organizational success, ensuring the right talents are identified and integrated effectively. This report delves into Maakview.com's recruitment and selection practices, offering insights into their operations and proposing strategic enhancements. In the context of Maakview.com, recruitment involves identifying, checking, and selecting suitable candidates to fill job openings. Meanwhile, selection is a meticulous procedure for selecting the best candidates among the applicants. The overarching objective of this report is to comprehensively assess and improve Maakview.com's recruitment and selection practices. Specific goals include understanding their current processes, analyzing them, and providing actionable recommendations for enhancement. Maakview.com, an emerging e-commerce platform specializing in computer-related products, was founded in 2021 with a mission to provide high-quality products and exceptional customer service. Despite being relatively new, the company has gained recognition for its commitment to excellence. The recruitment and selection process at Maakview.com is designed for precision and efficiency. It encompasses various stages, including identifying organizational needs, conducting job analysis, strategic job promotion, screening, interviewing, assessments, reference checks, and onboarding. Key findings from the internship experience include a shortage of manpower, lengthy processes, preference for referred candidates, lack of information in job advertisements, communication gaps, and weak policies. These findings underscore the need for strategic improvements in Maakview.com's recruitment and selection practices. To address these challenges and optimize recruitment efforts, recommendations include creating a recruitment strategy, developing comprehensive job descriptions, establishing a streamlined selection process, implementing pre-employment testing, conducting thorough background checks, offering competitive compensation, enhancing onboarding programs, fostering staff involvement and retention, and establishing a feedback loop for continuous improvement. In conclusion, by implementing these recommendations, Maakview.com can strengthen its position in the competitive e-commerce landscape and ensure sustained growth and success in the dynamic Bangladeshi market. These strategic initiatives align with the company's commitment to excellence and innovation, positioning it for a promising future in the evolving e-commerce industry.

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S. N	Abbreviations	Explanation
1	HR	Human Resource
2	SR	Sales Representative
3	ISO	International Organization for Standardization
4	CR	Campus Recruitment
5	UX	User Experience
6	UI	User Interface
7	QA	Quality Assurance
8	CRM	Customer Relationship Management

Chapter - 1

Introduction

1.1 Introductory:

The process of recruiting and selecting employees is crucial to a company's ability to hire qualified employees. A corporation can hire qualified employees if it follows an appropriate selection procedure. Should it be effective, it can be completed quickly. In addition to aiding in the hiring of qualified staff for the company, it also demonstrates the company's culture and philosophy through the hired staff. Among the most important HR functions are recruitment and selection. In the ever-evolving landscape of electronic commerce, Maakview.com Ltd has emerged as a significant contender within the digital marketplace, having been established in Bangladesh since the year 2021. With a focus on a wide range of computer-related products, the company's primary goal is to make it easier for customers to order premium computer equipment online. This discussion is focused on the complex models that underpin the hiring and selection procedures within the firm, rather than just how diverse their product offering is. In the middle of a dynamic e-commerce environment, Maakview.com understands how important hiring and selection procedures are to the company's development and success. Devoted to providing an unmatched client experience, the organization carefully selects its personnel under its basic principles and goals. Despite its relative youth, Maakview.com has rapidly achieved a reputation for not only delivering superior products but also for its commitment to excellence in customer service. In the ensuing exploration, the focus shifts specifically to the recruitment and selection practices of Maakview.com Ltd. This examination aims to unveil the deliberate strategies employed by the company in acquiring and onboarding talent that mirrors its dedication to innovation and customer satisfaction. Maakview.com Ltd utilizes a comprehensive recruitment and selection process involving a meticulous job analysis, strategic sourcing through various channels, rigorous screening of applications, structured interviews, skills assessments, and thorough reference checks. The company prioritizes a transparent and fair selection procedure to ensure that qualified individuals who align with its values and objectives become integral members of its workforce. This methodical approach is crucial for building a team that can contribute to Maakview.com's commitment to excellence in the competitive e-commerce market of Bangladesh.

1.2 Review of Literature:

The rapid growth of e-commerce in Bangladesh has not only transformed the nation's economic landscape but has also sparked a surge in research and literature examining various facets of this burgeoning industry. As a promising domain contributing significantly to the national economy, the e-commerce sector in Bangladesh has become a focal point for academic investigation and critical analysis. Numerous studies shed light on the broader trends and growth patterns within the e-commerce landscape, with researchers like Ahmed and Chowdhury (2018) emphasizing its transformative impact on trade, particularly in facilitating cross-border transactions and increasing export opportunities. Within the realm of human resource management, the recruitment and selection processes have emerged as a subject of great interest. The acquisition of talent is recognized as a critical aspect of organizational success, especially in the dynamic context of e-commerce companies. According to Armstrong (2017), effective recruitment strategies play a paramount role in ensuring that organizations acquire the right talent to drive their objectives. This insight lays the foundation for understanding the importance of a well-structured recruitment and selection process. Furthermore, the dynamic and competitive nature of the e-commerce industry in Bangladesh underscores the significance of timely and efficient HR operations. Guo and Feng's (2019) research delves into the realm of Human Resource Management (HRM) in e-commerce, highlighting that in highly competitive sectors, effective HR practices are central to success. Their work accentuates the role of HR functions in employee management, workforce development, and ensuring organizational sustainability. The challenges faced in the e-commerce sector and the relevance of efficient HR processes cannot be overstated. Job market competitiveness and the need for fast, effective talent acquisition make HR functions pivotal. Insights from Grossberg and Abrahams (2014) regarding talent management strategies and their importance in the digital age are particularly pertinent in the context of recruitment and selection processes. Their work underscores the need for well-defined strategies for attracting and retaining top talent in e-commerce companies. In a landscape where, skilled individuals are in high demand, having robust talent management strategies becomes imperative for sustained success. As we delve into the specific case of Maakview.com Ltd, a player in Bangladesh's burgeoning e-commerce industry, the literature provides a strong foundation for the analysis of its recruitment and selection processes. The success of an e-commerce platform relies heavily on the competence and efficiency

of its workforce, making the adoption of effective HR practices crucial for sustained growth. Expanding the discourse, it is essential to recognize the broader implications of efficient recruitment and selection processes in the e-commerce sector. A well-established HR framework not only ensures the acquisition of suitable talent but also plays a pivotal role in employee retention, development, and overall organizational success. In the context of Bangladesh's evolving digital economy, where e-commerce catalyzes economic growth, the human capital driving these platforms becomes increasingly vital. Moreover, the literature underscores the need for adaptability in HR strategies within the e-commerce landscape. HR procedures that are flexible enough to adapt to shifting needs are essential given the speed at which technology and customer expectations are developing. This flexibility is especially important during the hiring and selection process, when it's critical to find applicants who have the appropriate skill set and mesh well with the team. A review of the literature highlights the complex connection that exists in the e-commerce industry between HR practices and organizational sustainability. According to Guo and Feng (2019), HR departments play a critical role in guaranteeing e-commerce businesses' long-term survival as well as their immediate success. Resilient organizations as a whole, inventiveness, and employee satisfaction are all enhanced by sustainable HR policies. Furthermore, the literature reveals the interconnectedness of various elements within HR management. For instance, the importance of talent management strategies, as emphasized by Grossberg and Abrahams (2014), extends beyond recruitment and selection to encompass ongoing employee development and retention. In the context of Maakview.com Ltd, understanding and implementing comprehensive talent management strategies can significantly contribute to the company's competitiveness in the ever-evolving e-commerce landscape. In conclusion, the literature on e-commerce in Bangladesh not only highlights the sector's significance in the nation's economy but also sets the stage for a comprehensive exploration of HR management within this dynamic industry. The emphasis on recruitment and selection processes, as evident in various studies, underscores their pivotal role in shaping the success of e-commerce companies. As the digital economy continues its expansion in Bangladesh, aligning HR practices with the unique challenges of the e-commerce sector is imperative for companies like Maakview.com Ltd to navigate and thrive in this competitive landscape. The broader implications of efficient HR management extend beyond immediate hiring processes, influencing employee satisfaction, innovation, and the overall sustainability of e-commerce enterprises.

1.3 Genesis of the Research:

In order to provide us with practical knowledge from various business fields, Daffodil International University - DIU, has implemented a mandatory internship program for its Masters of Business Administration (MBA) students. This program is overseen by reputable faculty members in the Faculty of Business Administration (FBA). A Daffodil student must finish this practicum by gaining expertise in business-related fields. As a business administration student, I have obligations to fulfill at least 12 weeks of involvement within the organization. Maakview.com is my choice. A Dhaka e-commerce platform situated on Elephant Road and served as an apprentice. For me, it's a huge delight. My academic mentor, Md. Alamgir Hossan, an Assistant Professor of human resource management at Daffodil International University's Faculty of Business and Entrepreneurship (FBE), provided me with appropriate supervision. Daffodil International University throughout the duration of my apprenticeship to ensure a satisfactory outcome in the field.

1.4 Objectives of the Research:

The study has been carried out with the following objectives:

Broad Objectives:

The encompassing objective of this study is to comprehensively assess the current recruitment and selection practices at Maakview.com and identify opportunities for improvement, aligning them with industry best practices.

Specific Objectives:

1. To comprehend the hiring and choosing procedure of Maakview.com Limited.
2. To examine the hiring and selection procedure of Maakview.com Limited.
3. To offer some suggestions that can enhance their hiring and choosing procedure.

1.5 Scope of the Research:

This study's primary objective is to evaluate Maakview.com's hiring and selection practices. It covers the entire process from job posting to onboarding, with a focus on attracting qualified candidates who match the company's culture and job requirements. This research sheds light on how Maakview.com manages human resources in the competitive e-commerce sector.

- The study will use a combination of qualitative and quantitative research methods to collect data, including interviews with key stakeholders such as HR managers, recruiters, and hiring managers, as well as an analysis of recruitment data such as the number of applicants, the source of candidates, and the time to fill vacancies.

The study will also benchmark Maakview.com's recruitment and selection practices against best practices in the E-commerce industry and review relevant academic literature on recruitment and selection. The purpose of this benchmarking is to identify gaps in Maakview.com's recruitment and selection process and provide recommendations for improvement.

1.6 Limitations:

I encountered several challenges and limitations during the course of this study, which are outlined below:

1. **Data availability:** Reliance on data provided by Maakview.com may limit the data available for analysis, potentially affecting the validity of the findings.
2. **Sample size:** The study's interviews with a limited number of stakeholders may not provide a comprehensive understanding of the process.
3. **Generalizability:** The findings may be specific to Maakview.com and may not be generalizable to other organizations or industries.
4. **Bias:** There is a possibility of interviewer or respondent bias, potentially impacting the accuracy of the findings.

5. **Lack of control:** External factors outside the researchers' control, such as changes in the job market or economic conditions, could impact the recruitment and selection process during the study period.

1.7 Methodology of the Research:

While I was interning along with the company, I diligently collected information from both primary and secondary sources. Primary data was acquired through informal discussions with relevant officials, often during breaks. These interactions provided crucial insights. Additionally, I made a concerted effort to incorporate secondary sources to enrich the report's content.

- **Research Design:** During my three-month internship at Maakview.com Ltd, I adopted a mixed-methods research design, blending qualitative and quantitative approaches to comprehensively explore the recruitment and selection processes. Primary data gathered through interviews, informal discussions, and a questionnaire survey, provided qualitative insights, while secondary data enriched the study quantitatively.
- **Population:** The study encompasses a population of 80 individuals directly involved in or affected by Maakview.com's recruitment and selection processes. This includes a diverse group, from those directly engaged in hiring to HR personnel overseeing these procedures.
- **Sampling:** From this population, a carefully chosen sample of 60 individuals was selected. This sample includes participants directly involved in recruitment, ensuring a focused and insightful analysis across different departments and organizational levels.
- **Analysis Tool:** The mean, median, mode, and SPSS software will be used as statistical tools for the quantitative data from the questionnaire survey. Thematic analysis of qualitative data from talks and interviews will find reoccurring themes and patterns, providing further understanding of Maakview.com's hiring and selection procedures.

In summary, through a mixed-methods approach, I aim to provide a nuanced understanding of Maakview.com's recruitment and selection processes by analyzing data from a population of 80 and a selected sample of 60 individuals. The combined qualitative and quantitative analysis will inform recommendations for potential enhancements in these processes.

Primary Data:

1. **Population:** All employees involved in or affected by recruitment and selection processes at Maakview.com Ltd.
2. **Sample:** A carefully chosen sample of around 60 individuals, including those directly engaged and HR personnel. This sample ensures focused and insightful data analysis.
3. **Questionnaire Survey:** Administered to employees and HR personnel at Maakview.com for quantitative insights.
4. **Interviews:** Conducted with HR managers to gather qualitative perspectives and deeper insights into the recruitment and selection processes.

Secondary Data:

1. **Annual Reports:** Information extracted from Maakview.com's annual reports for historical context and performance indicators.
2. **Book Reference:** Insights from "Recruitment and Selection: Strategies for Workforce Planning & Assessment" by Robert D. Gatewood, Hubert S. Feild, and Murray Barrick.
3. **Journals and Articles:** Data and research findings from academic journals and articles related to recruitment and selection.
4. **Magazines, Documents, and Observations:** Information from various sources to supplement the study's dataset.
5. **Newspapers and Manuals:** Relevant data from different newspapers and Maakview.com's internal manuals.
6. **Maakview.com Website:** <http://www.maakview.com/>

Chapter – 2

An Overview of the Company

2.1 History of the E-commerce Bangladeshi industry:

The landscape of e-commerce in Bangladesh has undergone a remarkable transformation in recent years, and its ascendancy is poised to significantly impact the nation's economy. According to a comprehensive report by the e-Commerce Association of Bangladesh (e-CAB), the e-commerce sector witnessed an astounding 238% growth rate from 2017 to 2020, culminating in a market size of BDT 221.8 billion (US \$2.6 billion). This explosive growth reflects the changing consumer dynamics in the country, with e-commerce platforms emerging as the go-to choice for convenient and efficient online shopping.

During my internship at Maakview.com, a prominent e-commerce platform located in Dhaka, I had the privilege of diving headfirst into this dynamic industry. This report centers around the "Analysis of Recruitment and Selection at Maakview.com." It is within this transformative e-commerce realm that I sought to understand and contribute to the recruitment and selection processes. In a nation characterized by its young and tech-savvy population, e-commerce platforms have masterfully tapped into the burgeoning demand for online shopping. Additionally, the scarcity of brick-and-mortar retail infrastructure in many regions of the country has elevated e-commerce platforms to an essential and accessible option for consumers.

E-commerce platforms are not only meeting the evolving needs of consumers but are also playing an increasingly significant role in Bangladesh's economic landscape. They are a catalyst for fresh opportunities, fostering a vibrant ecosystem for businesses and consumers alike. With the promise of continued investments and ongoing innovations, the e-commerce sector is poised for sustained expansion in the years ahead.

The objective of this report extends beyond my internship experience; it serves to present a comprehensive overview of the skills and knowledge I have acquired throughout this journey. I will also reflect on the challenges and triumphs that shaped my personal and professional growth during my tenure as an HR intern at Maakview.com. Ultimately, I aim to illustrate the value I have added to Maakview.com, contributing to its endeavors within the ever-evolving e-commerce landscape of Bangladesh.

2.2 Overview of Maakview.Com:

Maakview.com is a startup e-commerce platform based in Bangladesh, specializing in selling a range of computer-related products, including laptops, printers, desktops, and toner. The company was founded in 2021 to make it easier and more convenient for customers to buy high-quality computer products online.

Maakview.com, a young business, is dedicated to giving its clients the most experience possible. This entails providing a large assortment of goods, dependable and quick shipment, safe payment methods, and an intuitive website.

Maakview.com is a relatively new company, but it has already made a name for itself by offering top-notch products and first-rate customer support. Its primary concentration on computer-related items guarantees that it has extensive product expertise and can offer its clients professional guidance and support.

Overall, Maakview.com is a promising startup that is dedicated to providing high-quality computer products and excellent customer service to customers in Bangladesh. Its focus on innovation and customer satisfaction is sure to help it establish a strong foothold in the e-commerce market.

2.3 Mission and Vision of Maakview.com:

2.3.1 Mission:

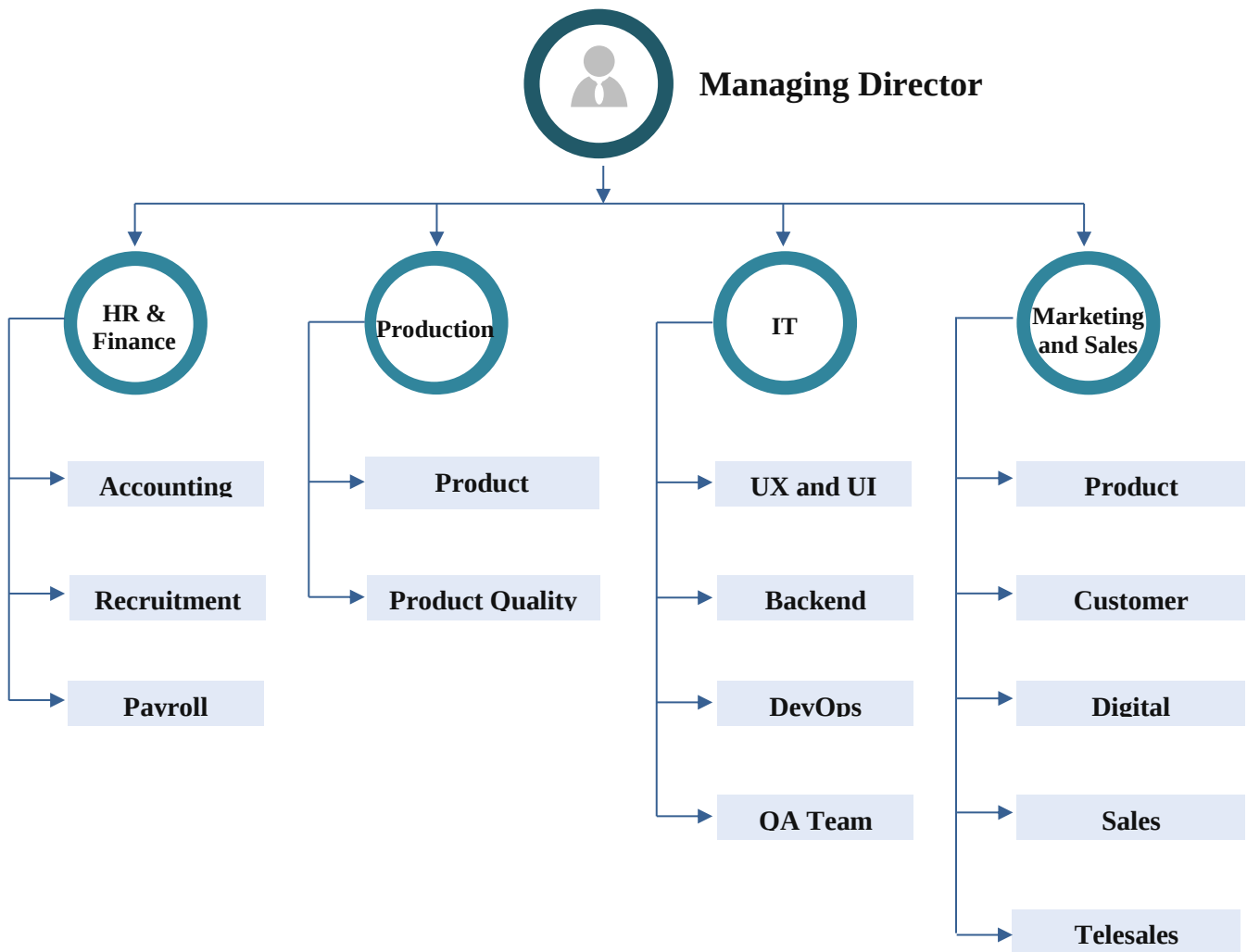
- To supply customers in Bangladesh with premium computer products at affordable prices.
- To provide quick, dependable shipping and safe payment methods for hassle-free online shopping.
- To establish a solid reputation for providing knowledgeable counsel, outstanding customer support, and assistance.
- To maintain a competitive edge by promoting ongoing innovation to satisfy changing consumer demands.

Overall, the mission of Maakview.com is likely focused on providing a positive customer experience and establishing a strong reputation as a reliable and reputable e-commerce platform in the computer-related products market in Bangladesh.

Vision:

- To become Bangladesh's top e-commerce platform.
- To focus on selling premium computer-related products.
- Objective To offer clients a simple and convenient buying experience.
- To provide a simple-to-use and intuitive website.
- To offer dependable and quick shipping choices.
- To provide clients with safe ways to make payments.
- To build a solid reputation for offering top-notch customer support.
- To increase the range of items it offers while concentrating on those connected to computers.
- To be committed to innovation and keeping abreast of current developments in the field.
- Objective To establish a significant foothold in Bangladesh's e-commerce industry.

2.4 Organizational Structure of Maakview.com:



2.5 Strategic Posture of Maakview.com:

- **Competitive Advantage:** Maakview.com's competitive advantage lies in its focus on computer-related products, which allows the company to offer in-depth knowledge and expert advice and support to its customers. The company also prioritizes innovation and customer satisfaction, providing fast and reliable shipping, secure payment options, and a user-friendly website.
- **Strategic Goals:** Maakview.com's strategic goals include expanding its product line while maintaining a focus on computer-related products, building a strong presence in the e-commerce market in Bangladesh, and establishing a reputation for providing excellent customer service.
- **Marketing Strategy:** Maakview.com's marketing strategy includes promoting its products and services through digital marketing channels such as social media, email marketing, and search engine optimization. The company also prioritizes customer retention through loyalty programs, personalized recommendations, and excellent customer service.
- **Financial Strategy:** Maakview.com's financial strategy includes optimizing its revenue streams through effective pricing and cost management, expanding its customer base through targeted marketing, and securing funding to support its growth and expansion.
- **Innovation Strategy:** Keeping abreast of emerging technologies and market trends, making research and development investments, and promoting an innovative and creative culture are all part of Maakview.com's innovation strategy.
- **Sustainability Initiatives:** Maakview.com incorporates sustainability into its business strategy through the use of eco-friendly packaging, reducing its carbon footprint during shipping, and looking into joint ventures with suppliers who share its commitment to the environment. Through this dedication, Maakview.com becomes a socially conscious player in the e-commerce industry and satisfies customer desire for ecologically friendly methods.

To achieve growth and success in Bangladesh's e-commerce sector, Maakview.com's overall strategic stance is concentrated on exploiting its competitive advantage, accomplishing strategic goals, optimizing its marketing and financial methods, and encouraging innovation.

2.6 Business Ethics of Maakview.com:

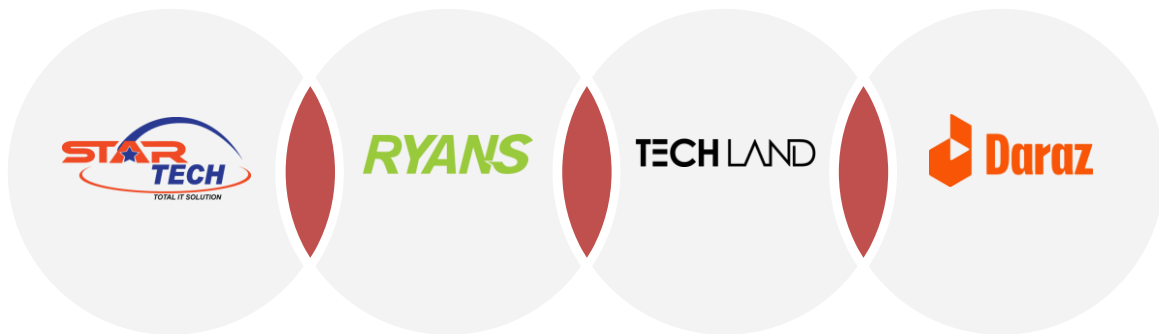
As a startup e-commerce platform based in Bangladesh, Maakview.com is committed to upholding strong ethical values in all its business operations. Maakview.com always follows the following ethics:

- **Transparency and honesty:** Maakview.com strives to maintain transparency and honesty in all its dealings with customers, suppliers, and partners. The company provides accurate and up-to-date information about its products, services, and pricing, and communicates openly and honestly with all stakeholders.
- **Fairness and equality:** Maakview.com is committed to treating all of its employees and customers fairly and equally, regardless of their nationality, ethnicity, gender, or other distinctive characteristics. The company doesn't engage in any form of discrimination or unfair treatment.
- **Customer privacy and data security:** Maakview.com places a high premium on protecting customer privacy and personal data. To prevent theft, unauthorized access, and inappropriate use of customer information, the company adheres to strict data security policies and procedures.
- **Responsible sourcing and environmental sustainability:** Maakview.com takes responsibility for sourcing its products ethically and sustainably. The company works with suppliers who follow ethical and sustainable practices and takes steps to reduce its environmental impact by minimizing waste, conserving energy, and using eco-friendly packaging materials.
- **Ethical marketing and advertising:** Maakview.com ensures that its marketing and advertising practices are truthful, honest, and not misleading. The company does not engage in any form of false or deceptive advertising and strives to provide accurate and helpful information to its customers.

2.7 Major Competitors of Maakview.com:

Based on the information you provided, the major competitors of Maakview.com in the Bangladesh e-commerce market for computer-related products are:

- **Startech:** In Bangladesh, Startech is one of the top sellers of computer hardware and accessories. The company sells a variety of goods, such as printers, desktops, laptops, and accessories. Startech is renowned for providing excellent customer service and cheap pricing.
- **Ryans:** Ryans is a prominent player in the computer products market in Bangladesh, offering a wide array of products including laptops, desktops, printers, and accessories. Furthermore, the enterprise provides an array of information technology services, including system integration, networking, and software development.
- **Techland:** A Bangladeshi e-commerce platform that specializes in computer-related accessories and products, Techland is rapidly growing. The company sells a wide variety of goods, such as gaming accessories, laptops, and desktop PCs.



Maakview.com's market share is under threat from these rivals, thus the business must come up with smart plans if it wants to stay competitive. The competitive edge of Maakview.com is derived from its emphasis on computer-related items, excellent customer support, and dedication to innovation and moral corporate conduct. Maakview.com can maintain growth and success in Bangladesh's cutthroat e-commerce sector by utilizing these advantages and creating focused marketing and pricing plans.

Chapter – 3

Recruiting and Selection Procedure of Maakview.com

3.1 Recruitment & Selection:

Recruitment:

Recruitment is like putting together a puzzle for a company to succeed. It involves finding, checking, and picking the right people to fill job openings. This starts with understanding what skills and qualities are needed for a specific job. After that, the company tells people about the job, reviews applications, and chooses potential candidates. Interviews are a big part of this process as they help see if someone is right for the job. Once the best person is chosen, they join the company through a process called onboarding, becoming part of the team. This entire process is crucial for making sure the company has the right people to do well. The recruitment journey further unfolds through the review and evaluation of applications, where the organization carefully assesses the qualifications and experiences of candidates. This meticulous curation is designed to ensure that the chosen individuals not only meet the immediate needs of the company but also contribute to its long-term success.

Selection:

Selection is the methodical procedure that businesses use to determine and appoint the most suitable candidates from a pool of applicants to fill specific job positions. This involves a comprehensive assessment using various tools like interviews, assessments, and reference checks. The aim is to pinpoint individuals whose skills, qualifications, and attributes align closely with the job requirements. The selection process is crucial for ensuring that the chosen candidates not only meet the immediate needs of the organization but also contribute effectively to its overall goals and success. It is a thoughtful and strategic approach to building a team that can thrive within the organization's unique context and contribute to its long-term success.

3.2 Significance of Recruitment & Selection:

The recruitment and selection process hold significant importance for organizations for several key reasons:

1. **Talent Acquisition:** The art of recruitment and selection is fundamental in assembling a dynamic and skilled workforce. The identification and integration of individuals possessing not only the necessary skills and qualifications but also a diverse range of talents are critical components of organizational success.
2. **Organizational Synergy:** Beyond a mere skills match, the procedure for hiring and choosing seeks to fit applicants into the overall organizational culture and values. This alignment ensures a cohesive and collaborative work environment conducive to achieving the organization's overarching mission.
3. **Competency Spectrum:** A holistic approach to talent acquisition involves the evaluation and acquisition of a wide spectrum of skills and competencies tailored to the role. This, in turn, fortifies overall organizational capabilities, fostering adaptability and resilience.
4. **Financial Optimization:** Strategic recruitment and selection not only minimize turnover costs but also enhance overall financial efficiency by strategically investing in the right personnel from the outset. This approach proves economically prudent in the long run.
5. **Workforce Engagement:** Going beyond the mere filling of roles, effective recruitment practices contribute to higher levels of employee satisfaction and engagement. This, in turn, contributes to the cultivation of a positive workplace culture and heightened employee morale.
6. **Sustainable Workforce Development:** Recruitment and selection play a pivotal role in the ongoing development of a sustainable workforce. This involves not only filling immediate needs but also planning for long-term organizational growth and stability.
7. **Innovation and Diversity Hub:** A strategic recruitment process actively encourages diversity within the workforce, providing a fertile ground for the cultivation of varied perspectives and ideas. This diversity becomes a catalyst for innovation and creative problem-solving.
8. **Regulatory Integrity:** A well-structured recruitment and selection framework ensures adherence to legal and regulatory standards. By mitigating the risks associated with bias or discrimination, organizations uphold ethical and legal integrity in their hiring practices.
9. **Corporate Identity Enhancement:** The manner in which an organization recruits and selects its talent serves as a testament to its commitment to excellence. This, in turn,

enhances the organization's overall reputation and employer brand, making it an appealing choice for top-tier talent.

10. **Strategic Human Capital Planning:** At the core of organizational strategy, recruitment and selection are pivotal elements in human capital planning. Ensuring that individuals in key roles align with and contribute to broader business goals and objectives is essential for sustained success and growth.
11. **Cultural Innovation:** Beyond conventional skill sets, strategic hiring contributes to cultural innovation within the organization. Diverse backgrounds and experiences foster a dynamic and adaptive culture, allowing the organization to navigate change and embrace new ideas seamlessly.

In summary, recruitment and selection are crucial HR functions that not only impact an organization's short-term hiring decisions but also its long-term success, culture, and competitiveness in the marketplace.

3.3 Methods of Recruiting and Picking:

Recruitment and selection are critical HR processes, and various methods are employed to identify, attract, and choose the right candidates. Here are common methods for both:

Recruitment Methods:

1. **Job Postings:** putting job vacancies on social media, the firm website, and employment boards to draw in applicants.
2. **Employee Referrals:** Encouraging current employees to refer suitable candidates for open positions.
3. **Recruitment Agencies:** Utilizing the services of external recruitment agencies to find qualified candidates.
4. **Campus Recruitment:** Visiting colleges and universities to recruit entry-level talent, often for internship or graduate programs.
5. **Internship Programs:** Offering internships to evaluate and potentially hire interns as full-time employees.

6. **Networking:** Leveraging professional networks and industry connections to identify potential candidates.
7. **Direct Applications:** Accepting applications from candidates who directly apply to the organization.

Selection Methods:

1. **Interviews:** Conducting structured interviews to evaluate the credentials of a candidate, skills, as well as fit for the position.
2. **Resumes and Applications:** Reviewing submitted resumes and applications to screen candidates based on their qualifications and experiences.
3. **Skills Testing:** Administering job-related tests or exercises to assess the unique competencies of a candidate.
4. **Reference Checks:** Contacting a candidate's provided references to verify their qualifications and work history.
5. **Assessment Centers:** Organizing assessment centers where candidates participate in various exercises and simulations to assess their competencies.
6. **Background Checks:** Conduct background checks to confirm a candidate's criminal history, employment history, and other relevant information.
7. **Panel Interviews:** Having a panel of interviewers from different departments or roles assess a candidate's suitability.
8. **Psychometric Tests:** Employing psychological assessments to evaluate a candidate's personality, cognitive abilities, and behavioral traits.
9. **Group Discussions:** Organizing group discussions or role-playing exercises to assess a candidate's interpersonal skills and teamwork.
10. **Job Offers:** Extending a formal job offer to the selected candidate, outlining the terms and conditions of employment.

3.4 Recruitment Process:

The Recruitment and Selection Process is a vital organizational mechanism, strategically designed to identify, attract, and integrate the most qualified candidates. Beginning with a

meticulous analysis of job requirements, the process extends into proactive recruitment initiatives to engage a diverse pool of potential candidates. Selection, a discerning phase, involves rigorous evaluation of candidates, considering both technical skills and alignment with organizational culture. This comprehensive approach ensures that the chosen candidate not only possesses the requisite skills but also resonates with the ethos of the organization. Beyond hiring, the process seamlessly transitions into onboarding, facilitating the smooth assimilation of new employees into the organizational fabric. In essence, the Recruitment and Selection Process is a dynamic framework crucial for building a skilled, engaged, and cohesive workforce that aligns with the organization's vision and values.

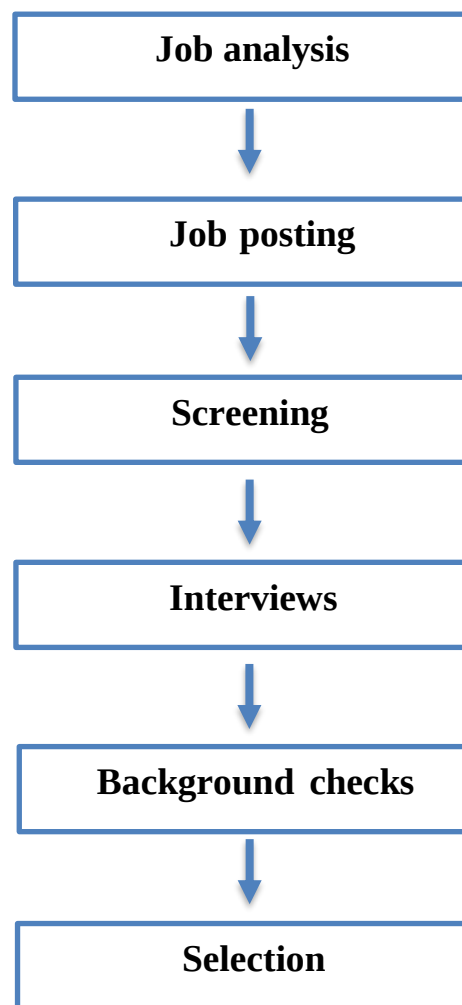


Figure 1: Recruitment Process

3.5 Synopsis of the Department of Human Resources and Administration:

The Human Resource and Administration Department at Maakview.com plays a crucial role in managing the organization's human capital and ensuring efficient administrative operations. This department is responsible for various functions related to employee management, organizational development, and maintaining a conducive work environment.

1. Employee Recruitment and Selection:

- The HR department is involved in attracting and recruiting talented individuals to meet the company's staffing needs.

2. Employee Onboarding and Orientation:

- The HR team facilitates the smooth onboarding process for new hires, ensuring they have a positive experience and quickly integrate into the company.
- They provide orientation sessions to familiarize new employees with the company's culture, policies, procedures, and job expectations.
- The HR department assists new hires in completing necessary paperwork and coordinates their access to company resources.

3. Employee Training and Development:

- The HR department identifies the training needs of employees and implements training programs to enhance their skills and knowledge.
- They organize both internal and external training sessions, workshops, and seminars to support employee growth and development.
- The HR team may collaborate with external training providers and monitor the effectiveness of training initiatives.

4. Performance Management:

- The HR department establishes and oversees performance management systems to evaluate employee performance.
- They develop performance evaluation criteria, conduct performance appraisals, and provide feedback and coaching to employees.
- The HR team may also be involved in performance improvement plans and recognition programs to motivate and reward high-performing employees.

5. Employee Relations:

- The HR department acts as a liaison between employees and management, fostering positive relationships and addressing employee concerns.
- They handle employee grievances, disciplinary actions, and conflict resolution, ensuring fair and consistent treatment of employees.
- The HR team promotes a positive work culture and fosters employee engagement and morale.

6. Administrative Support:

- The HR and Administration Department also oversees various administrative functions within the organization.
- They manage employee records and documentation, such as contracts, attendance, leave, and benefits.
- The department may handle facilities management, office supplies procurement, travel arrangements, and other administrative tasks.

At Maakview.com, the HR and Administration Department is essential to luring, nurturing, and keeping exceptional staff members as well as maintaining efficient administrative processes. Their efforts help to create an engaged and productive staff that supports the objectives and core values of the business.

3.6 Recruitment & Selection Process:

At Maakview.com, our Recruitment and Selection Process is thoughtfully crafted to identify and attract top-tier talent, facilitating the seamless integration of skilled professionals into our dynamic team. From the initial identification of job openings to the final onboarding of successful candidates, our process emphasizes precision, efficiency, and alignment with Maakview.com's distinctive culture and goals. We meticulously analyze job requirements to ensure a clear understanding of the skills and qualifications needed. Proactive recruitment strategies, including targeted outreach and engagement, are employed to attract a diverse pool of qualified candidates. The selection phase involves rigorous evaluation, considering not only

technical proficiency but also a cultural fit within our unique work environment. Ultimately, our process is geared towards building a cohesive and high-performing workforce that mirrors the values and objectives of Maakview.com.



Figure 2: Recruitment & Selection Process

1. **Identify Job Opening at Maakview.com:** Maakview.com assesses its organizational needs, considering factors such as growth, project requirements, or changes in the business environment. This identification prompts the decision to create a new position within the company.
2. **Job Analysis and Description for Maakview.com:** A detailed job analysis is conducted to understand the specific requirements of the new role at Maakview.com. This involves outlining key responsibilities, qualifications, and skills needed. The outcome is a comprehensive job description tailored to the unique needs of Maakview.com.
3. **Advertise Job Openings at Maakview.com:** To attract suitable candidates, Maakview.com promotes job opening through various channels. This includes posting the opportunity on the company's official website, leveraging job boards, utilizing social media platforms, and engaging with professional networks. The goal is to reach a diverse pool of potential candidates.
4. **Screen and Interview Candidates for Maakview.com:** Applications and resumes submitted in response to the job posting are evaluated to find applicants that closely fit the requirements listed in the job description. First interviews are conducted by Maakview.com to evaluate applicants' credentials, backgrounds, and cultural fit with the organization.
5. **Assessment and Reference Checks for Maakview.com:** Those who make the Maakview.com short list of candidates may be subject to additional exams or assessments, particularly those designed to gauge certain technical competencies pertinent to the role. Reference checks are carried out to confirm that candidates have the credentials and experience they have claimed, and to confirm the veracity of the information they have provided.
6. **Offer and Onboarding at Maakview.com:** Once a suitable candidate is identified, Maakview.com extends a job offer. This offer includes details about compensation, benefits, and other relevant terms of employment. Background checks are performed to ensure the integrity of the information provided. The onboarding process is then initiated, welcoming the new hire to Maakview.com and facilitating their integration into the company's culture and operations.

Maakview.com hopes to draw in, evaluate, and choose applicants that not only fit the job specifications but also complement the company's goals and values by employing these procedures. This all-encompassing strategy helps make Maakview.com's hiring and selection procedure successful.

3.7 Information system:

As an e-commerce platform, Maakview.com depends on several information systems to support its business and provide customers with a flawless shopping experience. Among these systems are:

- **E-commerce Platform:** Maakview.com operates on a robust e-commerce platform that serves as the foundation of its online business. This platform enables customers to browse products, add them to their carts, make secure online payments, and track their orders. It provides features such as product catalogs, search functionality, shopping carts, and secure payment gateways to facilitate smooth transactions.
- **Inventory Management System:** To effectively manage its product inventory, Maakview.com employs an inventory management system. This system helps track the stock levels of different products, monitor product movement, and trigger reordering processes when inventory reaches a certain threshold. It provides insights into product availability, stock replenishment, and overall inventory performance, ensuring timely fulfillment of customer orders.
- **Customer Relationship Management (CRM) System:** A CRM system is used by Maakview.com to better manage client interactions, improve customer service, and advance marketing initiatives. The business may save and retrieve consumer data, such as contact details, purchase history, and preferences, thanks to this system. It supports customer relationship building and maintenance, behavior analysis, and campaign and promotion personalization.
- **Order Management System:** Maakview.com has an order management system in place to streamline the processing, tracking, and fulfillment of customer orders. This system integrates with the e-commerce platform, inventory management, and shipping carriers to ensure efficient order fulfillment. It provides real-time order status updates, generates shipping labels, and manages returns or exchanges, enhancing customer satisfaction.

- **Analytics and Reporting Systems:** Maakview.com uses analytics and reporting tools to collect and examine information about consumer behavior, sales trends, marketing initiatives, and website performance. These tools assist the firm in streamlining business procedures, making data-driven decisions, and gaining insights into important KPIs. They offer data and graphics to monitor the success of marketing campaigns and pinpoint areas in need of development.
- **Security and Payment Systems:** Given the importance of secure online transactions, Maakview.com implements robust security measures and partners with trusted payment gateways. It employs SSL encryption, firewalls, and intrusion detection systems to protect customer data and prevent unauthorized access. The company integrates with reliable payment gateways to ensure secure and smooth online payment transactions.

3.8 Details of Internships:

Maakview.com is committed to providing for and fostering the prosperity of its people. Employees are the company's most important asset, according to the company. It is them that elevate the organization to new levels. With the help of external and internal training programs and a diverse, contemporary HR environment, they are getting ready for the next big step. This organization offered me the chance to work as an intern from February 2023 to May 2023, for a total of three (three) months. I was taken on as an apprentice in their corporate headquarters located on Elephant Road in Dhaka, namely in the Recruitment and Selection division. Abdur Rahman, the Human Resource Manager of the company, served as my managerial assistant and provided guidance and support to me throughout this period.

3.9 Internship obligations:

I started working as an intern in the HR and administrative division recruitment and selection team at Maakview.com is a component among the prerequisites needed to finish the Master of Business Administration program course. At first, struggled to understand every step of the process. However, it got a lot easier as time went on and I started doing it every day. I was presented to Abdur Rahman, the Human Resource Manager of Maakview.com, on my first day of work. He provided me with an overview of the work I will be performing. I regularly completed the following tasks while I was employed here. They were:

- **Support and Assistance:** I played a crucial role in supporting the team and contributing to the day-to-day operations of the company. This involved assisting with various tasks and projects, providing timely and efficient support, and ensuring that deadlines were met.
- **Research and Analysis:** I was involved in conducting research and analysis to gather information, identify trends, and gain insights that supported decision-making processes. This included researching market trends, customer preferences, industry best practices, and competitor analysis to help Maakview.com stay competitive and informed.
- **Administrative Tasks:** I helped with administrative tasks as an intern to make sure the office ran well. This involved setting up meetings and appointments, keeping track of data and records, organizing files and documents, and other general administrative help as required.
- **Customer Support:** I had the opportunity to engage with customers and provide support to ensure their satisfaction. This involved addressing customer inquiries, troubleshooting issues, and providing guidance or assistance in a professional and friendly manner. By delivering excellent customer service, I contributed to maintaining positive relationships with customers.
- **Social Media and Marketing Support:** I assisted with managing social media accounts, creating engaging content, monitoring online interactions, and implementing marketing strategies to promote the company's products and services. My contributions in this area helped enhance brand visibility and engagement with the target audience.
- **Website Maintenance and Content Management:** I played a part in maintaining and updating the company's website to ensure it was current, user-friendly, and visually appealing. This included managing product information, uploading new content, optimizing web pages for better visibility, and working with the team to implement improvements that enhanced the overall user experience.
- **Collaboration and Participation:** Collaboration and teamwork were essential aspects of my internship. My responsibilities included collaborating with cross-functional teams, such as marketing, operations, or customer service, to understand their needs and provide support as needed. I actively participated in team meetings, brainstorming sessions, or

project discussions, contributing ideas and insights to the overall success of projects.

3.10 Advantages of the Internship Scheme:

The internship program at Maakview.com provided several benefits that contributed to my personal and professional growth. Here are some of the benefits I gained from the internship:

- **Practical Experience:** I gained practical experience in a real-world company setting through the internship. I got the chance to put the information and abilities I had learned in the classroom to use in practical settings. My comprehension of numerous topics and my ability to solve problems have both grown as a result of this hands-on experience.
- **Skill Development:** Through the internship program, I was able to hone a variety of abilities that are critical in the workplace. Among these abilities were those of communication, cooperation and teamwork, time management, planning, attention to detail, and flexibility. Through my active participation in various jobs and initiatives, I developed these skills and increased my self-assurance.
- **Industry Insights:** Working at Maakview.com exposed me to the inner workings of the e-commerce industry. I gained valuable insights into how an online business operates, the challenges it faces, and the strategies it employs to stay competitive. This firsthand experience deepened my understanding of the industry dynamics and provided me with valuable knowledge for future career endeavors.
- **Networking Opportunities:** I was able to network and form connections with industry people because to my internship. By interacting with coworkers, managers, and industry experts, I was able to grow my professional network. These relationships may provide doors to employment, mentoring, or professional references, all of which could be advantageous for one's future career chances.
- **Personal and Professional Growth:** The internship provided a platform for personal and professional growth. I was able to identify areas for improvement and work on enhancing my strengths. The experience also fostered self-confidence and a sense of accomplishment.

3.11 Issues encountered during an internship:

During my internship at Maakview.com, I encountered several challenges and problems that tested my abilities and required me to find solutions. Here are some of the problems I faced:

- **Learning Curve:** As an intern, I was new to the company and the industry. Adjusting to the work environment and understanding the processes and systems took time. Initially, there was a learning curve as I familiarized myself with the company's operations, products, and policies. However, with guidance from colleagues and supervisors, I was able to overcome this challenge and gain a better understanding of the organization.
- **Time Management:** Balancing multiple tasks and deadlines was a common challenge during the internship. As I was involved in various projects and responsibilities, it was crucial to prioritize my work and manage my time effectively. This required careful planning, setting realistic goals, and learning to delegate tasks when necessary. Through experience and improved time management skills, I was able to handle multiple responsibilities more efficiently.
- **Communication and Collaboration:** In any workplace, collaboration and effective communication are critical. I had trouble coordinating with my teammates during the internship, especially when we were working remotely if there were linguistic or cultural barriers. Sometimes misunderstandings or poor communication can impede project progress or negatively affect teamwork. To overcome these obstacles and guarantee successful collaboration, I did, however, proactively seek clarity, keep lines of communication open, and cultivate a collaborative mindset.
- **Technical Issues:** Working with information systems and technology can come with its own set of challenges. I encountered technical issues such as software glitches, system downtime, or compatibility problems that disrupted workflow and affected productivity. However, I approached these challenges by seeking assistance from the IT team.
- **Adapting to Changes:** Organizations are dynamic, and during my internship, I experienced changes in project scope, objectives, or deadlines. Adapting to these changes required flexibility, resilience, and the ability to quickly adjust my plans and priorities. While it could be challenging at times, I embraced these changes as opportunities for growth and learning.

- **Managing Workload and Expectations:** As an intern, there were instances where I faced a heavy workload or tight deadlines. Managing expectations and ensuring the quality of work while meeting deadlines can be demanding. However, by effectively communicating with supervisors about workload and seeking support when needed, I was able to navigate these challenges and deliver quality outcomes.
- **Limited Experience:** Being an intern, I lacked the extensive industry experience that full-time employees possess. This could sometimes result in uncertainty or hesitation when facing complex tasks or making critical decisions. However, I approached these situations as learning opportunities, sought guidance from mentors and supervisors, and leveraged the expertise of my colleagues to overcome any challenges.

Chapter - 4

Analysis & Results

4.1 Analyzing and understanding data:

Type: Principal (Questionnaire)

Number of samples: 60

1. I believe that the hiring and choosing procedure is conducted promptly at Maakview.com?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	3	6	9	15	27	60
Percentage	5	10	15	25	45	100%

Table:1

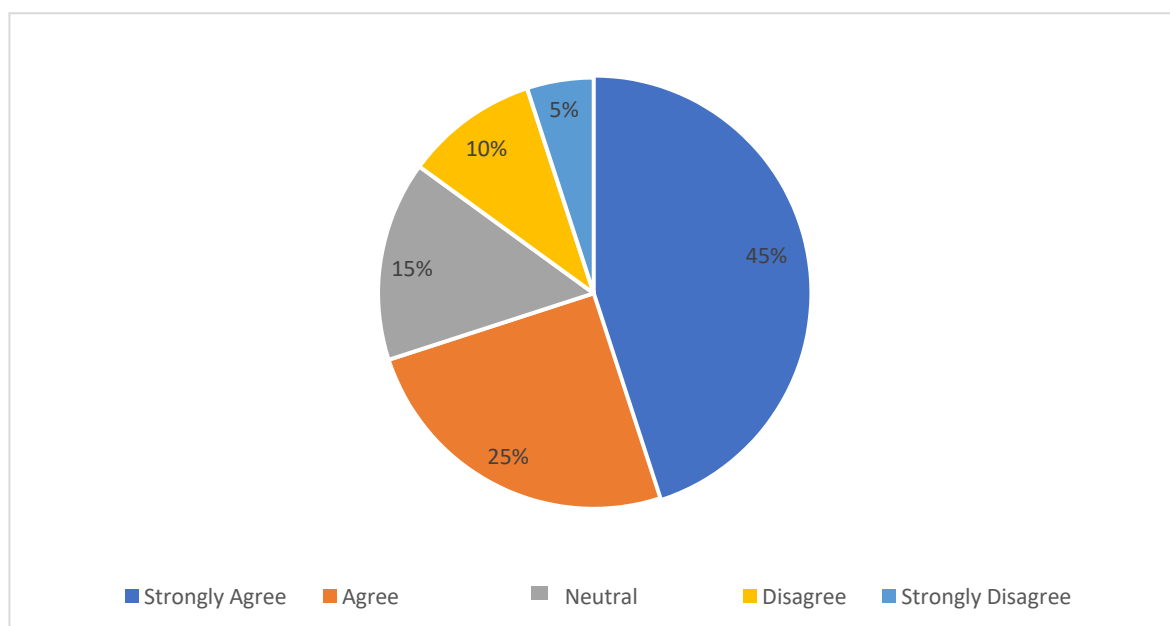


Diagram:3

Interpretation: The proportion of the recruiting and selection process that is completed on time is displayed in the pie chart that follows. Here, the question is strongly agreed upon by 45% of respondents, concurred by 25% of participants, neither agreed upon nor disagreed upon by 15% of respondents, disagreed by 10% of respondents, and severely disagreed by 5% of respondents.

2. I assume that the recruitment and selection process is conducted professionally at Maakview.com?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	0	9	6	21	24	60
Percentage	0	15	10	35	40	100%

Table:2

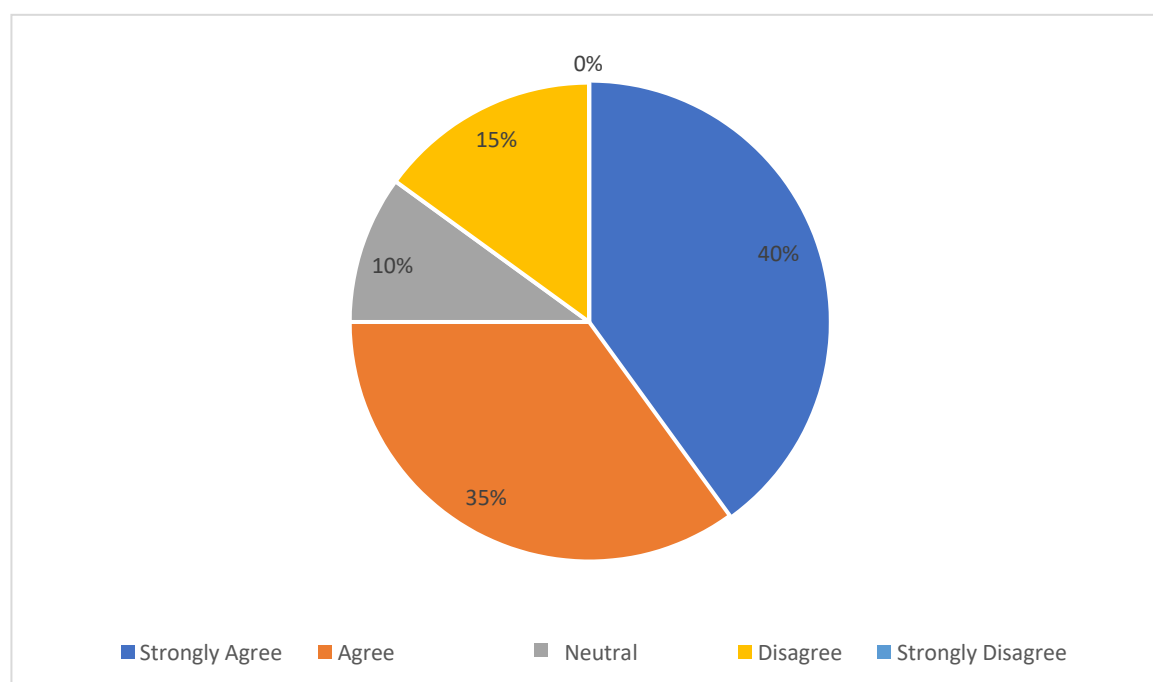


Diagram:4

Interpretation: The percentage of the hiring and selecting process that is carried out in a professional way is displayed in the pie chart that follows. In this case, the question is strongly agreed upon by 40% of respondents, agreed upon by 35% of respondents, disagreed upon by 15% of respondents, and neither strongly disagreed nor agreed upon by 10% of respondents.

3. I believe that the recruitment and selection process is conducted per applicable laws and regulations at Maakview.com?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	6	9	12	15	18	60
Percentage	10	15	20	25	30	100%

Table:3

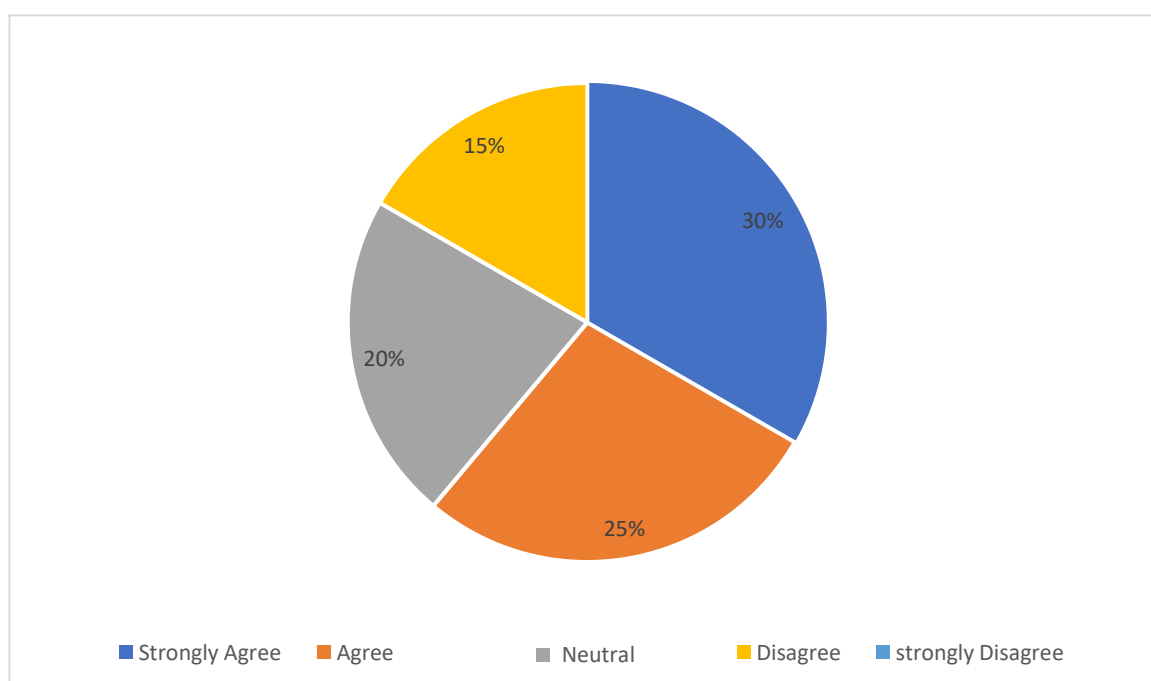


Diagram:5

Interpretation: The percentage of applicable laws and regulations pertaining to the conduct of the recruiting and selection process is displayed in the following pie chart. In this case, the question is strongly agreed upon by 30% of respondents, agreed upon by 25%, disagreed upon by 15%, strongly disagreed upon by 10%, and neither agreed nor disagreed with 20% of respondents.

4. I am convinced that the procedure for hiring and choosing is conducted impartially and equitably at Maakview.com?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	12	9	9	12	18	60
Percentage	20	15	15	20	30	100%

Table:4

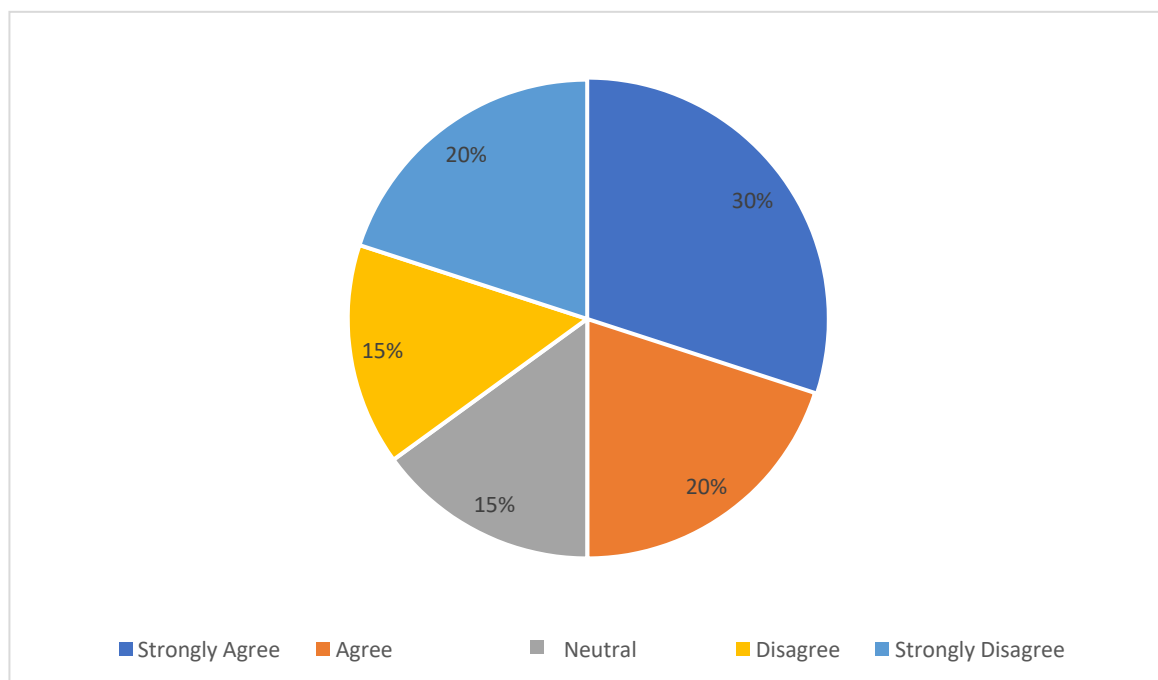


Diagram:6

Interpretation: The percentage of the recruiting and selection process that was carried out in a fair and impartial manner is displayed in the following pie chart. In this case, the question was viewed as highly agreeable by 30% of respondents, agreeable by 20%, disagreeable by 15%, and strongly disagreeable by 20% of respondents.

5.I believe that throughout the recruiting and selection process, there is effective and transparent communication at Maakview.com?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	3	6	6	18	27	60
Percentage	5	10	10	30	45	100%

Table:5

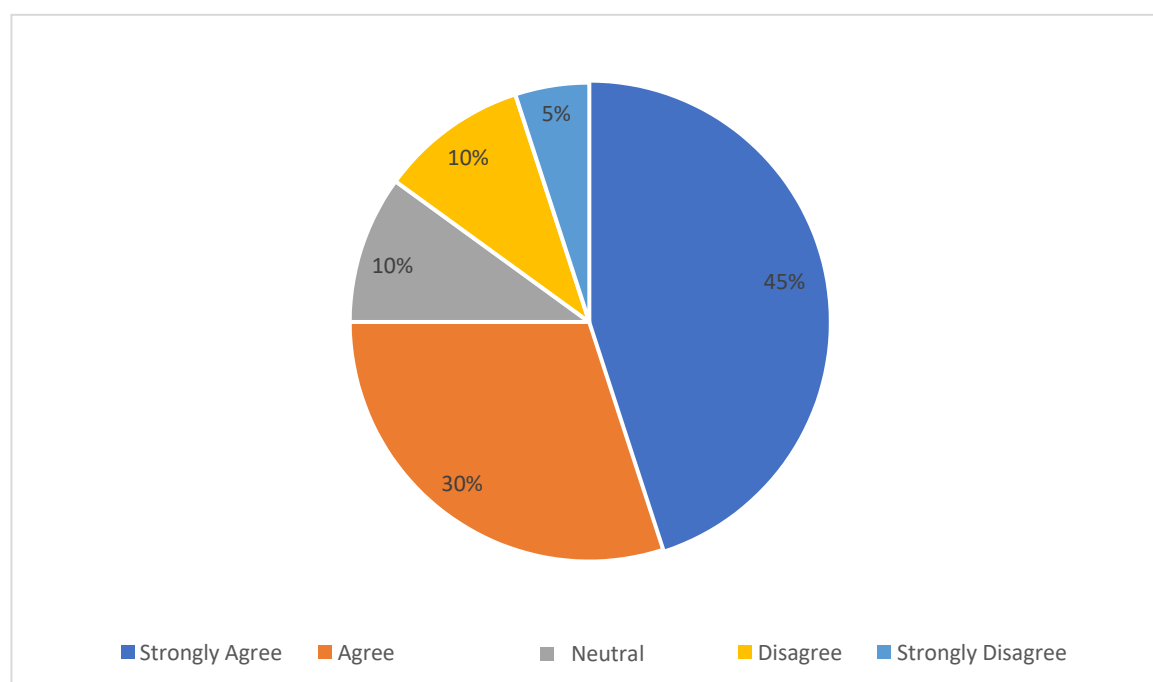


Diagram:7

Interpretation: The proportion of communication that occurs throughout the hiring and choosing process is displayed in the following pie chart. Forty-five percent of respondents strongly agreed with this question, thirty percent agreed, ten percent disagreed, ten percent said they didn't know, and five percent said they strongly disagreed..

6. I believe that the organization uses effective interviewing techniques.?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	3	9	9	18	21	60
Percentage	5	15	15	30	35	100%

Table:6

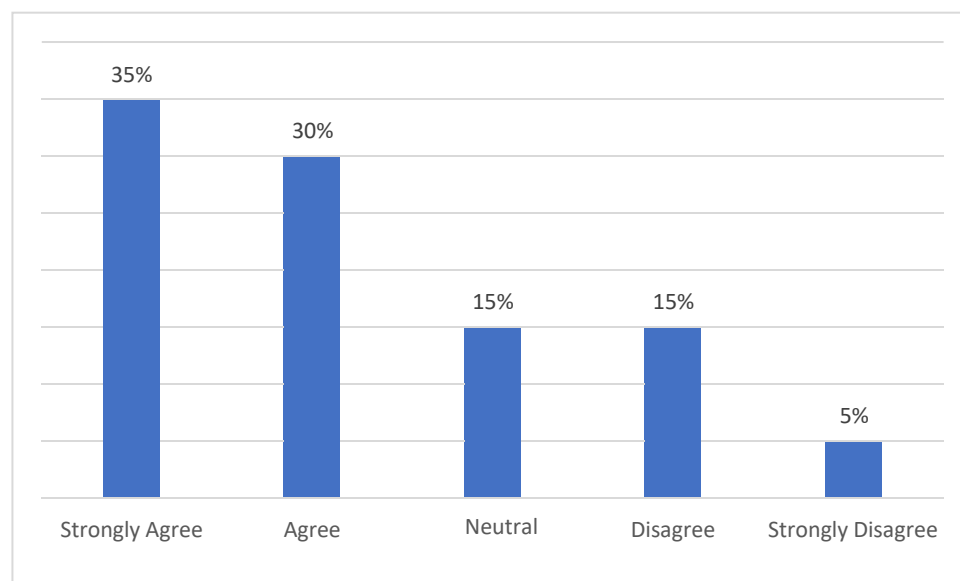


Diagram:8

Interpretation: The percentage of interview techniques that were deemed satisfactory is displayed in the column chart below. This topic was answered with strong agreement by 35% of respondents, agreement by 30% of respondents, agreement by 15% of respondents, disagreement by 15% of respondents, and severe disagreement by 5% of respondents.

7. I perceive that there is a well-defined recruitment policy at Maakview.com?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	6	6	9	15	24	60
Percentage	10	10	15	25	40	100%

Table:7

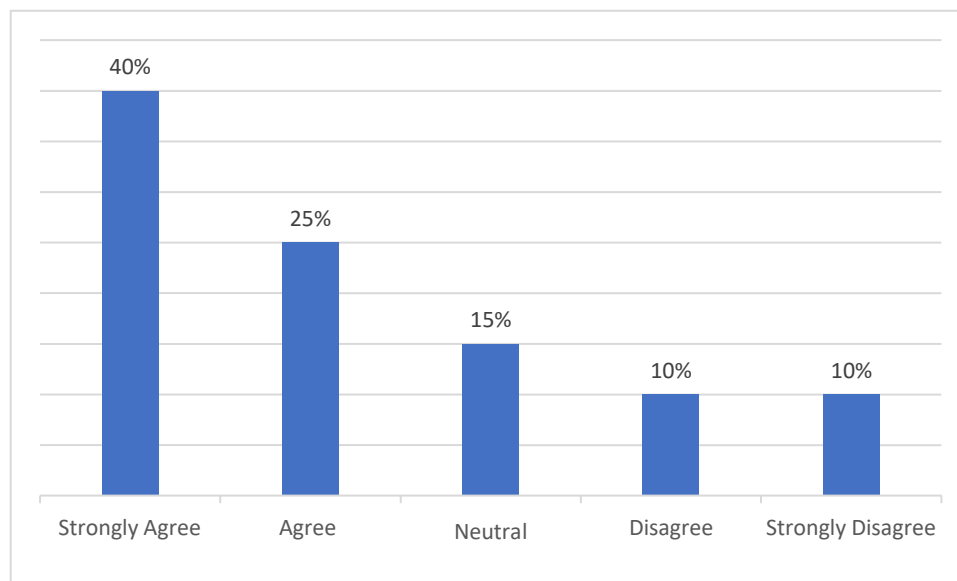


Diagram:9

Interpretation: The percentage of the organization's recruitment policy is displayed in the following column chart. Here, the question is viewed as strongly agreed upon by 40% of respondents, disagreed upon by 25%, agreed upon by 15%, disagreed upon by 15%, and severely disagreed upon by 10%.

8. I am convinced that internal hiring helps in motivating the employees at Maakview.com?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	3	6	3	18	30	60
Percentage	5	10	5	30	50	100%

Table:8

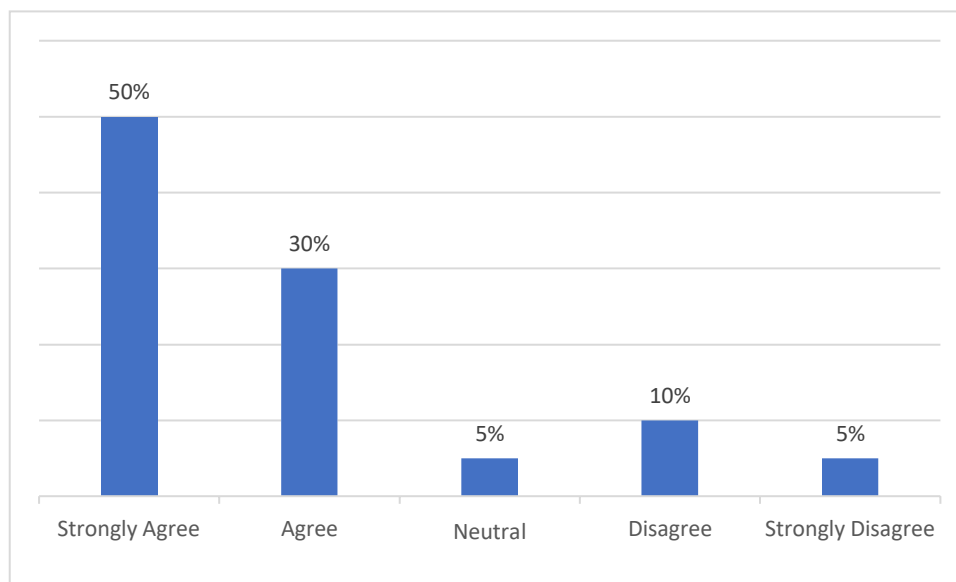


Diagram:10

Interpretation: The percentage of internal hiring that contributes to employee motivation is displayed in the column chart that follows. The following breakdown of respondents' opinions on this topic is shown by the following: 50% strongly agree, 30% agree, 5% neither agree nor disagree, 10% disagree, and 5% strongly disagree.

9. I believe that procedure of direct recruiting and selection is rather drawn out. at Maakview.com?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	3	3	6	27	21	60
Percentage	5	5	10	45	35	100%

Table:9

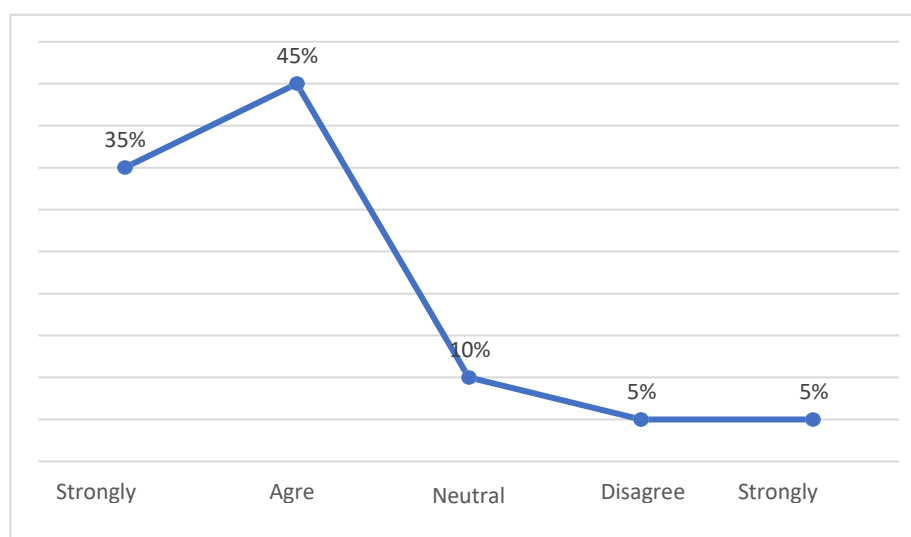


Diagram:11

Interpretation: The percentage of direct hiring and selection processes is displayed in the following line graph. About 35% of respondents strongly agree, 45% agree, 10% disagree, 5% disagree strongly, and 10% neither agree nor disagree.

10. I Have faith that Maakview.com ltd follows different requirement processes for different grades of employment?

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	0	3	6	12	39	60
Percentage	0	5	10	20	65	100%

Table:10

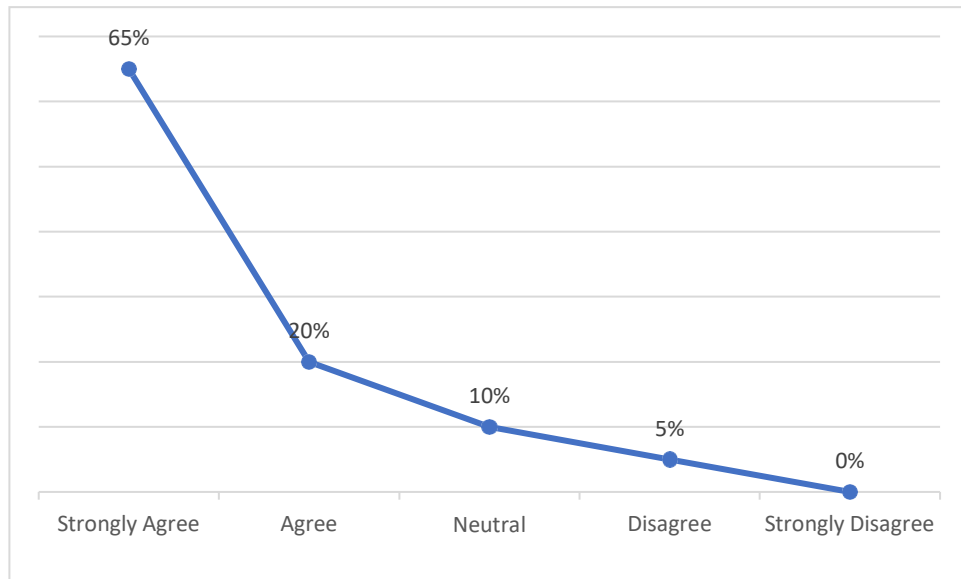


Diagram:12

Interpretation: The percentage of the various requirement processes for various employment grades is displayed in the line graph that follows. In this case, the question is strongly agreed upon by 65% of respondents, agreed upon by 20% of respondents, disagreed upon by 10% of respondents, disagreed with 5% of respondents, and strongly disagreed with 0% of respondents.

11. I Have faith that defines the position objectives, requirements, and candidate specifications in the recruitment process at Maakview.com ltd?

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	0	9	3	18	30	60
Percentage	0	15	5	30	50	100%

Table:11

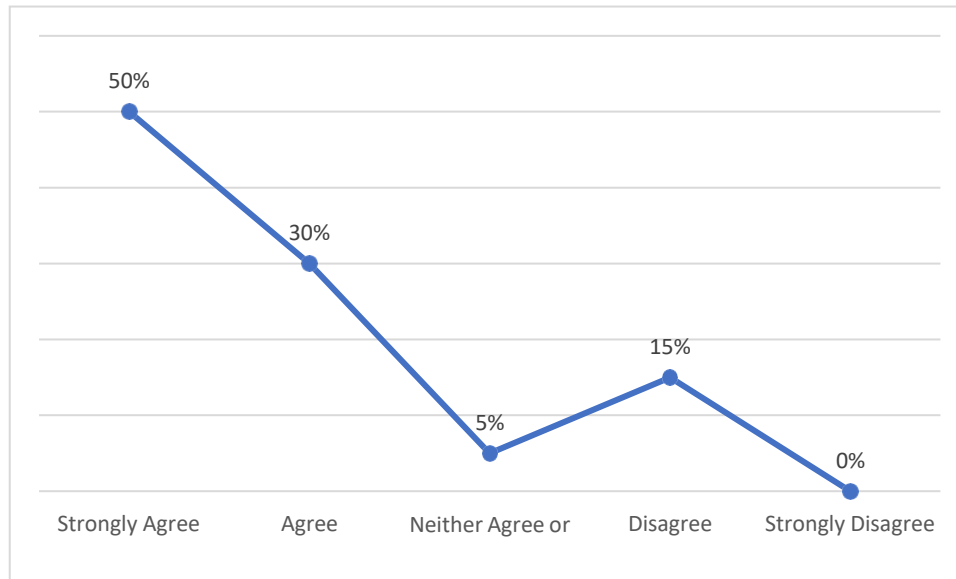


Diagram:13

Interpretation: The proportion of candidate specifications, job requirements, and work objectives that are employed during the hiring process is displayed in the line chart that follows. This means that, when it comes to this subject, 0% of respondents strongly disagree, 50% of respondents strongly agree, 30% agree, 5% neither agree nor disagree, and 15% disagree.

12. I believe that the shortlisting and filtering of resumes utilized by Maakview.com Ltd is satisfied?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Respondents	3	6	9	15	27	60
Percentage	5	10	15	25	45	100%

Table:12

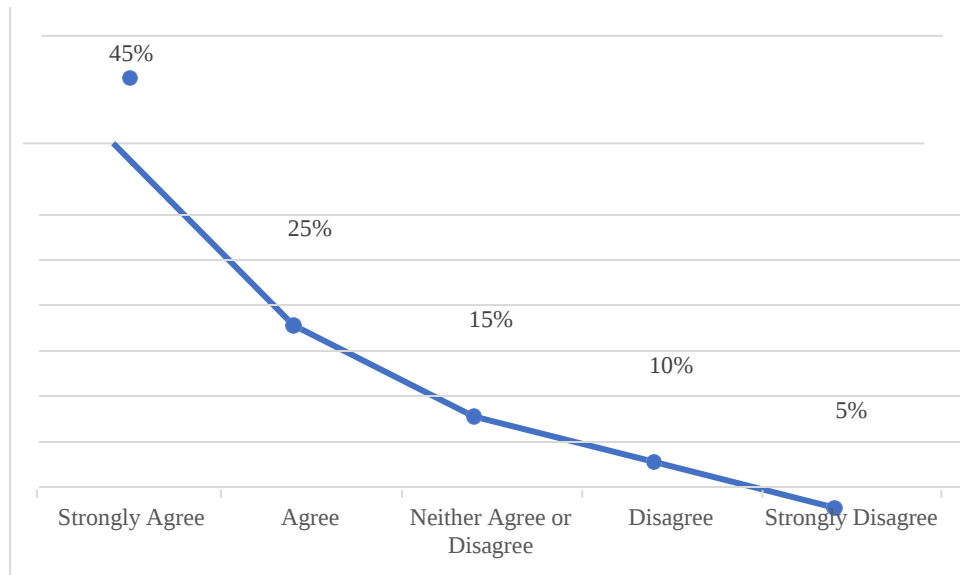


Diagram:14

Interpretation: The proportion of shortlisted and screened resumes that the business uses is displayed in the line chart that follows. Responses to this question showed that 45% of respondents strongly agreed with the statement, 25% agreed with it, 15% disagreed with it, 10% disagreed with it, and around 5% severely disagreed with it.

4.2 Findings:

As an intern at Maakview.com, I had the opportunity to observe and analyze various aspects of the organization. Here are some of the key findings from my internship:

1. **Manpower scarcity:** Their HR department is very short-staffed. It so has an impact on how they operate. The majority of the shortfall is in their hiring and selection staff. Every three months, they hire interns to help with the election and recruitment processes. It's a cycle that has existed for a while. The recruitment and selection process are thrown off balance as a result. They are using makeshift fixes to get by.
2. **Extended procedure:** Occasionally, the length of the hiring and selection process causes them to lose out on excellent applicants to other businesses. They join other companies rather than waiting to hear from the employer.
3. **Relevance to the favored applicant:** Candidates who were referred internally are given preference. Occasionally, referred applicants are given so much weight that talented and worthy candidates are overlooked for recruitment.
4. **Less details:** In their marketing, they don't give as much information regarding the employment requirements, compensation, or benefits.
5. **Advertisement within:** There aren't many applications because the recruitment process isn't extensively marketed.
6. **Lack of communication:** The organization's recruiting and selection process may be delayed as a result of poor correspondence between other departments and the recruitment staff.
7. **Insufficient job analysis:** Due to a poor job analysis technique, the organization lacks a complete understanding of the work needs for each role..

8. **Inadequate guidelines:** The hiring procedure is inconsistent since the organization lacks a systematic recruitment and selection policy.
9. **No employment portal:** The lack of an online job platform by the organization hinders its capacity to draw in prospective candidates.

Chapter - 5

Recommendations & Conclusion

5.1 Recommendations:

Considering what I've seen and experienced during my apprenticeship at Maakview.com, I would like to offer the following recommendations:

1. **Create a strategy for hiring:** Maakview.com Ltd ought to create a hiring plan that specifies the standards for choosing new staff members. The recruitment process, including Where and how to publish job vacancies and screen applications, should also be covered in the plan, and how to choose which candidates to employ.
2. **Write descriptions of jobs:** Maakview.com Ltd ought to create job descriptions for every role. A list of responsibilities and liabilities, necessary qualifications, and any other information that prospective candidates should be aware of should all be included in the job descriptions.
3. **Establish a method of selecting:** Maakview.com Ltd ought to develop a hiring procedure that includes a selection process that describes the processes. This needs to cover the procedures for vetting and interviewing candidates and deciding.
4. **Develop a preliminary job testing scheme:** Maakview.com Ltd ought to create a program for pre-employment testing that assesses candidates' competencies. This testing program ought to be customized for the role and ought to comprise assessments like aptitude and cognitive tests.
5. **Perform reference and background investigations:** Each candidate ought to have their references and backgrounds checked by Maakview.com Ltd. This will assist in confirming the applicant's eligibility and removing any possibility of fraud or other liabilities.
6. **Provide competitive pay:** Maakview.com Ltd should provide competitive pay to draw in the top candidates. By doing this, companies can make sure that the most competent and seasoned candidates are being hired.
7. **Onboarding Program:** To ensure that new personnel fit in seamlessly, put in place a thorough onboarding program.
8. **Staff Involvement and Retention:** To improve staff happiness and retention, cultivate a good work atmosphere through programs like frequent feedback, recognition schemes, and professional development opportunities.
9. **Loop for Continual Improvement:** Set up a feedback system so that the hiring and onboarding procedures are regularly assessed and enhanced. Seek feedback from recruiting managers and recent hires regularly.

5.2 Conclusion:

In conclusion, my internship at Maakview.com has given me invaluable knowledge about how an e-commerce business operates, highlighting the company's commitment to employee growth, operational effectiveness, customer pleasure, and innovative culture. The commitment Maakview.com has made to staff development is equally noteworthy. Programs for regular training and development are in place to improve the workforce's abilities. This is not just a strategic decision that supports the growth and success of the company as a whole, but also an investment in the personal development of each employee. To strengthen its position in the fiercely competitive e-commerce market, I recommend a set of strategic initiatives. These include optimizing the website's user experience, diversifying the product range to reach a broader customer base, fortifying customer support services, employing data-driven decision-making for personalized customer experiences, fostering innovation, investing in ongoing training and development, nurturing robust supplier relationships, staying updated with the latest technological advancements, promoting cross-functional collaboration, and meticulously monitoring the competitive landscape. By implementing these recommendations, Maakview.com can further solidify its presence in the e-commerce sector, enhancing customer satisfaction, stimulating innovation, and ensuring continued growth and success in the vibrant and rapidly evolving Bangladeshi e-commerce industry. The organization stands on the cusp of becoming a prominent player in the e-commerce landscape, and its unwavering dedication to excellence positions it for a promising future in this dynamic industry.

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Appendix

Questionnaire:

1. I believe that the hiring and choosing procedure is carried out on schedule at Maakview.com ltd?
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Accept
 - ☐ Completely concur
2. I assume the hiring and selection procedure is carried out expertly at Maakview.com ltd.?
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Accept
 - ☐ Completely concur
3. I believe the hiring and selection procedure is carried out in compliance with all relevant rules and regulations at Maakview.com ltd.?
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Accept
 - ☐ Completely concur
4. I acknowledge the hiring and selection process is carried out impartially and fairly at Maakview.com ltd?
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Accept
 - ☐ Completely concur
5. I acknowledge that Clear and efficient communication is maintained throughout the recruitment and selection process at Maakview.com ltd?
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Accept
 - ☐ Completely concur

6. I am convinced that the organization is using satisfactory methods of interview at Maakview.com ltd?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Accept
- ☐ Completely concur

7. I believe that there is well-defined recruitment policy at Maakview.com ltd?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Accept
- ☐ Completely concur

8. I acknowledge the company's hiring and selection procedure complies with all applicable legislation and regulatory regulations at Maakview.com ltd?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Accept
- ☐ Completely concur

9. I perceive that Maakview.com ltd searches for seasoned workers during the hiring process?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Accept
- ☐ Completely concur

10. I am convinced that internal hiring contributes to employee motivation at Maakview.com ltd?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Accept
- ☐ Completely concur

11. I believe that the procedure of direct recruiting and selection is rather drawn out at Maakview.com ltd?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Accept
- ☐ Completely concur

12. I Have faith that Maakview.com ltd adheres to distinct requirements for varying employment grades?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Accept
- ☐ Completely concur

13. I can count on that the innovative techniques like stress test, psychometrics test and personality test should be used for selection at Maakview.com ltd

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Accept
- ☐ Completely concur

14. I Have faith that define the position objectives, requirements and candidate specifications in the recruitment process at Maakview.com ltd?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Accept
- ☐ Completely concur

15. I believe that the shortlisting and filtering of resumes utilized by the Maakview.com ltd is satisfied?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Accept
- ☐ Completely concur

