

Transformation of HRIS of GSK, Bangladesh to a Global Reach

Internship Report

Spring'17

Submitted To-

Zaheed Husein Mohammad Al-Din

Senior Lecturer

BRAC Business School

BRAC University

Submitted by-

Samiha Sanjana

ID- 15304118

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Letter of Transmittal

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To

Mr. Zaheed Hosein Mohammad Al-Din

Senior Lecturer

BRAC University

Subject: Submission of Internship Report

Dear Sir,

With all due respect, it is my great pleasure to successfully submit the internship report. The report entitled “*Transformation of the HRIS System of GSK, Bangladesh to a Global Reach*” which is a partial requirement for the completion of my Bachelor’s Degree in Business Administration (BBA) at BRAC University. The report is ensued throughout my internship tenancy at GlaxoSmithKline, composed from both primary and secondary sources. The report entails comprehensive documentation of the tasks assigned to me and a study on the transition of the HRIS system with a central aim of seeking out the repercussions of it.

I would like to express my gratitude for your tireless support and hope that the report has done adequate justice to your valuable guidance. I am accessible at your convenience for any clarification if there are any grey areas.

Sincerely yours

Samaha Sanjana

ID: 15304118

Acknowledgement

This internship opportunity at GlaxoSmithKline, Bangladesh was a great chance for me to learn from so many great instructors as well as attain a professional development. I consider myself as a very lucky individual as I was provided with this opportunity and express my gratefulness to all my teachers and supervisors who has made me capable enough to complete such a comprehensive report.

First of all, I express my earnest gratitude towards Mr. Zaheed Hosein Mohammad Al-Din, Senior Lecturer of BRAC Business School for imparting his priceless lessons of both work life and real life and his constant guidance throughout my internship and ensuring that the report consisted of credible content.

I am also indebted to my supervisor, Ms. Debarati Mazumder, HR Manager (HR Business Partner for Pharmaceuticals and L&D Lead) of GSK, Bangladesh for trusting me with crucial details of Human Resources and relying on me to work on assignments allied with them. I also extend my gratitude towards Mr. Mohammad Saiful Islam (HR Manager, Consumer Healthcare), Ms. Maisha Binte Abdullah (HR Manager, Resources) and Ms. Saira Afzal (HR Executive) for their careful and precious guidance which gave me the opportunity to practically witness the leadership qualities and real life experiences I had had only heard or read about. I'm also very grateful to all the respondents of my survey who took time out of their hectic schedule to fill out the survey form; without their help I would not be able to establish a fair result.

Finally, I convey my appreciation towards my friends and family who has facilitated my learning experience both directly and passively.

Abstract

This report encloses the objective and outline of the research on the transition process of HRIS of GSK, Bangladesh into a global system called Workday as well as the assignments conducted during the internship tenure. Workday is cloud based Financial Management and Human Capital Management software which is customized for each company based on their needs. In GSK's version, Workday is used mostly for Human Resource Management affairs as financial usage of Workday does not comply with legislative issues of Bangladesh. GSK Bangladesh adopted Workday system on 14th December, 2015. Before the HRIS System was manual to a large extent but now, because of Workday, information of employees is easily accessible from anywhere in the world. It is also used for payroll maintain, KPI based activities, requesting for leave, talent profile of employees and so on. The aim of the study is to see if this transition has brought on more positive outcome than negative. For this study purpose, one of the key individuals of Workday project was interviewed and a survey consisting 11 questions were given to 35 Workday users of GSK, Bangladesh to assess the outcomes. The result of the survey was then analyzed through output tables, graphical representation and also critical findings to reach an end result.

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1.0 Introduction

1.1 Location: GSK is one of the world's leading research-based pharmaceutical and healthcare companies. Headquarters of GSK is located in the UK but it also has significance presence all over the world. GSK has two addresses in Bangladesh; the corporate office is situated in Gulshan-1, Dhaka, Bangladesh and the registered office which accommodates the factory is situated in Fouzderhat Industrial Area, Chittagong. This study and related surveys are prepared in the in the Corporate Office in Dhaka.

1.2 Background: HRIS, also known as Human Resources Information System or Human Resources Management System (HRMS) is a software base practice of organizations to maintain its human resources electronically. HRIS is not only used for HR purposes but also accounting, finance or payroll practices. HRIS is used in most cases to improve decision making in quality and making HR costs more effective by managing and controlling resources in a more cost and time effective manner. An effective HRIS should result into an increasing productivity of employees.

Workday is cloud computing base HRIS that hundreds of companies use across the globe. GSK Bangladesh started its initiative to introduce Workday system as a replacement to the HRIS used before, in the year of 2015. Subsequently over a year of process, Workday was finally installed and inaugurated in December 2015.

Some of the world's leading companies use Workday.



1.3 Objective: The primary objective of the report is to give an in depth insight into the way users of Workday; their work-life state along with the effective ways of communicating and decision making. Enclosed in this report is the objective of Workday being the effective way of storing employee information and communication across the globe. Secondly, the report

analyzes the effect of such usage of cloud computing system based on the findings of a survey.

1.3 Scope:

This report addresses the following:

- i. **Organizational Overview:** This includes the history of GSK, Bangladesh as a whole and its product offerings, organizational structure and vision and mission statements of the company.
- ii. **Job Description:** This segment entails the tasks assigned to the author, the nature of the job, the lessons learnt, the limitations faced and the observation made about attained corporate experience.
- iii. **History of HRIS:** Systems that have been used before and the system is being used now and the comparison.
- iv. **Findings, Analysis, Conclusion and the author's Recommendations** on the effectiveness of usage of Workday system.

2.0 Outline on GlaxoSmithKline

2.1 History

Glaxo was founded in the 1850s as a general trading company in Bunnythorpe, England. After its journey of nearly one and half centuries two companies naming Glaxo Wellcome and SmithKline Beecham were merged in the year 2000 to form one single company under the banner of Glaxo Smith Klineplc (GSK). It is a British pharmaceutical company with its Headquarters located in Brentford, London. GSK was the world's sixth largest pharmaceutical company as of 2015. Currently GSK - one of the world's leading research-based pharmaceutical and healthcare companies - is committed to improving the quality of human life by enabling people to do more, feel better and live longer.

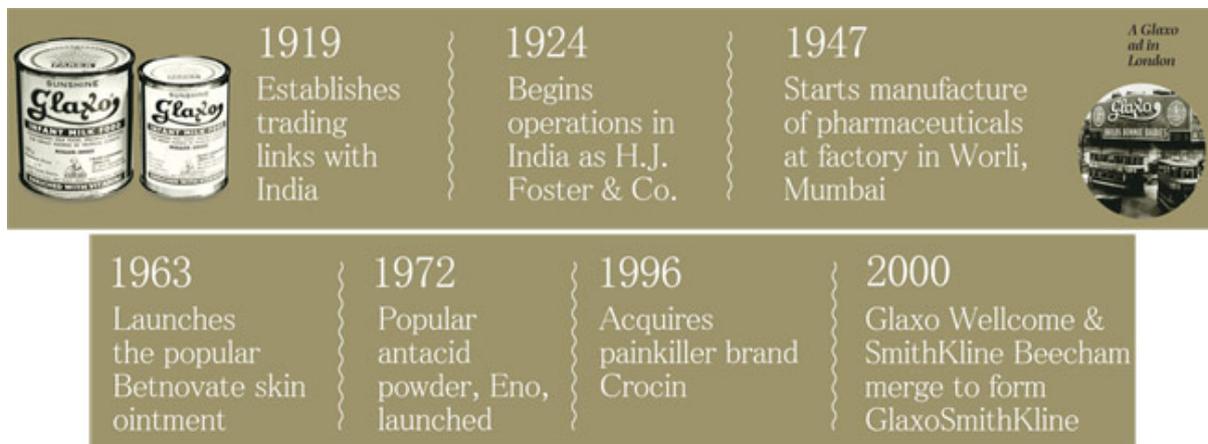
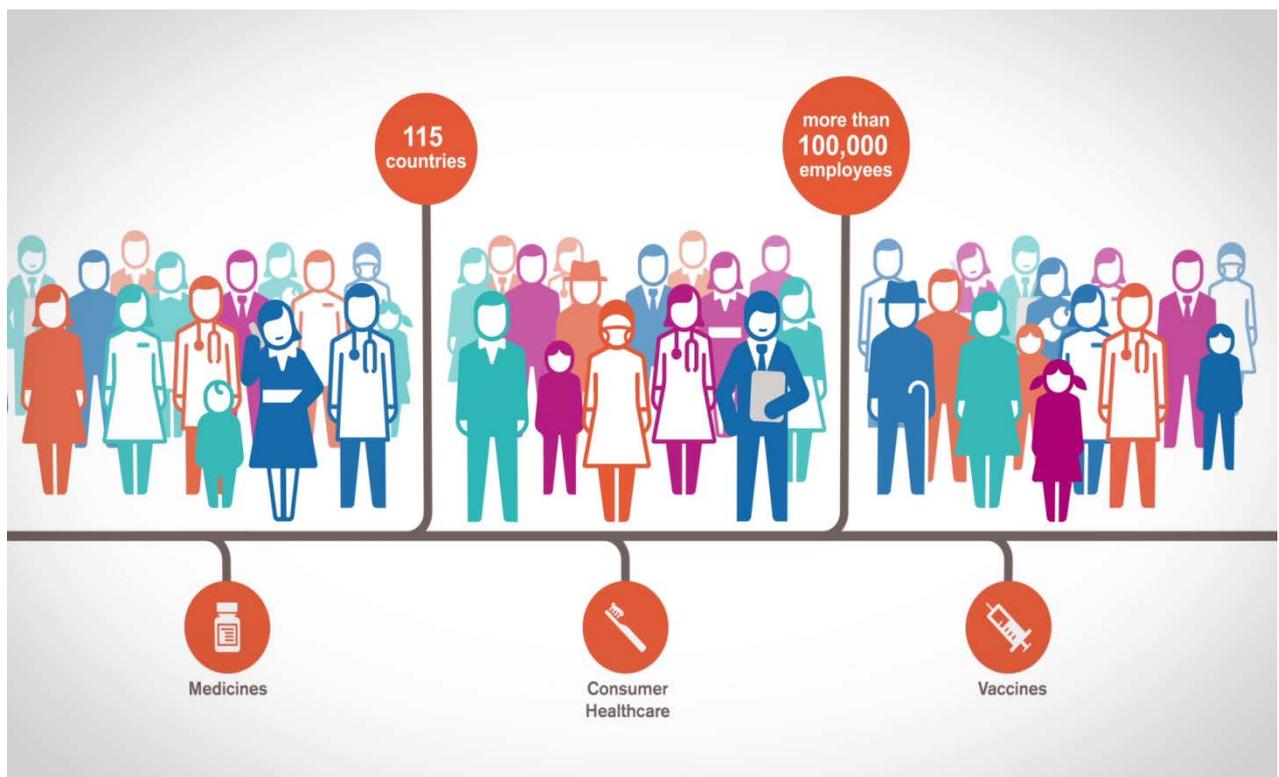


Fig. 1: Commencement of GSK

2.2 Company Overview

GlaxoSmithKline – one of the world's driving exploration based pharmaceutical and medicinal services organizations – is focused on enhancing the nature of human life by empowering individuals to do more, feel better and live longer. GlaxoSmithKline (GSK) is a world's driving exploration based pharmaceutical organization with an effective mix of aptitudes and assets that gives a stage to conveying solid development in today's quickly changing medicinal services condition. It gives noteworthy data to distinguish and examine the market require, showcase size and rivalry. It is the main British association on the planet's main 20 pharmaceutical organizations. Backup organizations are built up more than 50

nations of the world numerous with their own assembling offices and the gathering have office portrayal in more than 100 workplaces. GSK has administration in four noteworthy restorative ranges hostile to infective, focal sensory system (CNS) and respiratory &gastrointestinal metabolic. Likewise it is a pioneer in the critical territories of immunizations and has developing arrangement of oncology items. GSK supplies items to 140 worldwide markets and has more than 100,000 workers worldwide.GSK has 180 assembling site in 41 nations.

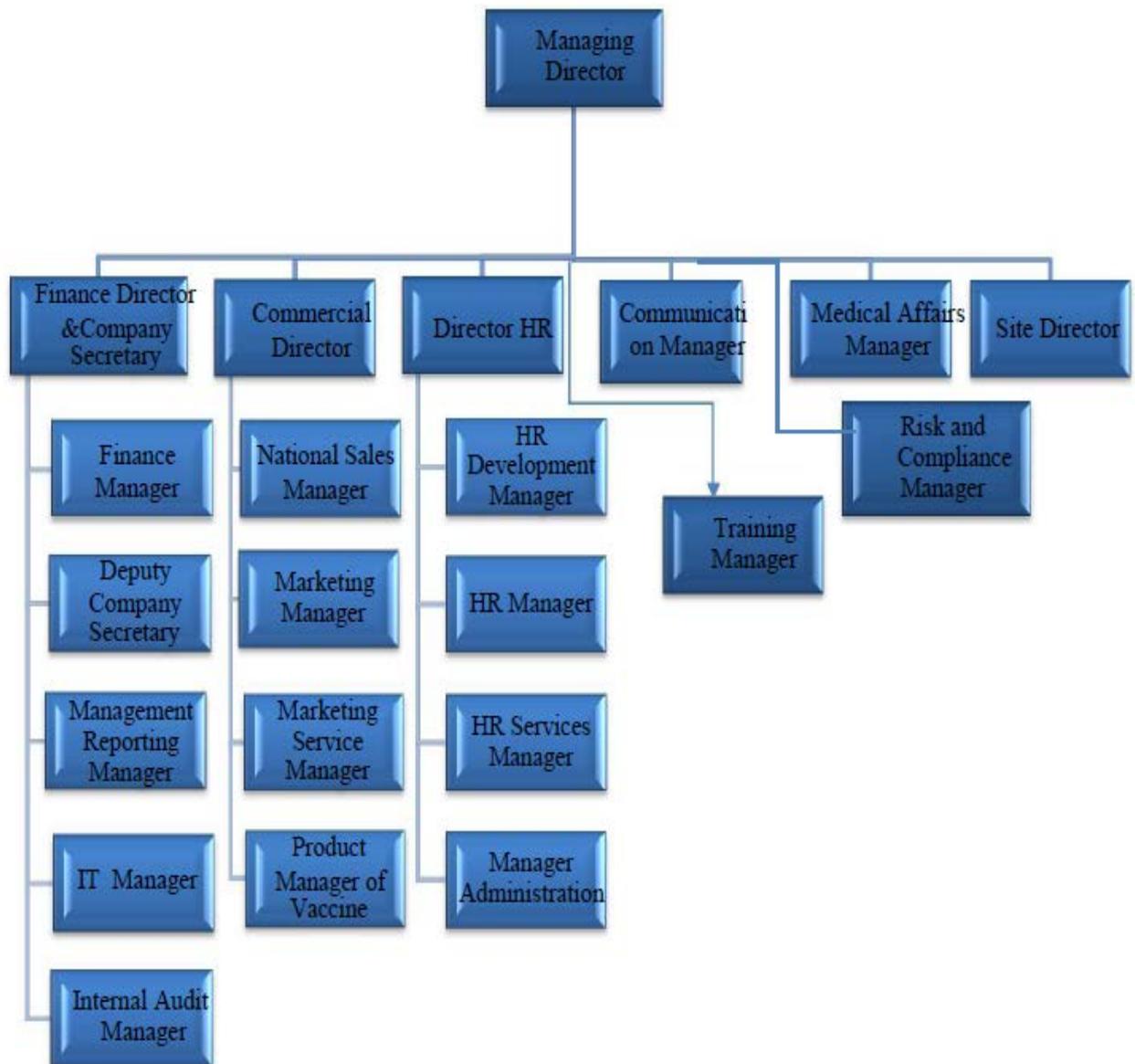


2.2 Operations

GlaxoSmithKline Bangladesh Limited is operated by the Board of Directors and the Company Executive Committee (CEC). The Board of Directors is ultimately accountable for the Company's activities, strategy and financial performance.

- A) Board of Directors and
- B) Company Executive Committee

2.3 Company Organogram



2.4 District Marketing Offices:

GSK has 12 District Marketing Offices (DMO) in Bangladesh. The locations of DMOs are shown below-

Zone	DMO
Dhaka	Dhaka, Mymensing
Chittagong	Chittagong, Maijdee
Comilla	Comilla, Sylhet
Bogra	Bogra, Rajshahi, Rangpur
Khulna	Khulna, Jessore
Barisal	Barisal

Table: List of DMOs

*Source: Secondary data, provided by Marketing Department

2.5 Business Principles

The mission statement of the business- **“Our global quest is to improve the quality of human life by enabling people to do more, feel better and live longer”**

Its worldwide journey is to enhance the nature of human life by empowering individuals accomplish more, can rest easy, and live more. The business is engaged around the conveyance of three key needs which intend to build development, diminish chance and enhance our long haul budgetary execution.

Our strategic intent states our business goal – “We want to become the indisputable leader in our industry.”

Strategies:

- Grow a diversified global company
- Deliver more products of value
- Simplify the operating model
- Individual Empowerment
- Building Trust

“Our company spirit describes how we need to behave if we are to achieve our goal” –We undertake our quest with the enthusiasm of entrepreneurs, excited by the constant search for.

Values of GSK-

- Respect for people
- Patient Focus
- Transparency
- Integrity

GSK has changed their R&D association with the goal that it is better ready to maintain a pipeline of items that offer important upgrades in treatment for patients and human services suppliers. This is supported by an attention on enhancing efficiency and rates of return in R&D. Theirs business is engaged around the conveyance of three key needs which mean to expand development, decrease chance and enhance our long haul monetary execution. These needs are: grow a broadened worldwide business, convey more results of significant worth, and rearrange the working model. We have :

- Flexible Thinking
- Continuous Improvement
- Customer Driven
- Developing People
- Enable & Drive Change
- Building Relationships

2.6 Products Offerings:

GSK make an extensive variety of doctor prescribed drugs, antibodies and purchaser social insurance items.

They may list numerous items over an extensive variety of nations on the accompanying pages. The names of these items can differ by nation, as can their signs for utilize. In March 2015 they finished a 3-section exchange with Novartis which reshapes business. As the combination of this specialty units advances, GSK makes items for significant ailment zones, for example, asthma, malignancy, diseases, diabetes and emotional wellness. Its greatest offering in 2013 was Advair, Ayodat, Flovent, Augmentin, lovzana, and Lamictal; its medications and antibodies earned £21.3 billion that year. Other top-offering items incorporate its asthma inhalers Advair, Ventolin, and Flovent; its diphtheria, lockjaw pertussis immunization Infanrix and its hepatitis antibody; the antihyperlipemia sedate Lovaza; and the antibacterial Augmentin. Medicines historically found or created at GSK and its inheritance organizations and now sold as generics include amoxicillin[and amoxicillin-caly, ticarcillin-clavulanate , mupirocin and ceftazidime for bacterial diseases, for HIV contamination, for herpes infection diseases, albendazole for parasitic diseases, lamotrigine for epilepsy, bupropion and paroxetine for significant depressive issue, and cimetidine and ranitidine for gastroesophageal reflux issue. Among these, amoxicillin, amoxicillin-clavulanate, mupriocins, zidovudine, albendazole, and ranitidine are recorded on the World Health Organization's rundown of fundamental meds.

Healthcare products: GSK has an inheritance that backpedals over 160 years, creating a portion of the world's best-cherished medicinal services brands including: Sensodyne, Voltaren, Theraflu, Parodontax, Panadol, Polident and Otrivin. These brands are effective in more than 100 nations, mirroring our energy for quality, sponsored by science. They are worked around the necessities of the a huge number of individuals who go on the web or stroll into drug stores, general stores and market slows down everywhere throughout the world, regular and pick us first. Their brands are organized into five global categories:

- Pain Relief,
- Respiratory,
- Oral Health,
- Nutrition/Gastrointestinal and
- Skin Health.

These categories are defined by a specific consumer healthcare need and have complementary ranges of brands that allow us to evolve with our consumers' needs.

Oral Health Product: We are specialists in pro oral wellbeing, consolidating our novel comprehension of purchaser needs with science. For instance, GSK's we are a put stock in pioneer in healthy skin, conveying imaginative science-based items. Our brands incorporate

sedated skin items prescribed by dermatologists, and particular medications for mouth blisters, irritated skin and competitor's foot.

Novamin innovation, a world to begin with, is the fixing in Sensodyne that repair and ensures touchy teeth by utilizing the building squares of teeth in the toothpaste.

- Sensodyne
- Polident
- Parodontax
- Biotene
- Aquafresh

Nutrition Product: We have a strong heritage in Nutrition. Horlicks, our largest brand, is consumed in 38 million homes in India (190 servings per second), contributing significantly to the malnutrition agenda.

In Gastrointestinal, we have antacid brands such as Tums and Eno, which sold over 150 million sachets in Brazil in 2014.

- Horlicks
- Eno
- Tums
- Skin Health
- Physiogel
- Abreva
- Zovirax

Medicines and vaccines: GSK do not provide a comprehensive list of products but they provide about prescription medicines and vaccines. The list is given below:

Local Production has 60 products including:-

- Berin
- Cytamen
- Kefdrin
- Pentamox

Imported Products have 17 products including:-

- Alkeran
- Seretide
- Zinnat

3.0 Industry Overview

Pharmaceutical industry in Bangladesh, currently valued at BDT 105.82 billion, primarily produces generics drugs of around 8,000 different brands. In 2013, this industry earned 8.12% year-on-year growth. However, this rate declined compared to 11.91% accomplished in year 2012 due to adverse exchange rate movement against USD which escalated raw material prices. At present, pharmaceuticals products are exported to 87 Countries. Exports of Pharmaceuticals sector increased by 19.71% in July-December period of the fiscal 2012-13, and the sector earned around US\$ 27.76 million.

In 2001, under the trade-related aspects of intellectual property rights (TRIPS), the World Trade Organization allowed developing and poor nations to produce generic drugs without compulsory licenses or paying the patent holders for a certain time frame. For Least developed countries, including Bangladesh, the time line was up to 2016. However, WTO has extended TRIPS issue until July 01, 2021 for the least developed countries which is a quiet relief.

According to the Annual Report 2013 of GlaxoSmithKline Bangladesh Ltd., the vibrant Fast Moving Consumer Goods (FMCG) Market in Bangladesh as estimated by Nielsen is valued about \$2.24 bn. Even with the turbulent political situation in

In 2013, the pharmaceutical business of the company grew by 16% whereas the total pharmaceutical market growth was 8.12% according to the International Marketing Services (IMS).

The Health Food Drink (HFD) segment of Bangladesh has grown at 18.30% in 2013 where the Consumer Healthcare Business of the company has grown at 24%. GSK Consumer Healthcare business dominates the segment with 89% market share (Annual Report 2013 of GlaxoSmithKline Bangladesh Ltd.).

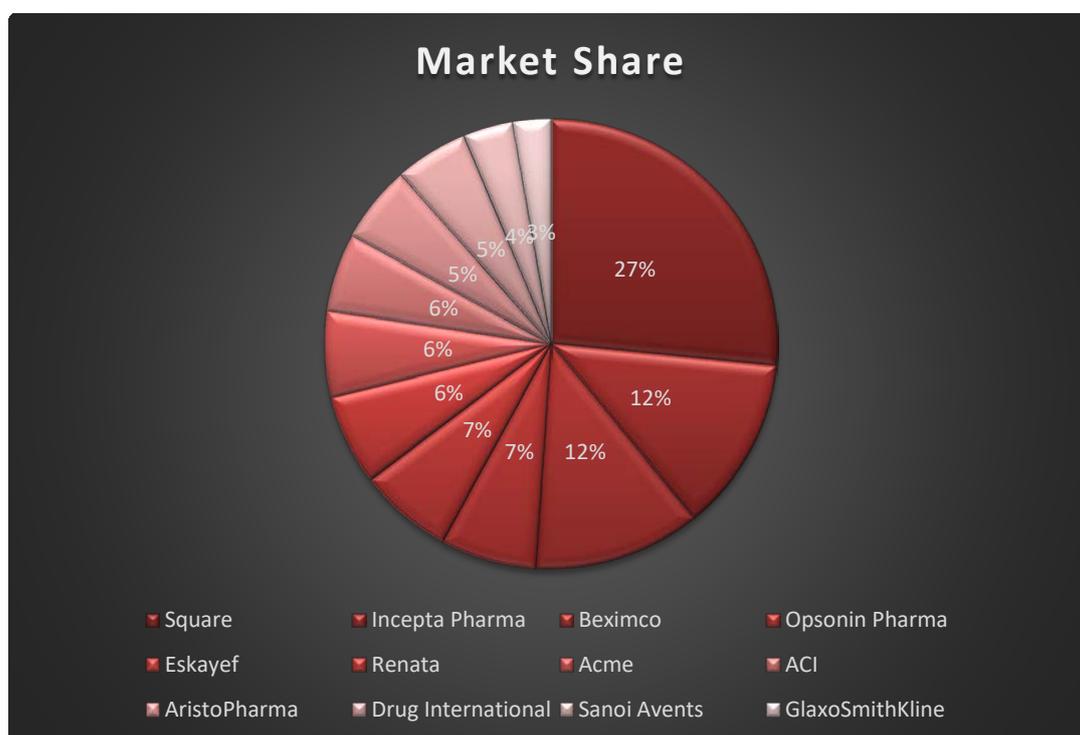
The company's continuous effort in improving and introducing new products in local and international market along with several blockbusters confirmed the sustainability of the profit margins.

The Company established a sound dividend policy over the year which is expected to continue in upcoming years.

The pharmaceutical business in Bangladesh is a standout amongst the most created tech areas inside the nation's economy. After the proclamation of Drug Control Ordinance in 1982, the neighborhood pharmaceuticals organizations of our nation get quick support for development and advancement of this part was quickened notwithstanding, from that point MNC's are linger behind. There are presently around 231 organizations in this segment and the rough aggregate market size is about Taka 76,500 million every year. Bangladesh Pharmaceutical Industry is presently heading towards independence in taking care of the neighborhood demand. The business is the second most elevated supporter of the national exchequer after articles of clothing, and it is the biggest salaried concentrated work part of the nation.

There are around 450 generics enlisted in Bangladesh. Out of these 450 generics, 117 are in the controlled classification i.e. in the basic medication list. The staying 333 generics are in the decontrolled class, the aggregate number of brands/things that are enrolled in Bangladesh is as of now evaluated to be 5,300, while the aggregate number of measurement structures and qualities are 8,300. Bangladesh pharmaceutical industry is for the most part overwhelmed by residential makers. Of the aggregate pharmaceutical market of Bangladesh, the nearby organizations are getting a charge out of a piece of the overall industry stretching around 80%, while the MNCs are having a piece of the overall industry of 20%. The development of the nation's local pharmaceutical market to the tune of \$1.13 billion as far as esteem, the way things are presently, is a significant positive advancement. Such advancement has happened on account of diminishing reliance on imported medications. As of now around 97% of the aggregate prerequisite of solutions is made by the neighborhood organizations and the rest 3% is transported in. The foreign made medications principally involve the growth drugs, immunizations for viral maladies, hormones and so on. Its esteem insightful development, recorded at 23.59% in 2011 over that of 2010 focuses to the way that a hefty portion of the pharmaceutical organizations have not just effectively supplanted the foreign made drugs in quality and amount, additionally achieved a point where they might catch advertises abroad if just the strategy administration is sufficiently ideal.

The main 12 driving pharmaceuticals organization in Bangladesh including neighborhood and MNC's are - Square, InceptaPharma, Beximco, OponinPharma, Eskayef, Renata, A.C.I., Aristopharma, Drug International, Sanofi Aventis, GlaxoSmithKline. Piece of the pie of those top pharmaceutical organizations' are appeared on a graph underneath:



With an advantageous picture and notoriety for as far back as 6 decades GlaxoSmithKline (GSK) Bangladesh Limited running its operation as an auxiliary of GlaxoSmithKline one of the world's driving examinations based pharmaceutical and social insurance companies. GSK is at 3th position among top pharmaceuticals in Bangladesh.

4.0 Job Description

The nature of the job as an HR intern was to support the function through preparing documents, projects based assignments, employee information updating as well as coordinating through various events such as the Global Audit. My key duties as an intern in the Human Resource function at GSK, Bangladesh are outlined below-

4.1 Job Responsibilities

- Letter inscription: One of my chief duties was to write letters for various purposes requested by the employees. These letters would have to be followed up by taking signatures from the designated individual and then finally be issued. The letters are-
 - ✓ *Final Settlement Letters*: This category of letter would have to be updated from the personal files and then sent to the next elected department for the final settlement of the employees who has left the organization.
 - ✓ *No Objection Letter Certificate*: The NOC is needed to be issued for the employees who applied for Visa (could be work purpose or vacation). It shows that the employee has been granted leave from the organization and will be bearing own expenses.
 - ✓ *Acceptance of Resignation*: These letters would be constructed to grant resignation of employees who applied for resignation and showing their last working day and the effective date of resignation.
 - ✓ *Resignation Letter*: Resignation letter on the other hand, sometimes had to be created for the employees who has been asked to leave the organization or terminated.
 - ✓ *Confirmation letter*: These letters are raised to let an employee know that his or her probation period has ended and he or she is now a confirmed permanent employee at the organization after the confirmation appraisal.
 - ✓ *Salary Certificates*: Employees need salary certificates for various reasons such as loan issuing or applying for a club membership. The HR department would have to then issue a salary certificate for the employee upon request.
 - ✓ *Payroll Account Opening Letters*: Employees would need letters to the Bank they wish to open an account in. It is structured in a way that the employees personal information are mentioned for the Bank to grant his application.

- ✓ *Letter of Introduction:* These letters are also issued for bank purposes containing the required information of employees.

- Forms construction: In my tenure of the internship period, I had to construct different kind of forms for the internal purpose of the organization. Such as- Request for Interns Form. This form contained expenses to be filled up by the specific department who required interns and then sent to the Resource Lead Manager.

- Info-graphics creation: I had to create info-graphics on Work-Life balance as per the request of my line manager. I used Vengage and also Microsoft Word for this purpose.

- Role Template Update: One of the longest tasks was Role Template Update. Role templates of the sales field employees were sent to the corporate office from all over the country and they had to be updated in excel and filed in their separate personal files.

- Support through Global Audit: This was one of the crucial times I have encountered during my tenure. The global audit takes place every 2 to 3 years when the auditors come from all around the world and goes through every single paper trail of the audited region. Everything had to be in place and be ready so that anytime anything is needed can be handed over for audit purpose.

- Increment and Bonus: Every year at a designated date, all the letters of increment, bonus and promotion goes throughout the country. Over this period of time I had to stay back late night with my department managers to help them conclude this task.

- Reconciliation Report Update: I was given a reconciliation report containing employee information to be updated from the original workday report in Microsoft Excel. I used several formulas as the report contained information of all the employees of GSK, Bangladesh.

- Interview Coordinate: I also had to assist coordinating interviews of candidates for various roles with their particular line managers.

- Coordinate with Vendors: For various different projects I coordinated with the vendors and followed up with them to get the job done thoroughly. Such example would be- nominating employees for Training outside the organization, attending meetings with vendors for making crests for the 'Employee of the Year' and 'Employee of the Quarter' prize for the All Hands Meet ceremony.

- Personal File Update: One of the chief job responsibilities was to keep the employee personal file updated. After every paper work of an employee, a copy of that specific paper would have to be files in his personal file.

- Project Based Assignments:
 - ✚ Renewed Policy of GSK, Bangladesh: One of the first projects of my internship was to create a 'Renewed Policy of GSK, Bangladesh'. My designated line manager gave me the old policies and policies from GSK global offices to align them with our policies.
 - ✚ Attrition Report 2016: This specific project was given by one of the HR Business Partners for the purpose of gaining an insight on the turnover rate in the year of 2016. I had to go through the exit files and lists of employees who left the organization.
 - ✚ Training Matrix: I had to participate in meetings with my line manager to explain to all the supervisors who has reportee's under them that the training needed by the employees has be to recorded under a specific file at all-time throughout the year. I also updated all the Medical trainings right before the global audit to keep everything on track.
 - ✚ Certificate Design: It was again one of the assignments given by one of the HR Business Partners to design certificates for the employees who received 'Employee of the Quarter', 'Employee of the Year' and 'Special Recognition' award for the year 2016.

4.2 Aspects of Job Performance

- Learning: In the tenure of my 3 month internship, what I learned most significantly was the interpersonal skills; my superiors had to deal with hundreds of employees on a daily basis, let it be calls, Skype interaction, text or face-to-face meeting. Being in the HR Department, it is one of the most crucial skills an employee could acquire. Moreover, I always had be on the threshold, to learn and develop constantly, something I perceived even among the top level managers of GSK, and that there is no room for 'ambiguity' or 'predicament' in a corporate world for one needs to employ his inductive thought-process to land on the best coherent option.

- Limitations at my work:
 - Being assigned in the HR department, it had narrowed down my scope to asses other departments such as Finance, Marketing, Procurement or Supply Chain.

- The managers at GSK are always on the run for meetings, conferences or call with personnels from abroad. It was hard for me to sometimes communicate with them to get proper instructions for my tasks as one thing or another always interrupted the discussion.

5.0 Purpose of the Study

The aim of the study is to distinguish if the transition of workday system has been effective for the workflow system as well as portraying the system of employee information storagetechnology and decision making quality of GSK, Bangladesh. This report further emphasizes on the usage of Workday system by the employees and how much they are satisfied with it.

6.0 Adopted Methodology

Most research and other published accounts depend heavily on anecdotal qualitative data (Hill, Hawkins, & Miller, 1996). Some research contains descriptive data, but very little employs rigorous statistical analyses (Callentine, 1995). The data was collected via one to one survey questionnaire to produce a sample. The questionnaire aimed at assessing independent factors affecting the day to day work life of employees. The independent factors were such as- functionality, reliability, features of Workday.

A total of 11 (eleven) questions have been set of which first three were demographic and rest were survey subject based questions. The questionnaire has been circulated in person and then the respondents were requested over phone or by personal contacts to respond. A total of 35 employees provided their responses and send back the filled questionnaire.

Data entry and output tables were developed by using excel spread sheets. Thereafter, the output tables converted in to graphical forms. Based on the results as obtained in the output table and in graphs, necessary interpretation and analysis has been done.

In addition to the survey, an interview was conducted with one of the chief individuals who initiated the Workday Project; Ms. DebaratiMazumder (HR Manager, GSK Bangladesh) to gain insight on the procedure and further information. Although the interview shed a lot of understanding on the system but, because of confidentiality issues most of them could not be made known in this report.

6.1 Sampling Unit

This paper presents the results of a survey by questionnaire carried out in collaboration with the users of Workday System in other words, the employees of GSK with a sampling unit various age groups. The target population would be all the employees of GSK, Bangladesh including the GMS site and DMO's. But the respondents of this survey were entirely the employees of Corporate Office, GSK Bangladesh.

6.2 Sampling Size

The primary data were collected via one to one questionnaire during spring of 2017 and produced a sample of 35 respondents with assorted demographic backgrounds.

6.3 Time Frame

The time I chose for data collection was the day time during office hours when most respondents were found to participate, to ensure that I get a diverse frame of respondents. The whole research was made keeping the personal information disguised to avoid biased or inclined responses.

6.4 Sampling Technique

A convenience sampling technique was used to choose the sample for the survey. The unit was tried to be mainly comprised of employees who use Workday on a daily basis. Although convenient, the technique ensured that the chosen participants were enough representative of the population under study and this sampling is justified, assumed that the whole population is not known.

7.0 Limitations

The research was confronted with substantial boundaries in regard to time, information, assortment of research tools and many more. Some key shortcomings of the study that could be noted includes-

- i. In case of one to one survey with questionnaire the respondents were a bit mindful as they were asked to give information on their Workday usage. Many of them might not be still used to the system as they are new to the organization.

- ii. The questionnaire was manually input by the surveyor and not the respondents; therefore the many of the insights might not have been completely recorded. However, every effort was made to motivate respondents to give perceptions to reflect the whole true scenario of the effectiveness of Workday.
- iii. The non-probability sampling used in the research means that the findings may not represent the population of Workday users as a whole.
- iv. Due to inability to match schedules, a focus group discussion could not be conducted which might be more insightful and informative to reach any conclusion.

8.0 Findings & Analysis

8.1 Analysis Procedure

We ran statistical analysis through output tables and graphical representation. The analysis was devised with the aim of testing the hypotheses concerning the degree to which users' work-life has been affected by Workday. For this research purpose, excel charts have been prepared to demonstrate the percentage of observations. The main technical issue is how to scale the dependent variable (effectiveness of Workday System). Results have been sectioned in associations with discriminant analysis that is focused here to demonstrate on the findings from the survey conducted.

8.2 Data Entry & Output Table Generation

Data were entered against each of the question based responses in a spreadsheet. Thereafter, an output table was generated based on survey subject based responses as obtained. These output tables then converted into graphical representations in percentage. Based on these graphical outputs, the results were interpreted and analyzed.

Total Number of Respondents- 35

Output Table 1

To what extent do you think the functionality of Workday meets your needs?	Percentage (%)	
Extremely	4	11
Appropriately	19	54
Moderate	10	29
Not so much	2	6

Output Table 2

How much do you think Workday has made your work less complex and tedious?		Percentage (%)
Very Much	12	34
Moderate	7	20
Not so much	11	31
Not Sure	5	14

Output Table 3

Do you think Workday has made decision making more informed and accurate?		Percentage (%)
Strongly Agree	17	49
Agree	16	46
Disagree	0	0
Not Sure	2	6

Output Table 4

How much reliable is the Workday system in your opinion?		Percentage (%)
Highly Reliable	11	31
Quite Reliable	13	37
Moderately Reliable	4	11
Not Much	7	20

Output Table 5

Which one of the following is the most important feature of Workday, in your opinion?		Percentage (%)
Workforce Planning	6	17
Recruiting	2	6
Talent Management	16	46
Learning	0	0

Compensation	1	3
Payroll Related	2	6
Time and Absence	8	23

Output Table 6

Do you think Workday is easy to use?		Percentage (%)
Very easy	11	31
Quite easy	18	51
Moderately easy	3	9
No easy at all	3	9

Output Table 7

Workday streamlines my work and employee information?		Percentage (%)
Strongly Agree	9	26
Agree	26	74
Disagree	0	0
Not Sure	0	0

Output Table 8

I am satisfied with Workday overall. (Rate from 1 to 5. 5 being the highest)		Percentage (%)
1	0	0
2	2	6
3	1	3
4	22	63
5	10	29

8.3 Result Analysis

The age group set into 6 niches ranging from 18-25 years; 26-33 years; 34-41 years; 42-49 years; 50-56 years and above 56 years. Among the 35 respondents 6% were from age group of 18-25; 83% were from 26-33; 11% were from 34-41; 0% were from 42-49; 0% were from

50-56 and 0% above 56 years. It is quite clear from the graph that most employees are within the age group of 26-33 years. (Figure-1)

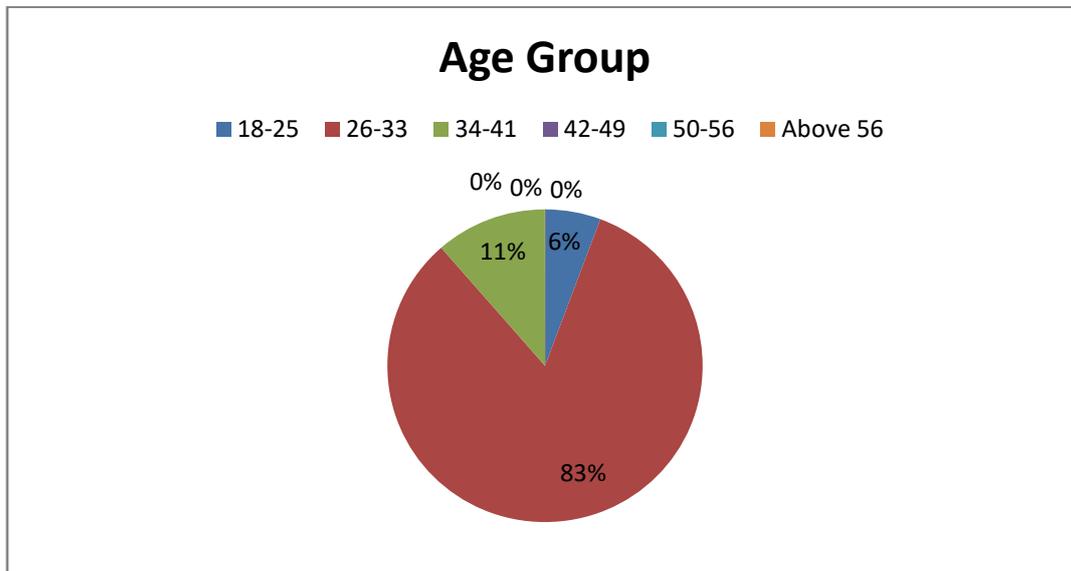


Fig.1: Age Group

Among 35 respondents, 74% of the respondents were Male and 26% of them were female. As this was not purposeful, we could say from the sample size that there are more male employees in GSK, Bangladesh than female employees. (Figure 2)

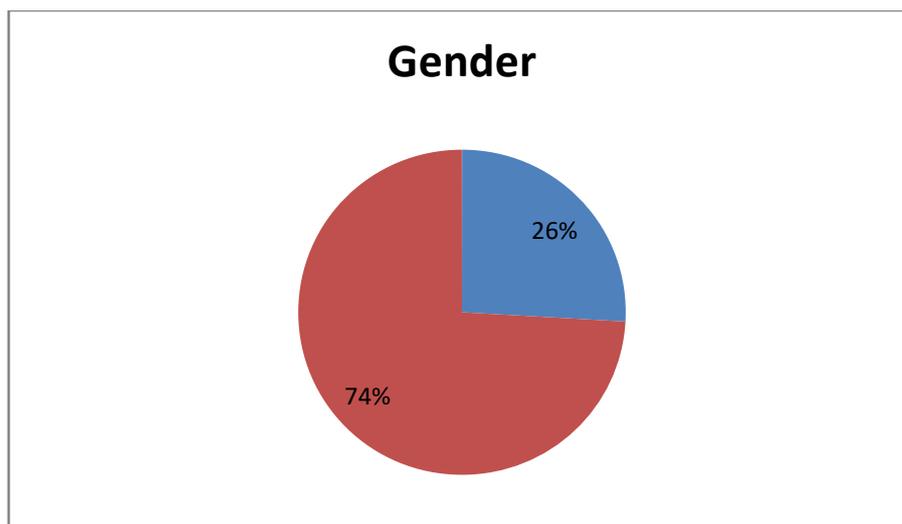


Fig. 2: Gender

For the third question of the survey, respondents were asked to write their function names. Respondent functions denote their departments and thus their assignments involvement pattern. As this would be redundant for graphical representation because the survey was conducted on the base of convenience, mentioning the names of the functions of the respondents below-

- Commercial Excellence (Pharmaceuticals)
- Marketing
- General Management
- Marketing (Pharmaceuticals)
- HR
- IT
- Regulatory Office
- Secretarial Department
- Finance

After the initial demographic areas to know, the first subject based question to the respondent as raised was to what extent you think the functionality of Workday meets your needs. In response to this question, 11% said workday meets their needs extremely, 54% said this meet their need appropriately, 29% said it meets their need moderately and some again said not so much which is 6%. It is seen from the responses that that respondents who answered “Extremely” mostly belong to the HR department where this workday system is used the most. (Figure 3)

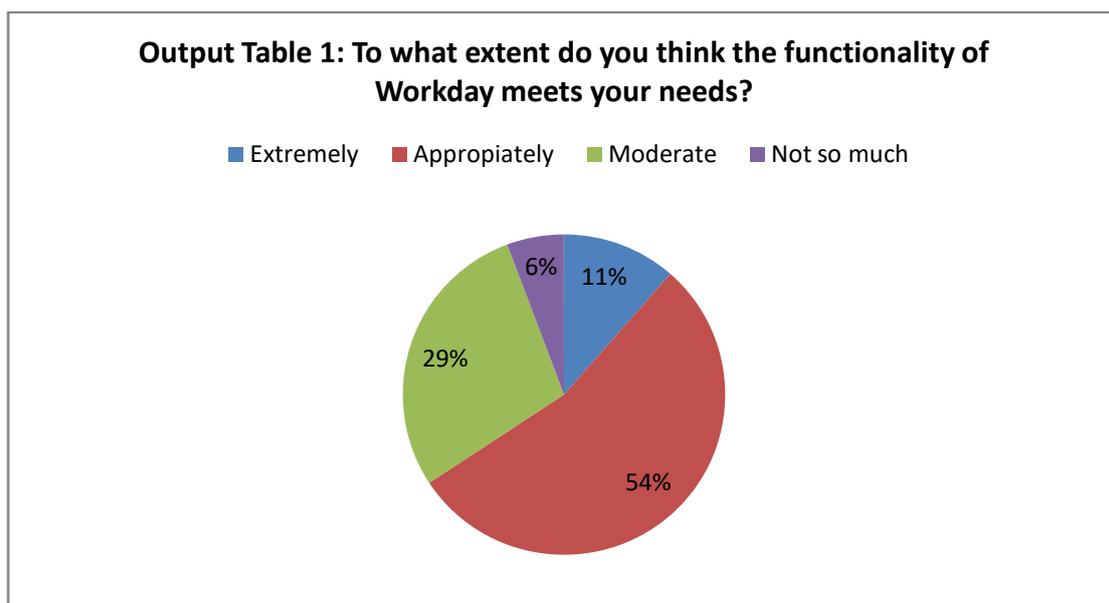


Fig. 3: To what extent do you think the functionality of Workday meets your needs?

For the next question, the respondents were asked that how much workday has made their task or assignments less tedious and complex. To which, 34% said that Workday has made

their job less complex and tedious very much; 20% responded moderate; 32% said not so much and 14% marked not sure. We can observe that in this section there are mixed responses. The reason behind this is that Workday might not come in handy for people who work in Marketing or Finance as the prime task of Workday is to store employee information. This approach might not always be needed by people from all aspects. But it is definitely an essential part for the HR department. (Figure 4)

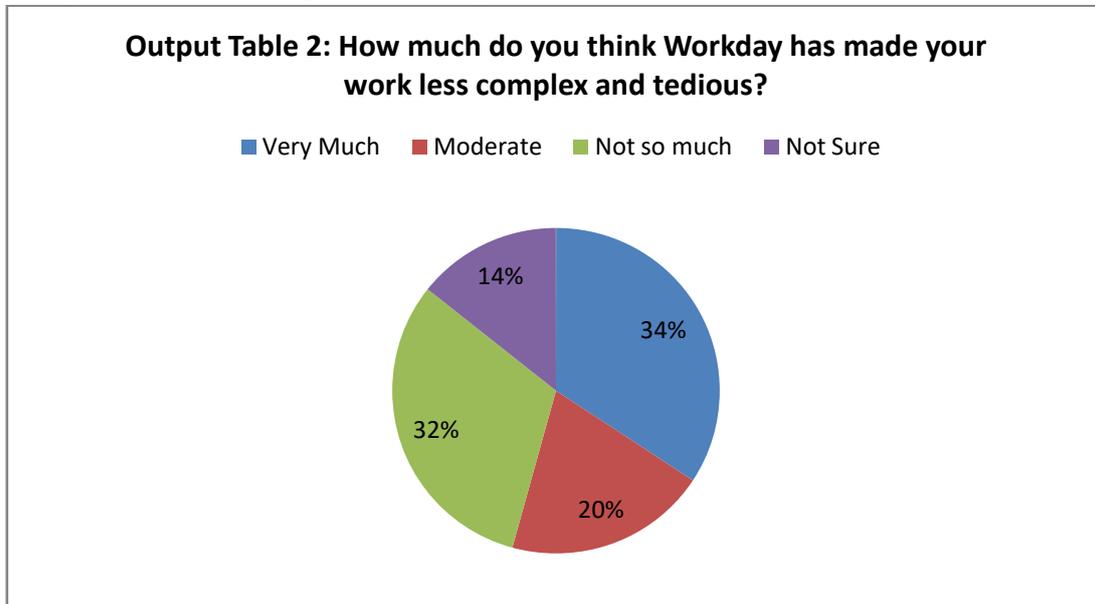


Fig. 4: How much do you think Workday has made your work less complex and tedious?

Subsequent question was that, if Workday has made decision making of employees more informed and accurate. In response, nearly 48% strongly agreed, 46% just agreed, 0% disagreed and 6% marked not sure. From the responses it is very clear that users of Workday think decision making is significantly more accurate and informed by using the system. It reflects that users are prominently dependent on the system for decision making. (Figure 5)

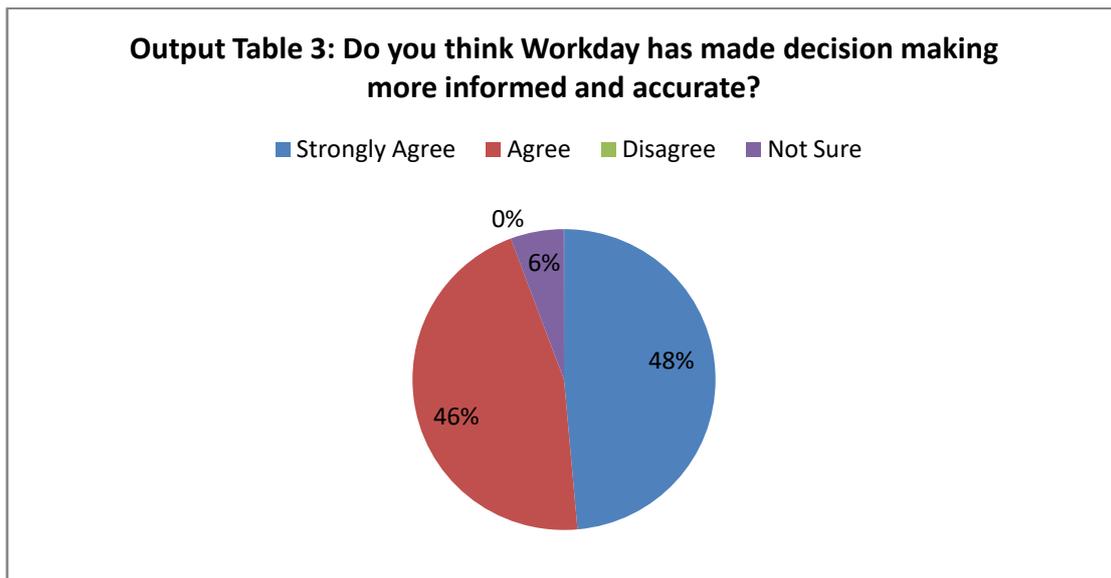


Fig. 5: Do you think Workday has made decision making more informed and accurate?

The next question was asked about the reliability of Workday. To this question’s response, 31% said highly reliable, 37% said quite reliable, 12% said moderately reliable and 20% said not much. After inquiring a few respondents on why they think that Workday is not much reliable, they replied that in Bangladesh it might not be feasible to rely on cloud computing based system and a manual system should also be kept for safety reasons. (Figure 6)

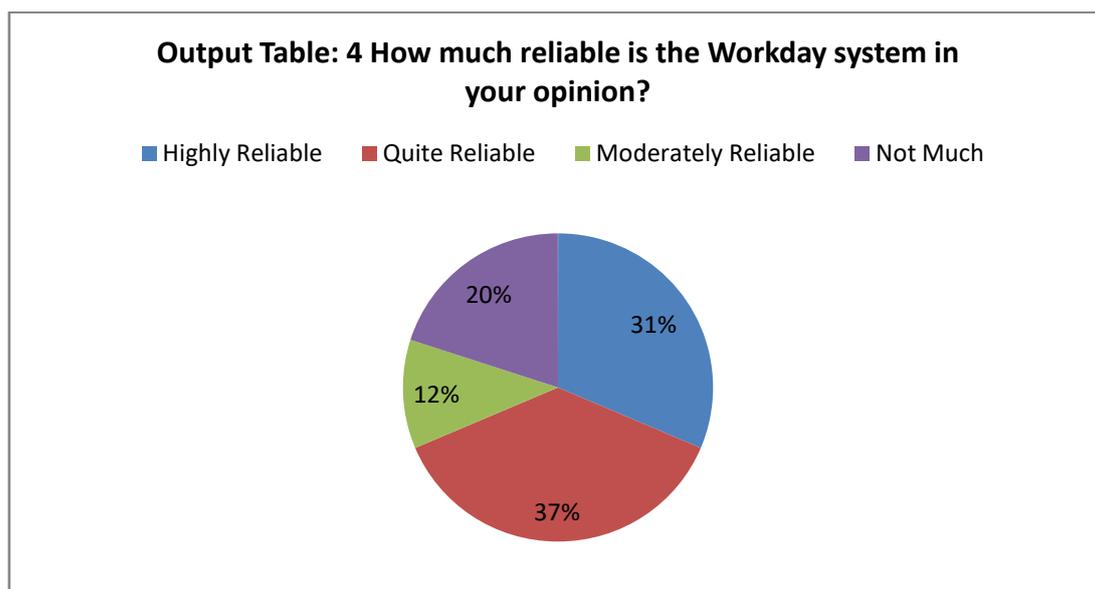


Fig. 6: How much reliable is the workday system in your opinion?

The consecutive query was about the feature of the Workday and which feature is the most important to a particular user. In response, 46% said Talent Management; 23% said Time and Absence; 17% said Workforce Planning; 6% said Payroll Related; 5% said Recruiting; 3% said Compensation and 0% marked Learning. From this query, it can be discerned that

Workday has many usages and features but not all features are used entirely. The highest responses went for Talent Management as many managers from various functions use Workday to create Talent Profile for their employees for different purposes (i.e. training needs). Employees also request for leave through Workday which can be a reason for Time and Absence to be marked as the second highest choice. An observation here is that, even though Workforce Planning and Recruiting are one the most essential usages of Workday, they were marked in the lowest ranges because GSK, Bangladesh has a very small HR team. For which only 3-4 people were able to spot those options but nonetheless, they are the most vital features of Workday System. Another notable observation on this question was that some respondents marked two or more options because they use several features of Workday rather than only one. (Figure 7)

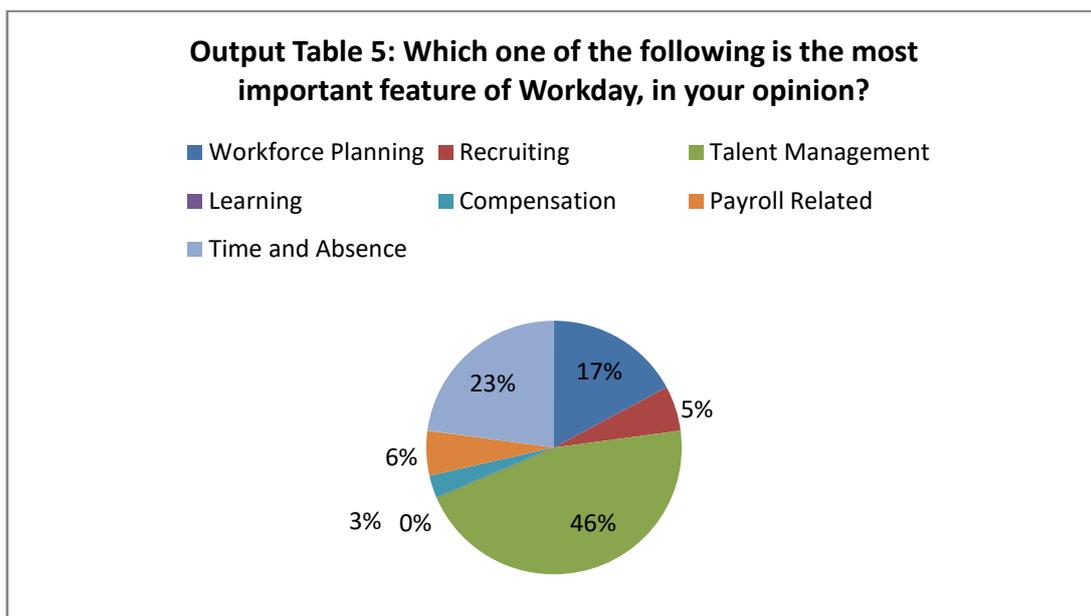


Fig. 7: Which one of the following are the most important features of Workday System?

The next question was that, if the respondents think Workday is easy to use. To this question, 51% believed it is quite easy, 31% believed it was very easy, 9% thought it was both moderately easy and not easy at all. This question is debatable on the basis that some employees might be technologically savvier than others. Although in general over 50% thought that it is easy to use, some still thought the system was hard to perceive. (Figure 8)

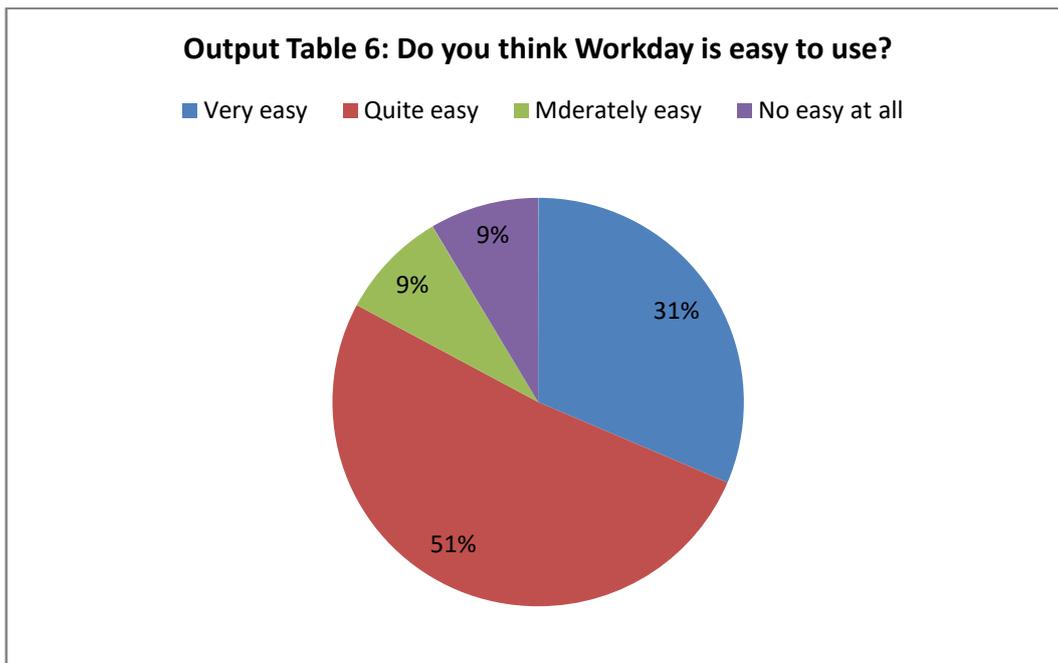


Fig. 8: Do you think Workday is easy to use?

The subsequent query was about Workday streamlining users; work and employee information. In response, 74% marked that they agree and 26% marked that they strongly agree. No respondent marked not sure or disagreed. It shows that in this aspect, Workday is the most beneficial in work. (Figure 9)

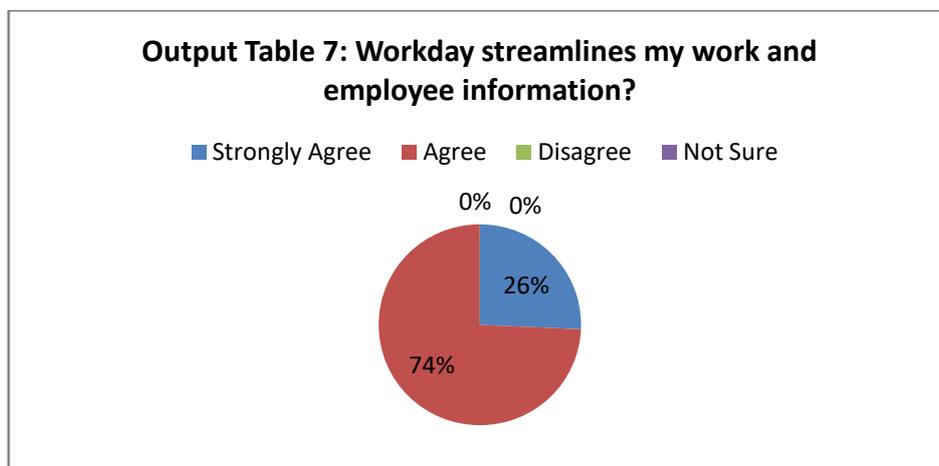


Fig. 9: Workday streamlines my work and employee information?

The next query was based on rating centered. As it was the last question of the survey, the respondents were asked if they are satisfied with workday “overall”; amongst 1 to 5, 5 was the highest rating. 63% employees marked 4, 29% marked 5, 6% marked 2 and 3% marked 3.

But no respondent marked 1. It can be said from the graph that most employees of GSK, Bangladesh are satisfied with Workday. (Figure- 10)

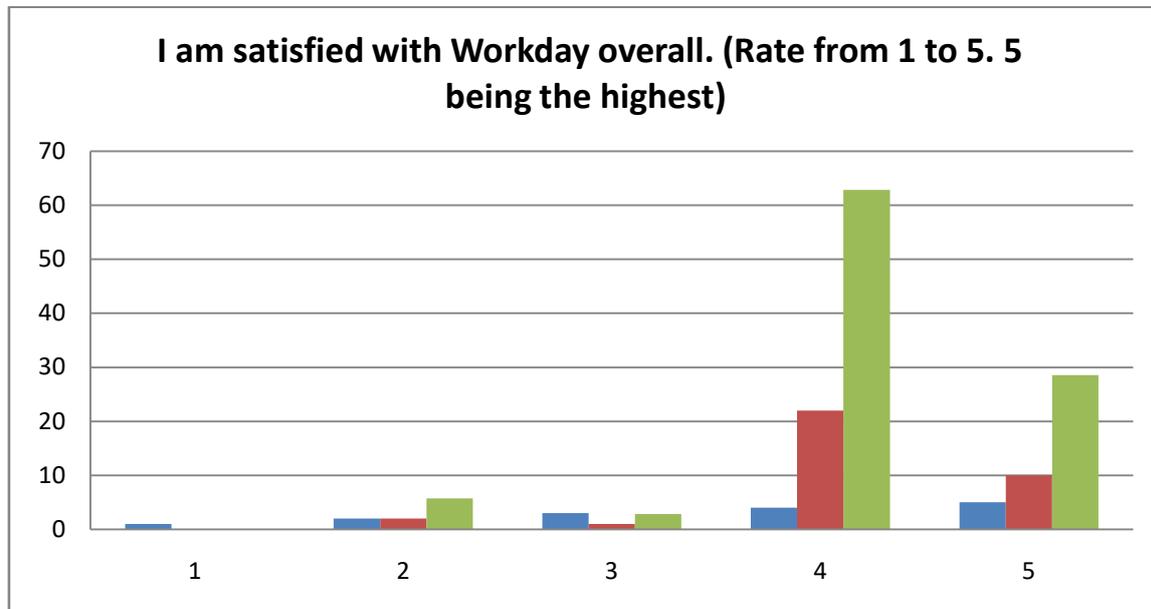


Fig. 10: I am satisfied with Workday overall.

9.0 Interview

An interview was conducted with one of the chief individuals, Ms. Debarati Mazumder who was involved in the initiative process of Workday System in GSK Bangladesh. Even though all the questions answered could not be revealed in this report, some are cited below-

1. What was the HRIS System before workday?

Answer: There was no particular system before. Workday was the first self-service tool.

2. What is the chief usage of workday?

Answer:

- All employee data.
- Certificate construction
- Year objective
- Records from previous years
- Performance ratings
- Development plan

3. People who were involved in the transition process and their details. (Name, designation, role etc)

Answer: Project manager- Masud Al Monwar and Nazmus Sadat Zia (HR Business Partner)

Project member- Debarati Mazumder (HR ops manager) and Mr. Iftekhhar (Sr. officer, HR)

Period: 14 months. 3rd wave in global GSK.

4. How much does it cost to the company?

Answer: As it was a global project and global HR operations made the decision, there is no cost occurred locally. Globally it is being paid for all workday usage by various regions.

10.0 Recommendation

Although, as an intern I could certainly not contribute my recommendations on a system used globally by GlaxoSmithKline but it can be presumed that there are always more scopes of further research study and additional improvement. A wider range of population could be surveyed to reach a more definitive result and various other methods could be used for this particular study. The results might vary if the data sets are being studied in a broader scale.

However, even though Workday is now only being used for HR purposes mostly, GSK Bangladesh could opt for payroll purposes under this system as well. Workday has a lot more to offer which can certainly be used to make employees' work easier and less tedious. Especially in departments such as- finance or secretarial.

Consequently, if Workday can be used for more purposes some roles might not be needed at all in the organization. It has both positive and negative side to it; some employees might become redundant to the organization and lose their jobs whereas the company will benefit immensely from it.

11.0 Conclusion

Outcomes of this quick survey divulge the perception of GSK employees with Workday System. It also indicates their familiarities with workday systems including their views and opinions regarding the functionalities of the system. In addition, the responses are also showing merits and demerits of using the systems.

Comprehending the facts, it is evident that workday system has immense potentialities in driving smooth functioning of corporate business especially in HR department. With these backdrops, GSK Bangladesh office has planned to introduce and start practicing work day system within its day to day correspondences. Furthermore it is expected that the system will gradually be scaled up in wider arena of the company. The responses to the questions of this survey also show the knowledge gaps or areas of weaknesses of the employees in workday system. This will be helpful in future to identify areas of training needs and to design necessary training courses on workday system for GSK employees.

From the analysis done above, it can be deduced that Workday holds a huge potential in the corporate sector. Employees in today's generation are much more knowledgeable and attracted towards technology and usage of workday could bring a lot easier paths for the

employees to obtain and make their work abundantly easier. They can make more informed decisions which mean companies have a greater outcome and prosper more.

12.0 Reference

- GSK Website. Retrieved from- <http://www.gsk.com/>
- GSK, Bangladesh Website. Retrieved from- <http://www.gsk.com.bd/about/our-company.aspx>
- Workday Website. Retrieved from- <https://www.workday.com/>

13.0 Appendix

13.1 Questionnaire

Transformation of the HRIS of GSK, Bangladesh into a Global System

This survey is being done for the sole purpose of an internship report on the succession and aftermath of the transition of HRIS of GSK, Bangladesh into Workday System. All the responses will be strictly confidential and only used for the purpose of the mentioned study.

1. Age Group:

18-25	26-33	34-41	42-49	50-56	Above 56
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2. Gender:

Male	Female
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3. Function: _____

4. To what extent do you think the functionality of Workday meets your needs?

- i. Extremely
- ii. Appropriately
- iii. Moderate
- iv. Not so much

5. How much do you think Workday has made your work less complex and tedious?

- i. Very much
- ii. Moderate
- iii. Not so much
- iv. Not sure

6. Do you think Workday has made decision making more informed and accurate?

- i. Strongly Agree
- ii. Agree
- iii. Disagree
- iv. Not Sure

7. How much reliable is the Workday system in your opinion?

- i. Highly reliable
- ii. Quite reliable
- iii. Moderately reliable
- iv. Not much

8. Which one of the following is the most important feature of Workday, in your opinion?

- i. Workforce Planning
- ii. Recruiting
- iii. Talent Management
- iv. Learning
- v. Compensation
- vi. Payroll Related
- vii. Time and Absence

9. Do you think Workday is easy to use?

- i. Very easy
- ii. Quite easy
- iii. Moderately easy
- iv. Not easy at all

10. Workday streamlines my work and employee information.

- i. Strongly Agree
- ii. Agree
- iii. Disagree
- iv. Not sure

11. I am satisfied with Workday overall. (Rate from 1 to 5. 5 being the highest)

1

2

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4

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