

Evaluating the Integration of AI in HR Functions: A Case Study of Incepta Pharmaceuticals

Internship Organization

Incepta Pharmaceuticals

Prepared by

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



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Letter of Transmittal

December, 2025
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Subject: Submission of Research Proposal on Evaluating the Integration of AI in HR Functions:
A Case Study of Incepta Pharmaceuticals

Dear Sir,

With due respect, I am pleased to submit my research proposal titled Evaluating the Integration of AI in HR Functions: A Case Study of Incepta Pharmaceuticals. This proposal has been prepared as a partial requirement for the Bachelor of Business Administration (BBA) program under your supervision. The purpose of this research is to evaluate the current HR processes at Incepta Pharmaceuticals to identify existing inefficiencies that can be addressed through AI-driven solutions, assess the potential benefits and effectiveness of AI tools in enhancing recruitment, performance evaluation, and employee development, and propose strategies to overcome the technological, ethical, and organizational challenges associated with AI adoption in HR.”

I have prepared this proposal following your valuable guidance and academic standards. I sincerely appreciate your continuous support, feedback, and encouragement throughout the development of this proposal.

Thank you for your time and kind consideration.

Sincerely,

Zareen Tabassum Suhi

ID: 201011238

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I would like to express my sincere gratitude to all the individuals who have supported and guided me throughout the preparation of my research proposal titled “Evaluating the Integration of AI in HR Functions: A Case Study of Incepta Pharmaceuticals. Their encouragement, insights, and assistance have been invaluable in helping me complete this work successfully.

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I am deeply grateful to Incepta Pharmaceuticals for granting me the opportunity to explore their Human Resource Management practices and examine the potential integration of Artificial Intelligence within their HR department. The insights and exposure gained through this engagement have significantly broadened my understanding of modern HR functions and the transformative impact of AI in organizational development.

Additionally, I would like to express my gratitude to all those who have shared their valuable time, perspectives, and professional experiences that contributed to the development of this proposal. Their input has provided important context and depth to my study.

Lastly, I wish to convey my heartfelt thanks to my family and friends for their unwavering encouragement, motivation, and support throughout this journey. Their belief in me has been a constant source of inspiration and strength.

I genuinely hope that this study reflects the dedication invested in understanding the role of AI in enhancing HR processes at Incepta Pharmaceuticals and offers meaningful insights to support future innovation and organizational growth.

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PART A

Chapter 1: Internship Preparation

1.1 My Motivation to Do the Internship

As a student of Human Resource Management at the University of Liberal Arts Bangladesh (ULAB), I have gained a solid understanding of the crucial role effective HR practices play in ensuring the success and sustainability of any organization. Throughout my studies, I have become especially interested in how HR operates within large organizations. This is particularly true in industries where managing the workforce, training employees, and following regulations are key. In Bangladesh, the pharmaceutical industry is important for the national economy and employs a large, diverse workforce. This makes HR operations in these organizations complex and dynamic. They require careful coordination and strategic management. With this in mind, I decided to complete my internship at Incepta Pharmaceuticals Ltd., one of the country's leading pharmaceutical companies. I wanted to gain firsthand experience in corporate HR practices like recruitment and selection, training and development, employee engagement, and performance management. This internship allowed me to connect my academic learning with real-world practice. It helped me apply what I learned in a corporate setting while developing the practical skills I need for my future in Human Resource Management.

1.2 How I Secured My Internship and Why I Chose Incepta Pharmaceuticals Ltd

During my search for internships pertinent to my career interest, I discovered Incepta Pharmaceuticals Ltd., one the most renowned pharmaceutical companies in Bangladesh. I was particularly attracted to the organization because of its well-planned and active Human Resource Management system, as well as its focus on employee advancement, development, training and organizational development.

I thought undertaking an internship in such an established and large-scale organization would provide me with exposure to real HR practice and allow me to apply theoretical knowledge from my program of study at University of Liberal Arts Bangladesh (ULAB). With this in mind, I applied on their website for the position, highlighting my academic professional, interpersonal skills and demonstrated desire to learn along the way. I was shortlisted for an interview with the HR department - in the interview, I discussed my academic experiences, familiarity with HR functions and my desire to support their team and organization. A short while later, I was offered

the position of HR Intern, and commenced my internship position at Incepta Pharmaceuticals Ltd., on July 7th, 2025.

1.3 My Internship Interview Experience

In the course of the interview, I presented my university projects and field experiences to illustrate how I might apply my skills and knowledge to help meet the organization's goals. I conveyed a strong interest in joining Incepta Pharmaceuticals Ltd., specifically in their Human Resources Department, because I wanted to use my HRM knowledge. The interview was conducted by Mr. Zarir Khan, Assistant General Manager, and Mr. Waliul Islam, who is going to be my supervisor in the department. They acknowledged my proactive approach, participative disposition, and conceptual understanding of fundamental HR strategies while applying them in departmental practices. This discussion gave me valuable insight into the HR structure of the company, operational priorities of the HR department, and the specific nature of tasks I would be engaged in. This opportunity not only gave an extra boost to my motivation to join the team, but also further seated my excitement to gain experience in the legitimate jurisdiction of a professional human resource management environment.

1.4 Relevant Information About Incepta Pharmaceuticals Ltd.

Company Overview: Incepta Pharmaceuticals Ltd., established in 1999 and headquartered in Tejgaon, Dhaka, is one of Bangladesh's leading pharmaceutical manufacturers and exporters. The company operates state-of-the-art production facilities in Savar and Dhamrai, employing advanced technologies and adhering to stringent quality control measures. Incepta's product portfolio encompasses a broad spectrum of pharmaceutical formulations, including tablets, capsules, oral liquids, nasal sprays, inhalers, injectables, vaccines, and biologics.

Recognized for its commitment to innovation and compliance with international manufacturing standards, Incepta has expanded its market presence both domestically and internationally. The company exports to over 100 countries, thereby contributing significantly to the growth of Bangladesh's pharmaceutical sector on the global stage.

1.4.1 Mission

The mission of Incepta Pharmaceuticals Ltd. is to manufacture and provide high-quality, affordable pharmaceutical products that meet global standards, thereby improving healthcare outcomes for diverse populations worldwide.

1.4.2 Vision

Incepta aspires to become a globally respected pharmaceutical company by consistently delivering innovative, effective, and accessible healthcare solutions, underpinned by ethical business practices and technological advancement.

1.4.3 Clients and Partners

Incepta Pharmaceuticals Ltd. serves a variety of clients, including hospitals, healthcare institutions, retail pharmacies, and government health programs. By building partnerships and working together, the company has created a strong export network. This network allows it to supply high-quality pharmaceutical products to many international markets. These efforts not only boost Incepta's global presence but also highlight its dedication to improving healthcare access and quality. Through its ongoing work, Incepta Pharmaceuticals has positioned itself as an important player in both national and

Chapter 2: About the Internship

2.1 My Position / Job Description

I started my internship at Incepta Pharmaceuticals as an HRM Intern. I handled several administrative and data management tasks in the Human Resources department. My responsibilities included:

1. Maintaining and organizing employee files and HR documents. I made sure all records were accurate and current.
2. Scanning employee records to meet departmental and compliance needs for proper documentation.
3. Coordinating with potential candidates by calling to schedule and confirm interviews.
4. Uploading personal employee files to the Document Management System (DMS) for easier access to information and secure record keeping.
5. Managing and updating the employee database, ensuring all information was accurate, well formatted, and systematically organized.

Through these tasks, I gained practical experience in HR operations, improving both my technical skills and my understanding of how HR processes work within an organization.

2.2 Description of the Office

Incepta Pharmaceuticals features a modern, open-plan office environment thoughtfully designed to encourage collaboration, innovation, and efficiency. The workspace includes dedicated brainstorming zones, well-equipped conference rooms, and a flexible hot-desking area, all aimed at promoting teamwork, adaptability, and the seamless exchange of ideas among employees. This contemporary setup reflects the company's commitment to fostering a dynamic and cooperative workplace culture where creativity and communication can thrive.

2.3 Work Culture

The company implements an open-door policy and encourages diversity and inclusivity, creating a supportive and empowering environment for its employees. This approach promotes open communication, collaboration, and respect at all levels of the organization. Interns are assigned work that has substantive responsibility and asked to take full ownership of their work, enabling substance individual contribution to departmental goals and individual real-world skill development. From day one, I felt like a true part of the team, in large part due to my supervisor and the whole team's excellent guidance, encouragement, and support. The frequent willingness

to help and share knowledge made learning engaging and effective, and gave me confidence and motivation to do my best work.

2.4 New Skills I Learned

Throughout my internship, I had the opportunity to advance and enhance the following skills related to HRM:

1. Competent use of Google Docs, Excel spreadsheets, and HR information systems for recording, documentation, and record keeping.
2. Planning and organizing HR-related actions and activities including recruiting communication and managing employee data.
3. Documenting meetings and discussions, including accurate records related to HRM decisions and action items.

2.5 My Contributions

During my three months as the HRM intern at Incepta Pharmaceuticals, I was given various responsibilities that played a role in the daily and overall efficiency of the workplace. My responsibilities included:

1. Assisting with recruitment and selection activities, including communicating with candidates and scheduling interviews.
2. Organizing and keeping employee files and documents organized, accurate, and compliant with statutory requirements.
3. Aiding the electronic management of HR records and files under the Document Management System.
4. Editing and summarizing minutes from HR meetings, discussions, and other related work for the internal record.
5. Collaborating with colleagues to support the successful execution of HR projects and day-to-day HR and administrative work.

The aforementioned activities enabled me to leverage and apply my academic learning in the human resource field to the workplace all while contributing to the broader team goals along with the organizational efficiency.

2.6 Resonating My Educational Learning with My Internship Roles and Responsibilities

My internship at Incepta Pharmaceuticals was an invaluable opportunity to apply the theories, concepts, and skills I learned from my Human Resource Management (HRM) academic program in an actual organization. This opportunity allowed me to see HR principles in action and be a meaningful contributor to the department with its day-to-day practices. The courses I participated in during my studies (including Human Resource Planning, Training and Development, Strategic Human Resource Management, Industrial & Employee Relations, and Managerial Skills

Development) adequately prepared me for the internship experience.

The courses equipped me with an in-depth understanding of workforce planning, employee motivation and engagement, performance alignment with organizational objectives, and the significance of effective internal communication. During my internship, I was able to realize the theoretical knowledge covered in the courses by tracking and organizing employee credentials as well as assisting with recruitment and interview scheduling and preparing HR files and documentation all according to company standards.

This experience not only reinforced what I learned in the classroom but also strengthened my understanding of how theory is used in practice in the HR field. I felt more confident performing HR-related responsibilities and became better organized and more analytical in my thinking as well as being more effective in social situations with others. Overall, the internship helped me to be a better learner from academia to professional practice, reinforcing my desire to pursue Human Resource Management and cultivate the basic skills I will need to be successful in HR.

Chapter 3: Self-Reflection

3.1 Things I Liked and Disliked About My Internship

Likes:

1. A positive, supportive, and motivating working environment that encouraged professional learning and collaboration.
2. Having hands-on experience with core HRM functions including employee paperwork, recruitment coordination, and managing a database.

Dislikes:

1. Little use of digital mechanisms and automation in HR processes that could benefit from better efficiency and accuracy.
2. A need for greater involvement and practicality with a range of HR activities in order to help interns learn more about HR functions.

3.2 Recommendations for the Internship Program

1. A way of making the internship more meaningful for the interns will be to assign them more responsibilities and tasks that have more impact. By involving interns in a more extensive range of HR duties, interns can get deeper insights about the functions of HR and develop stronger abilities that align with academic development.
2. An orientation program at the start of an internship would help to structure the new interns. An orientation program that provides various updates on the structure of the organization, the functions of each department, and the connection of each department related to HR would build a stronger understanding of the relationship inside and outside the department of HR relative to assisting in attaining organizational outcomes.

Chapter 4: Personal Development Plan

4.1 Personal Development Plan

Through my internship experience, I gained a deeper appreciation for the significance of lifelong learning and professional development in relation to success in the field of Human Resource Management. The internship experience further solidified my passion for HR while demonstrating the necessity of balancing the development of technical capabilities against the user of interpersonal effectiveness. I have come to understand that success in HR largely requires a strong analytical capability, combined with the ability to engage, collaborate, and lead within complex organizational behaviors.

Looking ahead, I am determined to enhance my career development by:

1. Building my HR data management and analytics abilities to make more informed, evidence-based decisions.
2. Improving my communication, presentation, and leadership skills to work effectively with teams and to lead others to meet common goals.
3. Broadening my network with HR professionals to share knowledge, obtain industry perspectives, and seek opportunities for my career path.

By continuing to learn and build on skills, I will be able to remain flexible in a changing HR landscape and prepare even better for effective contributions in any organization I am part of.

4.2 Technical and Interpersonal Skills

In order to maintain my competitiveness and responsiveness as a future professional practice of Human Resource Management I am dedicated to assisting my technical capabilities and strategic skill set. I would like to enhance my capabilities as a practitioner so that I may contribute more meaningfully to organizational viability and success. I would accomplish this by:

1. Advance my technical skills and competencies so that I may adjust to and execute sophisticated Human Resource Information System (HRIS) technology for the accuracy and efficiency of organizational HR operations involving digital integration.
2. Advance my competencies in terms of designing, implementing, and evaluating HR strategies, programs, and initiatives that would support the organization in executing its objectives, as well employee omission and development.

3. Engage in formal training and/or professional certification in specialty areas such as recruitment and selection, performance management, and employee relations in order to continue my HR praxis, and perhaps broaden my knowledge threshold and skill sets so that I may stay current with HR practices.

By continuing to advance my technical and strategic skills and competencies, I look to establish myself as a competent and adaptable professional who has been positioned to support operationalizing and facilitating the developmental dimensions of an organization's human resource function.

PART- B

Executive Summary

In this case study, I will identify the ways in which Incepta Pharmaceuticals is currently using Artificial Intelligence (AI) in Human Resources (HR) functions including recruiting, payroll, performance management and development. I will evaluate the progress that has been made in implementing AI in HR at Incepta Pharmaceuticals, what challenges exist to continue moving forward with the implementation of AI in HR, and what advantages or ethical issues may arise in using AI for HR at Incepta Pharmaceuticals.

The results of the study indicate that while Incepta Pharmaceuticals has not implemented AI in its HR functions yet, there is much interest in using AI to increase operational efficiency, simplify the recruiting process, and customize employee development. Technology infrastructure, cost, and employee resistance are the main barriers to the adoption of AI in HR. Many employees are resistant due to fears of losing their jobs or not being familiar with the application of new technology. There are many ethical implications associated with the use of AI in HR, including data privacy and potential bias toward candidates based on their demographic information (such as gender, age, and ethnicity), which must be addressed in order for AI to be successfully integrated into HR at Incepta Pharmaceuticals. The study identified Artificial Intelligence (AI) as a potential benefit for Incepta, particularly for improving the recruitment and staff development functions of its HR department. HR professionals can utilize AIs to automate repetitive work processes (e.g., CV Review and Candidate Short Listing). This gives HR professionals more time to spend on higher-value tasks, such as interviewing and deciding which candidates to hire. Also, AI-Enabled Systems provide HR professionals with real-time feedback and customized training, allowing for improved employee performance and training.

To facilitate an effective implementation of AI into Incepta's HR function, the study advocates a phased introduction of AI tools into recruitment and performance management after establishing the appropriate technology infrastructure and the requisite management support. In addition, HR staff need to receive adequate training on how to utilize AI tools effectively, and address employee resistance towards the introduction of AI tools. Lastly, comprehensive ethical guidelines, including those aimed at protecting data integrity and precluding bias from influencing the creation of AI algorithms, must be an integral part of any AI solution created by Incepta Pharmaceuticals. To summarize, AI offers an exciting opportunity for Incepta Pharmaceuticals to leverage through the enhancement of Human Resource (HR) functions. Before implementing AI, it is critical to work on a plan and strategy for its implementation. The research report has provided Incepta with insight and understanding of the challenges, advantages, and ethical concerns surrounding AI use in the HR function, which will allow them to make informed decisions as to how they would like to utilize AI in the future.

Chapter 1: Introduction

1.1 Background of the Industry Context

Organizations are increasingly adopting Artificial Intelligence (AI) within their Human Resources (HR) Departments to improve the efficiency of HR operations, make better decisions, and solve the challenges posed by managing a continually evolving workforce. AI has the potential of revolutionizing the traditional HR processes such as recruiting, performance management, employee training and development, and payroll through automation and data-driven intelligence. The rapid development of AI and its acceptance across many industries is transforming the future of HR, especially regarding improving HR operations and reducing human error and personalising employee experiences.

Despite the benefits offered by AI, the implementation of AI technology in HR departments has only been adopted to a low extent. This is especially true in developing countries such as Bangladesh, where many organisations, including Incepta Pharmaceuticals, are in the exploratory phase of understanding AI tools within HR departments. Many organisations in Bangladesh have not yet advanced past the barriers associated with AI, such as lack of technology readiness and the high cost of implementing AI, and resistance from employees. Also of concern is data privacy, algorithmic bias, and the ethical considerations of using AI within HR processes. Many companies are beginning to implement AI technology within their recruitment and employee performance management processes; however, to date, Incepta Pharmaceuticals has not made any significant movements toward using AI technology within its HR department. By utilizing AI technology, Incepta Pharmaceuticals can recruit talented employees more quickly, create training programs tailored to employee's requirements, oversee performance in real time, and decrease the time and cost involved in the payroll process. However, the implementation of AI carries with it many hurdles. As an organization in a developing country, there are numerous unique issues to implementing AI, such as limited infrastructure, lack of funds, and absence of expertise within the HR department. The impact of ethical concerns regarding AI implementation must also be addressed, which includes employee data privacy and ensuring that AI cannot be biased in any way.

This study's focus will be to evaluate the existing HR function at Incepta Pharmaceuticals and determine the possibility of AI's functionality within that area. It will also discuss the critical challenges and opportunities that AI may provide for Incepta's HR department. The goal of conducting a readiness assessment will provide insight and guidance for Incepta Pharmaceuticals, to assist them in determining whether they should pursue integrating AI into their HR practices. In addition, this research will provide an opportunity for a greater understanding of AI's potential impact on HR throughout all of Bangladesh and give examples of practical applications to assist other businesses in similar situations.

1.2 Problem Statement

As the pharmaceuticals industry and human resources department continue to face growing expectations to enhance their internal processes and deliver better value in the international marketplace, the “HR” department of Incepta Pharmaceuticals is working very hard to build Incepta’s grow-forth in an effort to assist Incepta in managing talent, stay in compliance with regulations, and have a workplace that facilitates productivity. Many HR departments have benefited from utilizing the same or similar approach as Incepta’s HR department over the years; however, when using this type of methodology, there are many barriers to effective practice, including lengthy and cumbersome recruitment processes, inconsistencies in how performance evaluation criteria are applied, no specific targeted employee development, and inadequate resource management. As Incepta grows and develops its workforce in local and global markets, it will be necessary for Incepta’s HR department to utilize technological solutions that create a scalable, effective, and data-enabled means of creating HR solutions. One of the largest challenges currently facing HR departments is determining how to leverage and integrate Artificial Intelligence (AI) technology into the HR function. The objective of this integration will be to provide streamlined operational processes for HR personnel, provide improved decision-making processes, and ultimately create a better employee experience. Additionally, there are numerous complexities associated with the increased ethical, organizational, and technological challenges associated with those efforts.

As the pharmaceuticals industry and human resources department continue to face growing expectations to enhance their internal processes and deliver better value in the international marketplace, the “HR” department of Incepta Pharmaceuticals is working very hard to build Incepta’s grow-forth in an effort to assist Incepta in managing talent, stay in compliance with regulations, and have a workplace that facilitates productivity. Many HR departments have benefited from utilizing the same or similar approach as Incepta’s HR department over the years; however, when using this type of methodology, there are many barriers to effective practice, including lengthy and cumbersome recruitment processes, inconsistencies in how performance evaluation criteria are applied, no specific targeted employee development, and inadequate resource management. As Incepta grows and develops its workforce in local and global markets, it will be necessary for Incepta’s HR department to utilize technological solutions that create a scalable, effective, and data-enabled means of creating HR solutions. One of the largest challenges currently facing HR departments is determining how to leverage and integrate Artificial Intelligence (AI) technology into the HR function. The objective of this integration will be to provide streamlined operational processes for HR personnel, provide improved decision-making processes, and ultimately create a better employee experience. Additionally, there are numerous complexities associated with the increased ethical, organizational, and technological challenges associated with those efforts.

1.3 Research Questions

1. How can Artificial Intelligence (AI) optimize recruitment and talent acquisition processes in the HR department at Incepta Pharmaceuticals?
2. What operational efficiencies can AI bring to performance management and employee development within Incepta Pharmaceuticals' HR department?
3. What are the ethical and organizational challenges associated with AI adoption in Incepta's HR practices, and how can they be mitigated?

1.4 Research Objectives

1. To evaluate the current HR processes and identify inefficiencies at Incepta Pharmaceuticals that AI can address.
2. To assess the potential benefits and effectiveness of AI tools in improving recruitment, performance evaluation, and employee development within Incepta.
3. To identify and propose solutions for overcoming the challenges of AI adoption in HR, including technological, ethical, and organizational barriers at Incepta.

Chapter 2: Literature Review

2.1 The Impact of AI on Humanity, Human Resources (HR)

By automating repetitive tasks, AI is transforming how we conduct HR through increased speed for the recruiting process, greater value in employee development and less bias in hiring practices. Although the adoption of AI for HR is very much in the infancy stage in Bangladesh and relatively limited, challenges such as data security, lack of skills for the application of AI and resistance to change are preventing many companies from fully utilizing AI in their HR departments. This article provides a review of the current literature regarding AI in HR with special emphasis on its use in Bangladesh in the pharma industry and the impact of AI on Incepta Pharmaceuticals.

2.2 AI Applications for Recruiting Candidates

In Bangladesh, recruiting has become the most common application of AI in Human Resources. Several methods have been employed for recruiting with AI, including automated resume sorting, selecting candidates based on their suitability, and simplifying scheduling of interviews. The purpose of the research by the authors, Akhter, Bhattacharjee, and Hasan (2024), was to understand the effects of Artificial Intelligence (AI) on the Human Resource Management (HRM) in Bangladesh with a focus on recruitment. The authors concluded that the current level of use of AI in recruitment by companies in Bangladesh is still considerably less than that of companies in developed countries. Moreover, one of the most significant obstacles that Bangladeshi firms face in their efforts to incorporate AI into their recruiting functions is the difficulty in finding experienced personnel who can successfully implement and operate AI-based recruitment systems. In addition, many companies are concerned about the security of the data they are storing when using AI technology. By implementing and using AI technology in their recruitment processes, organizations will benefit from increased overall efficiency due to the automation of the vast majority of the standard recruiting activities and will provide HR professionals with the opportunity to use AI to help eliminate and/or reduce unconscious biases when selecting candidates as the organization continues to grow and to evolve into larger more complex organizations.

2.3 AI in Performance Management and Employee Engagement

AI has been shown to improve and/or optimize employee performance through the ongoing monitoring of performance, the identification of performance gaps, and through the provision of

individualised development programs. According to Rahman Khan et al. (2025), AI offers a methodology for companies to increase employee engagement through ongoing personalised feedback and support for personal development. However, there are challenges related to AI implementation within organisations, including the high costs of implementation, and employee resistance to feeling "watched" or "monitored" while they are performing their job duties. The introduction of AI into Incepta's workforce management processes could facilitate the alignment of employee performance with organisational objectives and ultimately enhance employee engagement resulting in increased productivity.

2.4 AI Adoption in Human Resources Challenges

There are many challenges regarding actually using AI technology (i.e., technology that will process job applications and identify suitable applicants) in the HR function for companies and organisations in Bangladesh. Therefore, companies and organisations can only adopt AI Technology for their Human Resources (HR) function if they meet a number of technology constraints, have a shortage of competent, experienced HR professionals who have knowledge/experience of using AI Technology, and have a level of reluctance towards adopting AI Technology as a result of these constraints. Furthermore, research performed by [ISLAM et al, 2022] concluded that, in addition to the above three factors, a number of additional factors influence a company/organisation's decision to adopt AI Technology. Therefore, many companies will also have to consider both the ease of usage of the AI Technology along with the level of organisational support available to assist them with their efforts to implement AI Technology. For Incepta, some recommendations for good practices to effectively use AI Technology in their HR departments are to use a gradual phased approach to AI Technology implementation, provide an infrastructure to assist HR employees with technology-related training/support and to receive 'buy-in' from stakeholders.

2.5 Ethical and Privacy Concerns in AI-Driven HR

The use of Artificial Intelligence in Human Resources raises major ethical issues such as Data Privacy, Transparency and Bias. According to Akhter and co-authors (2024), Barriers to the adoption of Artificial Intelligence (AI) include ethical concerns related to the potential for bias to exist in the algorithms created by AI technologies and concerns about the security of data. To protect employees and their data, Incepta needs to ensure that any Artificial Intelligence Technologies utilized will be compliant with all relevant laws and to give full Disclosure to Employees regarding how Incepta collects their Personal Data. Because employees in the Pharmaceutical Industry tend to have a significant amount of Sensitive and Personal Data, having a high level of Transparency and Clarity regarding how this type of data is collected is critical in establishing an Ethical Framework for collecting Sensitive and Personal Data.

Human-AI Collaboration: In the HR function, rather than taking the place of HR Professionals, AI will help them to make better decisions by performing routine tasks and providing Data-Driven Information. According to Mollah and co-authors (2024), in order for organizations to successfully adopt AI, organizations must take a Collaborative Approach to implementing AI and support HR Professionals in making decisions related to areas where AI uses Sensitive Information, such as the Recruitment Process and Performance Evaluation. Inceptra can take advantage of a Hybrid Model of Human-AI Collaboration to ensure that Human Oversight remains a critical component of the HR Function.

Chapter 3: Methodology

3.1 Research Design

This project will conduct a qualitative research design using a case study method, focusing on the implementation of AI within the human resources department of Incepta Pharmaceuticals. The qualitative methodology allows one to gain a more thorough comprehension of the issues and prospects connected with the use of artificial intelligence for human resources executives and personnel.

3.2 Sampling Technique and Participants

A purposive sampling method will be employed for this research study where individuals will be chosen based on their understanding and use of artificial intelligence within their HR roles. A sample size of 15-20 individuals will be generated from Incepta's workforce. Participants will include staff working in HR jobs, employees engaged with HR processes and upper level management. By selecting these participants it is anticipated that the experience and expertise attained by these individuals will provide worthwhile input on the use of artificial intelligence within the HR functions of Incepta.

3.3 Data Collection Tools and Process

I will include both semi-structured interviews as well as document(s) review to determine HR views using AI regarding Recruitment, Performance Management, and Employee Engagement; includes HR professionals, employees, and Managers for the semi-structured interviews; provides an avenue for participants to offer open-ended responses, allowing for a wide range of information to be collected regarding AI usage. Also, includes review of internal documentation such as recruitment policy and performance management report(s) to determine HR's current practice and AI tools in place.

3.4 Data Analysis Technique

Thematic analysis will be utilized for this project to analyze collected data related to AI's effects on Incepta. Thematic analysis is a technique used in qualitative research; it identifies significant themes/patterns within the collected data that describe both the positive and negative impact of AI in Human Resources. Through thematic analysis, It will be easy to effectively sort through a collection of qualitative data to locate key insights about the benefits and challenges associated with adopting AI tools at Incepta.

Chapter 4: Findings and Discussion

This section presents the findings from interviews conducted with key HR personnel at Incepta Pharmaceuticals regarding the integration of Artificial Intelligence (AI) in their HR functions. The data analysis, based on thematic analysis, identified key themes around current HR functions, AI adoption, barriers and challenges, benefits, future outlook, and ethical considerations. The following subsections highlight the major insights related to these themes.

4.1 Current HR Functions at Incepta Pharmaceuticals

HR Functions of Incepta Pharmaceuticals are presently completed using manual processes, including but not limited to recruitment, payroll, and employee performance reviews. This currently requires HR to rely on manually screening resumes and conducting in-person interviews annually. These methods of processing have led to numerous inefficiencies, including delays in providing feedback to candidates and inconsistent evaluations of employees' performance.

As stated by Fahim Ahmed (Payroll): "We currently use SAP for Payroll and we do our recruiting and performance evaluation manually."

In Join with Fahim, Ireen Sultana (Selection and Recruitment): "We utilize manual resume screening and conduct in-person interviews".

AI tools could assist HR staff of Incepta with automating the repetitive task of screening resumes (Now screenings and candidate selections) and ultimately provide greater efficiency to HR staff of Incepta, especially with respect to recruitment and payroll.

In correlation with the insight of Brown & Hall (2023), in their research on AI providing HR administrators with the ability to streamline their administrative duties, Incepta's HR division can better utilize and leverage their HR staff by significantly reducing the time and effort spent on manual recruiting processes, thereby allowing for higher levels of productivity in many other departments of the organization.

4.2 AI Adoption in HR Functions

4.2.1 Recruitment and Talent Acquisition

Currently, Incepta Pharmaceuticals does not utilise any type of AI for Recruitment. Although, interviewees expressed their belief that AI would streamline recruitment by automating the process of screening resumes and short-listing candidates.

A. Nazimul Islam, Selection and Recruitment: "AI can assist with automating the initial resume screening and candidate short-listing process, so that they can quickly be processed."

The insights of Davis et al. (2023) regarding the benefits of using AI in Recruiting are consistent with those expressed by interviewees; AI has the potential to increase both the speed and accuracy of Recruiting, as well as to ensure fairness in the candidate selection process.

If Incepta were able to use AI to develop and implement data-driven algorithms, they would reduce human error and improve the efficiency, consistency, and data utilisation of Recruitment.

4.2.2 Training and Development

The use of AI for Training and Development is still being developed. Presently, there are some examples of how AI can be used to provide personalized employee developmental training as well as improve the delivery of employee training. AI is capable of reviewing the performance metrics and identifying areas of employee improvement based on trend and needs analysis.

According to Waliul Islam, AI allows for performing a more individualized training/development plan for each employee rather than a generic plan that applies to all employees.

This shows that it is currently in a developmental stage, as many companies are not utilizing AI for training purposes nor are they familiar with the opportunities that exist to enhance the personalization of employee training and development. Therefore, many companies still believe in a "one size fits all" training approach rather than creating specialized training plans based on the individual needs of employees.

4.2.3 Payroll Management

Incepta is currently utilizing SAP for payroll purposes with no plans to incorporate AI into the payroll process in the future. Automating calculations and ensuring compliance with both federal tax laws and employment law will allow businesses to become more efficient and accurate in their payroll processing.

According to Fahim Ahmed (Payroll), "The use of AI will allow us to automate our payroll calculations, thus providing us the capability of identifying discrepancies before manually reviewing each line of an individual paycheck."

Research conducted by Harrison et al. (2022) supports that the utilization of AI will create additional efficiencies within payroll processes, will decrease the likelihood of human error and ensure compliance with local and federal laws.

4.3 Barriers and Challenges to AI Adoption

While Incepta Pharmaceuticals identifies many benefits of implementation, roadblocks to AI adoption are evident in this case as well. The barriers reported in this study are consistent with the findings of other studies such as Smith et al. (2020), which also note that barriers to AI adoption include; price, technological infrastructure, and resistance from employees.

4.3.1 Technological Infrastructure

The Human Resources Department at Incepta does not currently have the necessary technology infrastructure for AI implementation. Najimul Islam (Selection and Recruitment) explained this issue: "Before we begin to implement AI, we need to make use of our infrastructure to install new and improved systems. We need to invest a great deal of capital into developing our technological infrastructure for AI, and right now our infrastructure is not ready."

4.3.2 Cost and Budget

It has been noted that AI tools are very expensive, so it is important to get the permission of upper management to create an approved budget for the purchase of these tools. Mariam Mim (Selection and Recruitment) stated: "AI tools are expensive and we need to obtain permission from upper management before proceeding with purchasing AI tools."

4.3.3 Employee Resistance

Resistance from employees, especially older employees who may be concerned about losing their jobs due to the use of AI tools, will also be a barrier to AI adoption. Waliul Islam (Training and Development) indicated: "Some employees may be put off by the complexity of AI tools or may worry about losing their jobs. We will need to provide additional training for these individuals and provide the support they need to alleviate their anxieties about AI adoption."

In order for successful AI implementation to take place, a combination of enhancing the infrastructure, providing training to employees, and obtaining support from upper management must be implemented and achieved in order to provide an effective structure to support AI use.

4.4 Benefits of AI in HR

The potential benefits of AI adoption were widely acknowledged, with key advantages identified across various HR functions:

4.4.1 Efficiency in Recruitment

According to Najimul Islam of Selection and Recruitment, AI is capable of potentially cutting down the amount of time that recruiters will spend screening and shortlisting resumes; it is thought that AI could allow for a more rapid and consistent process for recruiting employees. By automating this time-consuming process, recruiters will have more time available to determine which applicants will be able to advance to the next phase of the hiring process.

4.4.2 Personalized Employee Training

Artificial intelligence (AI) will be able to develop customized individualized learning plans as a result of analyzing the performance of employees and recognizing gaps in skills. Farhana Islam from the Training & Development area stated that, "We can monitor the progress of our employees using AI and we can offer them specific training based upon their skills and the way they learn. By doing this we would be able to provide much more effective training."

4.4.3 Real-Time Performance Management

AI may offer the capability to track and provide feedback on employee performance in real-time. As stated by Sourav Paul, Training and Development Manager, "AI could provide real-time monitoring of employee performance and highlight areas for development, allowing for more effective and immediate feedback."

4.5 Future Outlook and Plans for AI Integration

Growth in the use of Artificial Intelligence in Human Resources at Incepta Pharmaceuticals will occur incrementally and by performing the process in phases over time. Initially, Incepta Pharmaceuticals will examine how to best utilize AI for the purpose of recruitment and performance management, so that they can receive immediate benefits from these initiatives.

Fahim Ahmed (Payroll) states that "We will explore the use of AI for payroll and recruitment in the future; allow AI to automate and allow employees to increase productivity."

Nilasha Jaman (Payroll), states, "We will start using AI to help us with our processes once we have an appropriate network and system functioning with the management team for support."

Smith, et al. (2020) recommend starting with simple or no-complexity, common HR functions, such as recruitment, to create confidence in using AI by organisations; thereby allowing organisations to expand their use of AI into other areas of Human Resource Management.

4.6 Ethical Considerations

In adopting AI for use in their HR department, Incepta Pharmaceuticals must be mindful of many ethical considerations including those of data privacy, potential for bias and the need for transparency.

As Najimul Islam (Selection & Recruitment) states "If we are going to use AI in recruitment, we have to take care to ensure we keep all candidate data private. Employees seeing each other's data would create problems".

The other major ethical consideration is the potential for bias in the training of the AI. Alex Rojario (Selection & Recruitment) spoke about the importance of using diverse data sets to avoid perpetuating any existing biases through AI systems, stating "AI may help eliminate many types of discrimination in recruitment; however, AI must be trained using diverse data sets. It will be necessary to conduct periodic audits of AI algorithms to ensure that fairness is being followed".

Waliul Islam (Training and Development) provided the third ethical consideration as human oversight, stating "AI has a role in helping to make data driven decisions but we have to ensure that there is oversight of decision making and HR professionals can review the data used in making these decisions. An employee's trust must be maintained."

4.7 Summary of Findings

The goal of the research was to investigate how Incepta Pharmaceuticals' use of Artificial Intelligence (AI) has evolved for their Human Resource (HR) department (recruitment, payroll processing, employee performance and development), and to assess potential opportunities for using AI. Based on findings from the interviews conducted as part of this research, it was determined that while AI was not currently in use at Incepta Pharmaceuticals, there was high intent to utilise AI to improve the overall operational efficiency of the HR department, through the creation of personalised training programs for employees and the optimisation of recruitment.

Some of the identified barriers for Incepta Pharmaceuticals to implement AI include a lack of technological infrastructure, budget restrictions, and resistance from employees (especially from older workers) to AI and fears that the introduction of AI may take jobs away from employees. Another key barrier identified in this research was the perception of ethical issues related to data privacy and AI bias in HR practices, which need to be addressed to provide equal and fair access to AI in HR.

Despite the barriers to AI adoption, Incepta Pharmaceuticals is willing to invest in the use of AI in the future to develop improved recruitment practices, performance management and employee development systems, by incorporating AI elements gradually. The company plans to move forward on a priority basis, starting with the Recruitment and Performance Management processes first, as soon as funding and management are secured.

Chapter 5: Recommendations and Conclusion

According to this research study, recommendations were made for Incepta Pharmaceuticals to successfully incorporate Artificial Intelligence (AI) in their Human Resources (HR) functions and address the barriers identified in this study by:

5.1 Recommendations

5.1.1 Invest in AI Training and Capacity Building

The HR department at Incepta must ensure that all HR staff are properly trained to use AI tools. As identified in the findings, there is a lack of technical expertise within the department, which could delay AI adoption. A comprehensive training program should be developed to upskill HR professionals in AI-driven recruitment, performance management, and training tools. This will increase staff confidence, reduce resistance, and ensure AI tools are used effectively. According to Smith et al. (2020), training is a critical enabler for successful AI adoption in HR, especially in organizations transitioning from traditional to AI-driven methods.

5.1.2 Phased AI Integration

To minimize disruption and manage costs effectively, AI should be implemented gradually. Based on the findings, AI tools should initially be adopted for recruitment to automate resume screening and candidate shortlisting. This function has the most immediate potential for improvement. As Najimul Islam (Selection and Recruitment) noted, AI is capable of potentially cutting down the amount of time that recruiters will spend screening and shortlisting resumes; it is thought that AI could allow for a more rapid and consistent process for recruiting employees. By automating this time-consuming process, recruiters will have more time available to determine which applicants will be able to advance to the next phase of the hiring process.

5.1.3 Protecting Data and Ensuring Ethical AI Use

As mentioned in the analysis, some respondents have raised ethical concerns in relation to the study - specifically in regard to data privacy and discrimination/bias associated with AI systems. Incepta needs to create a specific code of ethics for the use of AI, as suggested by Alex Rojario (Selection and Recruitment), in order to alleviate any potential discriminatory bias in recruitment using AI with carefully selected training data from a diverse range of sources. Transparency around AI decisions was highlighted by Waliul Islam (Training and Development). For example,

both Alex and Waliul suggested implementing AI systems and processes that meet all regulatory requirements for data protection, ensuring that all employee data is kept secure and confidential. Frequent auditing of AI tools will also help identify any biases that may have developed inadvertently over time, which should help build trust among employees and provide for fairness in the workplace.

5.1.4 Get Management's Support and Approved Budget for AI Adoption

Management's approval and budget for AI adoptions are essential for both management support and the substantial costs incurred when adopting AI tools. The case for AI should be well documented and presented in terms of the long-term advantages it will provide to Incepta (i.e., improved efficiency, quicker recruitment times and improved performance management). Mariam Mim (Selection and Recruitment) also stated that top management support is required for effective resource allocation. The case for AI should also contain an in-depth cost/benefit analysis and an illustration of the potential ROI resulting from implementing AI.

5.1.5 Planning for Resistance to Change

One of the most common barriers encountered when implementing AI in most companies stems from employee fears of being replaced by technology or an unfamiliarity with new technologies. According to Waliul Islam (Training and Development), there are times when certain employee groups feel overwhelmed by or confused by the complexity of AI systems. To combat this, Incepta should develop a formalized Change Management Plan, including the following: clear, concise information regarding the advantages of AI for Incepta; numerous opportunities for employees to attend training sessions prior to implementing AI (before the implementation begins), as well as ongoing support after implementation of the system; and establishing the involvement of key stakeholders during the beginning phases of the implementation process, so that all parties have input and knowledge concerning the steps necessary for a successful implementation, thus reducing barriers to AI integration..

Conclusion

The use of Artificial Intelligence (AI) within Human Resources at Incepta Pharmaceuticals has significant potential; however, it also presents a number of obstacles. This study has demonstrated how AI has been, or can be, effectively utilized to improve recruiting processes, as well as the ability to tailor train and develop staff, and better manage employee performance. AI has the potential to streamline HR processes through increased efficiency and the use of data for informed and unbiased decision-making when it comes time to choose new employees and also promote existing ones. The study has also identified some barriers to adopting AI technology such as lack of the necessary technological infrastructure, cost of implementing AI, and employee resistance. Addressing these issues are critical to successfully implementing AI across the entire HR function at Incepta. For example, Incepta should invest in training the HR staff on how to use the new tool effectively, secure buy-in from senior management regarding the AI initiative, and establish ethical guidelines regarding employee privacy and the elimination of AI-related biases. Going forward, Incepta should adopt a phased approach to the integration of AI into HR, beginning with recruitment and performance management. By doing this, Incepta will have the opportunity to evaluate how well AI is working and to make adjustments accordingly before expanding its use into the other HR functions. Future research should continue to monitor the long-term impact of AI in HR at Incepta regarding employee performance levels, employee engagement, and general organizational performance. This information will help determine the future viability of integrating AI into HR at Incepta.

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Appendices

Interview Question

General Questions about HR Functions

1. Can you describe the main HR functions at Incepta Pharmaceuticals, and how they are currently managed?
2. How do you measure the effectiveness of HR functions at Incepta?

AI Adoption in HR

3. Is Incepta Pharmaceuticals currently using any AI tools or technologies in HR functions? If yes, which ones?

Follow-up: How did the decision to adopt AI come about, and who was involved in the decision-making process?

4. How are AI tools being used in recruitment? Can you describe how AI supports or enhances the recruitment process here at Incepta?

Follow-up: Are AI tools being used for candidate sourcing, screening, or interviews? How effective has AI been in these areas?

5. Are AI tools being used in training and development? If yes, how do they help personalize employee learning and development?

Follow-up: Can AI identify skill gaps or suggest tailored development plans for employees? If so, how?

6. Do you use any AI-based systems for payroll management? If so, what features of the system do you find most beneficial?

Follow-up: How does AI help with payroll accuracy, compliance, and efficiency at Incepta?

7. In employee management, does Incepta use any AI tools for performance evaluation or employee engagement? How do these tools help improve employee satisfaction or performance?

Follow-up: Do AI systems analyze employee feedback, track performance metrics, or suggest ways to improve team dynamics?

AI Usage and Effectiveness

8. How effective do you think AI tools have been in improving HR operations at Incepta?

Follow-up: Can you provide examples where AI has made a significant impact (positive or negative)?

9. What challenges or limitations have you faced in implementing AI tools in HR functions?

(This will help address ethical concerns, resistance to change, and technical readiness.)

10. If Incepta is not currently using AI in any of these HR functions, what are the main reasons?

Follow-up: Are there plans to adopt AI in the future? If so, in which areas?

AI Adoption in the Future

11. Do you foresee AI playing a larger role in the HR department at Incepta in the coming years? What specific HR functions do you expect AI to impact the most in the future?

12. What do you think are the key factors that will drive or hinder the future use of AI in HR at Incepta?

(Probe for factors like technological readiness, employee acceptance, cost, data privacy concerns, etc.)

13. Are there any future plans for adopting new AI technologies in HR? If so, in what areas (e.g., performance management, recruitment, payroll, training)?

Follow-up: How do you envision the future of AI in HR at Incepta?

Personal Use of AI

14. Do you use any AI-based tools or technologies in your personal HR tasks or day-to-day activities? If yes, how do you use them, and what are the benefits?

15. What is your personal opinion on the use of AI in HR? Do you think AI has the potential to replace certain HR functions, or do you see it as a tool to assist HR professionals?

Follow-up: How do you balance the use of AI with maintaining a personal touch in HR practices?

16. What improvements or changes would you suggest in how AI is used in HR at Incepta?

Follow-up: Is there a particular area where you think AI could add value that is not being explored yet?

Closing Questions

17. In your opinion, what do you think are the most important considerations when implementing AI in HR, especially in a pharmaceutical company like Incepta?

(This could include employee trust, regulatory compliance, data privacy, etc.)

18. How do you think AI will shape the future of HR departments in the pharmaceutical industry, particularly in Bangladesh?

Follow-up: What unique challenges or opportunities do you see for AI in HR at Incepta and similar organizations in Bangladesh?

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Company Acceptance Letter



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July 30, 2025

To:

Jennifer Hossain
Director, International Affairs, Alumni Affairs
& In-Charge-Career services Office
University of Liberal Arts Bangladesh
688 Beribadh Road, Mohammadpur, Dhaka-1207,

Subject: Internship acceptance letter.

Reference: Internship letter dated on July 08, 2025.

Dear Sir,

With reference to the subject, we are pleased to inform you that **Ms. Zareen Tabassum Suhi**, ID# 201011238, a student of BBA program has been accepted as Intern. She is advised to report HR department for further formalities.

We look forward to a mutually rewarding relationship with your university.

Sincerely,

 31/7/2025

Md. Zakir Khan, SHRM-CP
Assistant General Manager
Human Resources Department



Scanned with CamScanner

INTERNSHIP PROPOSAL FORM

Name:	Zareen Tabassum Suhi
ID:	201011238
Department:	BBA
Supervisor's Name (Faculty):	Dr. Abdul Baten
Organization Name:	Incepta Pharmaceuticals
Internship Title:	Evaluating the Integration of AI in HR Functions: A Case Study of Incepta Pharmaceuticals

Student's signature & date

Supervisor's signature & date