

Recruitment & Selection strategy of Job Portal in Bangladesh: a case of NRB Jobs Limited

NRB JOBS LTD.

Prepared by
Syeda Tabassum Orpita
ID: 193011224

Supervised by
Oeshwik Ahmed
Senior Lecturer

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



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Internship Report Approval Form

Student Name: Syeda Tabassum Orpita

ID No.: 193011224

Major: Human Resource Management

Year: 2023

Mobile Phone:

Email: tabassum.orpita.bba@ulab.edu.bd

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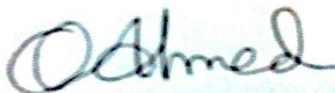
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Signature:

Date: 17/12/2023

Name: Oeshwik Ahmed

E-mail: oeshwik.ahmed@ulab.edu.bd

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Name: SYEDA TABASSUM ORPITA (BLOCK LETTERS)

ULAB ID #193011224

Signature:  Date: 11/12/2023

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Part A: Internship Experience

Chapter One: Internship Preparation

The internship is the first step toward the corporate world. My only goal was to gain skills through my internship. Hence, I was looking for organizations hiring interns not based on a designated position. As a fresher, I only aimed to learn and enhance my knowledge of different skills. These skills will help me thrive towards my desired job or success. This desire to work in my dream job has hugely motivated me to find an internship that will help me gain basic skills and knowledge. I looked for internships through various social media pages and websites like the bdjobs, linkedin, bikroyjobs etc. However, I was looking for it while commencing my last semester. I aimed to look for a part-time job to enhance my skills while I was looking for an internship. However, I did not have to look for it far as my university faculty Dilara Afroz Khan Ma'am was looking for an intern for her company NRB Jobs Ltd. AT first, I researched about the company. I took in their values and cultures. I familiarized myself with their services and notable achievements. I also researched about the industry this company falls in. They are a job portal company so I had to research the job portal companies of Bangladesh which was rather easy as this sector barely has many competitions. The only one ruling this sector for the past many years is BD Jobs. So, after that, I polished my resume and updated it by adding a few extracurricular activities and my CGPA. I emphasized my achievements and skills. And then, I immediately applied for it as an opportunity not to be missed. Ma'am was the CEO of the company and she instructed me to sit for an interview. The interview was held by two of the heads of business of the company. As with any other interview I was given a date and time. I had to look formal and well-dressed for the meeting. Firstly, they asked me to introduce myself. Second, they asked if I knew anything about my company which, fortunately, I studied a bit before the interview day. Altogether the interview experience was wonderful as both the business heads were very cordial. After a few days, I got a call to join as their intern. I was beyond delighted as this was my very first job. NRB Jobs Ltd. is an online job portal firm. It has a site that is stated to be the bridge between job seekers and employers. On this site, people can both recruit and apply for a job by registering as a job seeker or employer. On this site, people can both recruit and apply for a job by

registering as a job seeker or employer. There are a lot of different categories and industries. Job seekers can apply for a desired job according to their degrees. Employers can also find their desired skilled employees through the mail. They can also find employees through the different services given to them.

Chapter Two:About the Internship

I. Job Position & Responsibility:

I was an intern of business development. My job as an Intern was mostly in the content department. However, I contributed to every department. I was also assigned as their sales representative. I had the amazing experience of visiting over 30 of their clients. I collaborated with them regarding the company service. I even sent them a service proposal. Client visits have always been a great way of enhancing social and communication skills. At the same time, I also had the privilege of sitting with the company interviewers for their recruiting of employees. It was a part of my training to also help in various events organized by the company. So, I played a vital role in their marketing and human resource departments. Sometimes, I was given the responsibility of a full-time employee i.e. there was few times when I had to post jobs on their server all by myself.

II. Hard and Soft Skills:

During this period my hard and soft skills came into a great help. My communication skill which is my extroverted personality was a great help to deal with clients. My critical listening skill has also played a huge part which is to listen to the clients talking about their company or the exact services they need. Also, my critical thinking skill also came in great help during the CV sorting process for recruitment. My expertise in Bengali typing was of great help during posting jobs in Bengali. Also my skills on Google sheet and MS Word along with Canva, came in as great help during works.

III. Educational Learning to Internship Roles:

My education came in great help as it helped guide me in many ways. My education was a guideline for my work. The education guidelines were:

- HR Fundamental Responsibilities which is to overview the HR roles and responsibilities. To figure out the contribution of the department in the organizational success. To be familiar with the organization's policies.
- Recruitment and selection process also helped me to understand the strategies to attract and retain talents. On the other hand, it helped me in conducting effective interviews by maintaining diversification in the hiring process.
- I got to know about effective onboarding process.
- Training and development were one of the crucial parts as our company has a whole sector over training. This part of my education helped me in contemplating the desired employee skills required for a company and the trainings they need. After that the required trainings that were needed to be implemented were organized.
- The importance of aligning HR goals with the organization's objectives.
- The need to create a safe work environment.

These were few of the educational learning that were helpful while my internship period.

IV. Self-Reflection:

There is both positive and negative implication over the organization I completed my internship from. Firstly, the positive implications are:

- Strong leadership is there which can be seen that despite the pandemic the company stood still.
- The work environment or the organizational culture is very positive. Coworkers are very friendly and helpful. I often got motivated even when I sometimes mishandled any work. And, most of the time they were very respectful.
- The organization is engaged to many social responsibilities like the ethics club, Bangladesh scholars etc. Through this NGO's they are engaged in various social services or responsibilities.

However, despite having all this positive sides there are few negative sides or few disliked policies according to me. They are:

- The company has few unfair compensation practices like sometimes the employees are not appreciated or given compensation as per their work by the organization heads.
- The organization often face financial crisis as this is still a startup company.
- They did not yet promote their brand value which will increase their clients. The clients are not often satisfied or do not wish to work with a company who does not have a brand value.

V. Doing better for a perfect utilization:

To do better I need to improvise my skills and improve my performance. This would need a proactive approach with effective communication and a combination of personal initiative. First of all, I need to understand my role. By understanding role means to understand my roles and responsibilities with the expectations from my organization. I often use to seek for advices from my line manager or my supervisor. I had to set clear goals even it was short or long-term aligning it with my job roles and also with the overall objectives of the organization. This setting goal also boosts one's performance. Improving communication skills also helps to collaborate with the colleagues and clients. The improvement of communication skills of both verbal and written helps us in networking. Feedbacks from supervisors or line managers often help us to improve specific skills and also strengthen our potentiality for work efficiency. Demonstrating the ability or the confidence to take new challenges is needed because at the end of the day every organization wishes for their employees to be creative and confident. They need someone who can take responsibilities without any need of prior instructions. They have to be proactive to identify any tasks or projects. Not just being responsible or confident to take any challenges but the willingness to handle or take them attitude is to be there. On the other hand, time management is a vital part of a person's skill. Time management often defines a person's personality. Developing active and strong time management skills to meet deadlines and prioritize tasks helps one to be efficient in work.

This efficiency of work can lead to a team's success. This also shows one's effective contribution to the team. Attending workshops and webinars also develops a person professionally. Being active on different seminars and events makes one be wary of the ongoing industry trends in other words it helps one to understand the industry specifically. It also enhances one's skill. Collaborating with the others also makes a team efficient. Having positive relationships with colleagues often leads to successful projects and increment of productivity. Knowledges are to be shared and equally gained from one another for enhancement of skill. Working in a team or solo often leads to different problems. This solving of problems is known to be a problem-solving skill. Demonstrating strong problem-solving skills makes the work easier for the team or for oneself as well. Calmly analyzing the situation, identifying the issues correctly and proposing effective solutions is the ultimately strong problem-solving skill. Having the problem-solving skill one can easily turn into a valuable asset for a team. Networking is to be built within the organization or outside the organization. Networking may provide us with valuable insights of the organization and also create mentorship relations. One of the key points of networking is creating potential opportunity of growth. Also adapting to new changes increases the adaptability skill. Approaching work with a positive can make the environment positive and our coworkers have a positive vibe. This positive mindset inspires people to work effectively. The documents of the accomplishments and contributions are to be kept recorded. These documents help in future accomplishments like promotions or switching a job for a better position. Expressing interests and career goals with supervisors and line managers helps to grow within the organization. And at most important skill is to stay professional. Maintaining a high level of professional interactions is a mandatory task. Reliability, punctuality and respectful towards the colleagues, supervisors and subordinates is one of the main traits of professionalism.

VI. Improve experience for future Interns:

The prime goal of an organization is to create a positive and enriching experience for interns. This attracts top talents towards an organization. First of all, the organization can develop a comprehensive on boarding program that introduces interns to the organization's cultures, values and expectations. In order to improve experience for the future interns the organization must assign a mentor to guide the interns through the first few weeks so that the interns can get used to the organization and can get the basic norms and regulations. A clear goal and expectation for the intern is to be established. This goal has to include

specific projects and learning objectives. A roadmap of their internship journey with the expected outcomes is to be provided. The organization can assign interns to projects that are challenging and are relevant to their field of study which will contribute to the organization's goals. It is to be ensured that the interns are getting to apply theoretical knowledge in practical and real-world situations. The organization has to offer access to training programs, workshops and professional development opportunities. The organization can provide opportunities to build their skills through internship specific roles and also in broader areas relevant to their career development. They can conduct regular feedback sessions to discuss their performance. The feedback session will be about their areas of improvement and their accomplishments. These constructive feedbacks will be like a guidance to them which will help them grow throughout their internship session. The organization has to make sure that the interns are facilitated with networking sessions with the professionals across different departments. The supervisors or the line managers are to encourage the interns to attend company events, meet key stakeholders and participate in the networking activities. The organization has to foster an inclusion environment where the interns can feel like they are the valued members of the team. The interns are to be integrated into team activities, meetings and social events to help them build connections. The interns are not permanent employees so the organization should make sure to give them some degree of flexibility to their work schedule whenever possible. The interns are to be empowered to take ownership of their projects and encourage independent problem-solving attitude. Different sessions can be arranged where interns can interact with leadership and also in the meantime learn about the organization's strategic vision. Also, few social events should be organized along with some team building activities which will help them connect with their peers. The stronger the bond, the more perfect the teamwork would be. The organization has to make sure that the intern's contributions and achievements are publicly acknowledged. With this acknowledgement comes with offering certificates, awards or letters of recommendation for their magnificent performance. If the organization is offering specific interns to a permanent employee, then they can provide them with the information about the potential full-time opportunities within the organization. Also offer them the guidance towards career paths, professional developments and the skills needed for success. The organization has to enhance communication and coordination among interns and the team through different collaboration tools and project management software. The interns are to be encouraged to participate in community service or corporate social responsibility initiatives. This is a way of showing the organization's commitment to making a positive impact beyond the workplace. The organization can

conduct an exit interview in order to gather feedback on the internship experience. These feedbacks can be used to continually refine and improve the internship program for the future participants. Organizations, if possible, can support remote work as well. They can provide them the necessary resources and create a virtual work environment that facilitates collaboration and engagement. Thus, by following these few steps the organization can create a positive and valuable internship experience that can not only benefit interns but also contribute to the long-term success of the organization by which they are building a pool of talented individuals.

VII. Personal Development Plan:

The personal development plan for me is given below:

1) Self-Assessment:

I need to identify my future advantages and disadvantages. I need to find out my primary abilities. I need to find what regions I have to move along. This finding can include knowledge, soft skills and technical skills. I need to think about my values and interests. I can compare between my current and previous roles or the duties. The work I was most interested in or the work I have enjoyed to the most are to be determined. My career is to be coordinated according to my qualities and interests.

2) Clear Objectives:

I need to set my goal straight. Both short term and long-term goals are to be determined. In other words, the goals are to be specific, measure able, achievable, relevant and time bounded in short SMART. The drawn-out objectives are to be separated into more modest achievements to make them more reasonable.

3) Development Skills:

I need to distinguish required abilities. It is needed to be found out what skills are necessary for the career path I want. This includes specialized abilities, leadership abilities, relational abilities etc. I need to make a plan on how I need to learn and grow these skills. This could only mean I need to improve through various trainings, attending workshops or even looking for a mentor on my designated organization or from my institution. These mentors are going to work like a guideline to me.

4) Networking:

By visiting various seminars, they are joining various official events and staying connected to many high associates on social media like LinkedIn. Mentors can be found through these links. I can follow their tutorship through their given directions and counsel given their own encounters or experiences.

5) Preparing myself for opportunities:

I need to consider whether I need extra degrees or certificates that are fundamental to the profession's objective. On the job education is very much vital for acquiring new skills. I might grab on to the potential opportunities that might arise inside my organization which would increase my skills and knowledge.

6) Effectiveness of Time Management:

My first target would be to prioritize the work. I have to specifically prioritize the tasks that contribute the most to my career objectives. I cannot hinder my time by messing up all the schedules and appointments. I have to schedule specific time slots for networking, learning, and also focused work. On the other hand, I have to meet all the deadlines accordingly.

7) Reflection and Feedback:

I have to make sure that I consistently look for feedback from my supervisors or mentors to correct my lacking and improve the skills that need attention. It is utterly important for me to mostly get the drawbacks from them so that I can concentrate on that specific region for development. My plans are to be reviewed regularly. Through these reviews, I have to evaluate my progress. This evaluation means that I can make all the necessary adjustments needed.

8) Staying Updated:

I must keep myself updated about the ongoing industry or the market trends and the chances that are gradually taking place. I need to stay updated through newspapers, books, online courses, etc. ways that can be used as a catalyst form of staying updated with the market trend.

9) Balancing Life and Work:

Both my personal life and professional life should be separated. I would have to balance my work life with my life. My personal life should not make any kind of impact on my professional life or the achievements or success that is about to come with it. This skill of separating of life is known as emotional intelligence skill. This is one of the very core human skills.

10) Adaptability:

I need to accept the change. I need to be available to adjusting my arrangements as my vocation develops including changing all the external factors. Adapting to the surroundings easily is also a core skill. This skill helps one to achieve success quickly and also defines a person's outgoing or extroverted personality.

My future plan can always change with time. But, to have an ambitious life I have to maintain and constantly improve all the desired skills needed for an ambitious future.

VIII. Skills to learn in the future:

1) Emotional Intelligence:

One of the most crucial aspects of teamwork is to understand and manage one's emotions and also the emotions of others. The emotional vulnerability of the other team members is to be respected and managed. On the other hand, the perfect handling of one's own emotions throughout the work is defined to be emotional intelligence.

2) Leadership and Management:

The perfect way to guide and manage the team and make them work efficiently and effectively is known to be leadership skills. This guidance also includes motivation. A person who can motivate his team members manage them emotionally and acquire achievement for a designated work is said to be a leader. These traits are the traits of a person having leadership skills.

3) Entrepreneurship:

It is very important to have an entrepreneur's mind even if the person is not starting their own business. This skill comes in helps whenever we need to do critical thinking during any projects or assignments. A person having this skill is known to be a productive mind, an innovative mind, or a creative mind.

4) Cultural Competence:

During the present globalized world, the skill of understanding diverse cultural contexts is very important.

5) Networking:

To build my career or to grow my career, I need to be linked with prominent professional figures. This link-up is going to happen only if I have advanced communication skills. Through networking various opportunities come as well.

6) Time Management:

Effectively maintaining time and managing all the deadlines is the key to a successful career and also productivity.

There are also many other skills I wish to adapt shortly as well. These skills include advanced data entry, advanced Excel for all professional purposes; advanced Google sheet, presentational skills, etc. I may also take various in-house or off-house pieces of training to improve my skills in various sectors.

PART-B

Executive Summary:

The main objective of preparing this report is to fulfill the Bachelor of Business Administration Program. The report is made based on the theoretical and practical knowledge that I have achieved through the years of my university and especially my internship days. I have completed my three-month paid internship at NRB Jobs Limited. NRB Jobs Limited is an online job portal. It is the only globalized job portal in Bangladesh. Here, job seekers and employers are connected through their official site. The site is designed as it is divided into different sections and types. The industries are also divided accordingly. The jobs are posted according to different categories. Both the candidates and the companies get help from the site where the candidates can find their desired jobs by searching a keyword, company, industry, or location. On the other hand, the employers of different organizations have to ask for services either from NRB Jobs Ltd. or the candidates directly contact them through the mail or by calling their official number. The company started their journey in 2017 as a concern of the Pandughar Limited and now it is the concern of the Max Group. The job portal is the product of MARS IT Solution. The office is located at Karwan Bazar, Janata Tower. NRB Jobs Limited not only provides jobs from their job portals but also provides different in-house and off-house customized training and non-customized training for different organizations. I have completed my internship at NRB Jobs Limited as a business development intern. My duties were to post jobs on their sites which included content writing, promoting their company through lead generation, cooperating during their recruitment and selection process, and fulfilling the task handed out by my supervisor at work. Also, I had to work as a volunteer on many events. One of the most prominent events was the premier of “Khoka” a government project by the ICT division. Also, I got to volunteer at different job fairs. The organization shows the recruitment and selection strategies of job portals. No amount of company goes through this much amount of recruitment and selection process. My position as the intern started on July 22nd of 2023 and ended on October 22nd. During this period, I have reported everything to my host MD. Jomir Hossain sir who is the Head of the Business of NRB Jobs Limited. Throughout the whole internship tenure, I have experienced the office environment, office rules and policies, assessed office trade secrets, confidential business information, fun-loving and helpful

colleagues, link-ups with new people, and various other business activities. NRB Jobs Limited has provided me with various knowledge, experiences, lessons, and management that I believe I will get to use all of these for my future goals. I hope this helps me in the future to build my career and also the motivation to keep a positive attitude throughout. My report was done by getting information based on the organization and the activities of NRB Jobs Limited. Due to the restrictions on many other confidential issues, the information in my report also has limitations. Hence, I have tried to make this report as much efficient as possible.

Chapter One: Introduction

I. Research Title:

Recruitment & Selection Strategy of Job Portal in Bangladesh.

II. Research Objective:

My primary objective of the research is to examine the necessity of a vast amount of data resources for the CV bank needed during the recruitment and selection strategy. The study aims to evaluate the needs, disadvantages, impacts, and potential improvements. The few major impacts of this lack of data resources are given below:

1. The hinder for revenue
2. Not being able to give proper services
3. The clients' dissatisfactions
4. Hindrance of talent acquisition

These are a few of the impacts that are created due to the lack of data resources in the CV bank. The recruitment and selection process can often be hindered due to this cause.

III. Background of the study:

Job Portal is an online site that connects job seekers and employers. Bangladesh currently has a lot of job portals that are running successfully. Due to the change of strategy in the recruitment process of the organizations, online job portals have relatively succeeded on the job recruitment process platform. This is a drastic change of recruitment policy of the current job industry. Organizations are constantly relying on the digital platforms for recruiting employees. Job Portals are currently rapidly achieving technological advancement. This technological advancement is making the job search and recruitment far easier, efficient and effective. People all over the country despite being in a completely isolated zone has access to internet, this accessibility to internet has increased the number of job seekers online. Job portals of Bangladesh cover a lot of job categories. These categories have different industry. The categories could be IT, marketing, human resource management, finance, accounting, engineering, medical, security service, support services like guards, maids, peons etc. These different categories show the diversity of the job portals. Diversification of jobs on the portals comes in advantage for the job seekers to easily locate their desired jobs with all the requirements. The rapid and gradual growth of online job portals has increased entrepreneur opportunities. There's an increase of competition on the job portal market with time. As technology is advancing the organizations are providing various services to gain competitive advantage. However, Bangladesh is significantly increasing on economic growth which is leading to increase of business activities. This increment in the business activities comes with a demand for advanced skilled workforce. This demand has also placed a contribution for recruitment services. These job portals then come into the service most of the time. The government has implied and specifically to grow the economy of Bangladesh digitally or rather make Bangladesh a technological advanced country known to be "Digital Bangladesh. "This advancement of technology and the growth of entrepreneurship have increased the opportunities of the online job portals. With the massive youth population of Bangladesh, the online job portal plays a crucial role in connecting the young professionals to the job opportunities.

The embracement of these new technologies has fueled the growth of the online recruitment platforms and the process eventually. The relevant labor laws are to be examined and observed to see the impact they fall in the operation of job portals.

Advantages of Recruitment and selection strategy of job portals in Bangladesh:

The job portals platform provides a pool for employers to reach vast number of candidates. The broader the reach is the more talent candidates are found with diverse background and regions. These online recruitments are more effective than the traditional method. This method is also cost effective as well. The process like the advertising, printing, publishing, and other ways that were used in the traditional process can be quite expensive. Candidates are also attracted through this online based recruitment system the internet. They find it easier to apply as they don't have to spend any money as well to apply sitting at home. They don't have to buy the newspaper, wait for advertisements on the television; don't have to visit organizations as well, etc. They can easily connect with employers and their requirements and demands for the job. Online recruitment is very much time-saving. It allows for quicker identification and shortlisting of candidates. CV sorting is done rather quickly. The recruiters can save the initial stages of the recruitment process. They can then give more time to the hiring process or the selection process. The job portals in Bangladesh provide access to diverse talented candidates. This access to diversity of talent pools broadens the chances of finding different candidates with different skills, knowledge, experience, and backgrounds. Through these job portals, employers can post the job on time of need. This helps the job seekers to find the job immediately and apply to it. On the other hand, employers also can start their recruitment and selection process immediately. The job seeker's profile is detailed on the site for the employers to see and sort accordingly. The comprehensive details of the candidates help the employers during the selection process from the candidates. And, most importantly the transparency is there during the whole recruitment process. Throughout all this, job portals break the geographical barrier and help to connect the job seekers and the employers around different regions of Bangladesh. A type of branding of the organization is done through the online job portal. It increases the brand value of that specific

organization. Both job seekers and employers can customize their job searches on specific criteria. Those criteria could be skills, location, education, industry, etc.

IV. Research Question:

The topic of this research is the recruitment and selection process of a job portal in Bangladesh and the case of NRB Jobs Ltd. which is the organization I completed my internship is taken as a tool of examination. The goal of the study is to observe the positive and the negative impact on the process. It is to be discovered what the employers of NRB Jobs Ltd. have thoughts on this.

- How can the insufficient data resources of the CV bank affect the organization?

This is the research question that I seek the answers to.

Chapter Two: Methodology

I. Types of Research:

The type of research I have chosen for my research is exploratory research as there is hardly any research similar to mine throughout the internet so that is why exploratory research is chosen for my research. The case study I am researching is very new. This case study came to my mind due to my constantly working on their recruitment process for them and also for other companies. The main target of this research is to gain insights. It is to generate a hypothesis rather than getting to a specific conclusion. The main objective of this research is to know the recruitment and selection strategy of the job portals and the impact of insufficient data resources on the CV bank.

II. Research Design:

The research design I have done for this research is the quantitative research design. Quantitative research is the technique through which we determine the data statistically, mathematically, and through computational processes. Through this, the data is analyzed or collected. Here, I have collected the data from the employees of NRB Jobs Limited through a survey questionnaire. There was no particular designation as I have collected it from different employees. Hence, this shows the research design that was chosen for my research is exploratory research.

III. Appropriate methods for sampling, data collection, and analysis:

i. Sampling Method:

Sampling is one of the crucial aspects of quantitative research. It requires selecting several individuals from a larger population to represent and generalize the findings of that population. The sampling in my research will be done by my colleagues from NRB Jobs Limited. As it is a job portal so majority works in the HRM department. Participants from whom I'll collect data will have relevant knowledge of my topic of research. The data will be collected from the people who are directly involved in headhunting and recruitment. So, the data will be valid as it is coming directly from them.

ii. Data Collection:

Data collection is a critical part of research. A structured questionnaire of ten questions will be used as the main way of collecting the data from the participants. The main purpose of the questionnaire is to get the quantitative answers. It will consist of the participant's experiences, opinions, and thoughts on the recruitment and selection strategy of the job portal. They will also consider the fact of the insufficiency of CV bank data resources. The participants chosen will be getting a survey via their mail or WhatsApp.

iii. Data Analysis:

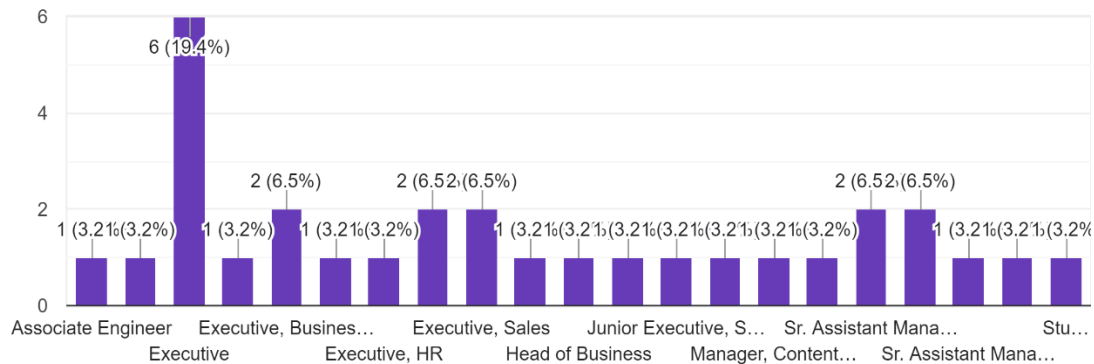
The data will be analyzed according to the responses given by the participants. Through this, it will be determined what percentage agrees and what percentage disagrees. The quantitative research allows for a structured and systematic analysis of the employee's responses. The research aims to give a glimpse of the insights of the organization's recruitment and selection

strategy and the insufficiency of data resources of the CV bank. The research provides us with insights into NRB Jobs Limited.

Chapter Three: Findings and Discussions

What is your designation?

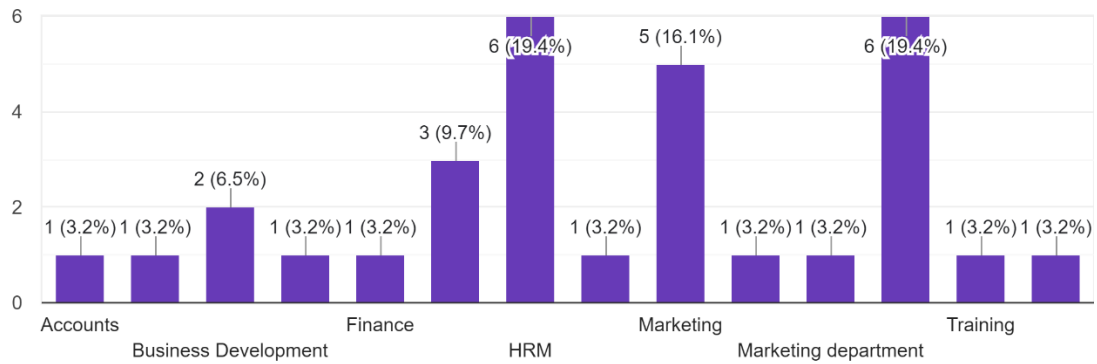
31 responses



-Majority of participants are in the executive position. And, they are all engaged in the recruitment and selection process.

What department are you working at?

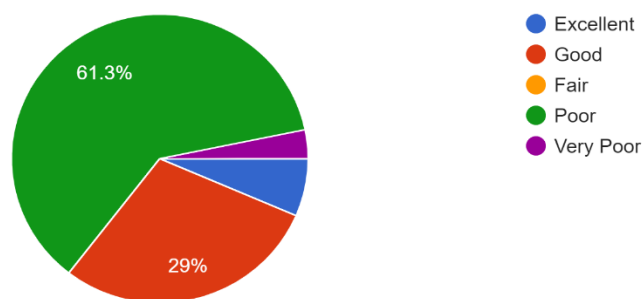
31 responses



-Majority of the participants are from the HRM department and Marketing department. As this is a job portal all the department more or less deals with the recruitment and selection process.

How would you rate your company's data resource availability for CV model training?

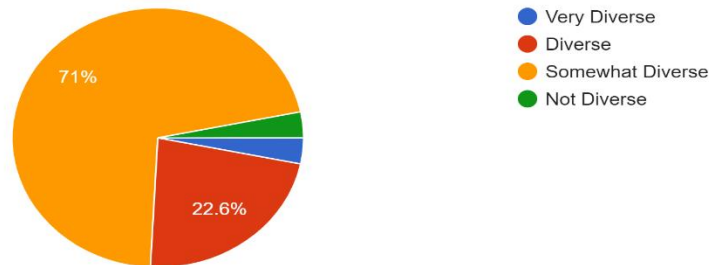
31 responses



-The Data resource ability for the CV model training is comparatively poor. 29% of participants voted for the good and 61.3% voted for the poor.

According to your opinion, how diverse is the CV bank data?

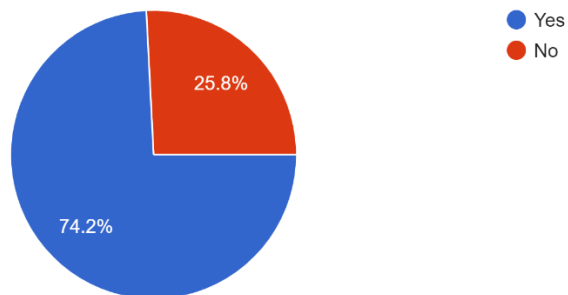
31 responses



-The participants here majority of them has voted for somewhat diverse. As we can see, 71% voted for somewhat diverse whereas 22.6% has voted for diverse.

Did you face problems with the CV models' recommendations and job-matching accuracy?

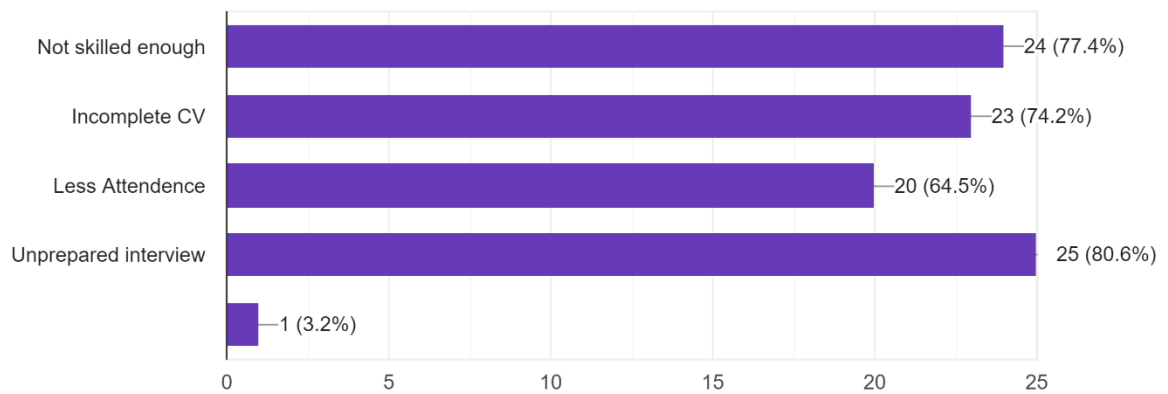
31 responses



-Here, 74.2% voted in yes and the rest 25.8% voted in No. This shows majority faces problems.

What are the challenges you usually face during recruitment?

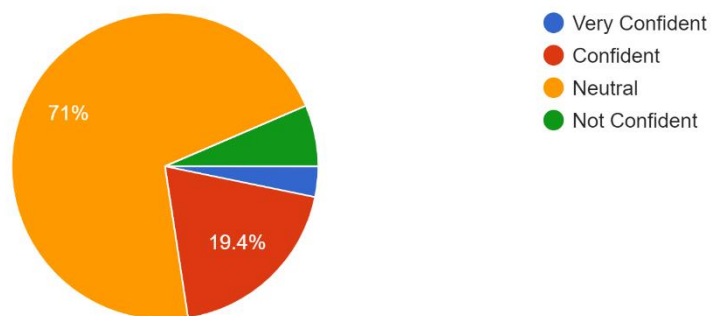
31 responses



-Participants here have voted on the challenges they face during the recruitment process.

To what extent do you feel our CV models can accurately match job opportunities with candidates?

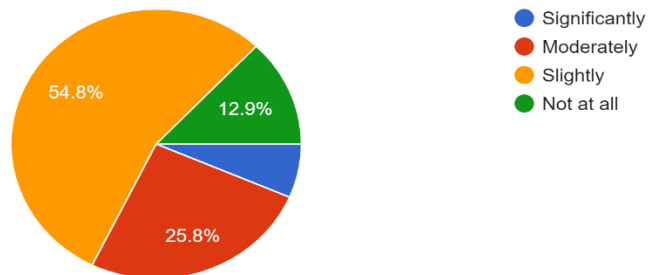
31 responses



-71% of participants voted for the Neutral part and the rest 19.4% voted for the confident part.

How much do you think the job portal's limited CV bank resources have impacted the clients?

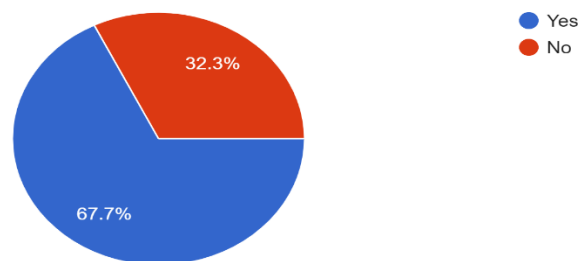
31 responses



-54.8% of participants voted for the slightly part. 25.8% moderately and the rest 12.9% voted for not at all.

Have users or clients voiced any complaints or concerns about our job portal's CV-based features?

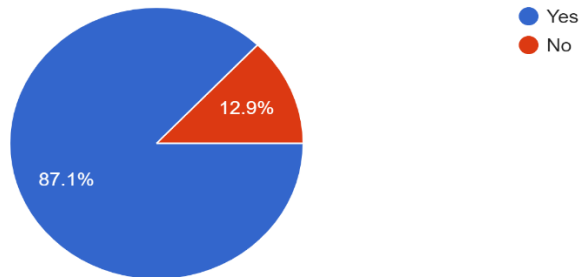
31 responses



-67.7% of people voted for the part that says that the clients do face problems and the rest 32.3% voted that they do not.

Has the limitation of the CV bank resources impacted the revenue of the company?

31 responses



-Here, 87.1% of participants voted yes that it does impact the company's revenue, and the rest 12.9% voted for no that it does not attend.

What is your opinion on the lack of CV bank resources?

11 responses

By promoting the job portal widely cv bank can be enriched.
Apps are not ready yet & not been fair at universities last 2 years.
Need to Increase Database resources
Have to take proper strategy to engage the job seekers
It should be more developed & specific
It can be frustrating for people who are seeking jobs in their relevant field since there is a lack of exposure.
More available accessibility could help with that.
Limited opportunity to reach out to skilled candidates
The data are to be increased.
The data resource is to be increased

-Here, the participants have given their very own opinions.

According to the survey, we can say that the majority of them belong to the HRM department and the marketing department. As it is a job portal company the business is mainly around the recruiting and selection strategy processes for various other organizations. The sales and marketing department also works for headhunting and the resume delivery service for the organization.

Data Resources of the organization according to the CV model:

The participants here majority has voted that the organization has insufficient data resources (61.3%) compared to the amount needed. The rest of the participants voted for the good part which states that the organization has a sufficient amount of data resources.

Diversity of the CV bank data:

The majority (71%) of participants here stated that the data resources of the CV bank are somewhat diverse. On the other hand, the other (22.6%) voted in the diverse. According to this data analysis, we can say that the data resources of the CV bank are diverse to some extent.

Problems with the CV model recommendation and the job-matching accuracy:

According to the participants, the majority (74.2%) have shown that they do face problems. The CV does not match the job description as per the client's needs. The rest (25.8%) have stated that they do not face any problems. So, as per the data analysis, we can say that most of the time they face problems but not regularly.

Challenges faced during recruitment:

The common challenges that recruiters usually face during the recruitment and selection process are stated in the data analysis. The most common of them all is the unprepared interview. Candidates 'the majority of the time do not have any idea about the job description of the job they came to give an interview for. The rest of the challenges revolve around the candidates not being skilled enough, having incomplete CVs that do not contain details of any particular section, and less attendance means the candidates do not

show up on the due date of the interview. These are some of the challenges faced during the recruitment and selection process.

Insufficient CV bank resources impacted the clients:

The data analysis of the participants clearly shows that there is an impact on the clients. Even though the majority of the vote went for slightly impacted (54.8%) many also voted for the moderately impacted part (25.8%). The marketing and sales department faces these issues the most.

Clients voicing concern:

According to the data analysis, it is shown that the client did voice out their concerns. The majority of the participants voted yes (67.7%) that the client did voice out concern.

Impact on revenue of insufficient data resources of the CV bank:

The company revenue is certainly impacted as the clients won't be getting any perfect services from the organization. The majority of the participants voted yes that the revenue was impacted.

Other than that, many remarks or recommendations were also given by the employees of NRB Jobs Limited. They have stated their concerns in their remarks.

Chapter Four: Recommendation

When there is a lack of data resources of the CV bank it becomes a great hindrance during the recruitment and the selection process. So, it is essential to employ strategic and creative methods to enhance the data pool of the CV bank of the organization. Here are some recommendations given below:

- **Referral Programs:**

The Implementation of the referral program is to be effective. The current employees will refer qualified and skilled candidates during the recruitment process. Incentives can also be offered by the organization as well for successful referrals. This will work as an employee motivation.

- **Expand Job Postings:**

The increase in job postings on different social media platforms is to be done. This will attract different kinds of qualified candidates. The organization has to utilize social media, networking events, and industry-specific forums to find potential candidates.

- **Networking Events:**

To find potential candidates, the organization can establish a network with the local public and private universities. This will be like tapping into the talent pool. Attending different industry-specific events, seminars, conferences, and meet-ups also can help find potential candidates.

- **Talent Search Agencies:**

A collaboration with different recruitment agencies that specialize in the organization's industry and tap into the candidate database that they have. This will be a bit expensive for the organization but in the meantime, it will save the organization from losing clients and will help them for the client services as well. The organization has to communicate with the agency and state its basic hiring needs to maximize the agency's effectiveness.

- **Internship Programs:**

They can also make the internship program mandatory which will help them to nurture the talent early on. They will offer them a permanent recruitment proposal which will motivate them to learn and work efficiently.

- **Optimizing of Job Descriptions:**

The job descriptions are to be clear, attractive, and accurately represented especially the job position. This will attract the skilled and qualified candidates. Certain keywords are to be used to improve the visibility of the job postings on online job portals sites or different social media platforms.

- **Career Fairs:**

Participation in career fairs is a mandatory task to increase the CV bank database resources. The data resources boost off to a great extent if the organization attends career fairs. All kinds of CVs are received which includes qualified, skilled, and experienced. The organization can also have company branding by showcasing their company culture and opportunities.

- **To engage with passive candidates:**

The team in the organization will have to engage with passive candidates through different social media accounts. They can create content or online seminars that will help them to actively engage with qualified and skilled candidates with excellent communication skills.

- **Diversify the Recruitment Channels:**

To reach the targeted audience, the organization has to explore industry-specific websites and job boards. The organization can also collaborate or come in contact with regional job portals or recruiting agencies.

- **Collaborating with the educational institutions:**

The organization can partner up with different institutions and get access to the institution's career service office or different alumni networking sites. They can sponsor events and organize different types of skill development or career counseling events to engage with students and fresh graduates.

- **Re-engage previous applicants:**

The resumes or CVs of the old candidates that are on the site can be revisited. These candidates were most likely not selected during the selection process. However, their CV might update over time. By improvement, it means they might gain additional skills or experience.

Therefore, through these few techniques and strategies, the organization might be able to increase its CV bank data resource

Conclusion:

NRB Jobs Limited is a perfect example of a job portal website with perfect information. We find information about job portals, job advertisements, training and other activities and services that job portals can offer to different groups of people. This report explains how NRB Jobs Limited undertakes various marketing strategies and various promotional activities to achieve its business growth goals, just like each company tries to pursue these to achieve their respective goals. Although job portal sites have some flaws, jobs are evolving day by day in a competitive market. This is good news for people who use these portals because all companies in this industry are competing to survive in this competitive market. In this technology-based world, it can also be said that if you do not have sufficient knowledge about this website, you will not even be able to receive services from these websites.

In Bangladesh, business-like job portals need to get all the information from various regions to offer best support to designated client, and it is exceptionally hard. Without seeing anything, we cannot notice anything about their business probability. We simply look for employment on these sites with trust and they are accomplishing difficult work to keep up with this trust. I hope that we will constantly get great help from these sites and can fabricate our vocation impeccably.

There is more to the internship program than just getting practice lessons and other things; it is likewise an opportunity to make associations with numerous people like bosses, supervisors, colleagues, managers and superiors. It is a phenomenal chance for me to be utilized in an office and to find out about a few authority guidelines, regulation, and other unmistakable kinds of errands. I will unquestionably benefit from new experiences at the corporate level in my future career. I expect to utilize this potential chance to propel my profession.

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Appendix:

Internship Proposal Form

Name:	Syeda Tabassum Orpita
ID:	193011224
Semester (Spring/Summer/Fall)	Fall
Department:	BBA
Supervisor's Name (Faculty):	Oeshwik Ahmed
Organization Name:	NRB Jobs Limited
Internship Title:	Recruitment & Selection strategy of Job Portal in Bangladesh: a case of NRB Jobs Limited



21/10/23

Student's signature & date



31/10/23

Supervisor's signature & date

ii) Appointment Letter:

GLOBAL LOCAL JOBS
NO 9001:2015

Ref: NRBJ-Intern/HR/Appointment/NRBJOBS/2023/0044 Date: June, 14, 2023

Syeda Tabassum Orpita
Address: House# 60/C-1, Bashir Uddin Road,
Kalabagan, North Dhanmondi, Dhaka - 1205

Sub: Appointment Letter for Internship

Dear Ms. Tabassum,

With further reference to your subsequent interview with us, we are pleased to offer you the position of Intern, Content Development, at NRB Jobs Limited, under the following terms and conditions, with effect from the date of your joining.

1. You will draw monthly cumulative remuneration of Tk. 5000 (Five Thousand Taka) only in a month.
2. Your internship period will be for a period of 3 (Three) months, from the date of your joining.
3. You will enjoy only Holidays as per policy of the Company.
4. You will be reporting to Department/Strategic Business Unit Head of NRB Jobs Limited and will be fully responsible for your duties & responsibilities in respect of the matters entrusted to you by the management related to Content Development of NRB Jobs Limited. You will be endowed with details Role Profile at the time of your joining.
5. During your employment with us or thereafter, you will not divulge any confidential information about our policies, procedures and processes or about our clients that you may get know by virtue of your service with us.
6. This appointment can be cancelled by the management if they found you having any personal interest which conflict with the business of the Company.
7. This appointment can be renewed based on the requirement of the company and management demand.
8. In all other respects, your service shall be governed by the applicable rules and regulations of the company in force from time to time.

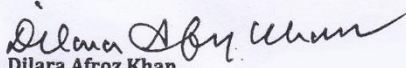
NRB Jobs Ltd. Vision 2021 Tower - 1, Level 8, Software Technology Park, 49 Kawran Bazar, Dhaka 1215, Bangladesh
Tel: +88 02 44810017-18, +88 02 44810026-27, info@nrjobs.com, www.nrjobs.com | www.nrjobstraining.com

Should the above terms and conditions be acceptable to you, please sign the copy of this letter as a token of your acceptance.

We have pleasure in welcoming you to NRB Jobs Family and sincerely hope that your career with the company will be flourishing and rewarding.

Thanking you,

Regards,
For, NRB Jobs Limited


Dilara Afroz Khan
Chief Executive Officer

CC: Farhana Gousia
Accounts & Finance
NRB Jobs Limited

Acceptance:

I confirm my acceptance of terms & conditions of the contract paper.

Date:

14/08/2023

Signature:



Survey Questionnaire:

12/14/23, 1:08 PM

Survey for Recruitment & Selection Strategy of Job Portal in Bangladesh: a case of NRB Jobs Limited

Survey for Recruitment & Selection Strategy of Job Portal in Bangladesh: a case of NRB Jobs Limited

Thank you for participating in our survey. Your insights are crucial for understanding the challenges related to insufficient data resources in computer vision (CV) banks within our job portal. Please answer the following questions based on your experiences and perspectives.

1. What is your designation?

2. What department are you working at?

3. How would you rate your company's data resource availability for CV model training?

Mark only one oval.

- ☐ Excellent
☐ Good
☐ Fair
☐ Poor
☐ Very Poor

4. According to your opinion, how diverse is the CV bank data?

Mark only one oval.

- ☐ Very Diverse
☐ Diverse
☐ Somewhat Diverse
☐ Not Diverse

5. Did you face problems with the CV models' recommendations and job-matching accuracy?

Mark only one oval.

- ☐ Yes
☐ No

6. What are the challenges you usually face during recruitment?

Check all that apply.

- ☐ Not skilled enough
☐ Incomplete CV
☐ Less Attendance
☐ Unprepared interview
☐ Other: _____

7. To what extent do you feel our CV models can accurately match job opportunities with candidates?

Mark only one oval.

- ☐ Very Confident
☐ Confident
☐ Neutral
☐ Not Confident

8. How much do you think the job portal's limited CV bank resources have impacted the clients?

Mark only one oval.

- ☐ Significantly
☐ Moderately
☐ Slightly
☐ Not at all

9. Have users or clients voiced any complaints or concerns about our job portal's CV-based features?

Mark only one oval.

- ☐ Yes
☐ No

10. Has the limitation of the CV bank resources impacted the revenue of the company?

Mark only one oval.

- ☐ Yes
☐ No

11. What is your opinion on the lack of CV bank resources?

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