

**Effectiveness of HRIS to elevate HR Practices:
A study on Daraz Bangladesh**



Date of Submission: 15 January, 2025



INTERNSHIP REPORT

ON

Effectiveness of HRIS to elevate HR Practices: A study on Daraz Bangladesh

Prepared By:

Arpita Mistry

ID: 0242310004083062

Program: MBA

Major in Management Information Systems

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Prepared for:

Mahbub Parvez

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Date Of Submission: 15 January, 2025

Letter of Transmittal

Date: 15 January, 2025

To

Mahbub Parvez

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Report on **“Effectiveness of HRIS to elevate HR Practices: A study on Daraz Bangladesh.”**

Dear Sir,

With great pleasure I hereby submit my internship report on "Effectiveness of HRIS to elevate HR Practices: A study on Daraz Bangladesh". As a requirement of preparing an internship report based on the practical knowledge. I have selected Systems as my core concentration along with few other HR practices that I have come across during my internship program. I have tried my level best to complete this report meaningfully and correctly, as much as possible. I hope this report will reflect on the contemporary issues on Human Resource Management that are being practiced by this organization in our country.

May I, therefore, wish and hope that you would be kind enough to accept my effort and oblige thereby.

Yours Sincerely,

Arpita Mistry

ID: 0242310004083062

Program: MBA

Major in Management Information Systems

Department of Business Administration

Daffodil International University

Student's Declaration

I declare that the internship report titled **“Effectiveness of HRIS to elevate HR Practices: A study on Daraz Bangladesh.”** represents the results of my independent research, conducted under the supervision of Mr. Mahbub Parvez, Associate Professor Department of Business Administration, Faculty of Business & Entrepreneurship at Daffodil International University, Bangladesh.

I further affirm that this work is original and has not been submitted by any other student for the completion of an MBA or any other degree.



.....

Arpita Mistry

ID: 0242310004083062

Program: MBA

Major in Management Information Systems

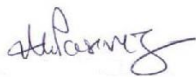
Department of Business Administration

Daffodil International University

Certificate of Approval

This is to certified that Arpita Mistry, ID: 0242310004083062, Program of MBA, Faculty of Business and Entrepreneurship, Daffodil International University, has completed her internship report entitled "Effectiveness of HRIS to elevate HR Practices: A study on Daraz Bangladesh", which is only intended for the purpose of completing the MBA internship program. I accept this report as a final internship report.

I wish success in every aspect of her career



Mahbub Parvez

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

The successful completion of this report is the result of the support and contributions from many individuals to whom I am deeply grateful. I would like to take this opportunity to extend my heartfelt thanks to everyone who assisted me in preparing this report on “Effectiveness of HRIS to elevate HR Practices: A study on Daraz Bangladesh” First and foremost, I am profoundly grateful to Almighty God, my Creator and Sustainer, to whom we all ultimately return. I wish to express my sincere gratitude and respect to Mr. Mahbub Parvez, Associate Professor Department of Business Administration, Faculty of Business & Entrepreneurship at Daffodil International University for his invaluable supervision and guidance throughout the preparation of this internship report. His insights and direction were crucial in shaping the report to its present form. I would also like to express my sincere gratitude to the administration and staff of Daraz for granting me the opportunity to work with their esteemed organization who provided me with numerous opportunities to gain practical knowledge.

Lastly, I am deeply appreciative of my parents, family members, faculty members at Daffodil International University, friends, seniors, juniors and all other associates who provided valuable advice, suggestions, inspiration, and support throughout the completion of this report.

Executive Summary

Proper management of people of an organization using Information System is highly essential for achievement of efficiency and effectiveness of operation. If people are properly managed & organized then it will result in the overall performance in a positive way to achieve short term & long-term goal. On the other hand, if these are not properly managed & organized then it will result in poor performance. This report covers a thorough analysis about the HRIS usage in Daraz Bangladesh. At the very beginning of this internship report, an introductory part has been provided where the first chapter has been covered by the origin of the report, its objectives, scope and the methodology of the study & analysis as well as the limitations and data analysis and findings from the collected data has been demonstrated. About the overview, their mission & vision, goals, objectives and services and the HRD of Daraz Bangladesh have been described in the chapter two. The third chapter has been described about learning which provides a clear understanding of the implementation of HRIS technology for a Human Resource Department. The fourth chapter focuses based on the findings; necessary recommendation has been made for Daraz Bangladesh.

Tabel of Contents

Contents

Letter of Transmittal	iii
 Student's Declaration	iv
Certificate of Approval.....	v
Acknowledgement	vi
Executive Summary	vii
Chapter 1	1
 Introduction.....	1
 1.1 Introduction:	2
 1.2 Origin of the Report.....	3
 1.3 Background of the Report.....	3
 1.4 Objective of the Study	3
 Main Objective:.....	3
The main objective of the report is to identify and analyze the effectiveness of HRIS of Daraz Bangladesh.....	3
 Specific Objectives	3
 1.5 Methodology	3
 1.5.1 Type of report.....	3
 1.5.2 Data Source and Data Collection Method	4
 1.5.3 Sampling and Sample Size	4
 1.5.4 Data Analysis and Report Writing	5
 1.6 Limitation	6
Chapter- 2	7
 Description of the Organization.....	7
 2.1 Organization at a glance.....	8

2.2 Vision.....	9
2.3 Mission	9
2.4 Goal.....	10
2.5 Objective.....	10
2.6 Organogram.....	10
2.7 Daraz Bangladesh Crucial Departments	11
2.8 Product and Services	12
2.9 SWOT Analysis	13
Chapter – 3	16
Learning Part	16
Effectiveness of HRIS	16
3.1 HRIS Activities.....	17
3.2 HRIS Practice in Daraz Bangladesh	18
3.2.1 Name of the Software	18
SAP Success Factor	18
Overview of Work Force Management	22
Microsoft Dynamics.....	24
Alibaba International	27
Effectiveness Measurement	30
By The Employee	30
Chapter 4	38
Finding Recommendations	38
& Conclusion.....	38
4.1 Findings.....	39
4.2 Recommendations	40
4.3 Conclusion	40
References.....	41
Appendix.....	42

Chapter 1

Introduction

1.1 Introduction:

Online commercial transactions are known as e-commerce. The term encompasses a wide range of activities that take place on the internet, including but not limited to the World Wide Web, apps, email, and data exchange. Online shopping allows businesses to streamline their processes, which in turn boosts productivity. In addition, by bringing services directly to customers' homes, e-commerce helps them save both time and money. Users are able to buy and sell goods without physically visiting stores thanks to online marketplaces. More and more businesses are opening their virtual doors to consumers, expanding their options for goods and vendors. Also, it makes more information available, which simplifies decision-making. Customers may quickly access and review data without being interrupted by salespeople, unlike in conventional brick-and-mortar establishments.

Being a developing nation, Bangladesh has a lot of room to grow, and the e-commerce sector is no exception. The growth of the online retail sector, which began in the late 90s, is phenomenal (Hassan, 2014). A variety of measures, including the introduction of alternative payment gateways, have been implemented by the country's ICT ministry to improve the e-commerce sector. The e-commerce industry has grown in recent years, helped in part by the gradual decline in the price of computers and internet connectivity. Therefore, e-commerce brands on a global and domestic scale are mushrooming.

In order to create an engaging online experience that gets the most out of internet users, it's vital to first identify the key components of the web and understand how they affect the decision-making process of online consumers. By providing an exceptional online experience, traditional brick-and-mortar businesses can influence the perceptions and attitudes of their physical consumers, leading to an uptick in foot traffic at their physical locations. Online shoppers share certain commonalities and differences with brick-and-mortar stores, and there's always more debate about what factors impact website design and consumer behavior. Customer experience is generally recognized as a complex concept that should not be reduced to simple usability or user interface, even though there is no agreement in the literature on the precise definition.

Among the many popular and profitable e-commerce sites in Bangladesh, daraz.com.bd stands out. The Daily Star (2015) reports that since its inception in 2015, Daraz has experienced substantial growth. Customers have a one-stop shop for discovering and buying from a varied range of brands on Daraz, an online marketplace where numerous firms can offer their wares. From fashion to electronics, the website offers a wide choice of products from various vendors. In Bangladesh, the platform facilitates business-to-consumer and business-to-business transactions.

Understanding how Daraz Bangladesh's HRIS may enhance the overall company's overview is crucial for ensuring the effectiveness of Human Resource Information Systems (HRIS), which is essential for supplying high-quality products and services. In order to determine what makes Daraz Bangladesh tick,

this study will take a look at how well their existing HRIS system works. Using metrics including operational efficiency, staff happiness, and decision-making, this study will assess how well Daraz's HRIS performs. The study will investigate how employees perceive and anticipate the efficiency and impact of Daraz's HRIS system on the company's overall operations and performance. It will do this by analyzing business data and administering a survey.

1.2 Origin of the Report

The purpose of this report is to fulfill the requirement for completing the internship program. From the three-month period of my internship at Daraz Bangladesh and under the supervision of MR. Mahbub Parvez, this report has been prepared.

1.3 Background of the Report

The Human Resource Information System (HRIS) is the foundation upon which Daraz's ability to function efficiently rests. When it comes to supply chain operations, inventories, and employee interactions, the HRIS is a must-have tool for organizing and analyzing data. The current HRIS system at Daraz Bangladesh is the primary topic of this research. The goal is to find out how well it works, how it affects business operations, and how satisfied employees are with it. The study's overarching goal is to enhance Daraz's HRIS by gaining valuable insights from business data and staff questionnaires; this, in turn, will boost the company's performance and adaptability to the ever-shifting e-commerce sector.

1.4 Objective of the Study

Main Objective:

The main objective of the report is to identify and analyze the effectiveness of HRIS of Daraz Bangladesh

Specific Objectives

- To get a clear and practical view of Daraz's HRIS activities
- To know the effectiveness of their HRIS.
- To recommend necessary steps for overcoming problems.

1.5 Methodology

1.5.1 Type of report

My internship is with Daraz Bangladesh; thus, I decided to write a report about my experience there. After discussing it with my appropriate advisor, this matter was greenlit for inclusion in the internship report. Descriptive research is the primary approach used in this study. Whether it's a group, a phenomenon, or an organization, descriptive research is able to describe its features. When a basic

understanding of the topic exists, this type of investigation becomes appropriate. In addition, the responses are numerically associated, making it quantitative research that highlights the significance of each component.

1.5.2 Data Source and Data Collection Method

There are two ways to collect data and these are:

- ☐ Primary Sources
- ☐ Secondary Sources

Primary and secondary sources were also consulted in this study to ensure a comprehensive understanding of the topic. When compiling secondary data, we consulted a broad variety of credible resources, such as relevant books, academic journals, research papers, and reputable websites that provided theoretical insights and company-specific information. The implications of Daraz Bangladesh's HRIS were further investigated by reviewing internal documents such as reports, performance logs, and system statistics.

Primary data collection relied heavily on first-hand understanding of the HRIS system and routine tasks gained through on-the-job training. Observations made throughout the internship provided crucial insight into the system's operation in real time. To further assess the HRIS's effectiveness from the users' perspective, surveys and questionnaires allowed for direct communication with employees, allowing for the collection of feedback regarding their experiences. By combining primary and secondary sources of information, a thorough basis for evaluating HRIS effectiveness at Daraz Bangladesh was built.

1.5.3 Sampling and Sample Size

Employees of Daraz Bangladesh are the subject of this study. People who have used HRIS at Daraz.com.bd at least once make up the sample under evaluation. A portion of this group was studied by drawing from a representative sample. In this case, we merely polled a small percentage of workforce.

It is possible to broadly classify sampling techniques into two groups:

- ☐ **Probability Sampling**
- ☐ **Non-Probability Sampling**

A probability sampling approach was employed due to the study's well-defined population. A basic random sample technique was used to get the data included in this study. Daraz Bangladesh employs around 1200 individuals, combining contract and full-time labor, according to primary statistics. Sixty participants were selected at random from this pool to supply the study's primary data. Sixty consumers were polled for this study to learn more about Daraz Bangladesh. Google Forms was used to conduct the survey online. Prior studies served as the basis for the questionnaire's development. Daraz Bangladesh's employees were asked to take out a survey that would help them understand what factors influence their experience.

Multiple kinds of questions can be included in the survey question. A simple attitude scale was used to inform the fundamental survey items included in this study. Likert scales were used to gauge the respondents' attitudes. In order to convey their individual viewpoint, respondents ranked the extent to which they agreed or disagreed with statements. Twelve questions, pertaining to past interactions with Daraz Bangladesh were included in the survey.

1.5.4 Data Analysis and Report Writing

A company's most valuable asset is its employees. To succeed in today's cutthroat economic climate, companies prioritize meeting the needs of their employees and creating a positive workplace culture. Meeting corporate goals and maintaining a competitive advantage in the market are greatly influenced by employee engagement and satisfaction.

Job satisfaction and loyalty are both enhanced when companies offer their employees the right opportunities, resources, and recognition. Not only does this boost productivity, but it also aids in attracting and retaining talented individuals who are committed to the company's vision. The dynamic corporate sector of Bangladesh is seeing increased rivalry amongst organizations, making employee happiness vital.

Businesses need to know what their employees want and need in order to retain top talent and recruit qualified specialists. Employers can gain valuable insight into employee experiences through surveys, which can help them make more informed decisions and cultivate a healthier work environment.

The research team at Daraz Bangladesh surveyed 60 of its employees. In order to gauge employee happiness and the overall organizational experience, the survey zeroed in on a number of factors.

Statistics

N	Valid	60
	Missing	0

Questions pertaining to the demographics and preferences of Daraz's employees with regard to the effectiveness of the Human Resource Information System (HRIS) are covered in this portion of the survey. The purpose of the survey is to gather information about various factors that affect the efficiency and productivity of the HRIS. in relation to the organization's operations, either directly or indirectly.

In order to create interactive and dynamic representations of the survey data, Google Sheets and Google Forms were utilized. The collected data may be seen clearly and comprehensively in these graphs, allowing for an in-depth analysis of the HRIS's contribution to operational efficiency and the areas that need improvement.

To help make data-driven decisions easier to understand, the next section gives a comprehensive summary of the survey results with accompanying graphs.

1.6 Limitation

- a.** Daraz Bangladesh's financial disclosures were not readily available, which constituted a significant limitation of the study. You would have benefited from these reports if they had detailed the HRIS system's effect on ROI, cost reductions, and profitability. It was difficult to evaluate HRIS's financial efficiency without these data.
- b.** The limited number of participants in the surveys and interviews that provided the main data for this study is a major drawback. The lower sample size, imposed by time and scope restrictions, made it difficult to draw broad conclusions and evaluate the HRIS system's overall impact.
- c.** Moreover, consumer and employee feedback outside of Bangladesh is difficult to obtain because Daraz operates five regional headquarters in multiple countries. Because of security protocols and privacy concerns, access to sorting facilities was also limited, making it difficult to learn about operating operations and the perspectives of staff.

Chapter- 2

Description of the Organization

2.1 Organization at a glance

Many people and companies in Bangladesh use Daraz Bangladesh, an online marketplace, to buy and sell goods and services. A pioneer in Bangladesh's burgeoning e-commerce scene, Daraz Bangladesh is a sister company of the larger Daraz Group, which has a strong presence across South Asia. The Pakistan-based e-commerce platform Daraz quickly expanded from its 2012 launch to become the leading operator in South Asian countries like Bangladesh, Sri Lanka, Nepal, and Myanmar. One of the biggest e-commerce companies in the world, Alibaba Group, acquired Daraz in 2018. This gave them a huge boost in terms of technology, logistics, and market reach. The acquisition of the Daraz Group by the Alibaba Group in 2018 has accelerated its growth and use of cutting-edge e-commerce technologies. The Alibaba Group is a world leader in e-commerce, technology, and retail. Features such as cash on delivery, simple return policies, and speedy delivery are offered by Daraz, a business-to-consumer (B2C) e-commerce network. The platform connects clients with a wide range of products, including electronics, apparel, groceries, and household items. Offering a convenient online shopping experience for consumers and supporting local and international merchants through its marketplace is the company's aim.

For those watching their pennies, Daraz is a great option because to its many sales, promos, and seasonal bargains. Daraz is a business-to-consumer (B2C) platform that helps SMEs and promotes the growth of e-commerce by connecting local and international vendors with a huge customer base. Daraz Bangladesh has become the biggest e-commerce platform in the country after seeing tremendous growth and transformation in the past five years. Daraz has been able to optimize its operations, personalize consumer experiences, and improve logistics efficiency since it was acquired by Alibaba Group in 2018. The company has been using cutting-edge advanced technologies such as cloud computing, artificial intelligence, and data analysis.

Daraz has grown rapidly, giving entrepreneurs access to a wider audience, thanks to its emphasis on supporting local vendors and small businesses. Customers are particularly loyal to the brand because of the company's strategic emphasis on their satisfaction, which includes features like fast shipping, easy return policies, and cash on delivery. Daraz is leading the way in e-commerce in Bangladesh, which is causing digital change, economic growth, and new prospects for businesses and consumers.

	
Type	E-commerce Organization
Founded	2012
Headquarters	8 Shenton Way, #45-01 AXA Tower
Area Served	Bangladesh, Pakistan, Sri Lanka, Nepal, Myanmar
Key People	
Works	E-commerce, Logistics, Payment infrastructure, Financial services
Number of Employee	490
Website	daraz.com

Figure: Daraz Bangladesh at a glance

2.2 Vision

To become the premier e-commerce platform in Bangladesh by satisfying the needs of its suppliers and consumers alike is Daraz's long-term goal. The fact that Daraz is so focused on providing "top-quality services" shows that it aims to make everyone's experience comfortable, secure, and worry-free.

2.3 Mission

To become the leading e-commerce platform in Bangladesh, Daraz Bangladesh aims to expand its presence nationwide. With the goal of "spreading all over Bangladesh," Daraz plans to improve logistics in order to make online shopping accessible everywhere, particularly in underserved areas. Gaining the lion's share of the online retail industry will allow it to better serve its consumers and bring in more revenue.

2.4 Goal

With the help of international merchant alliances, Daraz plans to expand its product offerings and bolster its Choice business, bringing Bangladeshi consumers high-quality goods and worldwide brands. Daraz intends to expand its reach in rural areas by making customers happier with faster deliveries, exceptional help, and an easy shopping experience. Our goal is to offer a diverse selection of products from around the world at affordable costs so that everyone may afford them.

2.5 Objective

Daraz Bangladesh has set numerous important objectives to achieve its mission and vision, with the goal of realizing its full potential. This includes:

- Accelerating company growth through solid partnerships with sellers while providing an exceptional buying experience.
 - Raising market share by attracting and retaining customers with the best selection of products offered at affordable prices.
 - Streamlining and bettering the order processing experience for customers.
 - Creating a suite of services to back sellers as they grow their Daraz businesses.
 - Emphasizing the need of building a strong team through effective recruiting, training, retention, and coaching in order to reach the firm's goal.
- Building an encouraging work environment where employees feel they can make a difference is essential.
- Playing a leading role in establishing new standards and driving growth in Bangladesh's e-commerce industry.

By following these objectives, Daraz aims to achieve its long-term goals and strengthen its position in the e-commerce sector.

2.6 Organogram

There has been tremendous growth at Daraz Bangladesh since the company started in 2015. In the past two years, the group has poured a lot of money into several projects. The number of workplaces in Dhaka has grown, while 19 hubs outside of the city have been built recently. Since their entrance in Bangladesh, Daraz has also welcomed a number of retailers on its site. The complexity of the organogram grows in direct proportion to the number of procedures. A basic hierarchical description is shown in the graphic below.

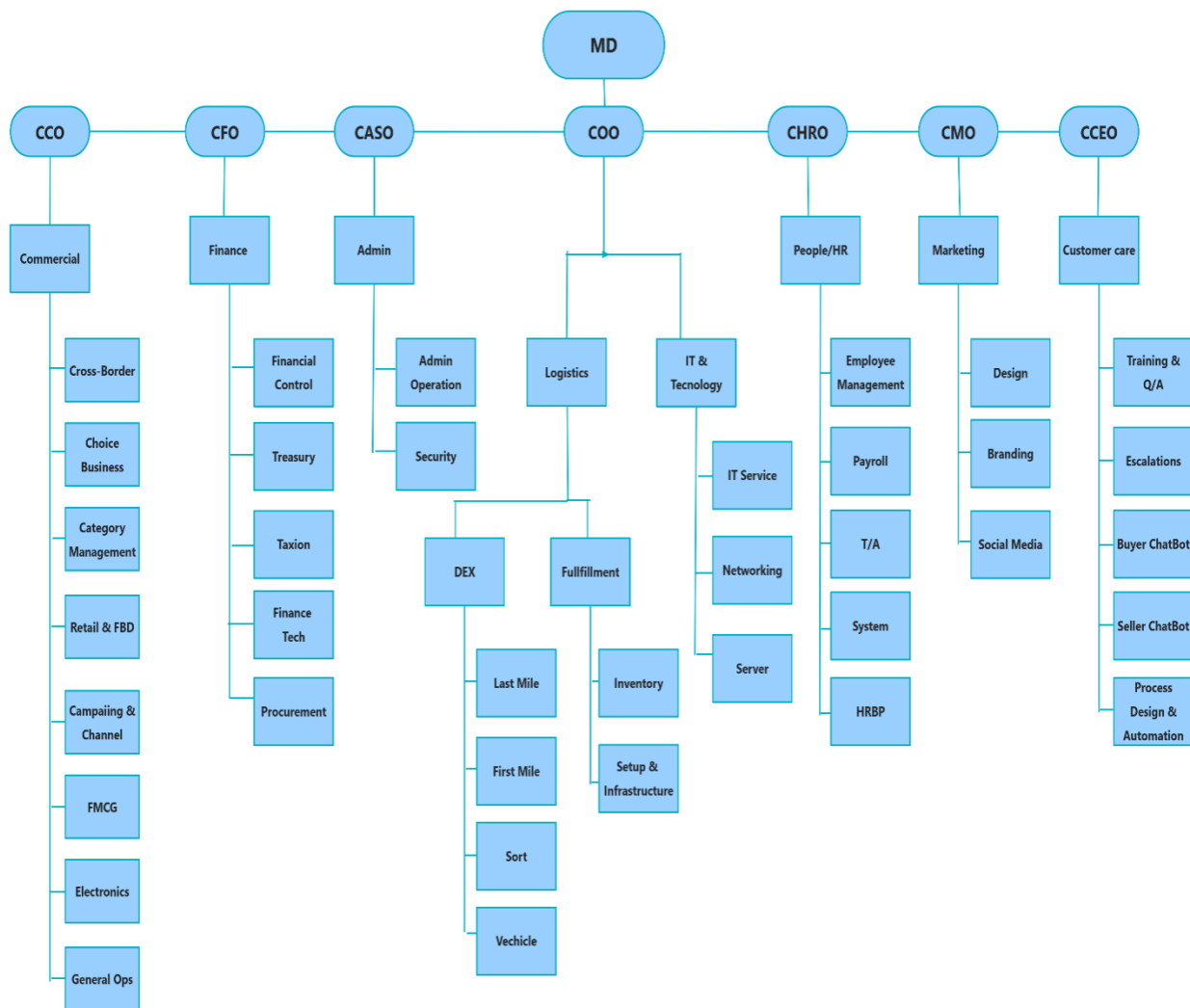


Figure: Hierarchy Organogram of Daraz BD

2.7 Daraz Bangladesh Crucial Departments

Every company needs a progressive structure to help them minimize operations, but the exact one depends on their size. It becomes very difficult for the business to execute operational processes and accomplish its goals when suitable authoritative tactics are not in place. Since Daraz is a global organization, it needs its own department staffed by qualified individuals in order to function efficiently. The following are the primary divisions of Daraz Bangladesh:

- Administration
- Business Development
- Customer Service

- Commercial
- Category Management
- Graphics and Design
- Human Resources
- Information Technology
- Issue & Resolution
- Finance
- Operations
- Sales Management
- Marketing

2.8 Product and Services

Daraz Bangladesh is an e-commerce platform. At this mall, you may find a wide array of goods, including apparel for all sexes, footwear, accessories, furniture, electronics, sports gear, home decor, and more. Daraz provides its consumers with the convenience of doorstep delivery, allowing them to enjoy shopping like never before. They are always looking for new ways to incorporate the newest products, trends, and technology into their offerings.

Daraz is a marketplace where buyers and sellers may interact; it lets sellers showcase their wares and customers buy everything at once. Customers had nothing but praise for this new idea for a business-to-consumer website. The expansion of Daraz's consumer base is the driving force behind the addition of more sellers to the platform. A large variety of products are available on the site, and buyers may easily locate vendors. Eleven main product categories are now available on Daraz.

which include:

1. Fashion products
2. Phones & Tablets
3. Sports & Travel
4. TV, Audio & Camera
5. Computing and Gaming
6. Home & Living

7. Baby, Kids and Toys
8. Beauty & Health
9. Appliances
10. Grocer's shop

The categories are updated on a regular basis to meet the needs of the users. Further, the addition of the grocery goods in the middle of 2017 was a big success on the Bangladeshi market. At Daraz, we want our clients to have the best experience possible.

Examples of available payment methods include Bkash, card, and many more, giving buyers a lot of flexibility. In addition to a cash-back rebate program, Daraz offers a 7-day product return policy.

2.9 SWOT Analysis

Strengths:

- **Huge online marketplace:** Daraz Bangladesh has a massive online marketplace, a well-known brand, and is among the biggest e-commerce platforms in Bangladesh. It has dominated Bangladesh's e-commerce market because of its large selection of products, which meet the needs of a diverse spectrum of customers.
- **Employee satisfaction:** High levels of employee satisfaction are a result of Daraz's competitive benefits, pleasant work environment, and opportunities for professional growth. Employee participation, professional growth, and work-life balance are company priorities.
- **Strong backing from Alibaba:** Daraz has access to the world's resources, cutting-edge technology, and e-commerce platforms through its status as an Alibaba Group affiliate. By enhancing its operational capabilities, this strategic collaboration gives Daraz a leg up in the logistics, inventory management, and customer service industries.
- **Large Customer Base:** Daraz has millions of active users, which means that there is a constant need for a wide variety of products and strong sales.
- **Logistics and Delivery Networks:** You can trust that your product will be delivered quickly and efficiently because Daraz has a broad and reliable distribution network. The company's competitiveness in the market is boosted by its superior logistical infrastructure, which is backed by agreements with delivery providers.

Weaknesses:

- **High turnover in blue-collar employee:** Workers in the blue-collar warehousing and distribution industries at Daraz leave their jobs frequently. This is an issue with ensuring consistent, long-

term operations and happy customers. Even in non-technical roles, the organization has a hard time holding on to talented employees.

- **Difficulty Hiring New Resources:** It is become more and more challenging to find qualified candidates, especially for operational and technical roles. Daraz is struggling to fill positions for seasoned app developers, logistics experts, and customer service reps due to the fierce competition for talent in the tech industry.
- **Product Security Concerns:** It can be challenging for Daraz to ensure product security and quality control because they engage with third-party merchants. People are worried that the site sells low-quality or counterfeit products, which could hurt the company's credibility and trustworthiness.

Opportunities:

- **Large Market Size:** Internet penetration is on the rise in Bangladesh, a country with a huge and growing population. Daraz has a lot of room to expand because to the booming e-commerce industry. There are a lot of opportunities due to the rising number of middle-class people and the need for internet shopping.
- **Strategic support from Alibaba:** Daraz, being the sister company of Alibaba, might get an advantage from the latter's sophisticated technological resources, distribution network, and online marketplaces. This entails making use of analytics driven by artificial intelligence, optimizing supply chain management, and tapping into Alibaba's global seller network.
- **Expansion to rural areas:** E-commerce is still very much in its infancy in rural parts of Bangladesh. Reaching new customer segments and generating market growth is possible through Daraz's expansion into underserved areas.
- **Global Product Sourcing:** In order to expand its offers and attract more clients, Daraz can take advantage of Alibaba's worldwide product sourcing network, which gives access to a greater assortment of products at inexpensive pricing.
- **Fintech Integration:** As the use of digital payment methods grows in Bangladesh, Daraz stands to gain. The user experience and income could be enhanced by offering integrated payment choices or creating its own digital wallet.

Threats:

- **Complex Cross-border Business Regulations:** Daraz faces challenges because to the complicated import/export regulations of Bangladesh, which include significant import duties and taxes. This may alter the pricing, structure and make it more difficult to provide competitive foreign goods at affordable costs, which in turn affects the cost of these commodities.

- **Cybersecurity Risks:** Due to its nature as an online marketplace, Daraz is vulnerable to fraud, data breaches, and cyberattacks. As the number of online transactions grows, the company may encounter risks associated with protecting customer data and ensuring the security of its platform.
- **Trust Issue:** Concerns over the validity and quality of products sold by third-party vendors on Daraz's marketplace have been voiced. Consumer confidence could be eroded if low-quality or counterfeit goods are being sold. Customers may have doubts about Daraz's ability to thoroughly monitor and guarantee product quality, which might cause them to be dissatisfied, request refunds, and lose faith in the platform's promise to provide reliable and genuine products. Customers who place a premium on guaranteed quality and genuine products while shopping online may be put off by this lack of trust.

Chapter – 3

Learning Part

Effectiveness of HRIS

Human Resource Information Systems (HRIS) will be the focus of my internship report. "Efficacy of HRIS to Elevate HR Practices: A Study on Daraz Bangladesh" is the title of my report. With a focus on Daraz Bangladesh, this paper aims to evaluate the practicality and use of HRIS. Because it helps businesses to efficiently simplify HR procedures, HRIS has become an integral part of modern HR practices in today's fast-paced business environment. Important functions of this HR software include processing payroll, monitoring performance, recruiting, and maintaining employee data. In this article, we will show how Daraz Bangladesh has improved the timeliness, accuracy, and efficiency of its HR processes by utilizing HRIS. Additionally, it will analyze how the frequently utilized HRIS system has improved the company's efficiency, decision-making, and staff satisfaction.

3.1 HRIS Activities

A small group of IS specialists in the people department manage, support, and maintain the centralized hardware resources used by HRIS and other HRM systems. HRIS allows for better planning, administration, decision-making, and control, and it enables a number of applications such as payroll, personnel selection and placement, equity monitoring, training predictions, career planning, and productivity evaluation.

According to Gerardine DeSanctis (1986: 15), information systems improve administrative efficiency and create reports for better decision-making. HRIS systems often store employee names and contact information, as well as additional information.

- Designation
- Job title
- Grade Salary
- Salary history
- Position history
- Supervisor
- Training completed
- Special qualifications
- Ethnicity
- Date of birth

- and more

3.2 HRIS Practice in Daraz Bangladesh

In order to facilitate its numerous HR and operational tasks, Daraz Bangladesh employs seven distinct HRIS solutions. Global human resource information system (HRIS) Daraz One (based on SAP SuccessFactors) handles payroll, employee records, and performance reviews, among other essential HR functions. In addition, the company employs a variety of technologies for the management of logistics and operations, including a specialized attendance monitoring system based on fingerprints and parcel tracking.

Following in the technological footsteps of its parent business, Daraz leverages the Alibaba platform for certain HR activities. For the purpose of overseeing contract workers, Daraz employs an outsourced HR management system. In addition, there are certain niche applications for the Ding platform.

3.2.1 Name of the Software

There are four HRIS software in practice to conduct HRIS practices in Daraz Bangladesh.

1. Sap Success Factor (Daraz One)
2. Work Force Management
3. Microsoft Dynamics
4. Alibaba International:
 - A. Ding
 - B. Outsource Management
 - C. My Legal

SAP Success Factor

When it comes to HCM and talent management software, SAP SuccessFactors is where it's at. Many parts of Daraz Bangladesh's human resources activities are managed by SAP SuccessFactors, which is referred to as Daraz One. If human resources departments are to become more efficient and standardized, this platform is essential.

Quicker job ads, applicant monitoring, and onboarding are all possible because to Daraz's use of SAP SuccessFactors in the recruitment process. Tools for setting goals, monitoring progress, and conducting evaluations to guarantee that individual aims are in line with corporate priorities make up employee performance management, which is another key area of emphasis.

Daraz employs the internationally recognized SAP SuccessFactors suite to guarantee that its HR operations are robust, scalable, and in accordance with global best practices, thereby reinforcing its objective to maintain market leadership in the e-commerce sector.

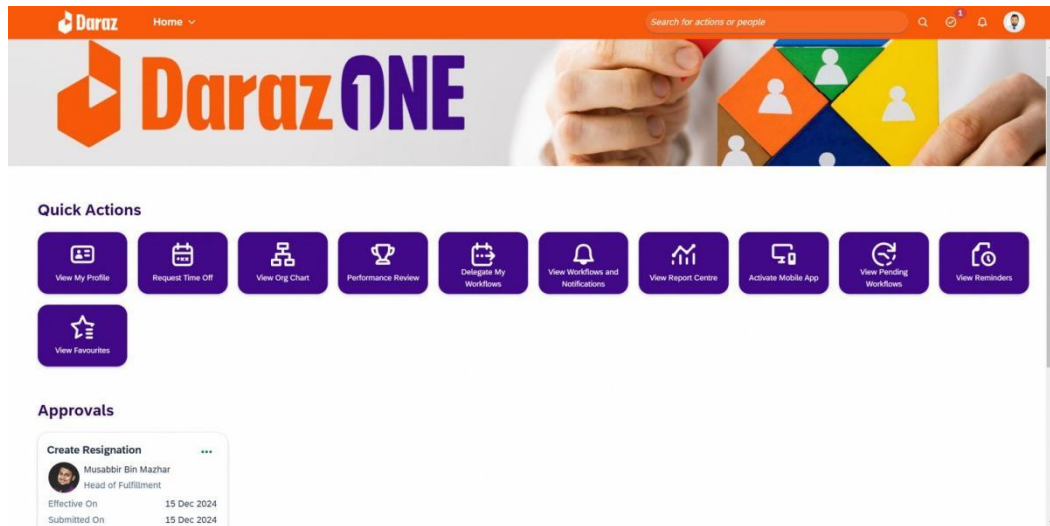


Figure: Interface of SAP Success Factor

SAP SuccessFactors was established in 2001 and was acquired by SAP in 2012 to enhance its cloud-based Human Capital Management (HCM) functionalities within corporate systems. SAP SuccessFactors, founded on the Software as a Service (SaaS) model, is considered the next evolution of human capital management suites. The latest version, the SAP SuccessFactors Human Experience Management (HXM) Suite, emphasizes tailored employee experiences to meet the demands of a contemporary workforce.

SAP SuccessFactors is engineered to seamlessly integrate with various legacy systems, rendering it versatile and adaptable for enterprises worldwide. SAP reports that the platform boasts over 220 million users across more than 200 countries and territories, highlighting its extensive global reach and efficacy. Daraz One, utilizing SAP SuccessFactors, has been operational since the company's acquisition by Alibaba in 2018. This platform is globally and uniformly managed across all Daraz country offices, guaranteeing consistent and efficient HR processes. Besides offering conventional HR services like recruitment, payroll, and performance monitoring, Daraz One works as a center for learning and development initiatives.

Daraz mandates that new employees register for and complete pertinent training courses available on Daraz One as a component of their onboarding procedure. Moreover, Daraz is diligently working to completely include its induction plans into the platform, utilizing its extensive capabilities to expedite onboarding and ensure a uniform experience for new employees. This strategic initiative illustrates

Daraz's dedication to leveraging advanced technologies to enhance employee experiences and optimize HR operations.

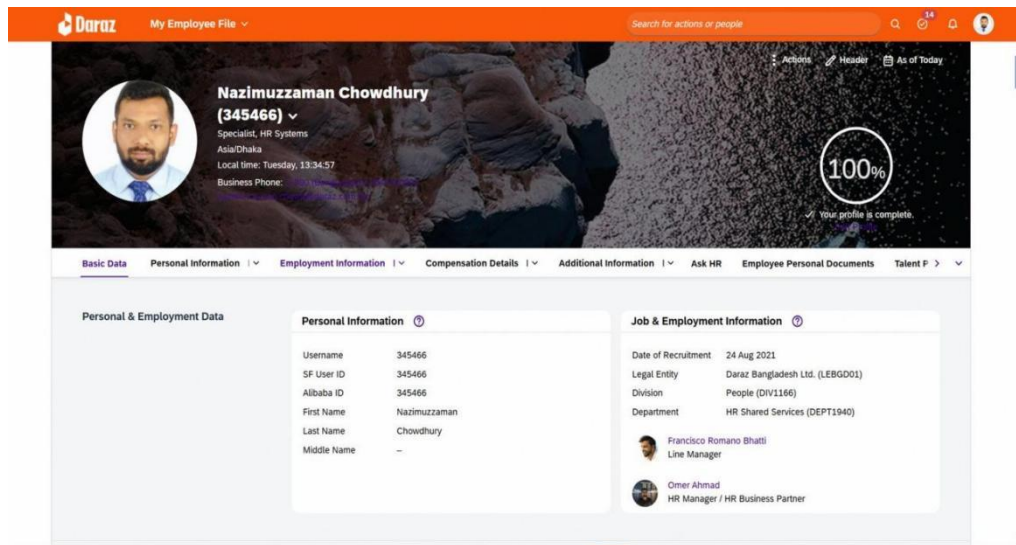


Figure: Basic Employee Profile in HRIS

Leave Management

If any workers or employees of Daraz Bangladesh require casual, earned, or medical leave, they must first inform their line manager via email. After obtaining their line manager's acknowledgment, they need to formally apply for leave through the SAP system. Upon approval by the HR department, the leave application is recorded in the "SuccessFactors" leave management module, where the following details of the employee are documented.

- o Employee Name
- o Department
- o Designation
- o Year
- o Leave Type
- o Leave Granted Date
- o Emergency Phone Number
- o Contact Details
- o Reason of Leave
- o Application File by employee

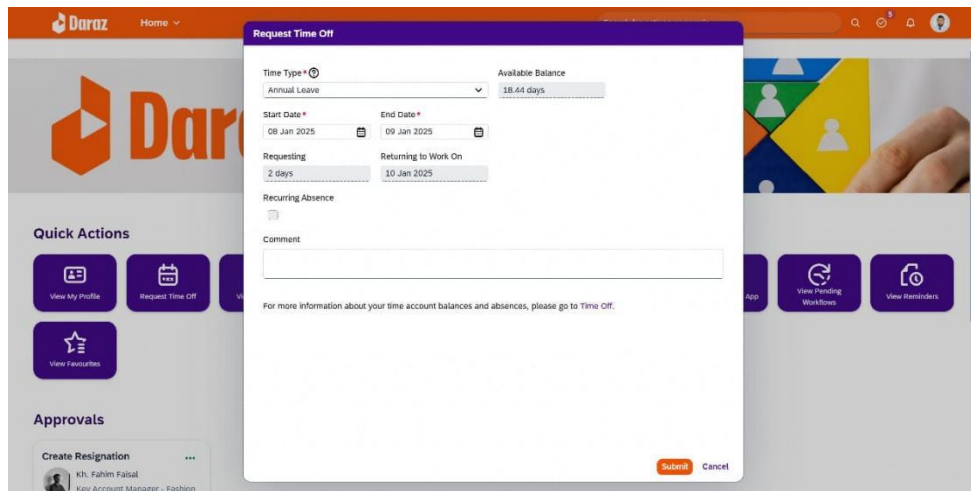


Figure: Leave Management

Recruitment Process

Postings for open positions on SAP's careers portal or third-party job boards attract qualified applicants. The next step is to conduct a preliminary screening of candidates according to their skills and expertise. Candidates that make it to the next stage of interviews will have their talents, cultural fit, and problem-solving abilities evaluated in a variety of ways, including by human resources, technical teams, and managers. Completing case studies or technical exams may be necessary for certain positions. After being chosen, the next steps are to obtain an offer letter, verify their background, and begin the onboarding process.

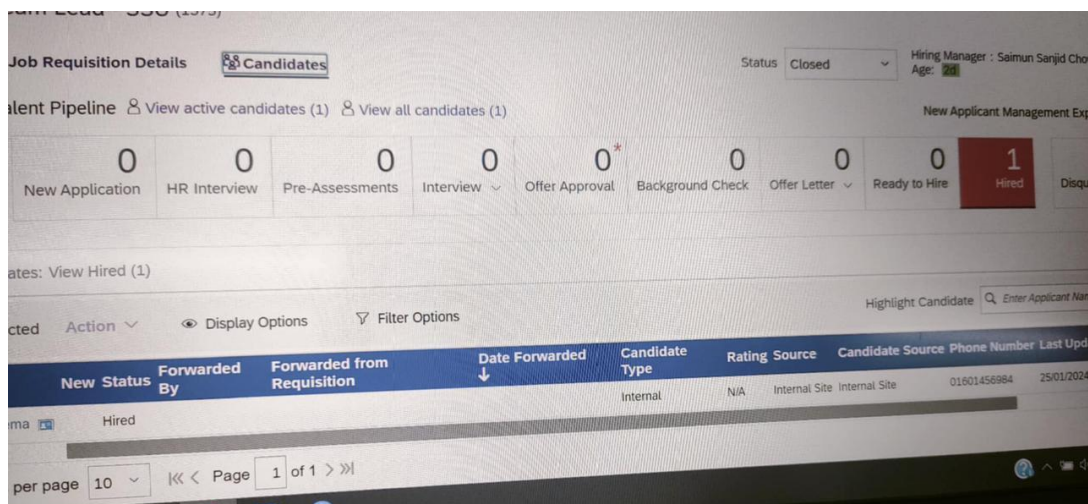
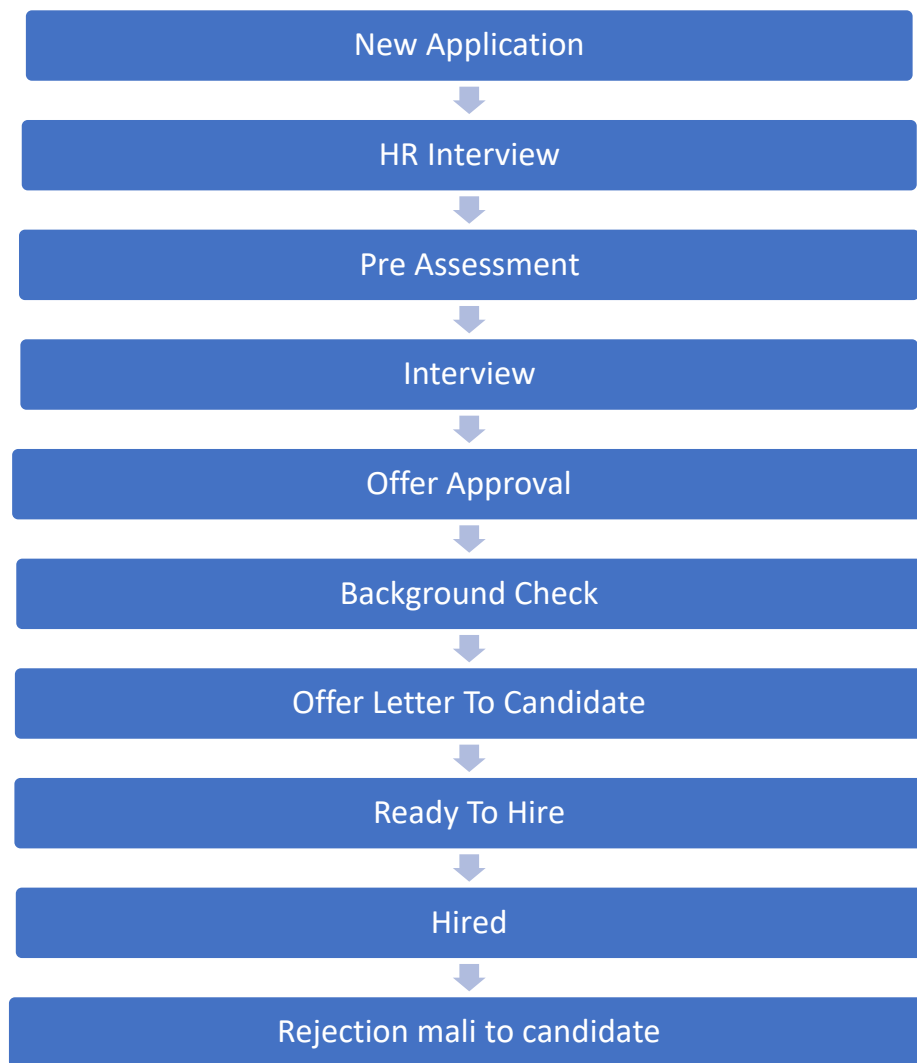


Figure: Recruitment Process

Process Flow



Overview of Work Force Management

Daraz Bangladesh's human resources and logistics operations are refined and enhanced with the implementation of specialized Workforce Management (WFM) software. This system is designed to manage various aspects of workforce administration, particularly for operating and contractual personnel. The WFM platform's unified interface enables smooth collaboration between HR and logistics teams in managing duties such as staff onboarding, attendance monitoring, shift coordination, and operational assignments.

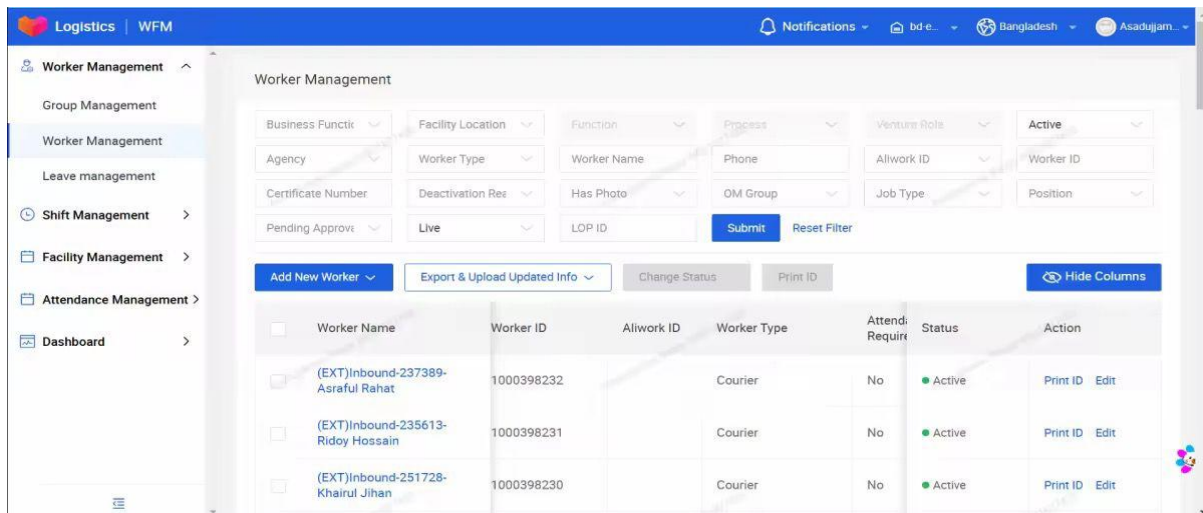


Figure: Interface of Work Force Management

Key Features:

- A. Worker Management
- B. Attendance Tracking
- C. Shift and Leave Management
- D. Facility and Group Management
- E. Export and Reporting
- F. Integration with Other Systems

Advantages from a strategic standpoint:

Operational Efficiency: By automating processes, HR and logistics departments may focus on strategic duties, thereby reducing the administrative strain.

Real-Time Data: The system provides immediate insights into employee performance, attendance, and activity to facilitate data-driven decision-making.

Scalability: The program can adapt to an increasing workforce and evolve to satisfy the dynamic requirements of Daraz's logistical operations.

The WFM software ensures compliance with company policies and enhances transparency by centralizing personnel administration and monitoring.

Daraz's staff Management software is essential for maintaining operational efficiency, especially in overseeing its extensive logistical operations and staff distributed across various facilities.

Microsoft Dynamics

Microsoft Dynamics comprises a suite of customer relationship management (CRM) and enterprise resource planning (ERP) software applications produced by the corporation. It aims to aid firms in executing data-driven decisions, enhancing consumer engagement, and optimizing operations. The platform is extensively utilized across multiple sectors, including manufacturing, healthcare, retail, and finance.

Applications such as Dynamics 365, which amalgamates ERP and CRM functionalities with integrated AI and analytics, constitute the portfolio. Dynamics 365 is a modular platform offering applications for supply chain management, operations, finance, marketing, sales, and customer service. This modular approach allows businesses to choose specific technologies that fulfill their requirements, ensuring seamless integration.

Microsoft Dynamics's connectivity with other Microsoft products, including Office 365, Azure, and Power BI, is one of its main advantages. Users may access cloud-based applications, improve productivity, and take use of advanced analytics thanks to this ecosystem.

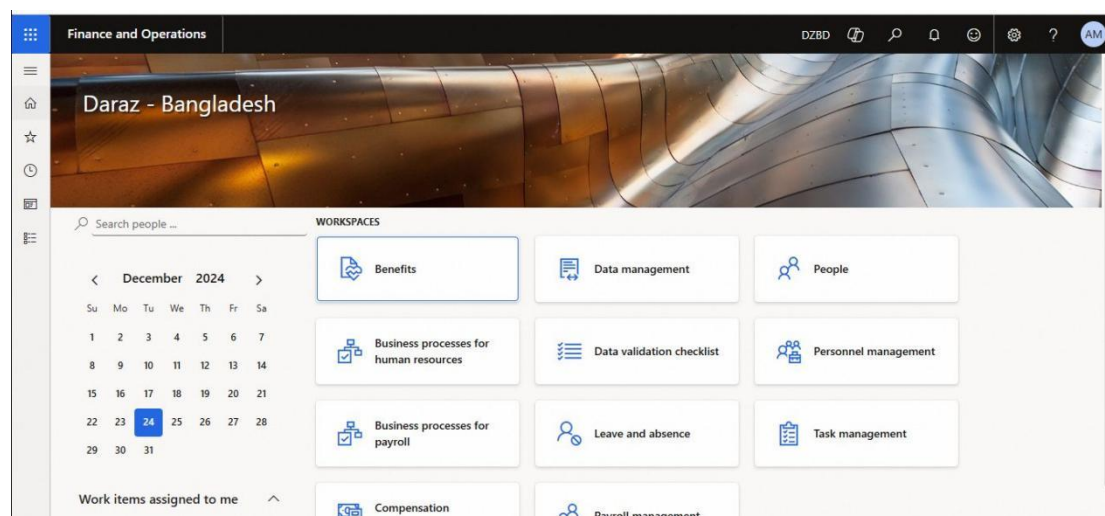


Figure: Interface of Microsoft Dynamics named as Finance & Operations

Microsoft Dynamics is suitable for enterprises of all sizes because to its provision of automation, customization, and scalability. Its cloud-centric strategy ensures remote accessibility, flexibility, and security.

Businesses may enhance customer experiences, improve operational efficiency, and gain a competitive advantage in the market by leveraging Microsoft Dynamics. It is a potent tool for digital transformation in the fast-paced contemporary company environment.

Daraz Bangladesh utilizes Microsoft Dynamics 365 for two primary modules:

- **HR Payroll**
- **Finance**

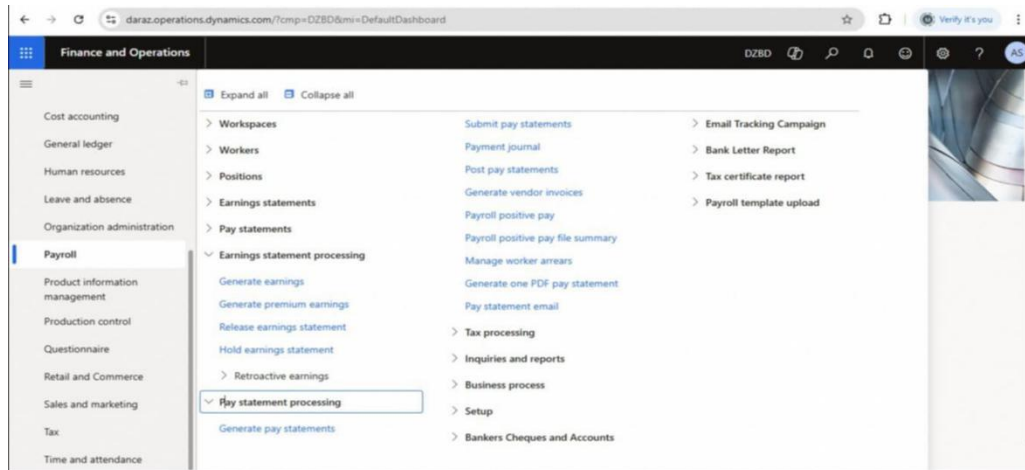


Figure: Payroll Processing

Several payroll-related procedures are managed by this module, including:

- a. Processing Earnings Statements:** Generating, archiving, and disseminating earnings statements to personnel.
- b. Pay Statements:** Administration, uploading, and submission of pay statements. To enhance communication, tools such as generating a consolidated PDF pay statement and sending pay statement emails are available.
- c. Tax Processing:** Aiding in the formulation and compliance of tax certificates.

The taxable income for any employee comprises:

- **Basic Salary:** The set component of the remuneration.
- **Allowances:** Comprises housing rent, medical allowances, transportation, etc.
- **Bonuses & Incentives:** Festival bonuses, performance bonuses, and additional variable compensation.
- **perks:** Any supplementary taxable perks offered by the firm.

The annual **tax-free income threshold** varies based on the employee's category:

- General taxpayers: **BDT 3,00,000.**
- Women and senior citizens (above 65): **BDT 4,00,000.**
- Disabled persons: **BDT 4,50,000**
- War-wounded freedom fighters: **BDT 4,75,000.**

The following tax slabs (as of 2024) apply to individual income in Bangladesh:

Taxable Income (BDT)	Tax Rate
Up to tax-free limit	0%
Next BDT 1,00,000	10%
Next BDT 3,00,000	15%
Next BDT 4,00,000	20%
Above BDT 10,00,000	25%

Employees can claim tax rebates on eligible investments and expenditures, such as:

- Life insurance premiums.
- Contributions to approved provident funds.

Microsoft Dynamics 365 can automate **Tax Deducted at Source (TDS)** by:

- Dividing the yearly tax obligation into monthly installments.
- Modifying for fluctuations in income (e.g., bonuses or salary increases).
- Producing monthly pay slips inclusive of tax information.

The payroll system can generate:

- **Monthly Tax Deduction Reports:** Shows tax deducted for each employee.
- **Tax Certificates:** Issued annually to employees for filing personal tax returns.

Example calculation for an employee earning BDT 50,000 per month:

Annual gross income: BDT 6,000,000.

The tax-exempt level is BDT 3,000,000.

Taxable income: BDT 3,000,000.

Tax: The initial BDT 100,000 at a rate of 10% amounts to BDT 10,000.

The residual BDT 200,000 at a rate of 15% amounts to BDT 30,000.

Annual tax liability amounts to BDT 40,000.

The system will subtract BDT 3,333 monthly (BDT 40,000 ÷ 12).

d. Templates and Reports: Generating reports, encompassing tax certificates and bank letters, and uploading payroll templates. This module enables Daraz to automate and streamline payroll procedures, ensuring timely and accurate employee compensation.

Alibaba International

Daraz's HR department uses the Alibaba International Platform to streamline personnel management processes. Three major modules—

Ding, Outsource Management, and My Legal, Alibaba mail—are essential to their operations. Here's a full overview of how these modules work and their use cases.

Ding

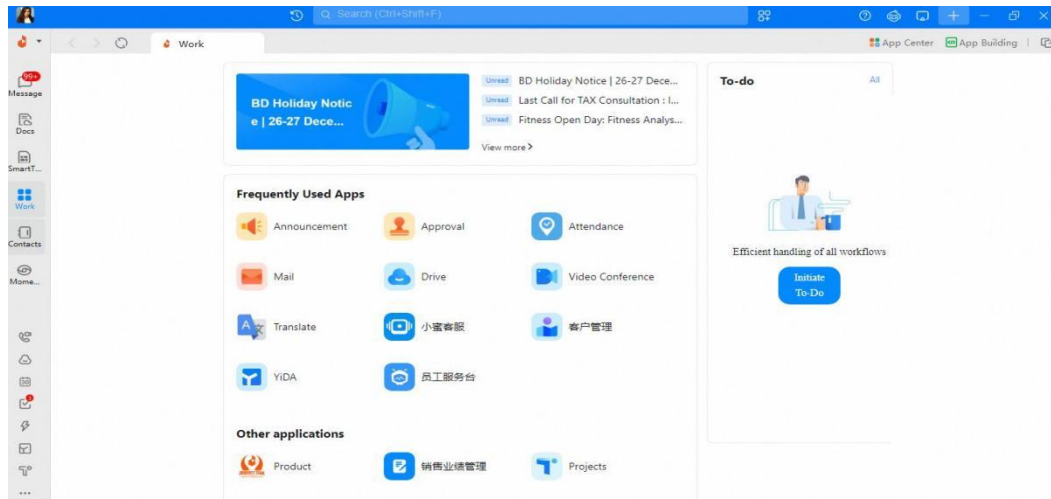


Figure: Interface of Ding Platform

The Ding module on the Alibaba International Platform is a multifunctional tool employed by both full-time and contract personnel at Daraz. It offers a unified platform with an array of essential functionalities to address HR activities and employee needs.

Features and Functionalities –

Messaging Platform:

- The ability to send messages to any employee at Daraz helps with internal communication.
- Allows for quick and effective collaboration across departments.

Attendance Management:

- The digital system allows employees to sign in instead of using paper or outdated methods.
- The system automatically logs attendance data, which improves the efficiency of time tracking and payroll.

Ticketing Platform:

- Employees can submit tickets for workplace issues, approvals, and requests.

- HR can handle, resolve, and track the status of these issues effectively.

Announcements and Notifications:

- HR and management have the ability to disseminate important announcements, updates, and event notifications to the whole organization.
- Organizational changes and upgrades are always in the minds of employees.

To-Do List:

- Includes a "To-Do" feature that assists in managing workflows and organizing tasks efficiently.
- Promotes productivity by enabling employees to track pending tasks and deadlines.

Other Tools:

- Integrated solutions such as Yida, Translate, and numerous management apps address the individual demands of employees and departments.
- A complete dashboard that brings together all major modules, including Approvals, Mail, Drive, and Video Conferencing (as shown in the image).

Outsource Management

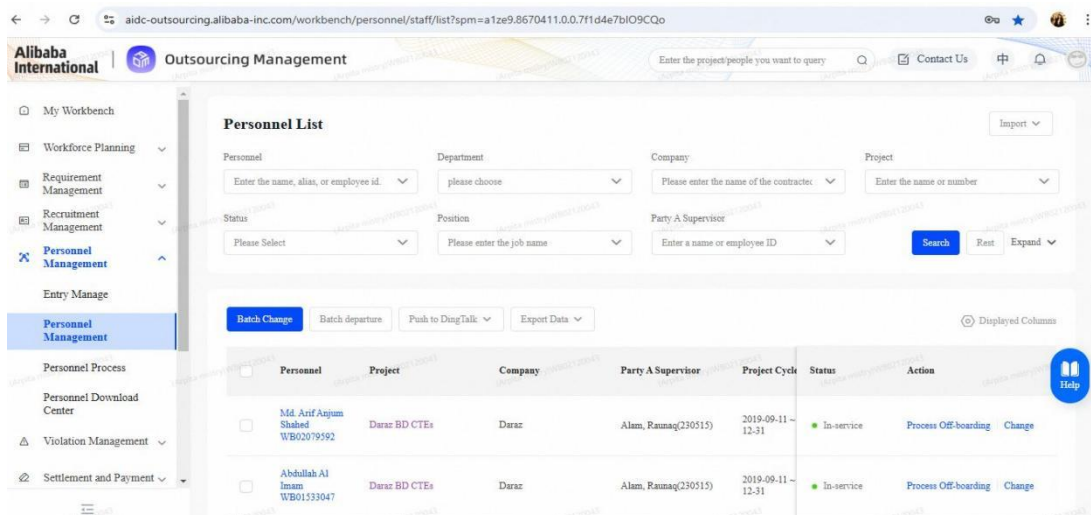


Figure: Interface of Outsource Management

The Outsource Management module is solely focused on managing contractual personnel. Because contractual workers frequently have unique employment conditions and needs, this module guarantees that their records and processes are handled consistently. Core features include:

- **Employee Database Management:** This module keeps thorough records for all contractual employees. This includes biographical information, employment titles, contract length, payment information, and performance indicators.
- **Centralized Information Access:** HR teams may access all contractual employees' data in one place, allowing for faster decision-making and increased operational efficiency.

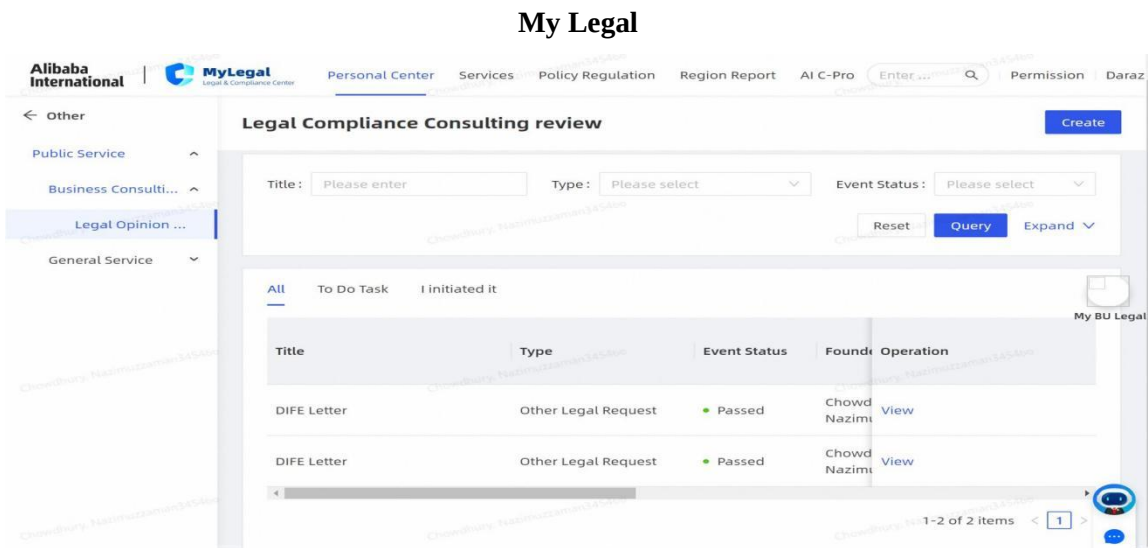


Figure: Interface of My Legal

The My Legal module is used to manage all legal and compliance issues inside the firm. It is a vital part of Daraz's risk management strategy. Key features include:

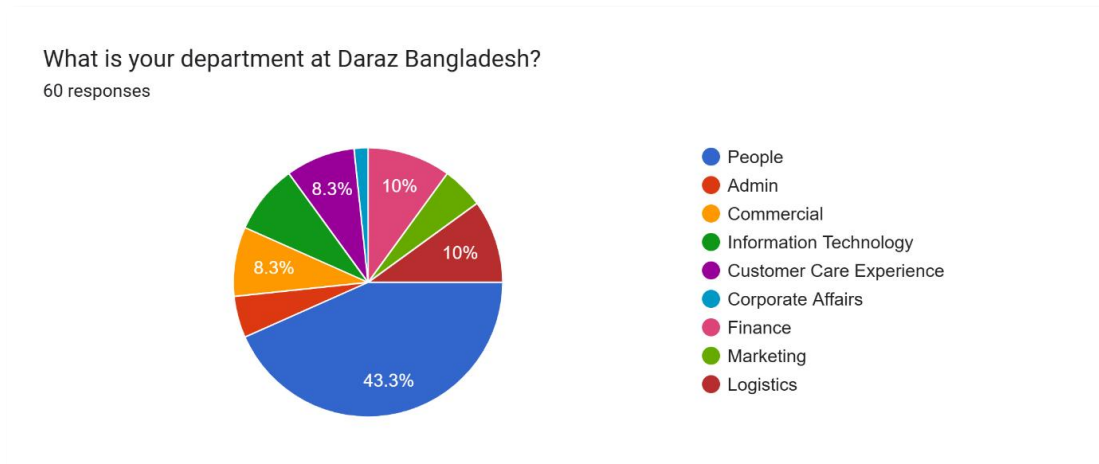


Daraz's HR staff manages its heterogeneous workforce effectively by combining Ding, Outsource Management, and My Legal, assuring compliance and operational efficiency. These modules improve communication, ease employee data administration, and, assure strict regulatory compliance, making them critical tools for the firm.

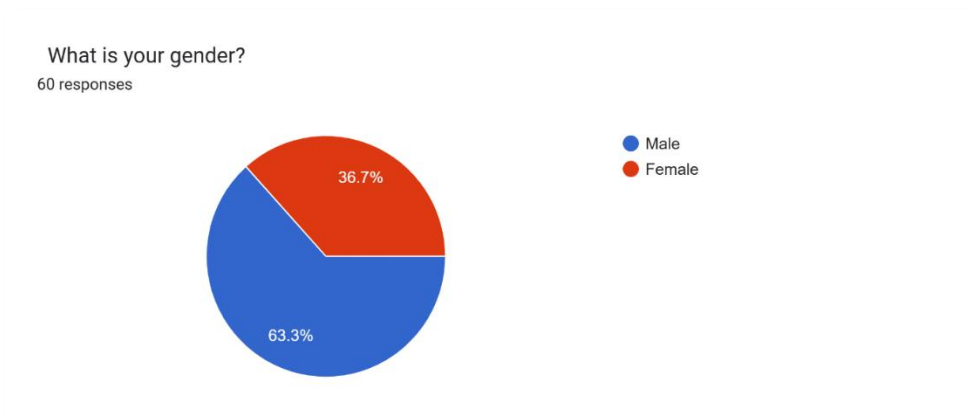
Effectiveness Measurement

By The Employee

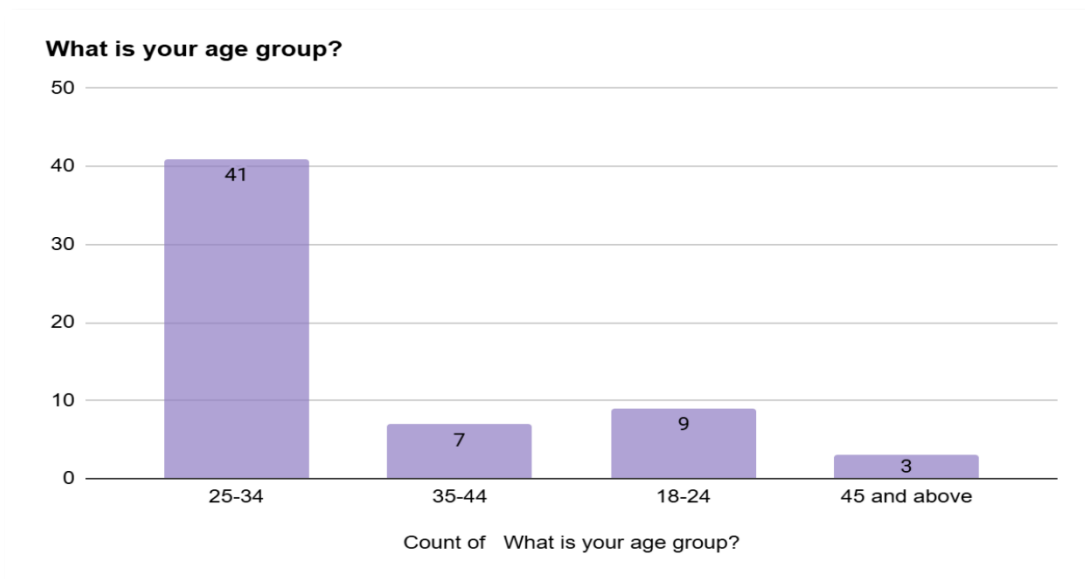
Demographic Information



There was a total of 60 people surveyed, and all 100 percent of those people were current or former workers of Daraz Bangladesh. The distribution of 60 employees at Daraz Bangladesh by department is shown in this pie chart.

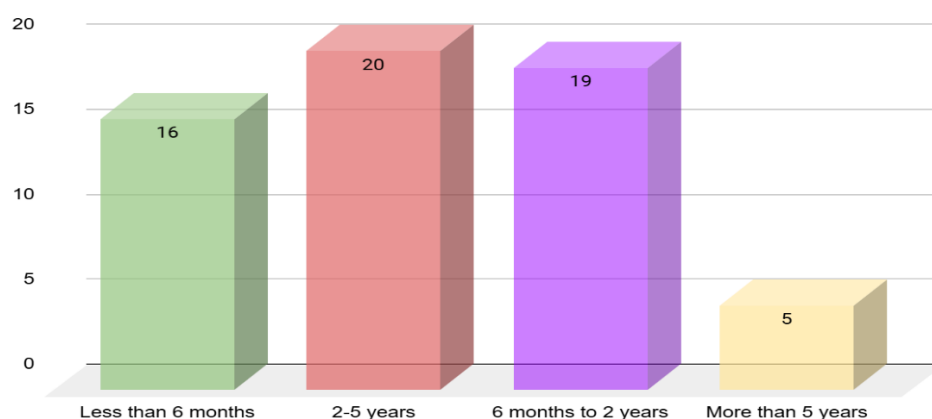


According to the data presented in the pie chart, there is a significant gender gap among Daraz's employees. There are more men than women in the workforce, with 63.3% of the total compared to 36.7%. A number of factors, such as a lack of female participation in leadership roles or different approaches to hiring, could contribute to this gender gap, which is highlighted by this mismatch. A more varied staff is an asset to any firm since it fosters creativity, teamwork, and success as a whole.



The age distribution of Daraz Bangladesh's employees is shown in this bar chart. The 25–34 age bracket is the most prevalent in the workforce, comprising the bulk of the employees (41 in total). Seven workers fall into the 35–44 age bracket, whilst just three are 45 and up. The chart shows that the age group of 25–34 makes up the bulk of Daraz Bangladesh's workforce. This might be a reflection of the company's interest in attracting young and mid-career workers, since there are fewer employees in the older age groups.

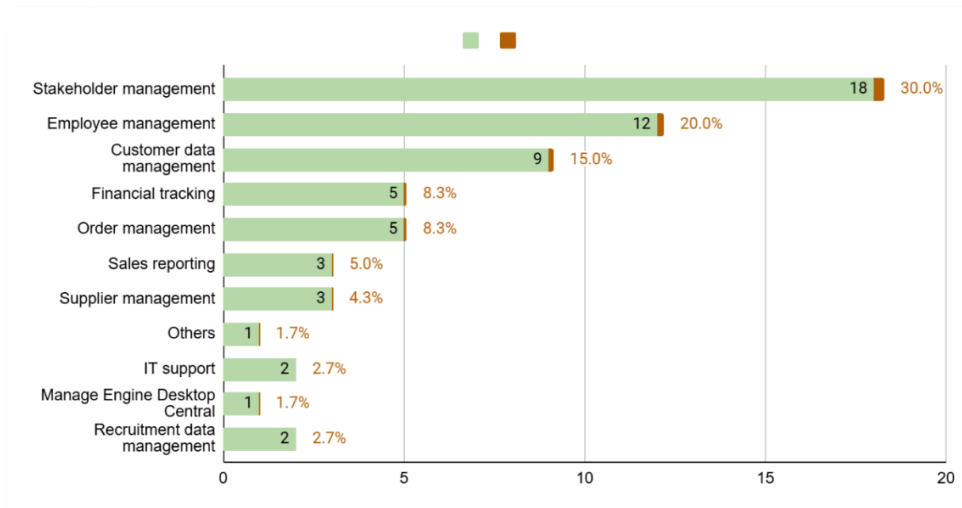
How long have you been working with Daraz Bangladesh?



This bar chart displays the distribution of Daraz Bangladesh workers based on their duration with the company. Twenty workers make up the largest category, with an average tenure of two to five years, according to the statistics. and with only five members, the most intimate group serves to emphasize the rarity of long-term employees with tenures exceeding five years with the organization. The bar chart shows that most of Daraz Bangladesh's employees are in the middle of their tenure, with a smaller

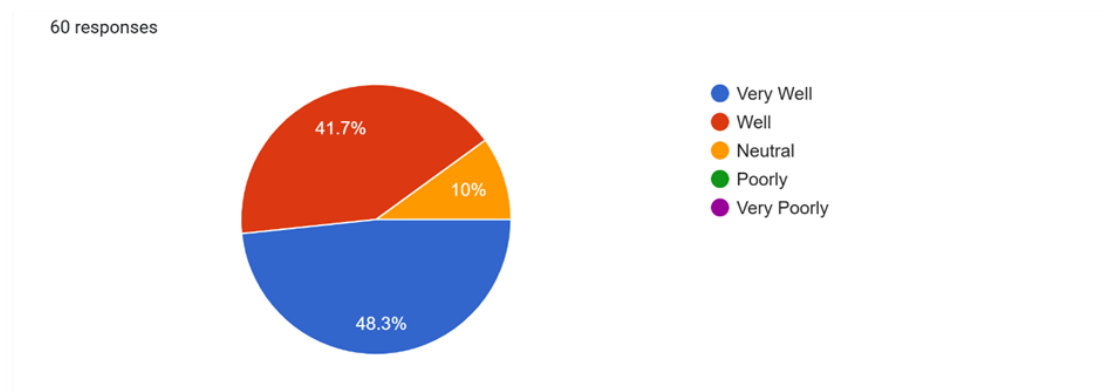
number being in the long-term group. That might be because we've been successful in hiring more individuals recently, or because we've had trouble retaining employees for terms longer than five years.

Which of the following MIS features do you use most frequently in your daily tasks?



The bar chart shows the percentage distribution across several management categories. Management of stakeholders (30%), employees (20%), and consumer data (15%) make up the three bars. With percentages between 1.7% and 8.3%, the other categories are far less numerous. The percentages are shown beside the brown bars that correspond to them.

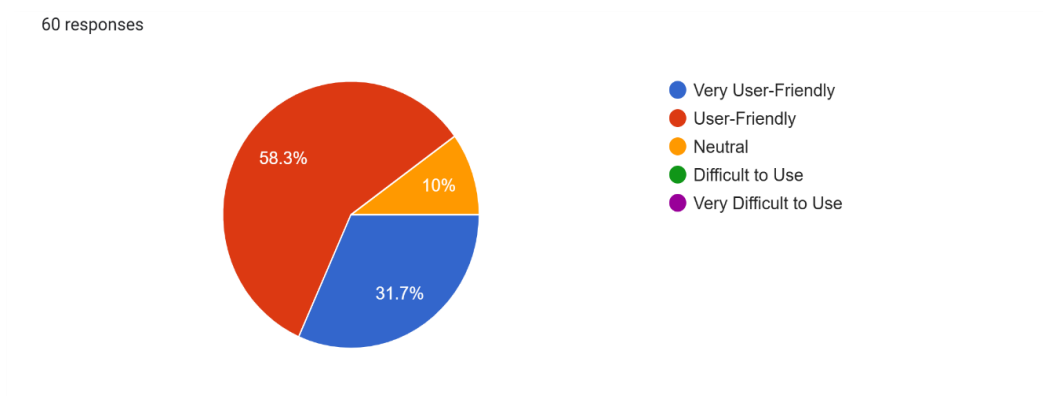
How well do you think the HRIS supports your job role at Daraz?



The majority of people think that HRIS helps them with their job tasks, as seen in the pie chart, which shows that most people believe that HRIS is useful. On the other hand, 10.6% of users may feel that HRIS doesn't offer enough assistance, suggesting that the system could be improved in terms of both

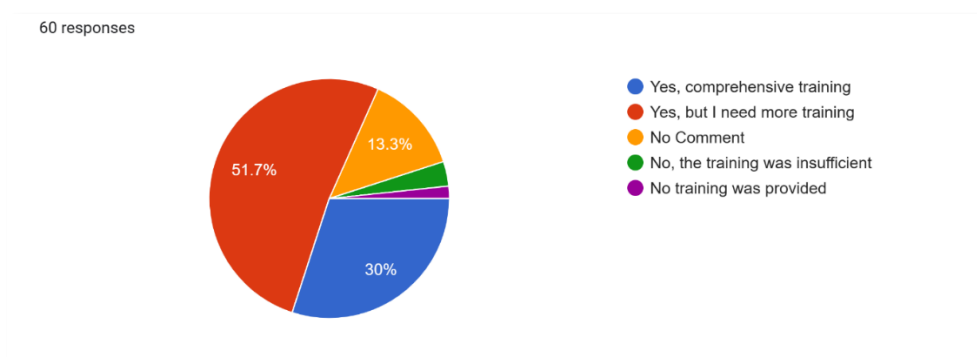
functionality and user experience. In general, the results show that people have a positive impression of HRIS. However, it also shows that there is room for improvement to better fulfill the needs of consumers.

How user-friendly is the HRIS system for new employees or those with limited technical knowledge?



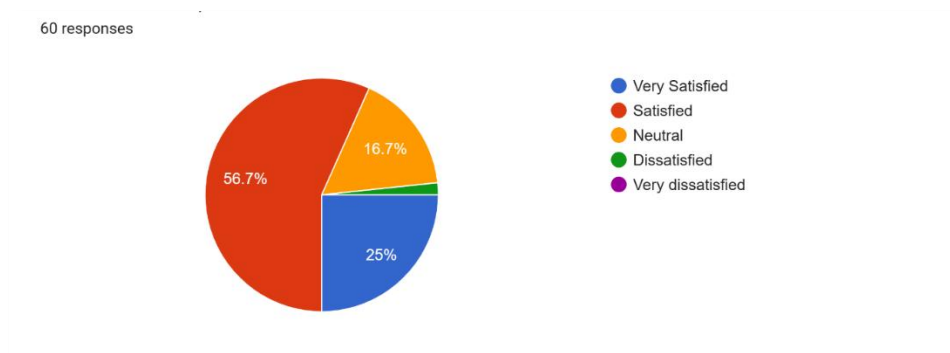
The Human Resource Information System (HRIS) is considered user-friendly by 58.3% of respondents, with 31% stating it is extremely user-friendly, as seen in the pie chart. This demonstrates that most users think the system is easy to understand and use, particularly for new hires or people without strong technical abilities (89.3%). The effective answer highlights how the system can accommodate users with varying degrees of expertise by providing a seamless experience and reducing the learning curve.

Do you feel that you have received adequate training on how to use the HRIS effectively?



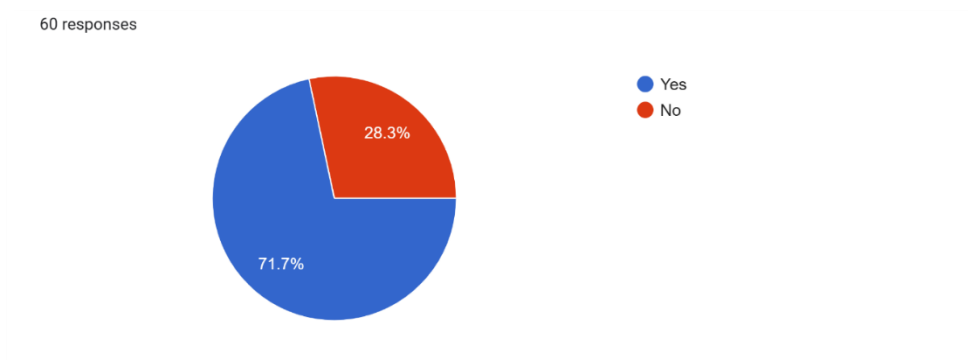
The data in the pie chart indicates that current training programs are inadequate, since 51.7% of respondents feel they need additional training to use the HRIS correctly. Conversely, 30% report receiving considerable instruction, suggesting a positive experience with the accessible learning resources. Closing the knowledge gap and raising user confidence and system utilization throughout the firm could be achieved by addressing this requirement through focused and accessible training sessions.

How satisfied are you with the integration of different departments (e.g., sales, finance, logistics, customer service) within the HRIS?



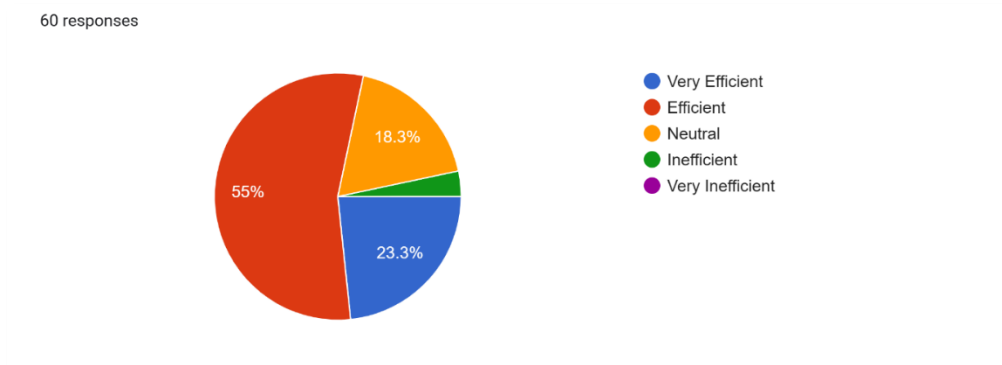
The pie chart shows that with regards to the integration of several departments inside the HRIS, 56.7% of respondents are happy and 25% are extremely satisfied. These departments include sales, finance, logistics, and customer service. This proves that the HRIS was effective in streamlining procedures and fostering cooperation between different departments.

Have you experienced any system downtime or issues with the HRIS?



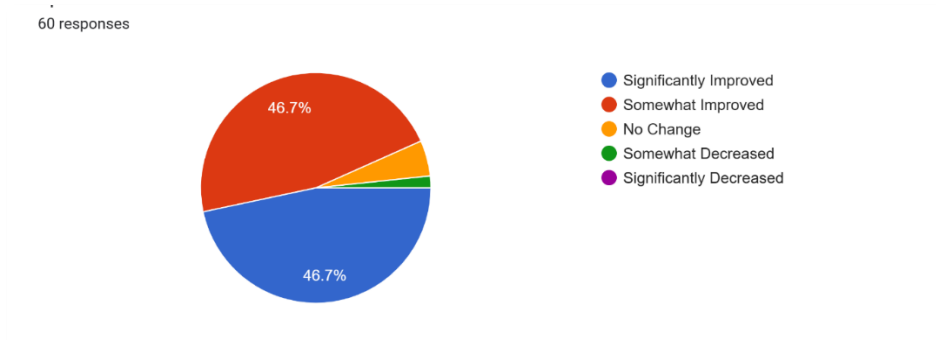
The pie chart shows that with regards to the integration of several departments inside the HRIS, 56.7% of respondents are happy and 25% are extremely satisfied. These departments include sales, finance, logistics, and customer service. This proves that the HRIS was effective in streamlining procedures and fostering cooperation between different departments.

How would you rate the speed and efficiency of the HRIS system in processing information?



In terms of data processing, 55% of respondents said the HRIS system was effective, and 23.3% thought it was very efficient, as seen in the pie chart. The overall rating of the system's efficiency and speed is 78.3%, which is considered good. While the approach is generally effective, 18.3% of respondents showed no preference, suggesting that there may be times or processes when it may be even more efficient.

In your opinion, how much has the HRIS system improved the overall efficiency of Daraz's operations?



In terms of general efficiency, 46.7% of respondents think the HRIS system has improved things at Daraz, while another 46.7% think it has made a huge difference. Together, these results show that 93.4%

of people think the HRIS system boosts operational performance by making processes easier and more productive.

Chapter 4

Finding Recommendations & Conclusion

4.1 Findings

An evaluation of the HRIS system at Daraz Bangladesh was conducted quantitatively, and the results are presented in this study. The results are intriguing, but it's important to note that, because respondents had different viewpoints, the data might not catch all the nuances. Nevertheless, the conclusions are more reliable when secondary data is included. The key points are as follows:

Excessive Paper-Based Activities: The HR division of Daraz Bangladesh is heavily reliant on antiquated, paper-based processes. The inefficiency and paper waste caused by having many files containing both current and old documents is a major problem. Even while the HRIS does update some data, maintaining manual files is risky and tedious.

Time-Saving and Improved processes: Daraz's HRIS solution saves time and helps companies improve overall HR processes.

Gender Ratio Disparity: The mandatory female staff ratio has not been met by Daraz. Even though women make up only 22% of the workforce, organizational requirements mandate that they make up 30% of the workforce. To achieve gender parity, there must be more robust recruitment and retention initiatives.

Compliance Issues in Operations: Concerns about compliance are frequently voiced by the operations department, which consists primarily of riders and blue-collar workers. Riders are crucial to Daraz's delivery operations, but the company fails to provide them with the training they need, leading to inefficiency and dissatisfaction.

Office Time Flexibility: Daraz Bangladesh encourages a healthy work-life balance and increases employee happiness by offering flexible office hours.

Global vs. Local Context: The international development of Daraz's HRIS system has left the company vulnerable to local context-specific issues that hinder the system's use and effectiveness.

Improved Data Management: More precise planning, forecasting, and decision-making are outcomes of the HRIS's improved management and accelerated data flow between HR and other departments.

Good Work Culture: By fostering an environment that is both kind and helpful, Daraz is able to boost morale and productivity in the workplace.

Underutilized Functions: Several HRIS functionalities are now underused at Daraz, limiting the system's potential benefits.

These studies highlight the strengths of Daraz Bangladesh's current HRIS system and identify important areas that need improvement. These categories include customisation, security, gender balance, training, compliance, and system integration. Tackle these issues, and Daraz may improve its HR processes, lessen operational obstacles, build a safer, more inclusive workplace, and keep employees happy with more flexible schedules and a better company culture.

4.2 Recommendations

It is difficult to identify all the issues with Daraz Bangladesh's HR selection and recruiting process in a short amount of time. However, given the results, the following suggestions are made for the enhancement of recruitment-related areas –

- i. The HR&OD team should initially hire personnel for their own department as there are shortage of entry level employees.
- ii. Interns should have access to the HRIS software. Due to the absence of this, interns often face difficulties to accomplish their tasks.
- iii. Riders and operations staff, for example, require specialized training to make the most of the tools at their disposal.
- iv. Daraz Bangladesh should reduce the amount of paper usage. In addition to creating a clean working environment, it will also make all duties safer and more convenient to do. Additionally, it will be quite cost saving.
- v. Since Daraz Bangladesh uses multiple HRIS systems, each with its own set of modules, it is necessary to keep track of a wide variety of platforms. To simplify operations and save time, consider using a single HRIS platform that offers a wide range of modules.

4.3 Conclusion

Ultimately, HRIS is crucial for enhancing HR practices across the board. Businesses will undoubtedly see improved output if they invest in an HRI that aligns with their values, goals, purpose, vision, and objectives. It is crucial to tailor any HRIS to meet the specific demands of the organization. Daraz Bangladesh has created yet another piece of native software called "Daraz" for this very reason. Both Daraz's HR policies and procedures, as well as their key HRIS system, "SAP Success Factor," have undergone substantial changes. If a business wants to keep tabs on its employees, former employees, or potential new hires, it requires an HRIS that can provide all the data it needs. Thanks to SAP Success Factor and Daraz, the HR team at Daraz makes it possible for other employees to see their income, benefit updates, and other important information.

References

- Kovach, K. A., & Cathcart Jr, C. E. (1999). Human resource information systems (HRIS): Providing business with rapid data access, information exchange and strategic advantage. *Public personnel management*, 28(2), 275-282.
- Madden, A., Bailey, C., Alfes, K. and Fletcher, L., 2018. Using narrative evidence synthesis in HRM research: An overview of the method, its application, and the lessons learned. *Human Resource Management*, 57(2), pp.641-657.
- Hassan, S. M. (2014, August 6). *History of E-commerce in Bangladesh*. Retrieved October 21, 2017,
- Mahapa, M., & Chirasha, V. (2012). An assessment on the uptake level of a fully integrated human resource information system (HRIS): A case study of midlands state university. *Public Administration Research*, 1(1), 121.

Appendix

Research questionnaire:

Effectiveness of HRIS to elevate HR practices: Daraz Bangladesh

1. What is your department at Daraz Bangladesh?

- People
- Admin
- Commercial
- Information Technology
- Customer Care Experience
- Corporate Affairs
- Finance
- Marketing
- Logistics

2. What is your gender?

- Male
- Female

3. What is your age group?

- 18-24
- 25-34
- 35-44
- 45 and above

4. How long have you been working with Daraz Bangladesh?

- Less than 6 months
- 6 months to 2 years
- 2-5 years
- More than 5 years

5. Which of the following MIS features do you use most frequently in your daily tasks?

- Order management
- Employee management (HRIS)
- Customer data management
- Supplier management
- Sales reporting
- Financial tracking
- Stakeholder management
- Others

6. How well do you think the HRIS supports your job role at Daraz?

- Very Well
- Well
- Neutral
- Poorly

- Very Poorly

7. How user-friendly is the HRIS system for new employees or those with limited technical knowledge?

- Very User-Friendly
- User-Friendly
- Neutral
- Difficult to Use
- Very Difficult to Use

8. Do you feel that you have received adequate training on how to use the HRIS effectively?

- Yes, comprehensive training
- Yes, but I need more training
- No Comment
- No, the training was insufficient
- No training was provided

9. How satisfied are you with the integration of different departments (e.g., sales, finance, logistics, customer service) within the HRIS?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

10. Have you experienced any system downtime or issues with the HRIS?

- Yes
- No

11. How would you rate the speed and efficiency of the HRIS system in processing information?

- Very Efficient
- Efficient
- Neutral
- Inefficient
- Very Inefficient

12. In your opinion, how much has the HRIS system improved the overall efficiency of Daraz's operations?

- Significantly Improved
- Somewhat Improved
- No Change
- Somewhat Decreased
- Significantly Decreased

Effectiveness of HRIS to elevate HR Practices: A study on Daraz Bangladesh

ORIGINALITY REPORT

13%	12%	1%	7%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.slideshare.net Internet Source	2%
2	dspace.daffodilvarsity.edu.bd:8080 Internet Source	2%
3	www.scribd.com Internet Source	2%
4	dspace.uiu.ac.bd:8080 Internet Source	1%
5	www.coursehero.com Internet Source	1%
6	dspace.bracu.ac.bd Internet Source	1%
7	Submitted to Daffodil International University Student Paper	1%
8	Submitted to University of East London Student Paper	<1%
9	ebin.pub Internet Source	<1%

10	Submitted to Colorado State University, Global Campus Student Paper	<1 %
11	123dok.com Internet Source	<1 %
12	Submitted to American Intercontinental University Online Student Paper	<1 %
13	Submitted to United International University Student Paper	<1 %
14	eprints.soton.ac.uk Internet Source	<1 %
15	www.gslis.utexas.edu Internet Source	<1 %
16	www.wrike.com Internet Source	<1 %
17	docs.google.com Internet Source	<1 %
18	openscholar.dut.ac.za Internet Source	<1 %
19	Jackson, Susan E.. "Managing Human Resources", Oxford University Press, 2017 Publication	<1 %
20	home.kpmg Internet Source	<1 %

21	docslib.org Internet Source	<1 %
22	cubettech.com Internet Source	<1 %
23	eacc.go.ke Internet Source	<1 %
24	www.geeksforgeeks.org Internet Source	<1 %
25	www.statista.com Internet Source	<1 %
26	www.termpaperwarehouse.com Internet Source	<1 %
27	hdl.handle.net Internet Source	<1 %
28	sjcc.edu.in Internet Source	<1 %
29	Submitted to Postgraduate Schools - Limkokwing University of Creative Technology Student Paper	<1 %
30	dr.lib.sjp.ac.lk Internet Source	<1 %
31	dspace.bracu.ac.bd:8080 Internet Source	<1 %
32	img.thedailystar.net	

<1 %

33

journals.e-palli.com
Internet Source

<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off