

A Study on Employee Engagement and Job Satisfaction Level in Azoka Ltd.

Internship Report on A Study on Employee Engagement and Job Satisfaction Level in Azoka Ltd.



Submitted To

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LETTER OF TRANSMITTAL

October 14, 2025

Professor Dr Shibli Shahriar

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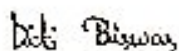
Subject: Submission of internship report on “A Study Employee Engagement & Job Satisfaction Level in Azoka Ltd.”

Dear Sir,

With due respect, it is my pleasure to inform you that I have completed my internship report. ***The topic is “A Study on employee engagement & job satisfaction level in Azoka ltd.”*** The purpose of this report is to provide a comprehensive analysis of the current state of employee engagement and job satisfaction within the organization. It identifies areas of strength and improvement and offers actionable recommendations to enhance the work environment. I believe that this report will be valuable in guiding decision-making and developing initiatives to improve employee engagement and job satisfaction, leading to enhanced organizational performance and employee well-being.

I am grateful for your kind supervision and support. My level best effort was given at each stage and my knowledge was undoubtedly enriched by this experience. I would be glad to answer any questions you may have about my report.

Sincerely,



Diti Biswas

ID: 222-14-515

Major: HRM

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APPROVAL CERTIFICATE

Diti Biswas, ID # 222-14-515, completed her internship at **Azoka Ltd.** and submitted a report titled "**A Study on Employee Engagement and Job Satisfaction Level in Azoka Ltd.**" under my supervision. This is part of her MBA requirements with a major in HRM at Daffodil International University. Her observations and work have led to this report. This project was managed by me from beginning to end.

Diti Biswas contributed significantly to the effective completion of this paper. I wish her best of luck in life.

A handwritten signature in black ink, appearing to read "Shibli", is positioned above a horizontal line.

Dr. Mohammad Shibli Shahriar

Professor

Director of MBA Program

Faculty of Business and Entrepreneurship

Daffodil International University

ACKNOWLEDGEMENT

All glory and honor belong to God, our creator and sustainer, to whom we must all return. Without his blessing and consent, this report would not have been finished. I was assigned this report as part of my internship at Daffodil International University to reflect my learning, and it is with great pleasure that I convey my gratitude to the institutions and individuals named below.

I'd like to thank Dr Shibli Shahriar, my Internship Program organizational supervisor, for allowing me to create this report in order to broaden my knowledge. His encouragement and time spent reviewing my drafts was very much appreciated. I gained great confidence in myself and my abilities due to his optimism and belief in me.

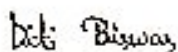
Next, I would like to express my gratitude to AZOKA LTD., where I completed my internship program for the degree. In my working period, I gained significant experience from AZOKA, which has helped me become more competent.

Lastly, I would like to express my gratitude to Md. Monir Hossain Mridha (Managing Director, Azoka Ltd.) and Ms. Saima Akter (Chief Accounts Officer, Azoka Ltd.), Ms. Fahmida Mridha (Head of HR dept.) And Md. Nurullah Hossain Shohag (Chief Operating Officer, Azoka Ltd) and Umme Nusrat Tabassum (Executive Tell Marketing, Azoka Ltd) whose guidance gave me the strength to write this report. I would like to thank the entire employee of Azoka.

DECLARATION

I, Diti Biswas (ID: 222-14-515), hereby declare that the internship report titled "Employee Engagement and Job Satisfaction Levels at Azoka Ltd." is prepared by me. The report does not include any content that has been previously published or written by someone else, unless it has been properly cited with accurate references. The report also does not include any material that has been accepted or submitted for any other degree or diploma at any university or institution. I would like to state that the report may not be used for any purpose without my authorization.

Sincerely,

A handwritten signature in black ink that reads "Diti Biswas".

Diti Biswas

ID: 222-14-515

Major: HRM

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EXECUTIVE SUMMARY

In order to fulfill my academic requirements, I had completed a 3-months internship with Azoka Limited. The purpose of this paper is to investigate employee engagement and job satisfaction at Azoka Limited. Internship is an integral part of my university's MBA program. It was an honor for me to be a part of this company since they enabled me to show off my skills and develop them so that I could perform excellently in real-life situations.

Azoka Ltd. has formed strong connections with renowned local snack and beverage producers. They will acquire certain products through collaborations with Golden Harvest, Aftab Food, and Khass Food. Currently, their clientele consists exclusively of affluent individuals. To cater to their discerning high-end customers, they import top-notch goods from various countries including the United Kingdom, France, Thailand, Dubai, and others. The service provided by AZOKA is highly satisfactory to their customers. I was assigned at their Gulshan branch. My report's topic is "Employee Engagement and Job Satisfaction at Azoka limited." There are three parts to the report, those are:

1. Overview of my internship report: Introduction, background of the study, scope of the study, objectives of the study, limitations are included
2. Organizational Overview: Company's mission, vision, their products and services are included.
3. An analysis of the theoretical aspects of my internship
4. Data analysis & data collection are discussed in this part
5. This chapter contains the findings, suggestions for improvements, conclusion & references.

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Chapter –1

Introduction

1.1 INTRODUCTION

Nowadays, people are very busy building their careers while also enjoying the convenience of online shopping. Online shopping saves time, money, and energy, which is why many people prefer it. When browsing our Facebook accounts, we often see ads for online shopping and end up buying from those shops. Azoka Ltd. is one such online grocery shop that delivers all your grocery items to your doorstep. They offer a home delivery service, making it possible for you to order products from your office and receive them at your preferred time. Azoka Ltd. is gradually improving its home delivery service.

1.2 BACKGROUND OF THE STUDY

This study aims to explore the factors that lead to employee engagement to measure the motivating factors behind good performance and job satisfaction. The data will be analyzed and the findings will be discussed with the use of tables and charts. To gain a competitive advantage, an organization must strategically utilize its employees as they are the key resource. The quality and efficiency of an organization's human resources can contribute to increasing and maintaining competitive advantage. Employee engagement has become a popular topic among academic researchers as it is believed to be crucial for an organization's success and competitiveness [5].

1.3 SCOPE OF THE STUDY

This study examines how employee engagement and job satisfaction are related at Azoka Ltd, an online grocery delivery company. The study will use both quantitative and qualitative research methods to understand how these factors affect each other and will survey a diverse sample of employees across different departments and job roles. The results will help Azoka Ltd.'s

management develop strategies to improve employee engagement and job satisfaction levels. The study aims to identify the motivating factors behind good performance and job satisfaction by analyzing data and presenting findings using tables and charts.

1.4 OBJECTIVE OF THE STUDY

1.4.1 Broad Objective

To examine the relationship between employee engagement and job satisfaction at Azoka Ltd.

1.4.2 Specific Objectives

- To understand the concepts of employee engagement and job satisfaction.
- To assess the current levels of employee engagement and job satisfaction at Azoka Ltd.
- To identify key issues affecting engagement and satisfaction within the organization.
- To propose recommendations for improving organizational practices based on employee feedback.

1.5 METHODOLOGY

I have collected data and information from two sources during my internship.

- **Primary Data Collection**
- **Secondary Data Collection**

1.5.1 Primary Data Collection

- By observing the practical work.
- Meet with the employees face-to-face.

1.5.2 Secondary Data Collection

- Find out more information on their website

- Azoka Ltd.'s monthly report.
- Official Files
- Information gathered from some books
- Human resources department file study
- Websites.

1.6 LIMITATIONS OF THE STUDY

This research is not completely based on real-life information. There are some problems with the information I collected from the manager and workers of the company. I had some difficulties getting the information for the research.

- ❖ ***Time Limitation:*** When scientists are trying to figure out a problem, they don't always have a lot of time to do it. They need to work quickly to find the answer and suggest what to do about it.
- ❖ ***To maintain trust and belief in information:*** Throughout gathering data, it was noticed that workers generally maintained the secrecy of information.
- ❖ ***The sample size:*** Although the study was designed with a specific sample size, achieving a favorable outcome with that size is highly challenging.
- ❖ ***Lacking interest:*** Most interviewers were found to have neglected to respond to questionnaires while gathering data.
- ❖ ***New Business:*** Since the company is relatively new, there is a lack of available information. Consequently, I have been encountering challenges with my academic pursuits and assessments related to this subject matter.

While the study may have its limitations and constraints, it can still be valuable to future organizations. I persevered and pushed through these obstacles.

Chapter –2

Organizational Overview

2.1 COMPANY PROFILE

Azoka Ltd. is a recent establishment that operates as an online platform for e-commerce in Bangladesh. It offers a diverse range of premium quality food products produced locally and imported from other countries. The company was formed in 2020, in response to the high demand for foreign food items in the country and the lack of accessibility to such products. The present state of e-commerce in Bangladesh is characterized by a low level of consumer confidence, and the logistics associated with online purchases are not up to par. Azoka was created to address these issues and provide quality, transparency, and trust in its services. As Bangladeshi consumers, the founders of Azoka have experienced problems such as expired products, limited availability, and inconvenient deliveries. They aim to address these needs by focusing on the quality of service, products, and delivery process. Their ultimate goal is to provide the most satisfactory import and sales services, along with home delivery support and other necessary services to all their customers [1,2].



Figure 1: Website of Azoka Limited

2.2 MISSION & VISION OF AZOKA LTD.

Their mission is to connect the Bangladeshi market with global food trends by serving as a platform for consumers to conveniently order products. With the increasingly busy lifestyle of people in our country, it can be difficult for them to personally purchase the necessary items. However, with Azoka, consumers can rely on timely delivery of high-quality groceries directly to their doorstep. Their vision is to help people feel more certain about buying things from other countries, and they want to make it easy and affordable to get things delivered to Bangladesh [2].

2.3 ORGANIZATIONAL DIAGRAM OF AZOKA LTD.

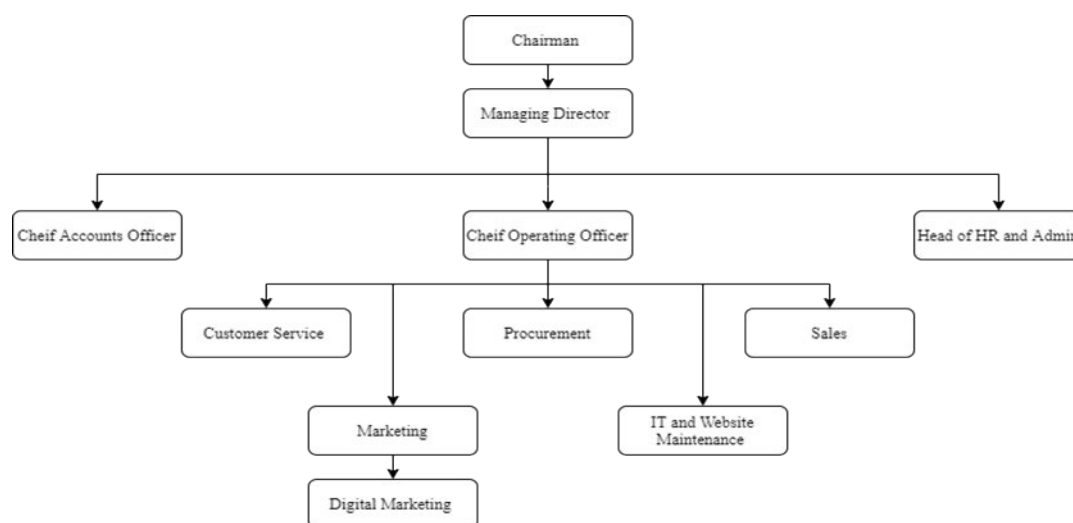


Figure 2: Organogram of Azoka Ltd.

The organogram of Azoka Ltd depicts the hierarchy of positions within the company. At the top of the organizational chart is the MD, who is responsible for overseeing the entire team. Following the MD is the CAO (Chief Accounts Officer), who holds the second-in-command position. The

rest of the team falls under their authority. The COF manages the operation team, while the Operation Manager is in charge of the entire operation process. The HR & Procurement team is responsible for selecting the best employees for the company [2].

The Customer Relationship Department makes sure customers are happy and helps the company get more customers. The Strategic Department plans important things for the company [2].

2.4 PRODUCTS OF AZOKA LTD.

AZOKA currently offers an extensive range of over 800 products on their website, spanning 23 categories, including tea, snacks, oil & vinegar, chips, cheese, canned and frozen foods, as well as dried fruits. The company is continuously expanding its product portfolio and exploring opportunities to introduce foreign food brands to the Bangladeshi market. They also operate a B2B service catering to restaurants and food-service providers, providing them with high-quality resources to meet international standards [1,2].

AZOKA sources products from various countries, such as the United States, the United Kingdom, France, Kenya, Thailand, and Dubai, and local stores like Golden Harvest, Khass Food, Aftab Food, and others, offering customers top-notch products at affordable prices. Customer feedback indicates high satisfaction with AZOKA's products, with many looking forward to future offerings from the company [1,2].

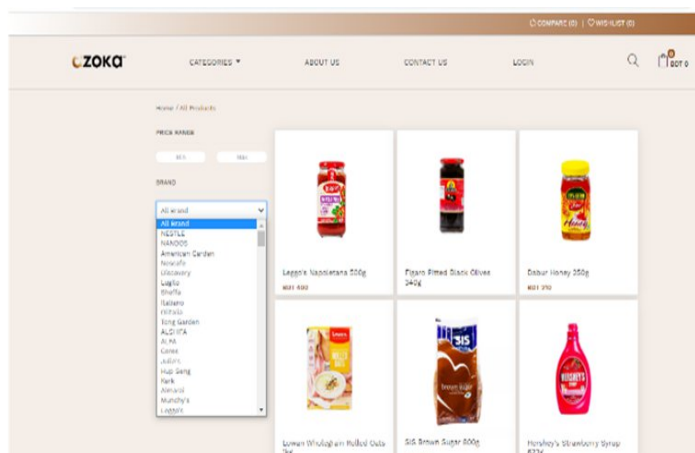


Figure 3: Products outline on the website

Azoka is involved in a business-to-business operation with a supplier of food and restaurant services. Bangladesh's food industry is experiencing rapid growth, fueled by foreign investments and franchises, AZOKA is committed to offering high-quality resources to help these businesses meet international franchise standards [1,2].

The B2B Dealerships of Azoka Ltd. are:

- ✓ Aftab Foods
- ✓ Golden Harvest
- ✓ Khaas Food

2.5 TARGET CUSTOMERS

Initially, it was observed that there was a strong demand for foreign food brands in the country, especially among the younger generations. This demand was driven by their consumption of online content and was being met by expensive chain stores catering to affluent Class A consumers. Azoka aims to fulfill this demand among both the higher and middle socio-economic classes,

targeting individuals aged 18-50 and above who are known to be adventurous and experimental in their food choices, with a strong preference for aesthetics and health at affordable prices. They strive to provide a wide variety of products that can be trusted by their customers. To keep their prices low, they offer a range of different brands that can be afforded by the middle class [2].

2.6 TEAM AZOKA LTD.

At AZOKA, we prioritize team unity and building relationships among employees in the workplace. Our organization maintains an environment that is free from any conflicts or misunderstandings, and we address any issues that may arise immediately. We strongly believe in promoting equality in the workplace and providing education to our staff on issues related to gender discrimination. Our team is made up of individuals from various backgrounds, and we take measures to ensure a harmonious and safe work environment. We instill core values that align with AZOKA's mission, such as dedication, hard work, and the ability to tackle challenges with confidence, in all of our staff members [2].

2.7 DELIVERY AREA

Azoka Ltd. is a company that offers its services in various areas of Dhaka. Their main focus is on the communities of Gulshan, Banani, Niketon, Baridhara, Bashundhara, Uttara, Dhanmondi, Mirpur, Mohammadpur, and several other neighborhoods. They have also made efforts to expand their services to cover all cities in the country, and they are currently in the process of doing so [2].

2.8 CERTIFICATES OF AZOKA LTD.

In April 2021, AZOKA received recognition as a member of E-CAB, which was followed by the acquisition of ISO 9001:2015 certification for its quality management system in July 2021. These accomplishments reflect the dedication and commitment of AZOKA toward maintaining high standards in its operations and services [2].



Figure 4: Certificate of Azoka Limited

2.9 THE COMPETITORS OF AZOKA LTD.

Azoka Ltd. is a recently established grocery store that operates online. Their range of products and high-quality service has been well received by customers. Nevertheless, whenever there is a chance to succeed, there is always a rush to take advantage of it. One such opportunity in the online grocery business is home delivery services, which many stores now offer. Chaldal.com is the primary competitor of Azoka Ltd., but they also face competition from other online stores such as Priyoshop, Meena Click, and Shwapno [2].

✓ *Chaldal.com*

Chaldal.com has become the preferred online grocery store in Dhaka due to its extensive coverage of the entire city. With a focus on serving the middle-class demographic, their shop offers a range

of local products that are in high demand for daily use. Their comprehensive reach throughout Dhaka allows anyone to place an order on their website and receive their purchase within two hours, making them a highly sought-after option with a constant influx of orders. This advantage has solidified its position as the top online grocery store in the city [3].

✓ *Priyoshop.com*

Priyoshop is an e-commerce platform that offers a diverse selection of everyday essentials, including groceries and locally sourced products. In addition, they also offer imported products such as Azoka Ltd, as they cater to the demand for foreign goods. With its increasing expansion, the company has been able to cater to its customer's needs more efficiently [4].

✓ *Retail Outlets*

Nowadays, individuals are opting for both traditional brick-and-mortar retail shops and online shopping to fulfill their shopping needs. This is mainly because these stores offer a wide range of products under a single roof, eliminating the need to visit multiple stores. In Dhaka, the most popular retail stores include Agora, Shwapno, Unimart, and Meena Bazaar.



Figure 5: Competitors of Azoka Limited

Chapter:3

Employee Engagement and Job

Satisfaction

3.1 CONCEPT OF EMPLOYEE ENGAGEMENT

Employee engagement refers to an employee's level of dedication and involvement in their organization and its principles. An engaged employee understands the business environment and collaborates with coworkers to improve job performance for the benefit of the organization [6]. The company must seek to foster engagement, which necessitates a two-way interaction between the employer and the employee.' Thus, employee engagement is a barometer that determines a person's affiliation with the firm [5,6].

The existing structure of job involvement (Brown, 1996) and flow (Csikszentmihalyi, 1990) is most strongly connected with engagement. Job participation is defined as "the degree to which the person and his or her identity are central to the job situation" (Lawler & Hall, 1970) [10]. According to Kanungo (1982), occupational involvement is a "Cognitive or belief state of Psychological identification." work participation is assumed to be influenced by both the significance of wants and the capacity of a work to meet these needs [11,12]. Thus, job involvement stems from a cognitive judgment regarding the job's ability to meet demands. Jobs, according to this viewpoint, are linked to one's self-image. Engagement differs from job performance in that it is concerned with how an individual employ himself or herself while performing his or her job [12].

3.2 THE BENEFITS OF EMPLOYEE ENGAGEMENT

Managers need to make sure their workers feel happy and interested in their jobs. If workers feel like their work doesn't matter, they might not care about doing a good job. This can make them feel disconnected from themselves. Other studies show that when workers are excited and involved in their jobs, it can lead to good things like happy customers and a successful business. So, bosses need to help their workers stay interested and happy at work so that everyone can do a good job and the business can do well [6,7,13].

Employee involvement has been found to produce a variety of good outcomes:

- They work harder and better, which helps the company make more money.
- They also like their jobs more and are less likely to miss work.
- When employees are engaged, they stay with the company longer and tell other people how great it is.
- This helps the company grow and be successful.
- Lower absenteeism rates and higher levels of worker retention. Improved customer focus. Increased operating and net profit.
- Employees that are engaged in their work are more likely to stick with a firm, promote that company's goods and services, and help the bottom line.
- They develop an emotional bond with the business. This affects how they treat the company's customers, which raises customer satisfaction and service standards.

3.3 FACTORS AFFECTING EMPLOYEE ENGAGEMENT

Three important things help employees feel happy and connected to their work [6].

- ✓ One is the way they feel inside and what they have experienced.
- ✓ Another is how their boss creates a good work environment.
- ✓ And the last is how well they get along with their coworkers.

It is the job of the company to make sure everyone feels good about working there and that everyone benefits from it.

3.4 CONCEPT OF SATISFACTION

From the point of view of employee morale, the term employee job satisfaction is almost meaningless. An employee's overall attitude toward his or her job is known as their attitude toward work. Job satisfaction means being happy and content with your job. It's more important than being happy or content on your own because that's just the beginning - if you're satisfied with your job, you'll be more motivated to work hard and stay with your employer. Satisfaction is a feeling that comes after you've reached your goals, and it can be affected by different factors [7,8].

Although numerous external elements have an impact on job satisfaction, it is still an internal concept that relates to how the person feels. That is, job satisfaction offers a collection of elements that contribute to a sense of fulfillment [7]. In his explanation of job satisfaction, Vroom places particular emphasis on the employee's location in the company. Thus, according to Vroom (1964), job satisfaction is defined as affective orientations on the part of people toward the professional positions they are currently holding. The definition of job satisfaction provided by Spector, who

believes that it has to do with how people feel about their job and its numerous elements, is one of the definitions of job satisfaction that is most frequently mentioned [13]

3.5 THE BENEFITS OF EMPLOYEE JOB SATISFACTION

Research has shown that when employees are happy with their jobs, they usually perform better. This means that if you are satisfied with your work, you are likely to be more productive and less likely to leave your job or miss work or get involved in any type of workplace conflict [7].

- ✓ **Increased Productivity:** When employees are happy with their work, the organization as a whole is usually more successful than when employees are unhappy [7].
- ✓ **Reduced Employee Turnover:** Many organizations have always struggled with high turnover rates. According to Sattler and Mullen, more productive people are more successful and satisfied. Employees are less likely to leave an organization when they are satisfied [7,8].
- ✓ **Lower Absenteeism:** If one is happy at work, you are less likely to be absent. If one is unhappy at work, you are more likely to be absent [7].
- ✓ **Reduced the Level of Unionization:** It has been proven that satisfied employees are generally uninterested in unions and do not consider them necessary. Job satisfaction has proven to be a major factor in unionization. Employees join unions because they believe that as individuals, they are powerless to effect change that would eliminate the root causes of job dissatisfaction [7,8].
- ✓ **Reduced the Level of Accidents:** People who are unhappy with their jobs, companies, or supervisors are more likely to be involved in accidents. This is because they are not paying attention and are instead worrying about things that are not related to their job [7,8].

- ✓ **Created a Better Working Environment:** When employees are satisfied with their jobs, they are more likely to be helpful and friendly to their colleagues. This helps to create a cooperative work environment where sharing of information and ideas is encouraged [7].
- ✓ **Result in Customer Satisfaction:** Happy employees are productive workers, and happy customers are a valuable asset. When employees are content in their jobs, they're more likely to stay with the company and perform at their best. Additionally, happy employees can help keep the customer base happy, which can lead to increased sales and profitability [7,8].

3.6 THE CREATION OF JOB SATISFACTION

Organizations that want to create a workplace that is satisfying for employees need to include certain things [8]:

- ❖ A flexible work arrangement, possibly including telecommuting, could be a great option for the employees.
- ❖ Some professional development opportunities can help employees learn more and grow their skills. This can help them be even better at the job.
- ❖ There are many opportunities to use your talents and to be creative.
- ❖ Taking responsibility for one's work means doing something that is important and makes a difference.

3.7 THE RELATIONSHIP BETWEEN EMPLOYEE ENGAGEMENT AND JOB SATISFACTION

Employee engagement and job satisfaction are closely related concepts in the workplace, although they represent distinct aspects of the employee experience.

Employee engagement means how much an employee likes their job and cares about the company they work for. Engaged employees are motivated, enthusiastic, and willing to go the extra mile to contribute to the organization's success. They often have a sense of purpose, feel connected to their work, and have positive attitudes toward their role and the company [9,10,13,14].

On the other hand, job satisfaction focuses specifically on an employee's contentment with their job. It relates to the degree to which employees find their work fulfilling, enjoyable, and rewarding. Job satisfaction encompasses various factors, such as the nature of the work, the work environment, compensation, relationships with colleagues, opportunities for growth and development, and the overall work-life balance. There is a strong correlation between employee engagement and job satisfaction. Engaged employees are more likely to experience higher levels of job satisfaction, as their commitment and enthusiasm translate into positive feelings about their work. Conversely, employees who are satisfied with their jobs are more likely to be engaged, as they find fulfillment and enjoyment in what they do [9,10,13,14].

Here are some key points that highlight the relationship between employee engagement and job satisfaction:

1. **Motivation and commitment:** Engaged employees are highly motivated and committed to their work, which contributes to job satisfaction. When employees feel connected to their work and understand how their contributions make a difference, they are more likely to experience satisfaction [9,10].

2. **Fulfilling work:** Job satisfaction is often derived from engaging and meaningful work. Engaged employees tend to have more fulfilling roles that align with their skills, interests, and values, leading to greater satisfaction [9,10].
3. **Positive work environment:** Engaged employees often work in environments that promote collaboration, support, and recognition. Such positive work environments contribute to job satisfaction by fostering positive relationships, providing growth opportunities, and acknowledging employees' efforts [9].
4. **Emotional well-being:** Engaged employees experience higher levels of positive emotions, such as joy and enthusiasm, which are closely tied to job satisfaction. When employees feel positive emotions toward their work, they are more likely to report higher job satisfaction levels [9,10].
5. **Retention and productivity:** Both engagement and job satisfaction have a significant impact on employee retention and productivity. Engaged and satisfied employees are more likely to stay with an organization, perform at their best, and contribute to its success [9,10].

Overall, organizations that prioritize employee engagement and foster job satisfaction tend to create a positive work culture, enhance employee well-being, and achieve higher levels of productivity and success.

Chapter-4

Employee Engagement & Job satisfaction of *AZOKA limited.*

4.1 DATA COLLECTION, PROCEDURE & QUESTIONNAIRE DESIGN

The process of collecting primary data from the respondents was conducted through a questionnaire survey. The questionnaire comprised of three distinct sections, the first of which was the demographic section that included questions regarding age, gender, and management level. The second section focused on employee engagement and the final section dealt with job satisfaction.

A. Gender of Respondents

Gender	Frequency	Percentage
Male	20	66.67
Female	10	33.33
Total	30	100

4.1 Table: Respondents Age

According to Table 4.1, 66.67% of respondents are male and 33.33% are female.

B. Age of Respondents

Age (Years)	Frequency	Percentage
20-30	8	26.67
30-40	11	36.67
40-50	7	23.33
>50	4	13.33

Total	30	100
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4.2 Table: Respondents Age

According to Table 4.2, 36.67% of respondents are between the ages of 30 and 40, 26.67% are under the age of 30, 13.33% are above 50, and just 23.33% are between the ages of 40 and 50. According to the findings, employees are between the ages of 30 and 40, which is considered the most productive age.

People of this age are still energetic and capable of meeting work responsibilities.

C. Positions of Respondent's

Positions	Frequency	Percentage
Executive s	10	33.33
Officers	16	53.34
Managers	4	13.33

4.3 Table: Respondent's Positions

According to Table 4.3, 53.34% of responders are officers, 33.33% are executives, and 13.33% are managers.

4.2 ANALYSIS: PART-1

The report suggests that there is a notable correlation between the engagement of employees and their satisfaction levels with their job. To demonstrate this relationship, I initially assessed the

degree of employee engagement using a set of seven questions. This survey was conducted among a sample of 30 employees who work regularly [10]. The result is given below:

Perception statements related to employee engagement

Questions (1-7)	Yes	No	Somewhat
Q.1 I know what is expected of me at work	24	4	2
Q.2 My work gives me the chance to do my best	20	6	4
Q.3 You are valued as a person by your supervisor or others	21	7	2
Q.4 Colleagues at your workplace encourage you	23	4	3
Q.5 The organization values your work	19	8	3
Q.6 At work, your opinion matters	17	9	4
Q.7 Your supervisor discussed your progress with you	20	5	5
Total	143	43	23
Average	21	6	3

4.4 Table: Perception statements related to employee engagement

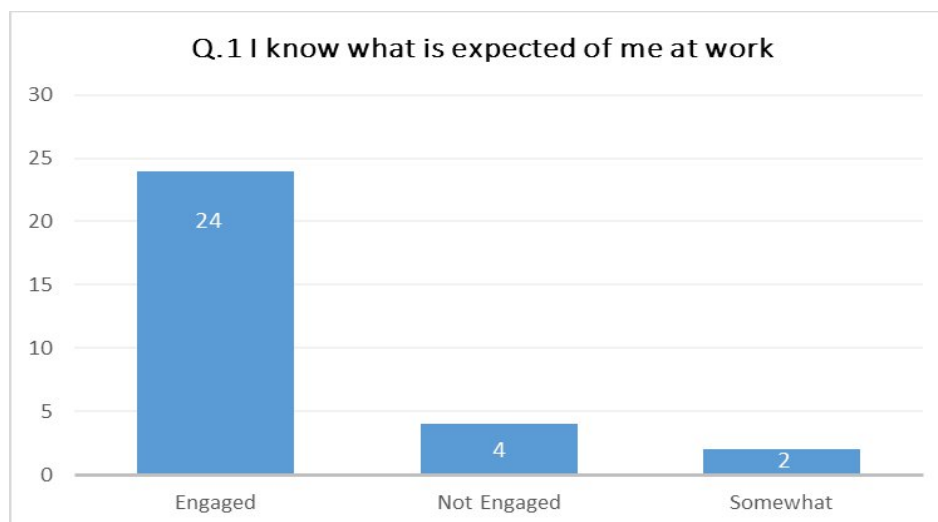


Fig 6: I know what is expected of me at work

According to the graph, it is obvious that 24 out of 30 employees, or 80%, agreed that they are aware of the performance expectations that are placed on them. On the other hand, Four employees' opposites the opinions. There's a pretty low percentage, so it's assumed most employees are engaged.

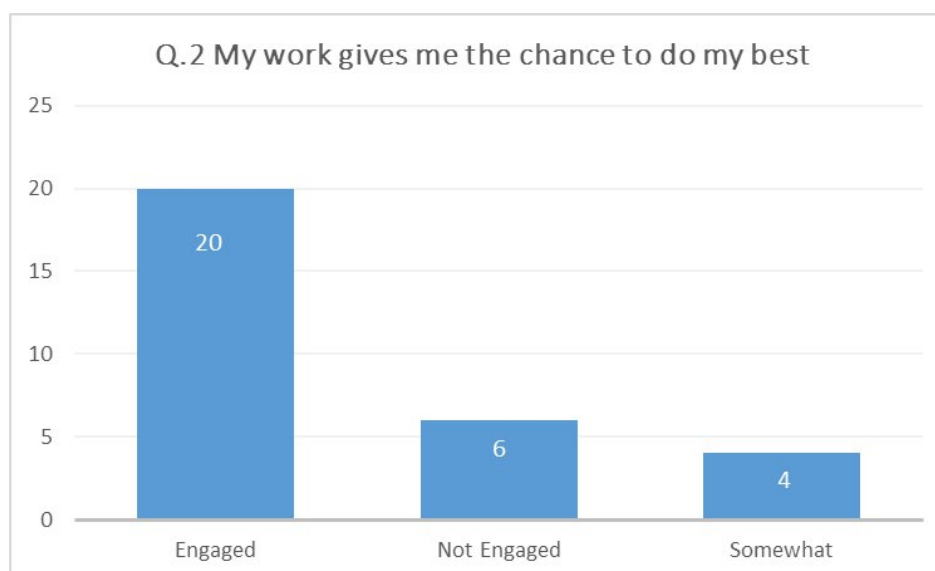


Fig 7: My work gives me the chance to do my best

In Q2, 20 out of 30 participants, or 67%, agreed that they have many opportunities each day to demonstrate their abilities through a variety of tasks and assignments. Only 6 persons, or 20% disagreed with this viewpoint, in contrast.

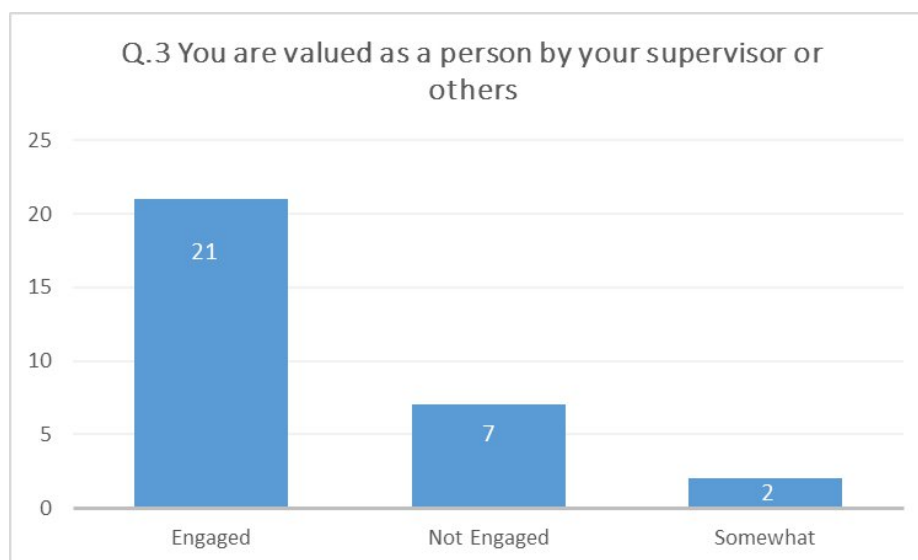


Fig 8: You are valued as a person by your supervisor or others

In Q3, 21 out of 30 participants, or 68%, agreed that their superiors or other people in positions of authority value them. It increases employee motivation, and the benefits for the business are beneficial. However, 7 employees or 23% voiced a disagreement with the viewpoint.

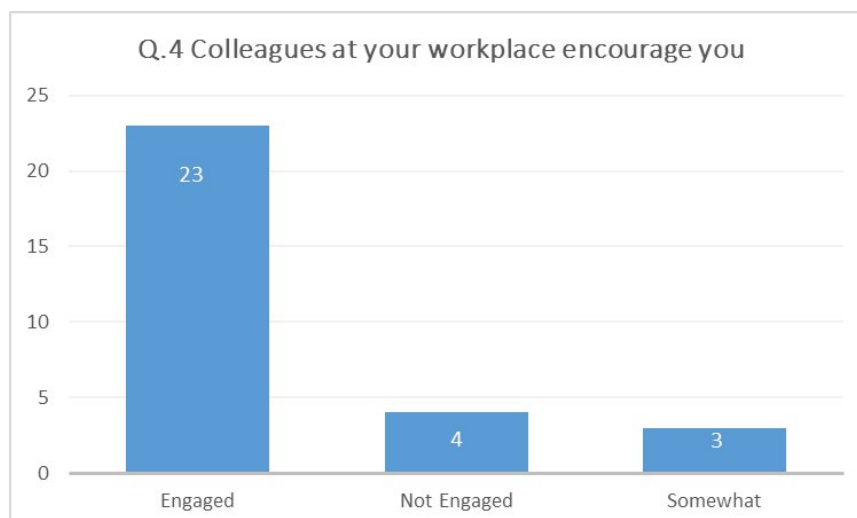


Fig 9: Colleagues at your workplace encourage you

In Q4, 23 people out of 30 or 77% agreed that their professional development is supported by their coworkers. It increases staff motivation and has a good impact on the firm. Only four persons, on the other hand, disagreed. Because the percentage is low, it is presumed that the majority of employees are engaged.

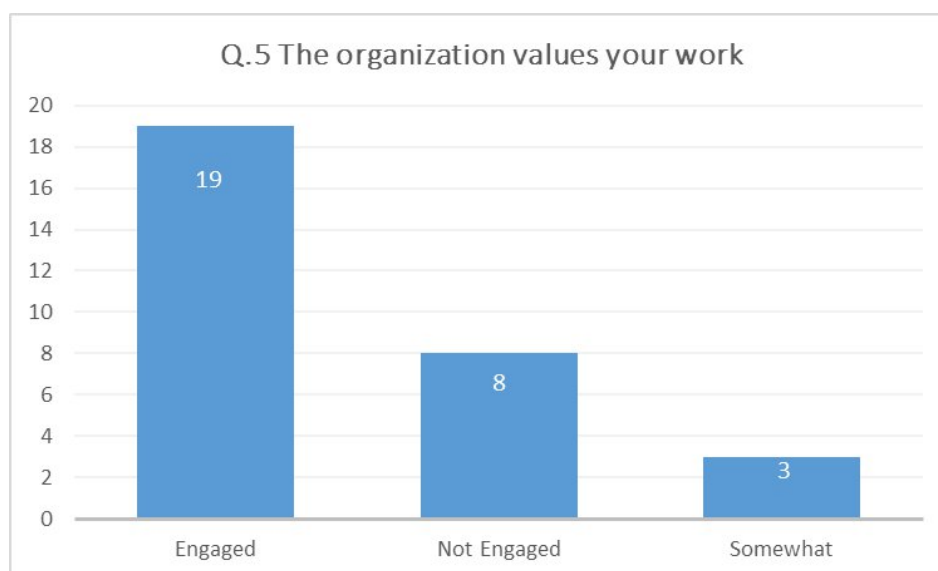


Fig 10: The Organization values your Work

In Q5, 19 employees out of 30 or 63% people agreed that the organization values their work. It can increase the employee motivation towards their work. 8 workers, around 27% workers said that the organization don't value their work.

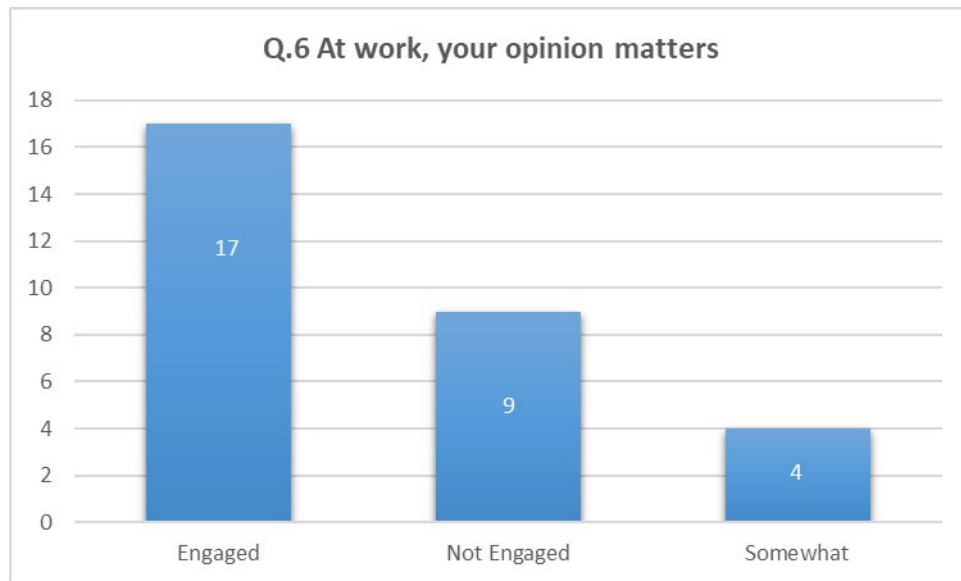


Fig 11: At work, my opinion matters

Managers should ask their employees what they think and try to use their ideas when making decisions. That way, everyone gets a chance to share their thoughts [10].

In Q6, 17 people out of 30 (or 57% of the total) agreed that their input is relevant when critical decisions must be made. Employees feel more superior to their existing level as a result. 9 employees, or 30%, on the other hand, disagreed. This percentage is not significantly low; it is assumed that employees are not completely engaged.

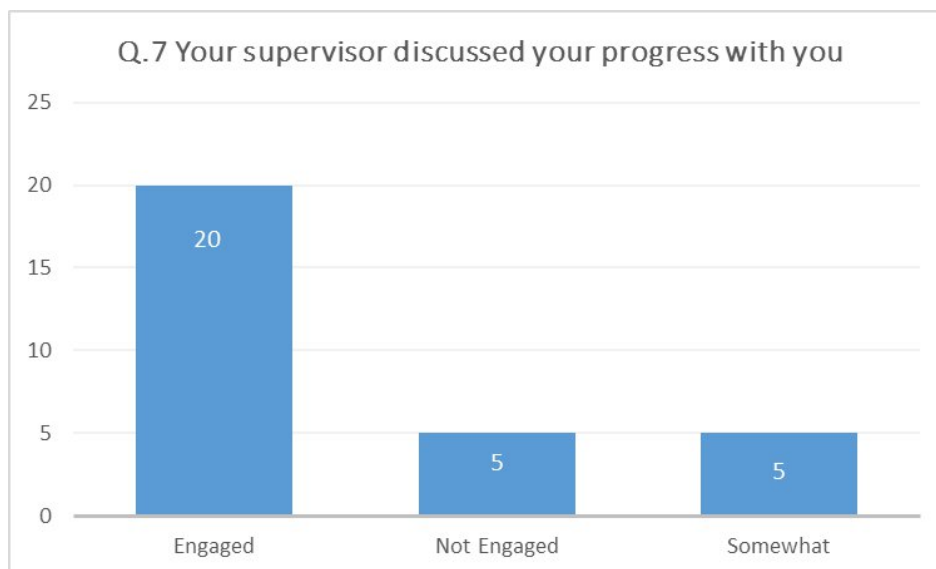


Fig 12: Your supervisor discussed your progress with you

In Q7, 20 people out of 30 or 67% agreed that their supervisor discuss their progress with them. It increases staff motivation and has a good impact on the firm. Only five persons, on the other hand, disagreed. Because the percentage is low, it is presumed that the majority of employees are engaged.

4.3 CUMULATIVE SURVEY RESULT

According to the study, 21 out of 30 respondents, or almost 70% of the overall population, are engaged in the organization. The survey consisted of seven questions, and 70% of employees stated that they are very involved in various activities at their workplace. Figure 13 shows the Engaged to Somewhat Engaged ratio, which clearly illustrates that the number of active employees is far greater than the number of disengaged employees. According to Gallup, a company is

considered "world-class" if its employees are 67% engaged. Azoka Ltd has a total of 70% engaged employees, demonstrating that the employees are engaged.

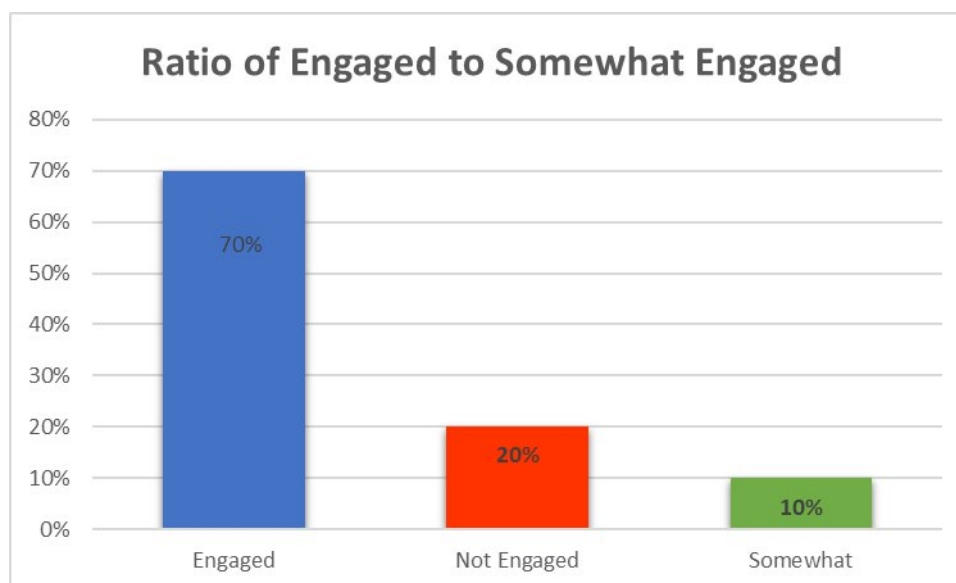


Fig 13: Ratio of Engaged to Somewhat Engaged

This study shows that when employees feel happy and interested in their work, they do a better job. They help the company make more money, they are less likely to leave their job, and they focus on making the customers happy. At Azoka, they believe that customers are the most important. When employees are engaged, it means they are working hard to reach the company's goals and beat their competitors. Employee engagement programs are a way to make sure the company is successful. When employees are engaged, they are more likely to be motivated and happy, which means they will help the company make money and not want to leave. Employee engagement is closely connected to how satisfied employees are with their job [11,12].

4.4 ANALYSIS: PART-2

It is often believed that when employees are happy, they are also motivated. When employees are more involved and interested in their work, it means they have more things that make them excited about their job. But if certain basic things like salary and supervision are not good, it can make employees unhappy for a little while, but it won't make them leave their job. Employees who are engaged in their work feel like they are a part of the company, while those who are not engaged do not feel that way [12]. Job satisfaction has been found to be highly obvious among engaged employees, indicating that 'engaged employees of Azoka Ltd. are contented employees'.

To figure out how much certain things can make people want to do their best at work, we only asked the people who are really excited about their jobs. This survey was conducted among a sample of 21 engaged employees. I made a chart with 3-Scale chart to see how satisfied the workers were with their job.

Perception statements related to Job Satisfaction

Questions (1-5)	Agree	Disagree	Somewhat
Q.1 I feel encouraged to try new things	19	1	1
Q.2 The performance evaluations I receive are fair and honest	19	1	1
Q.3 The work I do gives me a sense of accomplishment	20	0	1
Q.4 I believe I am recognized for my contributions	20	0	1
Q.5 Pay a fair wage for the work I do	18	2	1
Total	96	4	5
Average	19	0.8	1

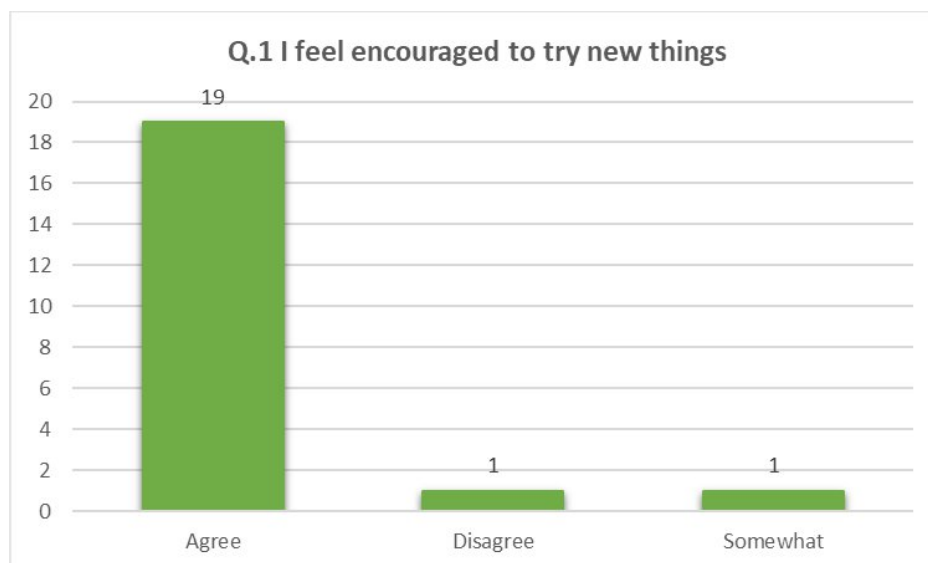


Fig 14: I feel encouraged to try new things

Employees are highly motivated to generate new ideas, and 19 out of 21 employees, or 91% of the overall focus group, are extremely satisfied with the fact that they are encouraged to make changes for the development of the organization.

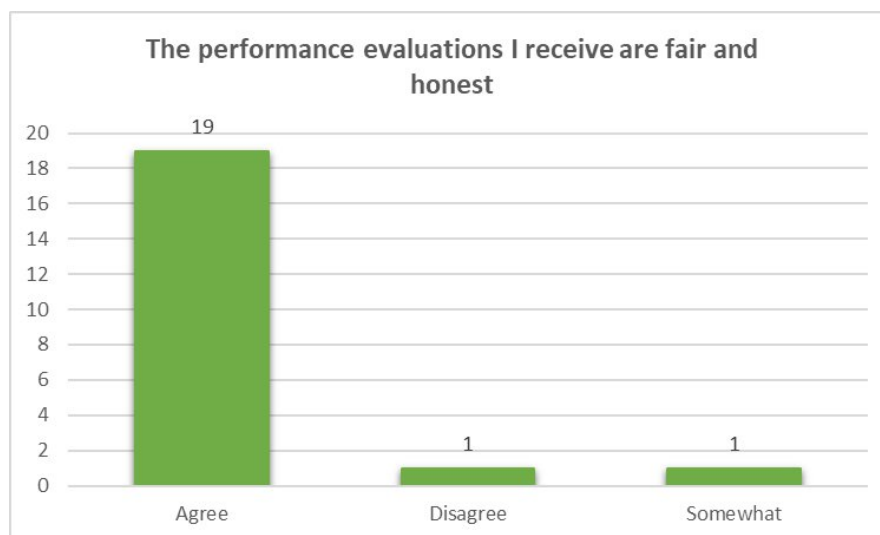


Fig 15: The performance evaluations I receive are fair and honest

When asked about fair and honest performance reviews, the participants strongly agreed with the options. 19 out of 21 employees, or 91% of the overall focus group, are extremely satisfied with the fact that the performance they received was fair and honest.

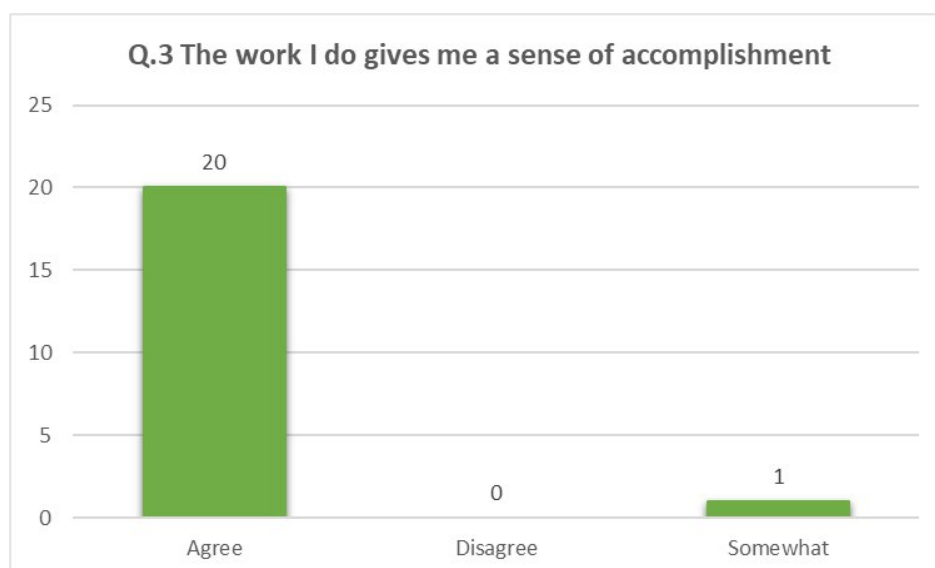


Fig 16: The work I do gives me a sense of accomplishment

Personal achievement is determined by an employee's personal performance. When the employees received the questions to answer, they were pleased, and thus they all agreed that they are extremely delighted with the fact that they can obtain personal accomplishments in this organization, however just one person stated that he/she is somewhat agree with the fact.

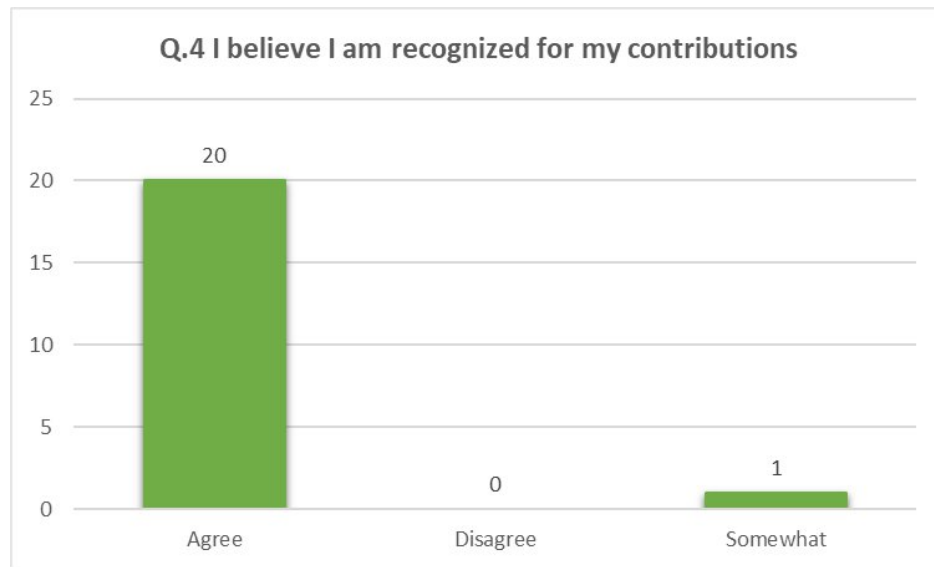


Fig 17: I believe I am recognized for my contributions

According to the survey, 95% of employees obtain appreciation for their contributions, and this recognition greatly motivates them to be satisfied with their jobs. Employee satisfaction is thus strongly dependent on acknowledgment, and the value demonstrates this.

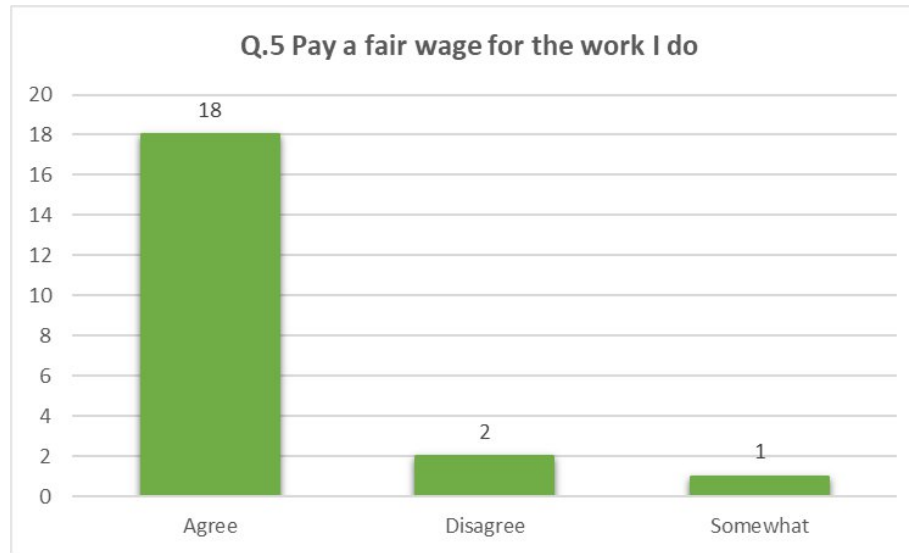


Fig 18: Pay a fair wage for the work I do

When asked about fair wages, 18 people out of 21 or 86% employees agreed with the fact that they got a fair wage for their contribution towards the organization. Only 10% employees not agreed with the fact.

4.5 CUMULATIVE SURVEY RESULT

According to the results of the survey, where I examined employee engagement levels at Azoka Ltd, out of 30 employees, 21 were engaged. The survey consisted of five questions about Herzberg's five motivating factors. Out of 21 employees, 19 (or 91%) stated that they are extremely satisfied with the fact.

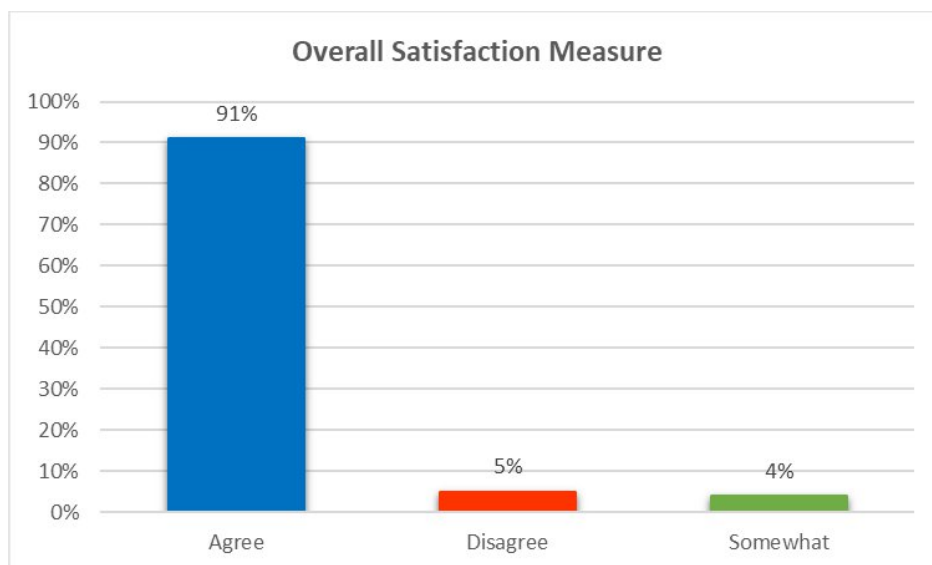


Fig 19: Overall Satisfaction Measure

4.6 RESULT

According to the mathematical data analysis, engagement activities have an effect on employee job satisfaction in the firm. This relationship is going in the right direction. Job satisfaction is linked to activities since they serve as motivators for employees while they work in a business. As a result, the analysis validates the theory. Engagement activities, on the other hand, can drive satisfaction to an optimum level but not beyond. The cause for this could be due to employee demand and needs. Financial benefits, employment stability, and work completion are all essential factors in employee satisfaction. Employers must also evaluate these facts. Nonetheless, they may overlook the importance of engagement activities. Employees will sense a deep link and can be inspired if an engagement program is well implemented. On the contrary, the absence of them may result in lower staff productivity.

Chapter-5

Findings, Recommendation, Conclusion &

References

5.1 FINDINGS

After I conducted the survey, I discovered some results. Those are given below:

1. It is found that 20% of the employees at Azoka Ltd are opposed to the fact that they are not given the opportunity to do their best work at the company.
2. If the superiors or other people in positions of authority value their employees, it increases employee motivation. Even though 68% of employees agreed with the statement, 23% disagreed with the statement.
3. A company that values its employees can motivate them to do a better job. A total of eight employees, or about 27% of the total number of employees, expressed the opinion that they did not feel their work was valued by the organization.
4. When making decisions, managers should ask employees what they think. According to the above analysis, around 30% of employees think that their managers do not consider their ideas when making decisions.
5. The employees will be delighted to perform their duties properly if they receive a fair pay for their work. In spite of the fact that the agreed person received more than 50% of the pay for their contribution, 10% still stated that they were not paid appropriately.

5.2 RECOMMENDATIONS

1. Azoka can provide employees with the facilities they need to do their best at their work, which can be of great benefit to their organization. If someone is doing their job well, the company should recognize them, and if they are not doing their best, they can be trained. Like:

- a) On the job training
- b) Off the job training

2. Employees should be valued or praised by their supervisor when they do good work. In addition, the supervisor should motivate and encourage employees to give more importance to their personal development, career progression, and the achievement of organizational goals.

3. When employees feel valued at work, they are generally happier, more productive, and less likely to find another job. The organization can show employees how much it values them in many ways. Those are:

- i. Provide good compensation
- ii. Meaningful work should be provided
- iii. Prioritize a work-life balance
- iv. Recognize your employees
- v. Showing appreciation

4. Employees should be encouraged to express their opinions & participate in decision-making by their manager. Managers need to make sure that quality work is done

in the shortest time possible. Also, it is important to provide employees with more freedom to perform their tasks in their own unique and effective manner.

5. The most crucial factor for employee satisfaction is their salary, which must be sufficient to support their standard of living. Azoka should ensure that their salary structure and benefits are fair and comparable to those of similar organizations.

5.3 CONCLUSION

In today's business world, employee engagement and job satisfaction are crucial. They play a significant role in our daily communication and can help organizations motivate their employees. The level of job satisfaction and engagement varies depending on various factors, which differ between organizations and institutions. Overall, the perception of employee job satisfaction and work engagement at Azoka is positive. This is largely due to the positive influence of organizational culture practices on employee engagement. However, while most employees are satisfied, there is still room for improvement in the human resource management practices and employee engagement at Azoka.

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5.5 APPENDIX

Questionnaires

(Only for Internship Report Purpose)

Dear Respondents:

Greetings and welcome. I am Diti Biswas, a student of Daffodil International University. I kindly request your assistance in order to fulfill the requirements for academic credit by completing this report. The focus of my internship is to investigate and analyze ***“The relationship between employee engagement and job satisfaction of Azoka Ltd.”*** I will use this questionnaire only for academic purposes as part of my report. Please rest assured that all of the information you provide will remain confidential.

In the following questions, please fill in the blanks or mark them with a check (✓).

Part: A (Demographic Profile)

Name-----

Gender ☐ Male ☐ Female

Age ☐ 20-29 ☐ 30-39 ☐ 40-49 ☐ 50+

Designation ☐ Jr. Executive ☐ Sr. Executive ☐ Manager ☐ Officer ☐ Others

Part: B (Questions)

SL No	Questions (1-10)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	My regular activities are satisfying to me					
2.	It feels safe to work at this company					
3.	This company values my views and participation					
4.	I can accomplish my personal goals within the organization.					
5.	This organization has a good promotion strategy.					
6.	It is possible for me to balance work and family life					
7.	My relationship with my boss and coworkers is good.					
8.	In this company, I learn about new skills every day.					
9.	I am happy with the stability of my job.					

10.	I receive respect from everyone in my workplace.					
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Thank you very much for your cooperation

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