Internship Report on

"*New Dimension for corporate responsibility: Digital Ecosystem and how Banglalink is engaging in entrepreneurship communities*"

<u>Submitted to</u>

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Letter of transmittal

17th December, 2018

Mr. Tofazzal Hossain

Lecturer

BRAC Business School

BRAC University

Subject: Submission of the Internship Report

Dear Sir,

It is a great pleasure for me to be able to submit the internship report to you that I have prepared from my experiencing of working with Banglalink Digital Communication Ltd. under the Corporate and Regulatory Affairs department.

I feel privileged to become a part of one of the largest telecommunication company of Bangladesh as I was able to gather valuable insights about the corporate world as well as the telecom industry. Throughout my three months of journey with Banglalink, I tried to learn every little aspects of the corporate life about how things are done in a professional way. I also tried to deliver my best to the company. This report has been prepared to fulfill the requirement of my internship program .This report describes my observations, learnings about CR activities of Banglalink on digital ecosystem during the course of my internship with Banglalink Digital.

I would like to convey my utmost gratitude and appreciation for your kind cooperation, guidance and supervision in conducting and preparing my internship report. It will be an immense honor for me if you find this report informative enough to fulfill the requirements. I will be happy to provide further query and clarifications if needed.

Sincerely,

Saif Sibgatullah

14304049

Letter of Endorsement

The Internship report titled "*New Dimension for corporate responsibility: Digital Ecosystem and how Banglalink is engaging in entrepreneurship communities*" has been submitted ,to BRAC Business School, for partial fulfillment of the requirement for the degree of Bachelor of Business Administration, major in Marketing with minor in E-Business from BRAC University on 17th December, 2018 by Saif Sibgatullah , ID:14304049. The report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinion, suggestions made in this report are entirely of the author of the report. The university does not condone nor reject any of these opinions or suggestions.)

Mr Tofazzal Hossain

Internship supervisor faculty

Lecturer

BRAC Business School

BRAC University

Acknowledgement

In preparing the internship report on my three months long experience with Banglalink digital, firstly, I would like to convey my utmost gratitude to the Almighty. Then, I would like to express my earnest gratitude to my academic supervisor Mr. Tofazzal Hossain, without his kind attention and proper guidance this report would not have been possible.

I also would like to show my deepest appreciation and gratitude to my line manager in Banglalink, Mr. Mehedi Hasan, who helped me in every possible ways during my internship journey. I thank him for putting his trust on me with real tasks, for involving me in various projects and providing me study materials which gave me the opportunity to play an active role in Banglalink Digital. as well as to complete my internship report.

I also would like to thank each and every fellow colleagues of Banglalink Digital for their support and valuable time to help me to successfully complete the report.

Throughout my last three months in Banglalink Digital I got the chance to meet with many people from different backgrounds and professions. I would like to thank each and every one of them for their immense contribution in making my internship program a successful and enjoyable one.

Executive Summary

As one of the largest telecom operators, Banglalink is creating impact by revolutionizing the telecom sectors for years. Being a technology driven company it always supports innovation. It also acts out of corporate responsibility. Since, it is a technology driven company, it is continuously engaging itself in the growing digital ecosystem of Bangladesh.

At the beginning of the report I have given an overview of Banglalink with its history. This will give the readers a clear idea about the origin of the company, shareholders, and management body. I also mentioned the CSR activities undertaken by Banglalink.

In the next part, I provided my rationale of the study on choosing my topic for the report. This part is followed by the scope of the study and statement of the problem where I pointed the problem and mentioned why I think this as a problem. This part also includes the research question of the study.

After that, I provided review on two literatures that I have studied for my internship report.

In the next part, I mentioned the methodology of the data collection for this report.

After that I mentioned the CR activities of Banglalink on digital ecosystem. This was one of the major parts of this report. It shows the number of activities Banglalink currently has for digital ecosystem and how Banglalink is engaging in the ecosystem through these projects.

After that I mentioned my tasks undertaken during the internship period. I mentioned my day to day tasks as well as the projects I was involved in.

In the next part I provided the analysis of the research. In This part I showed tables, data and provided explanations and justifications.

In the following part I have showed my findings from the research. I also tried to provide recommendations to mitigate the problem mentioned earlier in the introduction part, which, I believe, will be helpful for Banglalink.

Table of Content

Chapter One

Company Overview

1. Company Overview

Banglalink started its journey in February 2005 with one simple mission: "Bringing mobile telephony to the masses." Initially it was the only cornerstone of Banglalink's strategy. Later, as the company grew, over the decades with 30 million subscribers, Banglalink fueled itself with core values, such as Innovative, Collaborative, Truthful, Customer-obsessed and Entrepreneurial.

Though the journey was started in 2005 by the name "Banglalink", the root of this journey goes back in 1989. It was the time when Sheba Telecom was granted license as a private operator to operate in rural areas of Bangladesh. Later, Sheba Telecom obtained GSM license in 1996. After that, in 1997, it launched cellular service by the name SHEBA. It was a joint venture of Bangladeshi Integrated Services Ltd. & Malaysian Techno Resources Industries.

In 2004, Orascom Telecom Ventures Ltd of Malta, now known as Telecom Ventures Ltd. bought the Malaysian stake of the Sheba Telecom in an agreement of USD 25 million. Telecom ventures Ltd. is a fully owned subsidiary of Global Telecom Holdings S.A.E. In September, 2004, Telecom ventures Ltd. bought 100% of Sheba Telecom for USD 60 million. After that it rebranded the franchise as Banglalink and launched it on February, 2005.

In 2011, merger between Global Telecom Holdings Ltd. and Veon (previously known as Vimpelcom) took place and thus, now, Veon owns 51.9% of "Global Telecom Holdings" which makes Veon the parent company of Banglalink. In 2013, Banglalink changed its company name to Banglalink Digital Communications Ltd.

Innovative products and services targeted to different market segments, aggressive improvement of network quality and dedicated customer care has been the fuel for growth of Banglalink. Being one of the pioneer in the industry, Banglalink embraced digital transformation and started a renovated journey with the motto "Banglalink Going Digital", in 2016.

As of the data for the month of September 2018, provided by BTRC, Banglalink has 33.699 million subscribers. Which is 21.62% of total mobile phone subscribers in Bangladesh. The competitive scenario looks like the chart given below:

Operator	Subscribers (in millions)
Grameen Phone Ltd.	71.413
Robi Axiata Ltd.	46.753
Banglalink Digital Communications Ltd.	33.699
Teletalk Bangladesh Ltd.	3.945
Total	155.810

Table 1: Mobile phone subscribers in Bangladesh

The growth and day to day operations of Banglalink is led by an enthusiastic and talented pool of management. The organogram of the management body of Banglalink is given below:
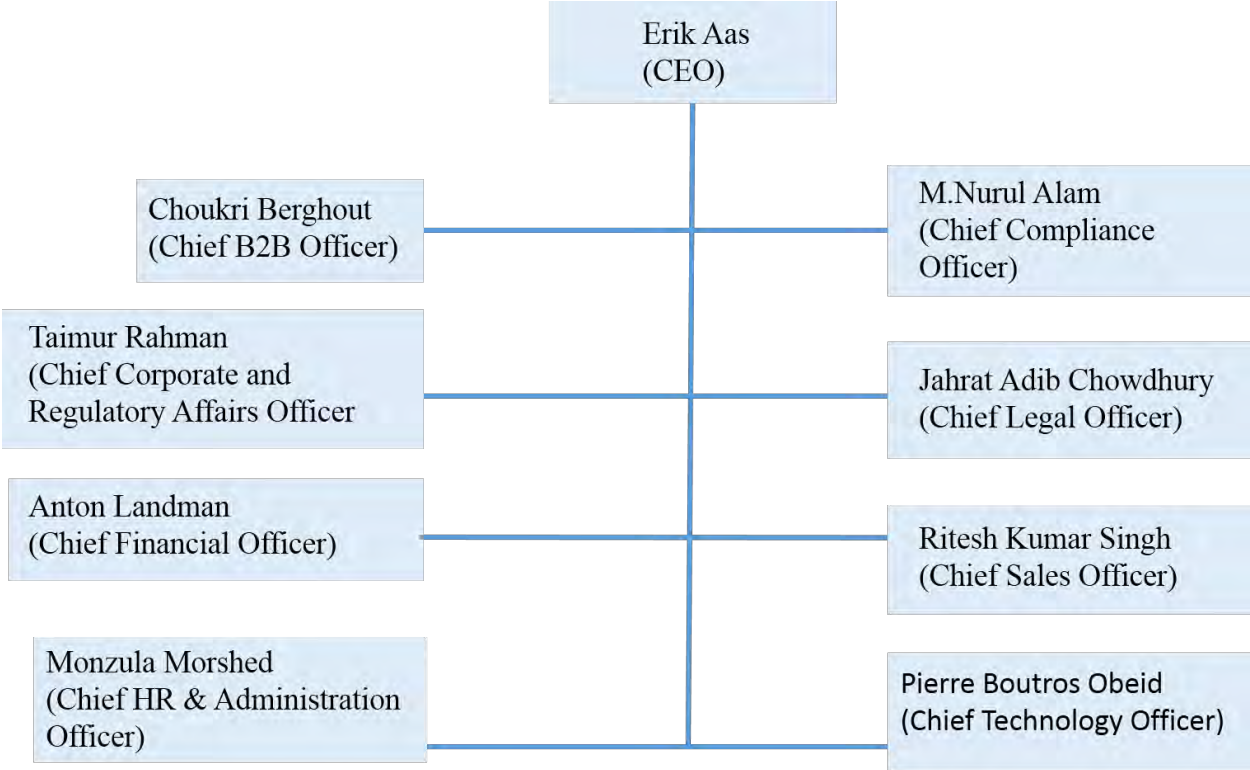

Figure 1: Management Body of Banglalink

1.2 CSR Activities of Banglalink

Banglalink remains committed in playing its role as a responsible corporate citizen to contribute in making a difference in the socio-economic development of Bangladesh. The company undertakes many projects each year for the welfare of community and preservation of the environment. These initiatives consolidated Banglalink's reputation as forerunner in the corporate social activity. Banglalink social activities include:

   i.   Cox's Bazar Sea Beach Cleaning Project

Since 2005, Banglalink has been cleaning Cox's Bazar sea beach, world's longest sea beach. Under this project, 26 female workers clean the 3 km long beach 363 days a year in 2 shifts. In addition to that there is another team of 7 males who support to move all the heavy dirt and rubbish away from the beach. Banglalink has been truly making a difference in preventing environmental pollution at cox's bazar beach and preserving the environment. Moreover, Banglalink is playing a role in increasing awareness among the tourists and encouraging them to join hands in making a difference. This initiative is considered as one of the iconic CSR activities in Bangladesh, which has a far reaching sustainable impact in the community.

   ii.   Blanket Donation at Orphanages

Banglalink has been taking the initiative to distribute blankets among the orphan children of many orphanages around the country since 2009. Last year Banglalink distributed 5,000 blankets among the destitute children of 101 orphanages across the country. The districts covered were- Dhaka, Chattogram, Khulna, Rajshahi, Rangpur, Barisal, Narayanganj, Mymensingh, and Tangail.

   iii. Special Arrangements for Hajj Pilgrims at the Hajj Camp

Banglalink has been taking several initiatives to provide free services to hajj pilgrims since 2009 at hajj camp; the gathering place to depart for hajj. This includes arranging air-conditioned buses for pilgrims, water distribution zones, phone counters for making free phone calls, free charging units etc. Moreover, to further aid the pilgrims, Banglalink provided them with trolleys, signage,

information through service & a hajj guide booklet to facilitate quick and easy understanding of the hajj rituals.

iv.   Water and Date Distribution & Iftar at Orphanage during Ramadan

Banglalink has been distributing free water and dates for the fasting people since 2009 at major traffic points of selected metro cities for iftar during Ramadan. Banglalink has also been taking initiative of arranging regular iftar & dinner in different orphanages around the country. In 2011, we provided water & dates to almost 85,000 people and iftar and dinner for more than 12,000 orphans of 123 orphanages across the country.

v.   ICT Support for Underprivileged Children with Computer Labs

To eliminate illiteracy and to enlighten the students of our society, Banglalink has successfully set up computer labs in 270 underprivileged schools at different parts of the country in 2011. The computer labs are equipped with pc, laptop, internet modem, multimedia projector, speakers and microphone. Now, the newly established computer lab is offering them a ray of hope. Students can access a lot of activities at these labs. These establishments are transforming lives of students across the country. This initiative is serving the mission of "making a difference" and also aiding the government in realizing the dream of "Digital Bangladesh".

Chapter Two

Introduction to the Report

2. Introduction to the report

2.1 Rationale of the study

Banglalink, being one of the largest telecom operator in Bangladesh, serves the market of 33.699 and growing subscribers. While sticking to core business, as a large company, it undertakes several projects out of corporate and social responsibility. As Banglalink is a technology driven company and it has technology and innovation in the core of its business, it has the scope to contribute in the digital ecosystem of Bangladesh. Recognizing this fact, Banglalink has several programs to support and contribute to the digital ecosystem.

While the number of activities and program is pleasing, it is needed to be assured that the program is creating actual effect on the community or on the parties for whom it is done.

The topic for this report is, *"New Dimension for corporate responsibility: Digital Ecosystem and how Banglalink is engaging in entrepreneurship communities"* and it looks for the "effectiveness" of the projects undertaken by Banglalink for digital ecosystem.

The reason behind choosing this topic lies on my own observation and feel of necessity of improvements while working with several projects for this organization.

2.2 Scope of the study and statement of the problem

My experience on working in several projects lead me to realize that a particular problem needs to be addressed. Therefore, I chose to research on the "effectiveness" of the CR program of Banglalink on digital ecosystem.

2.3 Objectives of the report and Research question

The primary objective of this report is to fulfil internship program of BRAC University. The objectives of the research conducted are as follows,

- o To know the causes that makes CR programs of Banglalink on digital ecosystem less effective.
- o To come up with suggestions that can make CR programs more effective
- o To know the people's knowledge, perception and attitude towards Banglalink's CR program on digital ecosystem to analyze the interest towards such activities that leads to the effectiveness.

The main research question motivating this study is, "***How effectively banglalink is engaging in digital entrepreneurship communities***?"

Chapter Three

Literature Review

3. Literature Review

For my internship report I studied two research papers: ***"Digital entrepreneurial Ecosystem in Bangladesh-How Bangladesh can build a world class digital ecosystem"*** and ***"Fostering productive entrepreneurship communities- Key lessons on generating jobs, economic growth and innovation"***

The first paper: ***"Digital entrepreneurial Ecosystem in Bangladesh-How Bangladesh can build a world class digital ecosystem"*** was made by Banglalink with help from AT Kearney. It shows the immense possibilities of Bangladesh to grow its digital ecosystem. This paper also shows the key drivers for the digital ecosystem, key challenges for the ecosystem in Bangladesh and available supports in Bangladesh. In the recommendation part of the paper, it recommends various stakeholders with effective suggestions.

In the paper, ***"Fostering productive entrepreneurship communities- Key lessons on generating jobs, economic growth and innovation"***, the worldwide trends of digital entrepreneurs and digital ecosystem was discussed. This paper also discusses about the productivity of entrepreneurs.

Chapter Four

Methodology of the study

4. Methodology of the study

Primary data:

I used questionnaire as tool for primary data collection. I also used data about several projects which I collected while working on them. The respondents for the research was 50. As the research was on the digital ecosystem, samples were selected from different stakeholders of digital ecosystem, such as, service holders, digital entrepreneurs, students etc.

Secondary data:

For secondary data I visited websites, went through annual reports and studied few journals.

Chapter Five

CR activities of Banglalink to support Digital Ecosystem

5. CR Activities of Banglalink to support digital ecosystem

In this fast moving era of technology innovation is the only key to move forward. Solutions to the problems faced by individuals, societies, businesses are hidden behind the door of innovation. To open the door and enter into the world of immense possibilities we need people who are keen to learn new things, explore new opportunities and face new challenges. Also, lack of infrastructure, a relatively small market adds to the problems in countries like Bangladesh. To get the most out of the potential of the opportunities that Bangladesh possesses, all the stakeholders of digital ecosystem need to work together.

Banglalink, being a digital company and aware of social responsibilities, was always enthusiast to engage with various parties of digital ecosystem. On that quest, Banglalink has several programs that serve different communities who are parts of digital ecosystem.

To encourage innovation in workplace and give employees opportunities to innovate and engage in entrepreneurship, Banglalink has "Digithon". To encourage digital ideas of young minds Banglalink has "Ennovators". To help and support digital entrepreneurs of Bangladesh, Banglalink has "IT Incubator" program. Banglalink has Youtube reality show "Next Tuber" which helps as a platform for content creators.

There are more programs from Banglalink that has been done in recent time.

The Startup Expo :

To drive employees toward innovation, to show them a world of curiosity and creativity, Banglalink organized, The Startup Expo.

TOP 6 startups from Banglalink IT Incubator, 'Chobir Baksho, 'Easy Sense', 'Genie IoT', 'Homefoodz', 'Parkly' and 'Teach IT', spent a whole day with the employees at Banglalink's head office. The startups pitched their game changing ideas, and how they brought them to life. Banglalink employees got the chance to know their startup journey and how Banglalink IT Incubator is helping them realize their dreams.

Participants showed employees the whole journey of how they could come this far. They showed prototypes of their products, and beta tested their software with the employees of Banglalink.

Digigeek meetup:

Banglalink Launched Digigeek meet-up as a platform to educate, inspire and engage aspiring digital entrepreneurs.

The meet- up is a great networking and learning platform for the youth aspiring to be digital entrepreneurs. On this platform mentors who have already established or have successfully led technology business share their valuable knowledge. Internal experts from Banglalink also join the sessions time to time and share their experience, ideas, and information.

Banglalink has organized mentorship sessions on:

- Design Thinking

- How to startup without seed capital

- How to create pitch deck for investors

- Drink and Coffee with Entrepreneurs

In recent times, Banglalink has organized mentorship sessions on:

- Due diligence for startups

- Legal advice for startups

- Monetization Model

There were around 30 participants in each mentorship session.

Learn from the startups:

"Corporate-Academic Gap" has become a key topic in academic seminars these days. Academicians and Practitioners were always eager to mitigate this gap but no meaningful approach was taken until recently. If we see the activities of Universities and corporate houses of last one year, we will see a tradition has been developed in which professionals from corporate houses are invited to Universities as "Guest-Lecturer". But the scope of Corporate-Academic collaboration is broader than this. There are so many ways to reduce this gap and a constant effort to innovate new ways is a necessary.

In search of new ways of "Corporate-academic" collaboration, Banglalink came up with the idea of "Learn from the Startups". Banglalink has its own incubator program where new startups are nurtured through mentorships, free office space, networking opportunities, partnership opportunities and customer access. It is currently running the second batch of this program. Under "Learn from the Startups" program Students from universities will get the opportunity to work with the startups of incubator program which Banglalink is facilitating. As debut project, students of "Computer Information Management" course of BRAC University worked with the Batch 2 startups of the incubator program. The program was launched in 1st November, 2018. The goal of this program was to reduce the "Corporate-Academic Gap" while providing students with a first-hand experience of working with startups where they get to know the working process of new ventures, the challenges in the relative fields and many more. In this way, Banglalink is engaging with the community, contributing to reduce a significant issue like "Corporate-Academic Gap", and helping to grow interest about startups among the students while strengthening brand presence in the market.

Chapter Six

Activities Undertaken

6. Activities Undertaken

I have actively participated in most of the programs described in the previous section. My internship in Banglalink gave me great opportunity to work on several large projects.

Searching and bringing partners:

Banglalink has a plan to launch a platform where employees will get the chance to work as volunteers in the community. This project requires partnership with NGO's. My task was to find and bring suitable and flexible partners for this project.

Learn from the startups:

The most interesting part of my internship was launching "Learn from the startups" with BRAC University. As mentioned in the previous section, it was a debut project between Banglalink and BRAC University where students of CIM major got an opportunity to work with the startups of IT incubator. My task was to help in designing the whole project and to assist strategically to make this project effective. I had to communicate constantly with K.M Nafiul Hauqe and Kamal Hossain, honorable faculties of BRAC University, to get their opinion and collaboration in the beginning of the project. I also attended official meetings with my line Manager, Md mehedi Hasan, at the launching stage of this project. I also had to present on the site- IT incubator every Thursday since the program, launched till the program ended to make sure everything is going according to the plan. Whenever any particular issue aroused I had to inform management and solve the issue to run the program smoothly. It was a fun and at the same time learning experience for me.

Startup Expo:

In the startup expo I worked both in the background and foreground. I communicated with the participants to come on the event, informed the brief about the event. On the day of the event, my task was to supervise whether participants are facing any problems on their stall or not.

Beside this large projects I had my day to day work which were at the same time challenging and scope of great learnings for me. I had to write articles on several things and also had to make presentations for the strategic partners.

Chapter Seven

Analysis

As mentioned previously, the objective of this research is to find out whether the CR activities of Banglalink on Digital Ecosystem is effective or not. In this research the effectiveness has been measured based on defining "Knowledge", "Perception", "Attitude" as independent variable. "Interest", as a measurement for effectiveness, was considered as the dependent variable. The graphical model that shows the relationship among dependent and independent variables is given below.
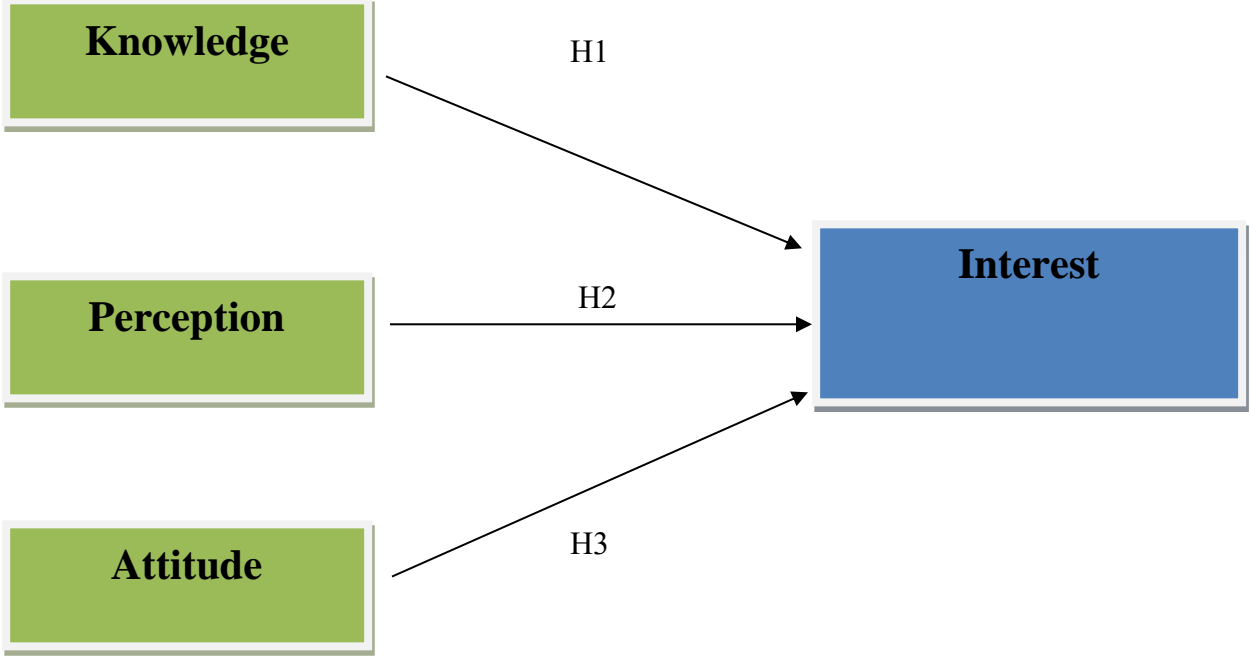

Figure 2: Graphical Model

7.1 Factor Analysis

To begin with the analysis of collected data, "Factor analysis" was done at first. The factor analysis for this research was directed by using Varimax rotation. To continue with the factor analysis the KMO and Bartlett's test was run. The result of KMO and Bartlett's test is given below:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.882
Bartlett's Test of Sphericity	Approx. Chi-Square	1153.214
	df	36
	Sig.	.000

Figure 3: KMO and Bartletts's test

The table above shows two tests that was run to demonstrate the appropriateness of the information for structure recognition. In this test, values of the significance level should be less than .05 to indicate that the factor analysis is useful with the collected data. For Kaiser-Meyer-Olkin Measure of Sampling Adequacy a measurement with high values (near 1.0) generally indicate that a factor analysis might be valuable with the information. For this research KMO measure of sampling adequacy is .882 and significance level was .000.

Total Variance Explained

Compone nt	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulativ e %	Total	% of Variance	Cumulativ e %	Total	% of Variance	Cumulative %
1	7.715	85.722	85.722	7.715	85.722	85.722	7.705	85.611	85.611
2	1.027	11.414	97.136	1.027	11.414	97.136	1.027	11.407	97.018
3	.130	1.442	98.578	.130	1.442	98.578	.111	1.229	98.247
4	.059	.655	99.232	.059	.655	99.232	.089	.986	99.232
5	.032	.353	99.585						
6	.017	.185	99.771						
7	.011	.123	99.893						
8	.005	.057	99.950						
9	.004	.050	100.000						

Extraction Method: Principal Component Analysis.

Figure 4: Total variance explained table

Component Matrix[a]

	Component			
	1	2	3	4
KN1		.999		
PR2	.968			
PR3	.973			
AT1	.989			
AT2	.992			
AT3	.986			
IN1	.988			
IN2	.981			
IN3	.979			

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Figure 5: Component Matrix Table

Rotated Component Matrix^a

	Component			
	1	2	3	4
KN1		1.000		
PR2	.969			
PR3	.970			
AT1	.990			
AT2	.992			
AT3	.988			
IN1	.990			
IN2	.977			
IN3	.975			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Figure 6: Rotated Component Matrix

The rotated component matrix is the key output of principal components analysis. Rotated components matrix contains estimates of the correlations between each of the variables and the estimated components. For the table shown above, Principal Component Analysis was used as extraction method. Also, varimax with Kaiser Normalization was used as Rotation method.

By the process described, in the previous page, communalities were also obtained. The communalities table is given below.

Communalities

	Initial	Extraction
KN1	1.000	1.000
PR2	1.000	.986
PR3	1.000	.993
AT1	1.000	.988
AT2	1.000	.992
AT3	1.000	.991
IN1	1.000	.987
IN2	1.000	.997
IN3	1.000	.996

Extraction Method: Principal Component Analysis.

Figure 7: Communalities Table

The measure of change in every factor which is represented are shown by the communalities. The value for extraction in the extraction segment should correspond 1.0 or should be closer to 1.0. The communalities on the above table are high which indicates that the extracted components represent the variables highly. This occurred due to the careful and analytical selection of variables in the beginning of the research.

7.2 Reliability Analysis

Usually the reliability test is run by determining the value of Cronbach Alpha. In this report "Reliability analysis" was done to study different properties of measurement scales and the items that compose those scales. Therefore, the obtained result is given below:

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Figure 8: Case Processing Summary

Reliability Statistics

Cronbach's Alpha	N of Items
.969	11

Figure 9: Reliability Statistics

The value of alpha in the above table is .969 which is very close to 1.0. Thus, it is reliable.

7.3 Validity Analysis

Validity shows whether precise and exact results were acquired from the data collected. In this report validity test was done to see whether the items are supporting the concept or not.

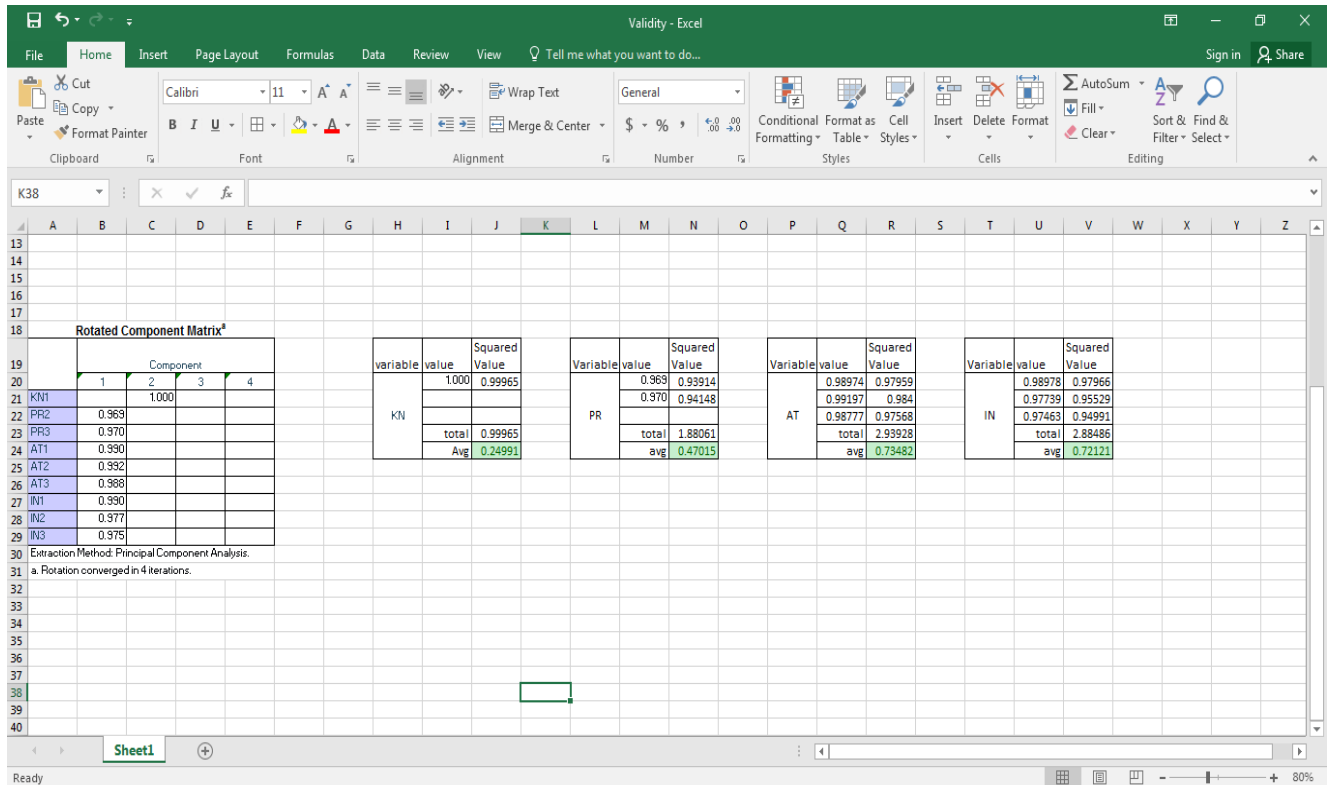Both types of validity, Convergent and Discriminant was measured here.

Figure 10: Discriminant Validity

From the image shown above we can see the measures for different variables. It shows that measure for,

Knowledge is 0.24991, Perception is 0.47015, Attitude is 0.73482 and Interest is 0.72121.

Where in the first two cases it is less than 0.50, which might have occurred due to less items in the variables, the next two cases shows the value more than .50.
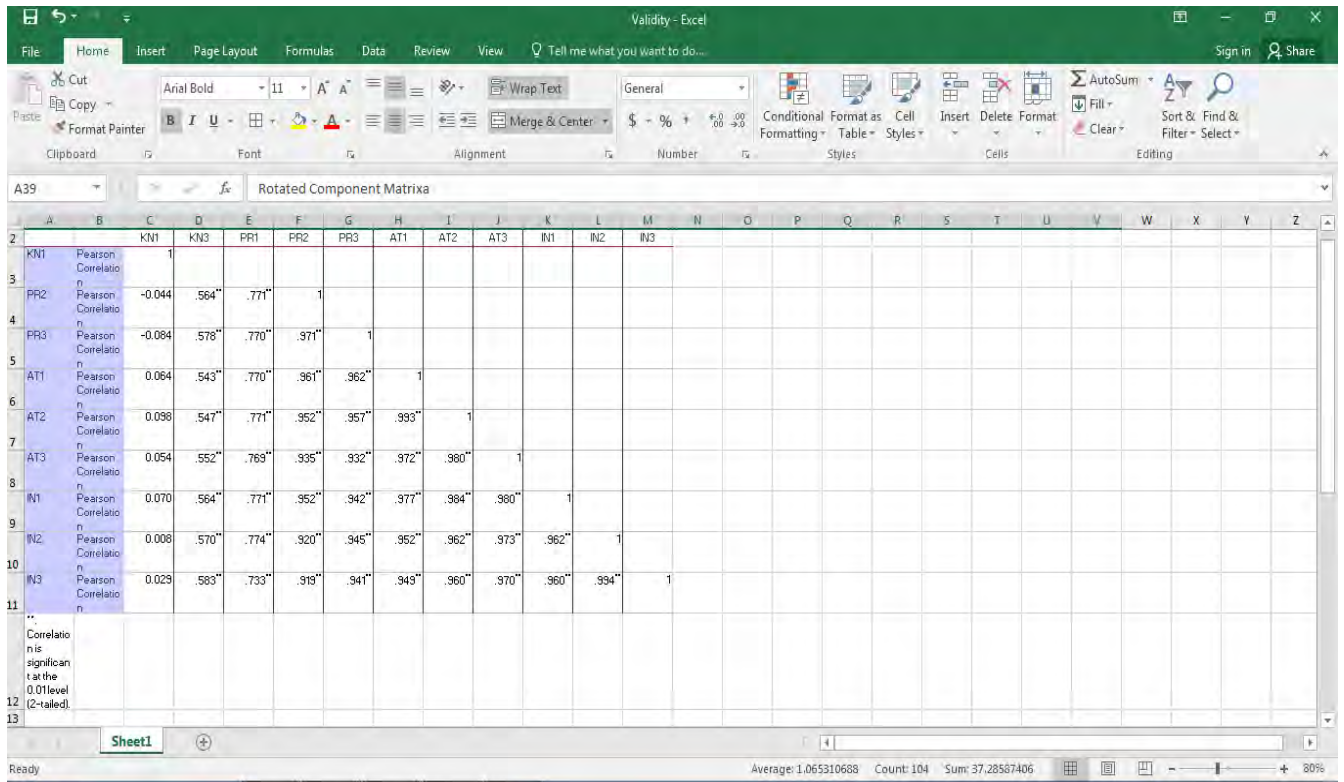
Figure 11: Convergent Validity

For the Convergent validity, the above table shows the association between the variables. From the above table we can see the measures of the same variables are correlated.

7.4 Regression Analysis

For the last part of the analysis, the regression analysis test was conducted. By this test the summary of full model, the significance of the model and coefficients of the hypothesis were extracted.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.982a	.965	.963	.71568

a. Predictors: (Constant), ATT, KNN, PRR

Figure 12: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	646.439	3	215.480	420.697	.000[b]
	Residual	23.561	46	.512		
	Total	670.000	49			

a. Dependent Variable: IN

b. Predictors: (Constant), ATT, KNN, PRR

Figure 13: Annova Table

The significance of this "Annova" table is $\leq$ .05. Therefore, it can be said that the whole model is significant.

The coefficient table provides the necessary information popularly known as Beta to determine whether there is any strong relation between the dependent and independent variables.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.052	.491		-2.143	.037
	KNN	.079	.102	.026	.770	.445
	PRR	.093	.103	.082	.899	.374
	ATT	.952	.103	.890	9.240	.000

a. Dependent Variable: IN

Figure 14: Coefficient Table

For the dependent variable "IN" which corresponds "Interest", the independent variables KNN(Knowledge), PRR(Perception) and ATT(Attitude) have Beta values of .445, .374 and .000 respectively.

It can be said that, while supporting the whole model, the research analysis rejected the following hypothesis:

H1: The more knowledgeable people are about Banglalink's CR program, the more interested people become on digital ecosystem.

H2: The more positive perception people have about Banglalink's CR program, the more interested people become towards digital ecosystem.

The analysis supports the following hypothesis:

H3: The more positive attitude people have towards Banglalink's CR program, the more interested they become towards digital ecosystem.

Chapter Eight

Findings of the Study

8. Findings

It can be said that the analysis were significant from the data collected from the questionnaire. While the analysis rejected two hypothesis, it had significant reasons as well.

The first hypothesis was,

H1: The more knowledgeable people are about Banglalink's CR program, the more interested people become on digital ecosystem.

As this hypothesis were rejected it can be said that peoples knowledge towards Banglalink's CR program, particularly on digital ecosystem, is not creating much effect on general people to bring them into the digital ecosystem. This can be because, people in general do not know much about the programs done by Banglalink. Also People who are knowledgeable about the programs and did not participate are likely to be less interested towards digital ecosystem.

The second hypothesis was,

H2: The more positive perception people have about Banglalink's CR program, the more interested people become towards digital ecosystem.

As this hypothesis was rejected, it can be said that people's perception towards Banglalink's CR programs has no role on creating peoples interest towards digital ecosystem. People's perception on Banglalink as a brand might create positive perception on the programs arranged by them to some extent, while, it has little or no role in creating interest among people in general to come into the digital ecosystem.

Analysis supports the following hypothesis,

H3: The more positive attitude people have towards Banglalink's CR program, the more interested they become towards digital ecosystem.

It shows the positive attitude towards Banglalink's CR program has impact on creating interest among people to come into the digital ecosystem. People's attitude are only effected when they are participating on any event organized by Banglalink. While people in general are not participating and coming to the point of event, they remain uninterested towards the digital

ecosystem. Once they participate in programs by Banglalink, on digital ecosystem, they are likely to become more interested. It shows Banglalink has lacking on attracting people to participate on the programs arranged by them. This might occurs because of the less effort given in communication about the event to the target market. They are not effectively communicating to their target market to take participate in the programs. Therefore, a mass number of people remain uninterested about the digital ecosystem, making the CR activities of Banglalink less effective.

Chapter Nine

Recommendations

9. Recommendations

The findings by this research leads to several recommendations.

Proper Communication:

First of all, the communication should be made in a proper way so that people get attracted to participate in the programs arranged by Banglalink. Because, from previous findings we can see, only when people are participating, they are becoming interested towards the digital ecosystem. To do this, channels for communications should be changed if necessary.

Sticking to the main goal:

The main goal of such programs should be not only creating positive brand image, but also, creating effective remarks on building country's digital ecosystem. Because, from the findings, we can see, when the goal of communication is to create brand image, it is falling behind in creating interest among people towards digital ecosystem.

Building relationships:

Also, Banglalink should build effective relationships with all kind of stakeholders of the digital ecosystem. This will help them to communicate with appropriate segments while necessary.

Chapter Ten

Conclusion

10. Conclusion

Banglalink is the 3rd largest telecom operator in Bangladesh. Working in such a big organization gave me the opportunity to look at the real life works very closely while getting involved in various projects. I learnt many important things and aspects about business, particularly telecom sector. Working in corporate affairs division of such big company was a great privilege for me.

One thing can be said with confidence that Banglalink is very much promising to contribute in the digital ecosystem of Bangladesh. It is surely undertaking several programs and creating new doors for corporate responsibility. Through the research I found out that the programs are not as effective as they were expected to be. I tried to figure out the reasons and therefore provided suggestions which may help Banglalink to make their programs more effective.

In the end, it can be said that, working in Banglalink exposed me to the digital ecosystem as a front liner and helped to get to know about digital ecosystem. The learnings that I got during my internship period will help me in future.

Referrences

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Appendix

Questionnaire

Perception about effectiveness of CR activities on "Digital Ecosystem" by Banglalink.

This survey is a part of an internship project initiated by the BRAC Business School, BRAC University for its graduating BBA students. Filling in the survey should take around 5 minutes of your valuable time. Confidentiality of all your responses will be ensured. Thank you for your cooperation.

PLEASE respond to the following statements within the range of 'Strongly agree' to 'strongly disagree' with the first option being the highest level of agreeableness and the last option being the lowest level of agreeableness. PLEASE refrain from marking random answers or answering everything with a NEUTRAL answer.

Knowledge

1. In which age range you belong to?
    - 15 to 20
    - 20 to 25
    - 25 to 30
    - 30 to 35
2. What is your occupation?
    - Student
    - Service Holder
    - Entrepreneur
    - Unemployed

3. "I am aware of the CR programs by Banglalink on Digital ecosystem"
   - o Strongly agree
   - o Agree
   - o Neutral
   - o Disagree
   - o Strongly disagree

Perception

4. "I know many of my friends/colleagues/relatives who have participated in programs by Banglalink on digital ecosystem "
   - o Strongly agree
   - o Agree
   - o Neutral
   - o Disagree
   - o Strongly disagree

5. "I think programs by Banglalink to support digital ecosystem has effective outcomes"
   - o Strongly agree
   - o Agree
   - o Neutral
   - o Disagree
   - o Strongly disagree

6. " CR Programs by Banglalink to support digital ecosystem has positive effect on creating digital entrepreneurs"
   - o Strongly agree
   - o Agree
   - o Neutral
   - o Disagree
   - o Strongly disagree

Attitude

7. "Programs by Banglalink helped me to build an entrepreneurship mindset"

   o Strongly agree

   o Agree

   o Neutral

   o Disagree

   o Strongly disagree

8. "CR Programs by Banglalink has helped me to learn necessary things for becoming a digital entrepreneur"

   o Strongly agree

   o Agree

   o Neutral

   o Disagree

   o Strongly disagree

9. "Programs arranged by Banglalink gave me clear vision about Digital ecosystem"

   o Strongly agree

   o Agree

   o Neutral

   o Disagree

   o Strong disagree

Interest

10. "Previous success stories about participants of programs by Banglalink encouraged me to enter into the digital ecosystem"
    o Strongly agree
    o Agree
    o Disagree
    o Strongly disagree

11. "I feel motivated to launch digital startup"
    o Strongly agree
    o Agree
    o Neutral
    o Disagree
    o Strongly disagree

12. "I want to take part in the programs organized by Banglalink which are supporting Digital entrepreneurs"
    o Strongly agree
    o Agree
    o Neutral
    o Disagree
    o Strongly disagree