

FROM ONBOARDING TO RETENTION: EVALUATING THE EMPLOYEE EXPERIENCE LIFECYCLE AT RUNNER GROUP

Runner Group

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PART – A
INTERNSHIP EXPERIENCE

Chapter 1: Internship Preparation

1.1 Motivation and Expected Learning

As a Bachelor of Business Administration student at ULAB (University of Liberal Arts Bangladesh), I consider that if academic learning is put into a practical organizational environment, it will reach its maximum potential. Since the start, I have been very much interested in Human Resource Management. I see HR not just as an administrative role, but also as a strategic mediator of employee experience, organization culture, and sustainability of the business. That is why I made it my priority to get an internship experience where it would be possible for me to involve with the real HR practices during the course of my undergraduate study. The main reason behind my applying for this internship was the wish to witness how HR rolls out in real life, starting from the process of onboarding and ending at the employee retention. I was thinking about the recruitment process, how the employees' files are kept, the manner of interview sessions, and the HR policy. Besides the above, my vision was to get an understanding of how engagement, retention, and employee development are done in a competitive business environment. The HR department is typically referred to as the heartbeat of the company; hence, there was my desire to see how communication, paperwork, and decision-making would be done in the background. I also visualized myself acquiring formal business communication, collaborating in a team, dealing with sensitive information, and engaging professionally with applicants and employees. Runner Group's internship was a wonderful chance for me to have a glimpse of the HR practices of one of the largest corporations in Bangladesh. I was expecting to develop my skills in the practical world through this internship and to be ready for a well-structured corporate environment as soon as I graduated. It would be a great advantage to attend professional training workshops in HR analytics, hiring processes, and employment laws. Moreover, possessing certifications in areas such as Human Resource Information Systems (HRIS) and Microsoft Office would enable me to participate more effectively in administrative tasks and hiring processes.

1.2 Internship Search Process

The internship search process was something that demanded patience, planning, and regularity. I visited a number of the existing websites such as corporate career sites, LinkedIn sites, Facebook pages and job search sites like BD Jobs. My focus was on the organizations in which the HR functions were highly developed because it would allow in gaining more experience in this area. In the process of searching, I was particularly interested in the vacancy announcement at LinkedIn regarding the internship opportunity at Runner Group, due to many years of its presence in the industrial sector of Bangladesh and its fast-

developing HR system in parallel with the contemporary business trends. I applied to them through their official career mail with an updated resume and a short note of my interest. Soon, the Human Resource Department approached me and asked me to have an interview with them at their corporate head office. Communication during this process was professional and this gave me an opportunity to learn in advance about the organizational culture that I was getting into. After getting the shortlisting, I was given the official confirmation and was looking forward to my internship in the HR Department of Runner Automobiles, the mother concern of Runner Group.

1.3 Interview Experience

On the day of the interview, I reached the Runner Group Head Office at the appointed time of 3:00 PM. Many other applicants from other universities such as North South University and Daffodil International University were also present. We had a short and enjoyable discussion on our academic backgrounds and our common expectations on the interview session that was to be conducted. Since it was my first formal interview in my life, I was excited and nervous at the same time. Soon, all candidates were given a chance to undergo a simple written test that included 20 short-answer questions, which were meant to determine the general knowledge and other simple skills applicable in the internship position. The test was not extremely difficult and I passed with a lot of certainty. After about half an hour, I was called to attend the interview. Mr. Md. Merajul Islam Sunny, the Assistant General Manager (AGM) of Runner Group, was the one who conducted my interview. Surprisingly, I was calm, collected, and confident as we went through the interview session which lasted approximately twenty minutes. I was also questioned on various issues concerning my personal goals, academic experience and competence. The interview was professional and encouraging, so I was able to express myself. After about one month I was called by Runner Group congratulating me that I was selected for an internship opportunity at the HR division of their company. This acceptance was the start of my career and a great milestone in my educational life.

1.4 Brief on the Organization – Runner Group

1.4.1 Overview of Runner Group

Runner Group is among the largest industrial conglomerates in Bangladesh and has been credited with contributing towards the automotive industry of the country, engineering growth, and industrial growth. Since Runner had its roots in manufacturing and assembly processes, Runner has established a great reputation due to its focus on innovation, quality, and customer satisfaction. The company has expanded its portfolio in different business sectors, but it is still best recognized with Runner Automobiles, which still remains the flagship business of the organization. Runner Group employs a wide team of employees in Bangladesh, and a strong HR system has been in place to match the human capital with the long-term

business goals of the company. Its further growth is an indication of good governance, strategic leadership, and the ability to respond to changing market needs.

1.4.2 Mission and Vision of Runner Group

The vision of Runner Group is to be a market leader in the Bangladesh automobile industry and, at the same time, create sustainable value for the stakeholders. Its mission has focused on high-quality products, modern technology, and better mobility solutions that satisfy the needs of various categories of customers. The organizational vision observes global competitiveness, innovation of its businesses, and global expansion of its presence beyond its national borders. The aspects that Runner Group aims to uphold are integrity, customer focus, and organizational excellence as necessary values that can help the company in its development.

1.4.3 Organizational Culture and Teamwork

The working environment at Runner Group is professional and cooperative, as teamwork is the main core element of productivity and success in operations. Different levels of employees are employed in a coordinated way, with the help of the transparent division of departments, cross-functional interaction, and goal-oriented communication. The HR Department has a very important role in creating this environment by pursuing policies, onboarding practices, training programs, and organizational discipline. The key cultural factors at the workplace include respect, professionalism, and compliance with organizational rules.

1.4.4 HR Department – Runner Automobiles

Runner Automobiles has a well-organized operational model in the Human Resource department that takes care of recruitment, documentation, policy enforcement, welfare support, and employee record management. The HR department manages the employee lifecycle, starting with the number of candidates, as far as recruitment and onboarding all the way to retention and separation. Throughout my internship, I noticed that the accuracy of documentation, involvement of the candidates, and decision-making based on policies were heavily relied upon. The department maintains organizational confidentiality, unifies communication, and makes sure that the HR processes are in line with the corporate objectives of Runner.

Chapter 2: About the Internship

2.1 Job Position and Responsibilities

I completed an internship in the Human Resources Department of Runner Automobiles, the flagship company of Runner Group for three months. The internship was a full-time one, and I was placed in the head office of the company, which is located in Tejgaon, Dhaka. In this way, I was directly exposed to the operational side of HR. The role was challenging and required a lot of professionalism, concentration, and meticulousness, and also involved being confidential and adapting to the structured corporate procedures. Runner Automobiles' HR department is in charge of recruiting, onboarding new employees, processing documents, internal communication, distributing and maintaining company policies, and employee records. I was placed as an intern in the HR department, where I assisted the team in various functions, which provided me with extensive experience in the employee lifecycle.

My key responsibilities included the following:

- **File Management:**

It was one of my main responsibilities to organize and keep employee files, especially of the resigned employees. My role involved listing such files correctly, classifying them and making them properly organized in specific storage containers. I also helped in developing personal files of new employees who have been appointed, and that all necessary documents are duly compiled and updated.

- **Recruitment and Candidate Handling:**

I was directly involved in the recruitment process by making calls to shortlisted applicants, arranging the interviews, creating assessment forms and communicating with them through the recruitment process of the company. I also helped in carrying out interviews, and I saw the interview techniques, assessment, and HR decision-making.

- **Job Posting and CV Sourcing:**

I was posting job circulars on the official career portal of Runner Group and other Facebook job search groups and collected the CVs from BD Jobs, Runner career site, and other job platforms. My day-to-day tasks included organizing profiles of the candidates and forming early shortlists.

- **Policy and Compliance Support:**

I made soft copies of company policies, revised documents where it was required and made sure that policy files remained in their proper archives. The assignment has enabled me to learn about the internal rules of the company and its compliance framework.

- **Database Management:**

My responsibility was to generate a list of insurance IDs of the employees and confirm them with the HR records. This job involved cross-checking of documents, keeping spreadsheets and assisting the administration of the HR department.

- **Marketing Activities:**

As an intern, I got a chance to engage in campaigning for the Yadea electric bike, which is one of the new product lines of Runner Automobile, RAPLC. I also participated in the filming of promotional videos and assisted the staff in carrying out field-level campaigns. This exposure helped me to realize that we can work as a team outside of the HR department and witness how interdepartmental work is coordinated. All these roles allowed me to achieve technical competence, professional communication, and a good grasp of how HR functions in a large organization.

2.2 My Takeaways from the Position

My Runner Group journey as an intern will always be memorable because it made me a better HR professional. The experience I received was much more than the theoretical lessons in the classroom and showed me the real-life processes of HR work in a company environment. The most significant insights that I have acquired include the use of professional communication, more specifically during the recruitment process and the interactions with the candidates. I became more self-assured in my conversations with candidates, composing professional emails, and regulating the tone of communication as per the corporate standards. Along with this, I gained a lot of experience in the area of documentation accuracy, which is one of the key points in HR activities. Creating personnel files, sorting out resigned personnel, and assembling policy records made me realize the importance of being confidential, precise, and consistent in record-keeping within HR. The activities that are part of the recruitment process, like calling people who applied for the job, setting up meetings, and being present at the interviews, were the main sources for my getting acquainted with the processes behind talent acquisition. Further, I learnt how HR assesses candidates, the skills that they emphasize when recruiting, as well as the necessity of being objective and professional. Taking part in marketing activities, including the promotion of the Yadea campaign and filming promotional videos, made my perspective wider when it comes to cross-functional

cooperation in Runner Group. It enabled me to observe the role of HR in the brand activity, but indirectly, through coordination and support. Generally, this assignment increased my flexibility, discipline, and the ability to handle various assignments effectively. It increased my self-confidence to work in a corporate setting and confirmed my desire to work professionally in Human Resource Management.

2.3 Relating My Educational Learning to Internship Roles

The academic courses I took at ULAB contributed much in the way of intellectual training and prepared me for the demands of my internship. The road of theory to practice took place mainly in the HR-related courses. Starting from Human Resources planning to understanding change management, Business Communication, and Recruitment & Selection processes. The utilization of strategic human resource management concepts made me familiar with different HR functions step by step, including hiring, onboarding, policy administration, and employee lifecycle management. Hence, I was able to see how these theoretical components are practically employed during the internship. The concepts I learned in business communication were applied in my daily work, particularly in situations where I had to contact candidates, write emails, and communicate with supervisors. Being clear, courteous, and exact in my communication helped me to perform my duties efficiently. Moreover, besides the inputs gained from training and development courses, I could detect the practical expectations of the candidates' screening criteria. I got to know practically the stages of recruitment, resume screening, and matching the applicant's skills with the job description. My participation in the Yadea brand campaign was another way I could apply the Marketing Principles concepts, especially in learning about audience engagement and the ways of promotion. So, the internship was a channel that transformed theoretical knowledge into practical skills; it opened to me the real operational structure of HR and its importance in the organization.

Chapter 3: Self-Reflection

3.1 Likes and Dislikes About My Workplace

My internship experience with Runner Automobiles was very beneficial since it placed me directly in the middle of a professional and well-organized working environment. The internship has opened up various paths to me that could not be explored without being in HR-related matters. The fact that I was performing real HR functions throughout the internship and not just standing there watching made the experience even more meaningful to my studies.

I also appreciated the good vibes and respectful work environment in the department. The co-workers were all very nice, and whenever I needed help, they were there to assist me. Talking to people from different levels of the company has been very good for my communication skills and has given me more self-confidence when it comes to dealing with the business world.

On the other hand, some problems did arise. For example, the interns' opinions were not always taken into consideration, and thus, we were not able to provide any suggestions for the improvement of the administrative process. In addition, the interns did not receive any orientation training. This led to a lack of understanding of the workplace rules and procedures, which prolonged the initial hard period for me. It could have been an easier transition if I had received such training.

However, the experience was very productive in personal development, even though this limitation was there. Learning from real HR applications in action made my interest in further involvement in the field of HRM stronger.

3.2 How I Could Do Better and How the Organization Could Utilize My Skills Better

Looking back, there are certain aspects of my performance that I can say I opted for the second best. Initially, the communication style used by the corporate HR department was difficult for me to get used to, and it took some time before I could adjust. Gaining more familiarity with the instruments offered by the corporation would allow me to finish activities such as coordinating candidates and putting in place policies much faster. I was quite good at giving the necessary documents, but I am aware that I could have done it more precisely and quickly if I had better technical skills in MS Excel.

When making use of my skill sets in the organization, I believe that I could have done a lot more in terms of candidate engagement and HR communication. My strengths in business communication and

marketing would have been of great help in providing the organization with the necessary templates for effective candidate engagement or periodic communication regarding the new policies.

In addition, I have worked on the marketing campaigns of Yadea motorcycles. This is a testament to my ability to adapt to working in cross-functional teams. If I had the opportunity to participate more in HR-related communication content or events, it would have unlocked my creative side.

3.3 How They Can Improve Experience for Future Interns

Based on my personal experiences, there are several things that can be done to benefit future internships at the Runner Group. This includes implementing an orientation program for new interns that teaches them about working in the office, HR structure, and other key organizational policies. This would accelerate the process and allow interns to begin working sooner. Moreover, incorporating regular feedback meetings would allow the interns to learn from their own experiences and overcome challenges through communication and gain professional skill through proper guidance.

The internship experience in the Runner Group provided a foundation in HR functions in general. With more structure and involvement in different areas, future interns may be able to gain more from the internship experience.

Chapter 4: Personal Development Plan

4.1 Short-Term Career Plans (1-2 years)

In the immediate future, I am determined to increase my practical knowledge and skill level in the core HR areas such as recruiting, HR record-keeping, and HR compliance. Among the ways to achieve that, obtaining an entry-level position in an HR department where I can put into practice the knowledge I gained during my internship at Runner. I should work on my communication, Microsoft Excel, and document-preparation accuracy since they are all necessary for the smooth functioning of the HR department.

I also plan to be certified in areas such as Human Resource Information Systems (HRIS) and Microsoft Office. It will not only facilitate my participation in administrative and hiring processes but also help me to be more effective in those areas.

4.2 Long-Term Career Plans (3-5 years)

With a look towards the future in the next three to five years, I would like to achieve the following vision: To be recognized as a strategic Human Resource professional in the corporate world. I would like to take up an HRBP or the Senior HR Executive position in the future. This would allow me to contribute towards planning and organizational decisions more closely aligned with business requirements and would be aligned with my areas of interests such as understanding business requirements or helping employees grow.

I intend to go abroad for further academic pursuits in Human Resource Management or in a similar area of study, allowing me to thoroughly extend my educational foundation globally and acquire enhanced levels of analysis and leadership skills necessary in higher level HR capacities. Further academic study will enable me to contribute more capacity towards the formation of organizational policies and decision-making centered upon employees.

4.3 Personal Skills to Develop

To achieve my professional goals, I realize that I have to work on different personal and technical skills. Hence, improving my analytical and digital skill set is crucial in an environment where HR issues are tech-driven. This will make me more efficient in my work by being more proficient in HR software analysis and also in managing spreadsheets.

I am eager to apply myself with great effort into communication and negotiation skills development. These are very much needed in recruitment, evaluation, and employee engagement. Through learning, practice, and self-improvement, I am sure I will not only be able to reach my HR goals but also contribute to the profession.

PART – B
INTERNSHIP RESEARCH

Executive Summary

This study examines the entire employee life cycle that occurs within the Runner Group, from hiring and induction into the organization through development, engagement, and ultimately, employee retention. As the Runner Group continues to grow and develop as an entity in the corporate world of Bangladesh, the focus on hiring and maintaining the right personnel for the organization's growth and development becomes an important aspect. The objectives of the research are to examine how employee retention as an aspect of employee development is achieved.

This study adopts a descriptive, qualitative research design, through conducting interviews with the HR representatives and uses responses from selected workers for various departments. This will enable the study to assess the policy-level and employee-level aspects.

Results show that while Runner Group maintains an effective employee hiring process and offers necessary employee development during the hiring process, there are areas where employees require continuous learning, faster feedback, and additional development options. Recognition and leadership play important roles as factors affecting employee retention, according to the data. The conclusion of the study points out the improvement that needs to be incorporated regarding employee feedback, performance evaluation, and development programs.

Chapter 1: Introduction

1.1 Background of the Study

Human Resources have gone through a transformation, and today it is no longer only about paperwork and processing salaries. They have become an ally that is involved in the strategic planning of the workforce, the wellness of the employees, and the company's expansion. Human Resources have the employee lifecycle as its center, and this lifecycle begins with recruitment and encompasses development, engagement, and finally, retention. Runner Group of Industries is one of the biggest conglomerates in Bangladesh, and its business interests are very diversified. The organization faced increasing competition and increasing customer expectations while digging deep into what shapes the employee journey-from the first application to becoming a permanent team member. During my HR internship, I got hands-on with recruitment, onboarding, file management, and early-stage employee engagement tasks. It also let me hear staff perspectives on policies and understand how HR strategies affected people's choices to stay with the company through job satisfaction.

1.2 Objective of the Study

The main objective of this study is to evaluate the employee lifecycle at Runner Group.

- The effectiveness of the recruitment and onboarding process
- Employee experience during development and engagement
- Factors influencing retention and turnover intentions
- Identifying gaps and recommending improvements

1.3 Research Question

The study aims to answer the following research question:

How effective is Runner Group's HR process in managing the employee lifecycle from onboarding to retention?

1.4 Research Scope

The research focuses on the entire employee life cycle within Runner Group. It investigates employee recruitment, onboarding processes, employee engagement, employee development, and employee retention. It tries to identify ways and means on which HR actions impact employees' experiences from joining an organization to remaining there for a considerable period. It investigates the extent to which there is proper recruitment and selection, employee onboarding and assistance given to employees from

various departments, and impacts on employee engagement due to employee training and development, recognition, and benefits. It investigates factors that form the core influencing employee retention and at which stage employees plan to leave an organization. The research doesn't focus on external comparisons and financial aspects but helps analyze Runner Group internally.

Chapter 2: Literature Review

2.1 Employee Experience: Definition and Importance

The concept of Employee Experience (EX) includes the perception employees have formed in a whole way through their interactions, workplace environment, organizational culture, and management practices during their employment (Plaskoff, 2017). Morgan (2017) states that employee experience is not limited to the traditional HR functions but includes emotional, professional, and cultural points that allow an employee's engagement and performance to be influenced and shaped. A positive employee experience is likely to result in the organization being more productive, having less employee turnover, and even gaining the commitment of the employees to a greater extent. Bersin (2019) also points out that employee experience means a transition for organizations from being process-driven in their HR models to being people-centered which emphasizes communication, development, and well-being. The war for talent is on and organizations that focus on employee experience, thus, gain competitive advantages in terms of better employer branding and higher retention rates.

2.2 The Employee Lifecycle Model

Employee Lifecycle (ELC) - This provides the conceptual framework for exploring the various stages an employee passes through as an employee of the organization. Also, the various stages that an employee passes through include the process of attraction, recruitment, development, engagement, retention, and then separation. Busine and Watt (2005) state that effective management of the employee lifecycle means that every interaction is meaningful, developmental, and aligned. They suggest that the employee experience is not something that happens once, but actually, there is an ongoing relationship between the organization and the employee. In the case of larger organizations, an effective management process of the employee life cycle can help avoid inefficient processes, administrative errors, and employee fluctuation.

2.3 Onboarding Theory

Onboarding is the systematic method of getting new employees acquainted with the organization's culture, values, and operational requirements. Bauer (2010) explains that onboarding is a very important stage where employees create their first impressions and these impressions have a considerable impact on their performance and the length of their stay in the company. A properly constructed onboarding process does more than just jaunt a newcomer along; it indicates the areas of responsibility, states the expectations of the company, gives the rules of the workplace, and directs the person to the supervisor. Trust gets established and new hires' fears are lessened through a robust onboarding experience; if it's done poorly,

the new employee may soon become a cause of misunderstanding, dissatisfaction, and quitting. Onboarding is a process that truly extends well beyond the first day; if it can be described in any way, it would be in terms of continuous help throughout the new employee's adaptation to the organization, therefore, boosting the individual's sense of being accepted and ultimately, involvement.

2.4 Concepts of Employee Engagement

According to Kahn's 1990 study, employee engagement refers to psychological presence in the workplace; individuals who appreciate their work, maintain their connection with it, and get their motivation from it. It is the result of the justice given to them, the presence of a supporting supervisor, the chance to grow, and the acknowledgment of their work. In fact, research points out that simply increasing the salary is not the only reason for employees to engage; the company culture, clear communication, and mutual respect are also very significant. Gallup's research indicates that there is a positive relation between the level of engagement and productivity, absenteeism, and turnover. Thus, it can be concluded that engagement is one of the most important factors influencing the evolution of employee satisfaction.

2.5 Retention and Motivation Theories

Retention is the term used for organizational initiatives that are aimed at reducing the occurrence of voluntary employee resignations by making the workers perceive that staying with the company will be personally beneficial to them. Herzberg's Two-Factor Theory (1959) separates hygiene factors such as salary, working conditions, and company regulations from motivators that include achievement, responsibility, and personal development. Herzberg stated that if an employee is provided with a challenging job, that person will stay in the company, provided recognition and training opportunities are available. Maslow's Hierarchy of Needs also pointed out that people working in the organization do not want only their basic needs satisfied, but also want to be accepted, recognized, and eventually reach self-actualization. Retention is not the result of a single action, but rather it is the product of a non-stop positive experience across the entire customer journey, starting with proper onboarding and ending with professional growth and communication that is fruitful and always done.

Chapter 3: Methodology

3.1 Type of Research

A qualitative approach is adopted for this study to capture the full picture of the employee lifecycle at Runner Group. The report reflects a range of perspectives on recruitment, onboarding, engagement, development, and retention.

3.2 Data Collection Methods

To collect the primary data I conducted a short interview with five members from different organization levels of runner automobile PLC. Newly joined Mr. Azad and Mr. Maruf, Senior Officer Mr. Shohedul Islam, Executive Mr. Hasib, and Manager Ms. Farzana Afrin. These interviews were conducted informally during lunch breaks, each lasting for four to five minutes, allowing employees to express their views comfortably while I took notes. A set of structure questions were asked in order to know their experiences at work, the professional development opportunities they have, and the challenges they perceive throughout the employee life cycle.

3.3 Data Analysis

A simple thematic approach was used to analyze the data. The notes from the interview and the responses from the employees were organized based on ideas related to recruitment, onboarding, engagement, development and retention. Basic judgements was used to understand the similarities and difference of the employee experience. This helped to form a clear picture on how the employee lifecycle works in practice at Runner Group and what areas may need improvement.

Chapter 4: Findings and Analysis

4.1 Overview

It reveals the results of the research carried out during the internship at Runner Group. The study applied a qualitative approach to investigate the employee lifecycle from recruitment to a retention perspective. Data was gathered by conducting short interview sessions with the employees, by asking structured questions, and observing the processes during my internship..

4.2 Recruitment and Selection

The recruitment process is well organized, good structure and sticks to the candidates job description before creating the shortlist. Candidates appreciated timely communication but recommended follow-up improvements during the stages of selection. Mr. Shohedul Islam underscored that cultural fit was as important as technical ability and noted the efforts made to keep recruitment transparent and non-discriminatory.

4.3 Onboarding and Initial Integration

Onboarding in general explained the roles, although it differed across departments. The most important features of a positive onboarding experience were mentorship and team support. The human resources department is creating a standardized onboarding checklist to ensure uniformity in the different departments' way of doing things.

4.4 Employee Engagement, benefits, and development

The employees expressed satisfaction in training and learning new skills. Getting feedback both positive and negative helped them keep motivated and engaged. One challenge was that long-term career growth wasn't very clear to them. However the company provides good working hours, free lunch, transportation, daycare facilities, and other benefits that made employees feel more involved and helped them maintain a healthy work-life balance.

4.5 Retention and Continuity Factors

A strong organizational culture, team backing, and acknowledgment worked together as the main retention forces. HR actions like training, rewards, and performance evaluations are all good but can still be better if they are more personalized. Employees who have been around for the long time said that having a clear map to career paths and giving regular feedback are the surest ways to retain their loyalty.

4.6 Summary of Findings

The findings from the research work show that Runner Group has a professional, organized, and efficiently managed human resource management process that takes care of the entire employee life cycle, from hiring to retention. The perceptions of the employees on the hiring process, induction, engagement, development, and workplace benefits offered by the organization are positive overall. But on the contrary, there are certain areas that need improvement. The discrepancies in induction programs offered in different departments have been identified, which sometimes impact the initial adaptation of new recruits. The lack of visibility on career growth plans has also been identified, which leads to certain uncertainties on the part of the employees regarding growth opportunities. The lack of personalized appreciation plans has been emphasized, which indicates that though generalized appreciation is taking place, more personalized appreciation is required to motivate the employees in the long run.

Chapter 5: Recommendations

In order to improve the overall experience of the employees at Runner Group, a number of improvement steps can be taken at various levels of employee lifecycle. Organizing detailed orientation programs to new employees would assist in acquainting the employees to the culture of the organization, departmental operations, major individuals, and necessary induction practices. New employees would have an opportunity to learn their positions better and be more involved during the early years of working through such programs. Moreover, switching from paper-based filing to full digital HR management system with cloud storage would enhance the efficiency of the operations, enhancing the data security, and decrease load in the administrative activities. Applicant Tracking System (ATS) would also enhance the recruitment process by automating the process of communicating with the candidates, scheduling the interviews, and sharing the feedback about the applicants, thus improving the overall experience of the candidates. Also, it would facilitate closer communication, cooperation, and interaction between the employees by arranging regular team meetings and interactive sessions, which would eventually lead to increased work efficiency and work satisfaction.

Chapter 6: Conclusion

The research was set to analyze the employee experience life cycle process in the Runner Automobile industry by paying attention to the onboarding process, engagement, documentation, and communication handled by the organization. The research reveals that the Runner Group has a well-organized HR process in place that not only helps the company in keeping up with compliance and documentation but also works as a source of good professional practices and teamwork that are essential for smooth work processes. On the contrary, the study also pointed out some problems that need improvement like employee onboarding, documentation automation, communication, and employee engagement processes. This would ultimately result in better alignment between the organization's expectations and experiences and the employee's experiences and perceptions. The research makes it clear that firms must adopt HR practices that focus on the employees and regard their experience as an ongoing process that begins with hiring and continues with engagement. The same improvement would enable Runner Automobiles to attract and retain good workers and remain competitive in the market. To sum up, the proper management of the employee experience life cycle can indeed have a significant impact on the performance and sustainability of the human resource management processes.

Chapter 7: Limitations of the Study

Despite being methodically organized, the investigation faced some constraints. Several employees and human resource personnel felt uneasy with the process of video and audio recording; therefore, the study relied on note-taking, which might restrict the study and the correctness of the replies. The internship experience being short, limited the study to the number of workers who were interviewed, which could restrict the depth of the findings. The study was unable to obtain some internal human resource files and reports since the information had to remain confidential, thus limiting the amount of secondary study and analysis the researchers could conduct. Some of the responses from the employees could be influenced, which would then affect the study and the accuracy of the study's conclusions.

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Appendix:

Interview Questions
1. What made you want to be a part of the Runner Group from the very beginning?
2. Did you find the recruitment process to be clear and well-organized?
3. How much time did the recruitment process take and did you feel that they were treating you well in this regard?
4. What are the key points for selecting applicants?
5. How do you guarantee that the applicants' abilities match the job?
6. What type of hiring difficulties do you encounter, and what are your strategies to tackle them?
7. How helpful was the onboarding process at explaining your role and responsibilities?
8. Did you feel welcomed and supported by your team?
9. What is your level of satisfaction with skill development and career advancement opportunities?
10. Do you think your contributions are acknowledged and appreciated?
11. How would you rate the working conditions concerning the hours, meals, transport, daycare, and insurance?
12. What is the main reason you still work at Runner Group?
13. Did you ever think about quitting? If yes, what were the reasons? - Are the HR regulations in the same manner with your career goals and personal life?
14. Which retention strategies are most effective in your opinion?



September 3, 2025

Rodosi Rahman

Moneshor Road, Zigatola, Dhaka

Dear Ms. Rodosi Rahman,

With reference to your application dated July 21, 2025 we are pleased to offer you an internship position at RUNNER Group. This letter outlines the terms and conditions of your internship.

Position Details:

Position Title	: Intern
Company	: RUNNER Group.
Department	: HR Division
Reporting To	: Head of Talent Acquisition & Employer Branding
Start Date	: September 3, 2025
End Date	: November 30, 2025
Work Schedule	: 08:00 AM to 05:00 PM

Compensation and Benefits:

Stipend	: BDT 5000 will be given.
Meals	: Lunch will be provided.
Transport	: Transport facility will be given if route matches.

Code of Conduct:

You are expected to adhere to the company's code of conduct, including all policies related to cyber security, data protection, and professional behavior. A copy of the company's code of conduct is attached for your reference.



Termination:

This internship is at-will, meaning either you or the company may terminate it at any time, with or without cause or notice.

You are required to submit your internship report to the HR department at the end of your internship. We wish you a rewarding and enriching internship journey with us.

Best Regards,

A handwritten signature in blue ink, appearing to be "Md. Merajul Islam Sunny". The signature is stylized with a large, sweeping flourish that extends upwards and to the right.

Md. Merajul Islam Sunny
Head of Talent Acquisition &
Employer Branding.
RUNNER Group.

INTERNSHIP PROPOSAL FORM

Name:	Rodosi Rahman
ID:	213011009
Department:	BBA
Supervisor's Name (Faculty):	Muhammad Hasibul Hasan
Organization Name:	RUNNER Group
Internship Title:	From Onboarding to Retention: Evaluating the Employee Experience Lifecycle at Runner Group

Student's signature & date

Supervisor's signature & date

(Submit your Research Proposal to your Supervisor for approval)

PART B.docx Rodosi Rahman

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