

Report On  
Artificial Intelligence in HR Management

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA)

BRAC Business School  
Brac University  
June, 2020

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Ridwana Islam Lamia**  
15204058

**Supervisor's Full Name & Signature:**

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**Tania Akter**  
Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Ms. Tania Akter  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

With sincere regards, this is my pleasure to present my internship report regarding ‘Artificial Intelligence in HR Management’, which I was appointed by your direction. My report reflects my incredible internship experience in Banglalink Digital Communications Limited, where I gathered knowledge which will hopefully help me in my future career.

I have tried my best to complete the report with essential facts, hoping this report will suffice for any clarification and explanation. I attempted to maintain significant compact and comprehensive manner as possible in this report.

I earnestly trust that the report will meet the requirements and show my capacity to present it.

Sincerely yours,



---

Ridwana Islam Lamia  
15204058  
BRAC Business School  
BRAC University  
Date: June 20, 2020

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Banglalink Digital Communications Ltd. and the undersigned student at BRAC University named Ridwana Islam Lamia for the commitment of avoiding the unauthorized disclosure of the organization's confidential data.

.....

Banglalink Digital Communications Ltd.

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.....

Ridwana Islam Lamia

## **Acknowledgement**

The preparation of the report involves the guidance and assistance of a number of people, without whose support, the formidable task of finishing this report could not have been achieved. Firstly, I would like to thank Almighty Allah for blessing me with endurance, courage, speed and energy to complete this huge report within its deadline. I feel truly grateful for the support, understanding nature and guidance to work on such a professional task from my honorable faculty member Ms. Tania Akter. I would like to give special thanks to my line manager, Ms. Nusaiba Mirza and my team members, Mr. Md. Abul Hasnat and Mr. Shariq Bin Nasim and some other BL employees for allowing me to steal a portion of their valuable time and sharing knowledge and expertise as well as helping me with my work related queries and providing me with information regarding Artificial Intelligence in HR. Moreover, a special thanks goes to my parents for their consistent encouragement and support. Last but not the least, I would like to give heartiest thanks to all the supportive interns and students for their presence, ideas and encouragement.

## **Executive Summary**

Banglalink is known to be the third largest telecommunications company in Bangladesh after Grameenphone and Robi. In September 2004, Sheba Telecom (Pvt.) Limited sold 100% of its shares to Orascom Telecom Holdings, which was then rebranded under the Banglalink brand. In 10<sup>th</sup> February 2005, Banglalink launched its services. Moreover, Banglalink's parent company, VEON is a multinational telecommunication service company from Amsterdam, Netherlands.

This report is a detailed description of all the topics mentioned and consists of exploratory discussion about Banglalink. In the overview of internship part, detailed information regarding the student, organization, internship supervisors, job scope, student's contribution and benefits, difficulties during internship and recommendations for future internship are provided. In addition, the organization's part includes the objectives of Banglalink, i.e. to provide better network coverage to its valuable customers and to ensure high quality service and improve communication level. Furthermore, it talks about the mission and vision of Banglalink, i.e. to provide communication to the mass people of Bangladesh as well as empower innovation in business. Later, it mentions the primary and secondary data sources used for the study, about the scope of the study which is to measure the importance and impacts of Artificial Intelligence in HR or the entire workplace and also the limitations faced during the internship, collection of data and doing the analysis. Moreover, the company background history is shared. Most of the departmental practices are also mentioned in details which is followed by an industry and competitive analysis on Banglalink, using SWOT, Porter's five forces and BCG matrix. Lastly, the project part focuses solely on the study topic where knowledge is shared on Artificial Intelligence and its applications in workplace. Detailed analyses is done and then I concluded the report with few recommendations for Banglalink as well as for other organizations who will use AI in workplace.

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**Reference for Figures:**

- Ideas for Figure 1, 2 and 3 are taken from:

Anik, M. T. (2017, July 22). An exclusive report on Banglalink strategic management. Retrieved from <https://www.slideshare.net/MDTOUFIQHASANANIK/an-exclusive-report-on-banglalink-strategic-management>

## List of Acronyms

BL	Banglalink
AI	Artificial Intelligence
HR	Human Resource
HRIS	Human Resource Information System
AIP	Advanced Internship Program
UAT	User Acceptance Test
MYBLAPP	My Banglalink App
VLounge	Virtual Lounge
VPeople	Virtual People
VFleet	Virtual Fleet
BCG Matrix	Boston Consulting Group Matrix
ROE	Return On Equity

# **Chapter 1: Overview of Internship**

## **1.1 Student Information:**

**Name:** Ridwana Islam Lamia

**ID:** 15204058

**Program:** BRAC Business School (Bachelor of Business Administration)

**Major/Specialization:** Double Major in Human Resource Management and Marketing.

## **1.2 Internship Information:**

### **1.2.1**

**Period:** From January 9<sup>th</sup>, 2020 - April 8<sup>th</sup>, 2020 (3 months).

**Company Name:** Banglalink Digital Communications Ltd.

**Department:** Human Resource & Administration.

**Address:** Banglalink Tiger's Den, House 4 (SW), Bir Uttam Mir Shawkat Sarak, Gulshan1,  
Dhaka 1212.

### **1.2.2 Internship Company Supervisor's Information:**

Line Manager/ Supervisor Name: Nusaiba Mirza

Line Manager/ Supervisor Position: Project & Digital Engagement Senior Executive

#### **Team Members:**

➤ Name: Md Abul Hasnat

Position: HR Transformation Lead Analyst

And

➤ Name: Shariq Bin Nasim

Position: Culture, Engagement & Internal Communications Manager

### **1.2.3 Job Scope:**

Responsibilities:

- Managing, assisting and participating in Banglalink events.
- Video recording assistance.
- Receiving vendors and welcoming guests.
- Worked on Intent creation of the Banglalink Chatbot for internal employees.
- Set up VPN, MFA and Microsoft Teams Configuration and installation in employees' laptops for emergency lockdown.
- Prepared slides.
- Sorted and distributed coupons, gifts, etc. to registered employees for specific events
- Attended meetings, prepared meeting minutes.

### **1.3 Internship Outcomes:**

#### **1.3.1 Student's Contribution to the company:**

There were numerous ways I have contributed to the company using my management, communication and technical skills. From mid January till the end of February, Banglalink arranged several events. As my line manager dealt with event management, I got the opportunity to assist her, manage and participate in all those events. Here are my contributions regarding those Banglalink events:

- Participated in Banglalink Pitha Utshob 2020 for coupon distribution with other interns.
- Assisted Shariq bhaia with the distribution of T-shirts for Table Tennis Tournament 2020.
- Assisted my line manager, Nusaiba Apu with her video recording of CXOs for an event that took place in Green View Resort.
- Assisted my line manager and Shariq Bhaia with VEON event 2020 that took place in Toger's Den, welcoming Ursula Burns (CEO) and Sergi Herrero (COO). Furthermore, I went to buy gifts from Aarong for VEON CXOs with my line manager. And later went to drop the gifts at Westin Hotel, Dhaka.
- Prepared technology slides for 15 years of excellence "Banglalink Night 2020".

- Assisted my line manager, Lena Khan and her crew, as well as other employees who participated in the Fashion Show with the rehearsals for Banglalink Night 2020.
- Assisted Nusaiba Apu during Employee Performance Night 2020.
- Sorted and distributed vehicle stickers of registered employees for Banglalink Night 2020.
- Finally got the opportunity to volunteer in Banglalink Night 2020, which took place in ICCB Convention Center. Assisted my line manager and performers with the backstage work.
- Sorted and arranged numerous Banglalink Night 2020 gift coupons as well as gifts.
- Participated in National Job Fair 2020 which took place in United International University (UIU). Assisted Aurthima Apu (Talent Management Lead Specialist) and Tasnia Fatema (Strategic Assistant) in the company booth.

While assisting in event management, I worked for the Banglalink Chatbot which has been created for the internal employees. Here are my contributions regarding the ChatBot:

- Listed down 40 questions and answers for the Chat Bot being developed for the internal employees of Banglalink.
- After getting access to VLounge, I started working with an IT specialist, Rifat Solaiman, on the Chat Bot.
- Prepared numerous FAQs for HR & Administration policies for creating Intent for the Chat Bot, assigned by my team member.
- Attended meetings about the Chat Bot and learned about writing meeting minutes.
- Worked on creating intents, that is, inserting questions and answers for the Chat Bot, as it was in its initial stage.
- After intent creation and user acceptance testing, I had to validate the questions asked to the Chatbot and how it will reply them.
- Before conducting the UAT for the chatbot, we required other interns to help us create intents based on the policy FAQs prepared. Therefore, I had to train those interns on the intent creation procedure.

Furthermore, other interns and I were trained to help permanent employees with some technical configurations before the Corona virus emergency lockdown. These configurations include VPN setup, Microsoft Multi-Factor Authentication (MFA) setup and Microsoft Teams installation in the employees' laptops, so that they can work from home during the Corona virus pandemic. This has helped Banglalink greatly as the employees are now working from home and continuing their transactions.

Apart from working for the ChatBot, the configurations and event management, I have contributed to the company in other ways too. By welcoming their special guests as well as receiving several vendors who came from different organizations, especially Blues Communication. All these contributions have benefitted the company in managing the events, guests, employees, etc.

### **1.3.2 Benefits to the student:**

This internship has helped me gain a lot of knowledge about the corporate world. Before the internship, I had less or no idea about how a company operates in real life. Therefore, working in Banglalink has helped me gather new work experiences which is and will benefit me in building up my career. There are several benefits that I would like to mention:

- Learned the organizational etiquettes, that is, maintaining a formal and respectful behavior, dressing up decently, treating others with a smile and being optimistic, being helpful and confident, following the organizational policies, speak up against injustice and so many more.
- While participating in the Banglalink events, it has taught me how to manage time, how to welcome and treat guests, vendors, backstage cast & crew, how to communicate with outsiders as well as employees. This has improved my interpersonal skills and made me more active and responsible.
- During the Chatbot work, I learned how to work with Artificial Intelligence and teach the Chatbot how to answer questions asked by employees. This has improved my teaching skills as well as made the Chatbot somewhat capable of communicating with humans through chatting. In order to prepare the FAQs based on the organizational policies, I went through the HR and Administration policies. This has helped me gain more knowledge about Banglalink's HR and administration rules, regulations and guidelines. Furthermore, intent creation for Chatbot was something new for me. Therefore, working on it has improved my technical skill and I can work on Chatbots in future. Moreover, training the interns has helped me develop my communication and leadership skills.
- Receiving vendors from different organizations, handling paperworks, printing, sorting and distributing has helped me in managing resources.
- Before the lockdown started, the training and implementation of VPN, MFA configuration and teams installation in permanent employees' laptops also developed my communication and technical skills.
- Banglalink also provided us with the opportunity of 5 to 10 minutes stress relieving exercises at workplace. It was not only fun and enjoyable, but it also helped us feel more energetic and active. And during the flexible lunch hour from 12pm to 2pm, we got to eat from 4 different delicious menus and spend quality time with our co workers. We also got the chance of playing Table Tennis after work with our co workers. All of these has kept me entertained and happy during my office hours and kept me satisfied and interested in working hard.

All the mentioned experiences has helped me gain motivation to work, made me more responsible, disciplined and energetic, boosted my teamwork and leadership skills, tested my patience level during challenging times, etc. As a result of these experiences, all of these can benefit me in planning and building up my future career.

### 1.3.3 Problems/Difficulties faced during Internship:

- While doing the internship, I have faced certain difficulties. The most difficult one is the Corona virus pandemic which has caused almost every organization including Banglalink to go for an emergency lockdown. My internship was supposed to be of three months in total (from 9<sup>th</sup> January, 2020 to 8<sup>th</sup> April, 2020), however, because of the emergency lockdown I could only work for 2 months and a week. For the remaining time of my internship, I had to spend it at home. This has caused me to lose new job experiences that I could have gathered in the last month of my internship.
- Another reason will be extreme traffic jam in Dhaka city. This problem made it difficult for me to always reach on time, that is, 9:00 in the morning. The traffic in Dhaka is so unpredictable that starting early didn't help much in the days I got a little late.
- Time constraint was the biggest problem faced as a three month period is not enough for working on developing a Chatbot. This requires plenty of time and effort. Therefore, more development could have been made to the Chatbot in this 3 months time period. And further developments are required to be made by HR transformation team in future for the Chatbot launch. Time management was a problem too as I had to meet very strict deadlines for the policy FAQs and intent creation. This has made this 2 months very hectic for me.
- Initially, it was a bit difficult for me to understand the organizational rules and regulations as well as how to communicate with or behave in front of the CXOs or find particular places in the organization as I did not have job experience of a corporate world. However, it was not a problem anymore as I learned to adapt in this new culture pretty well.

All the problems or difficulties that I faced while working at Banglalink, it has not only taught me how to face challenges but also encouraged me to work on my mistakes and improve my working skills.

### 1.3.4 Recommendations for Future Internships:

Even though Banglalink has an amazing Advanced Internship Program (AIP), they may bring some changes in their internship program or improve the current facilities provided to the interns. Some things that I would like to recommend are:

- **Higher retention rate:** Banglalink should have a higher retention rate. They should try to recruit employees from the interns if they observe an intern is performing well. This should decrease employee turnover which will then decrease recruitment costs, training costs, loss of talent and organizational knowledge. This will also encourage and motivate interns to perform better as this may result into getting a job at Banglalink for great performance.
- **Better laptops for interns:** Banglalink provides each interns with their personal laptops. However, I have noticed that many interns including I faced technical issues regarding the battery life of the laptop or configuration issues. At some point, my

laptop used to shutdown due to battery problem, so a charger was always required to keep the laptop running.

- **Supportive or friendly supervisors:** This is a very important factor as interns are new to the corporate world. They need special support in terms of following the organizational etiquettes and policies. They need to hear words of encouragement which will boost their confidence and give them job satisfaction. In Banglalink, they maintain a friendly environment but there are some supervisors who need to be more supportive or less rude, as it will make the intern feel comfortable to share their problems.
- **More activities during the orientation:** Banglalink already provides some interesting activities or games like scribble, marble games, etc during the orientation program so that interns can enjoy while learning about the organization. However, adding more activities will make it more enjoyable. Another thing they can do is give interns a tour of the entire Tiger's Den (Banglalink office). For instance, interns are new here so they can take them to the cafeteria, terrace, lobby, different departments, medical center, etc.

**Be less judgmental:** Every supervisor can judge the interns under them and give them proper advices or evaluate them according to their performance. However, there are other employees who sometimes stop their own work and criticize, complain or judge the interns unnecessarily for silly matters like “Why does interns go to the pantry for coffee together? Why do they stand next to the cabinets?”. Once an employee took a picture of an male intern sitting close to a female intern. Instead of reminding the intern about the organizational rules, the employee took a picture from the back and posted it in the HR group chat. Actions like this can make an intern feel humiliated and de-motivated to work at a place where they are judged too much. Therefore, the employees have to be less judgmental.



## **Chapter 2: Organization Part:**

### **2.1 Introduction**

#### **Objective:**

Banglalink's main objective is to ensure high quality service, improve their level of communication and to provide better network and coverage to its valuable customers.

Their goal is to guarantee telecom benefit for everyone in Bangladesh at an affordable or least cost. For this, they are:

- Providing compelling and innovative client service.
- Identify and settle issues related to clients as well as issues which they are encountering.
- Creating income, retain significant clients and increase Banglalink's gainfulness.
- Maintaining a culture that encourages development and cooperation (Banglalink, 2017).
- Treating customers with agreeableness at all circumstances (Banglalink, 2017).

#### **Vision:**

The company's vision is to 'To understand people's needs best and develop appropriate communication services to improve people's lives and make it simple'. (Banglalink, 2015)

Banglalink's vision is to make communication available to the mass people of Bangladesh. They are trying to make new opportunities for clients as they explore the digital world. They need their representatives to be solid, imaginative and client arranged. The connection between classroom learning and real life work experience can often be lost. Therefore, their vision is also to encourage entrepreneurial mind set and to empower innovation in the business.

#### **Mission:**

Banglalink's initial success was based on a simple mission: "Bringing mobile telephony to the masses", which was the foundation of Banglalink's strategy. Moreover, their mission is to improve the lives of the individuals, get clients' necessities and to reduce the aggregate cost of utilizing portable comparability. The individuals who are representing Banglalink try to keep up with those objectives and core qualities to maintain and compete in the aggressive market.

Nowadays, Banglalink is trying to assure its main position in the national market based on customer loyalty and ROE. Another primary focus of Banglalink is to increase the investor's esteem (Banglalink, 2014).

#### **Methodology:**

The information for this report has been collected from primary as well as secondary data sources. For primary data, I have talked to employees and managers face to face, as well as discussed with other students, interns, friends and family members who are working in a corporate world or has work experience. This has helped me gain knowledge and ideas about

Artificial Intelligence in a workplace as well as about Banglalink's organizational culture and etiquettes.

And for further information, I took help of secondary data sources like Banglalink's website, explored in search engines like Google for online reports, financial reports, books and articles about Banglalink as well as about Artificial Intelligence.

For the study, I have conducted online survey on working individuals from different parts of Bangladesh (geographic region), different age groups, gender and different status. The survey is created using Google Forms and responses of 105 respondents have been taken to do the analysis of the study.

### **Scope:**

The scope of this study is to measure the importance and use of Artificial Intelligence in managing human resources in HR or the entire workplace. And this study is limited to employees from telecommunication companies, mostly from Banglalink. The study is based on the importance of AI, how much it is used in managing human resource, the positive and negative impacts of AI. The information for the study is collected through online survey done on working people from different parts of Bangladesh (geographic region), different age groups, gender and different status.

### **Limitations:**

While working on the research study, I have faced certain limitations in gathering information as well as write the report. These limitations are listed below:

Time constraint is a huge factor while conducting a research. And for my internship report study, three months is not enough to do such an extensive work. In such a short period of time, it was difficult for me to gather all the information required for my research study.

Moreover, because of legal obligation Banglalink refuses to provide us with some data as they restrict those information to be published in public. As a result, the study is limited to only available and published data as well as formal and informal interview to certain extent.

Another limitation I faced while collecting data is that, employees are always busy with their work. Therefore, I had limited time to discuss with them about my research study.

The information of the study might give biased responses as most of the respondents are from Banglalink itself. The samples of the research were mainly current Banglalink employees, There might be plenty of employees who left Banglalink before the research was conducted. Thus, there is a possibility that those employees left Banglalink due to any dissatisfaction or poor facility in the office.

Furthermore, the respondents might have suffered from lack of concentration as there was little time for them to fill up the questionnaire. Some also did not have the adequate knowledge required to answer some of the questions.

The biggest difficulty faced during the internship and report work is the Corona virus (COVID-19) pandemic. Along with Banglalink, all other corporate companies, educational institutions, restaurants, etc went for an emergency lockdown. Every individuals are requested to stay home and stay safe during this deadly period of time. As a result, my

internship was supposed to be from 9<sup>th</sup> January, 2020 till 8<sup>th</sup> April, 2020. But due to Banglalink's emergency lockdown in 16<sup>th</sup> March, 2020, I was only able to perform two months and one week of internship. This time constraint is the biggest issue I faced mentally and physically to gather information and complete the study.

## 2.2 Overview of Banglalink

### 2.2.1 Company History and Background:

Banglalink Digital Communications Limited is known to be the third largest company in Bangladesh's telecom sector after Grameenphone and Robi. This cellular service provider has brought several changes in the telecom industry of Bangladesh. Before Banglalink entered the market, the industry was monopolized by Grameenphone and they took the opportunity of being the only telecom company in Bangladesh through market skimming. However, the subscription price, the calls and sms tariff of Grameenphone was very high. On the other hand, Banglalink was a motivation in making mobile telephony an affordable option for Bangladeshi consumers. (Wikipedia-Banglalink, 2020)

In 1989, Banglalink started its operations. Formerly it was known as Sheba Telecom (Pvt.) Ltd. It was granted license to operate in the rural areas of 199 upazilas and in the last quarter of 1997, it launched its operations as a Bangladesh-Malaysia joint venture. Moreover, Banglalink obtained Global System for Mobile (GSM) license in 1996 to expand its business to cellular mobile and radio telephone services.

In September 2004, Sheba Telecom (Pvt.) Limited sold 100% of its shares to Orascom Telecom Holdings. It was then rebranded under the **Banglalink** brand and launched its services on 10<sup>th</sup> February, 2005.

Banglalink Digital Communications Limited is a fully owned company known as Telecom Ventures Ltd. which is a 100% owned subsidiary of Global Telecom Holding. Moreover, the parent company of Banglalink is VEON Ltd. it is a multinational telecommunication services company situated in Amsterdam, Netherlands. It operates in regions of Asia, Europe and Africa. Some of the brands under VEON includes Beeline, Jazz Pakistan, Djezzy, WIND, Banglalink and many more. (The Financial Express, 2018)

VimpelCom renamed itself VEON on 27 February 2017. The re-branding of the company was a part of shift towards marketing themselves not solely as a telecommunications firm but also as a tech company. In April 2011, VEON owned 51.9% shares of Global Telecom Holding as well as a business combination between Wind Telecom S.p.A and VEON Ltd.

### 2.2.2 Banglalink as a company:

Banglalink succeeded initially by relying on a simple mission: "Bringing mobile telephony to the masses", which was the cornerstone of Banglalink's strategy. Recently, Banglalink is moving away from the traditional mobile operator to a tech company. To build a true digital Bangladesh, they are now working relentlessly to bring digital world to each and every

customer. Banglalink focuses on strong core values such as Entrepreneurial, Innovative, Customer-obsessed, Truthful and Collaborative. (Shongjog, 2020)

Digitalization has become a necessity for Banglalink to offer services from traditional way of business to digital/online and update the way customers communicate, engage, operate internally and externally. Banglalink aims to enable its customers to get the best out of the digital future and create a true digital ecosystem through providing products that suits the demands of customers.

Furthermore, World Wide Fund for Nature (WWF) has certified Banglalink's HQ as the the first Green Office in Bangladesh. To build a true digital Bangladesh, the company is now working relentlessly to bring digital world to each and every customer.

Over the years, Banglalink's growth have been fueled with innovative products and services targeting dedicated customer care, different market segments and aggressive improvement of network quality which is establishing a strong brand that emotionally connects customers with Banglalink as well as creating an extensive distribution reach across the country.

In addition, Banglalink has always shown zero tolerance for any non-compliance activity and provides equal opportunities to employees. They believe teamwork is their greatest asset. Banglalink family is made up of a group of uniquely qualified and passionate individuals, who are working towards their vision.

For their employees, Banglalink ensures a friendly, mutually supportive and professional environment that encourages them to develop their knowledge, skills and abilities to an optimal level. Moreover, the company ensures a true quality of professionalism which can be found in all world-class multinational companies. They further try to maintain a system which rewards and recognizes groups and individuals for adding value to the company through their efforts and contributions. Banglalink also makes sure they have team oriented professionals, who contribute through their participation in decision making situations to the entire organization. (LinkedIn, 2020)

## **2.3 Management Practices**

### **2.3.1 CEO and CHRO Management practices:**

Banglalink's management practices include top level management, that are, the Board of Directors and CEO to decide the structure of the organization. They take all major decisions for Banglalink. Moreover, they are responsible for maintaining a good relationship with the parent company, VEON Ltd. For that reason, in February 2020, Banglalink organized a special event for VEON Ltd. where Ursula burns, Chief executive officer (CEO) and Sergi Herrero Chief Operating Officer (COO) of VEON Ltd. were invited.

The top level management negotiates with the shareholders and suppliers of Banglalink. They also do the financial planning and forecasting of the expenditures as well as capital expenditures and revenue earnings for the next six months. They practice mapping out the production and shipment planning for the mid level management. Banglalink decides on its strategic planning and their horizon for average planning is six months.

The Chief Human Resources & Administration Officer (CHRO) of Banglalink monitors all the work of their subordinates. She takes suggestions from the first line managers and

executes the financial planning done by the CEO. Unlike the top level management, the planning horizon for the mid-level managers are for 3 months.

### **2.3.2 HR Operations Practices:**

The HR Operations team of Banglalink deals with auditing, where they examine an official financial inspection of the company or its various books of accounts. This physical inspection of inventory is done to ensure that all the departments record their transactions in a documented system.

They also manage payroll services where they make a list of a Banglalink's employees and the amount of money they are going to be paid. HR operations deliver payroll checks, they also maintain compliance with tax laws, edit existing employee files and record paperwork for new hires.

This team also looks after the healthcare medical services as well as the Funeral benefit services for the employees. Furthermore, on boarding process of Banglalink is also dealt by the HR operations team.

### **2.3.3 HR Transformation, Project & Digital Engagement and Internal Communications Practices:**

This team is a group of young and talented employees who are working on special new projects, managing ,that is, planning, leading, controlling and organizing Banglalink events. The phenomenal 15years of Excellence of Banglalink Night 2020 at ICCB Seminar Hall was managed by this team. They also work on internal communications, that is, they come up with strategies which define business goals in communicating with staff. After that, they plan the activities required to achieve these goals. Creating and executing these strategies involves some work, but there lead to internal communications success.

HR transformation lead specialist is basically working on the Artificial intelligence (AI) services, such as the Chat Bot being developed for the permanent employees of Banglalink. There are several other AI services that they are developing and executing internally in their organization as well as externally in their web page.

### **2.3.4 Talent Management Practices:**

The Talent Acquisition Team deals with the recruitment and selection process, where their main responsibility is to schedule interviews as well as coordinate them. This team deals with hiring process of Strategic Assistants, Interns, Campus Ambassadors, and other employees of Banglalink.

They also conduct training for existing employees of Banglalink. They have facilities regarding e-learning. In addition, they conduct both online and offline training programs for developing knowledge, skills, abilities and other personalities of the employees.

This team also practices employee branding, where they arrange job fairs, sessions, workshops in different universities and other organizations. Banglalink also participated in the National Job Fair 2020 which took place in United International University (UIU).

Different sessions and workshops are conducted for managing talent of the employees, interns or others.

## 2.4 Marketing Practices

### 2.4.1 Brand & Communications and Product Marketing Department:

Basically, Banglalink has two sections of Marketing department, that is, Brand and Communications and Product Marketing. Brand and communications department deals with the marketing of Banglalink as a brand such as advertisements solely based on Banglalink. For instance, the Banglalink advertisement we used to see in our childhood about “Din bodoler cheshtai Banglalink” featuring a fisherman and his son.

All the ATL campaigns like their digital communications through their website, television, Facebook or other social media are run by a third party named Asiatic and BTL campaigns such as concerts and field trips are carried out by this department.

On the other hand, Product marketing analyzes which package is more used in which territory and based on that the department carries out their various marketing campaigns. For instance in Khulna, an internet pack of 20 to 30 GB data for 298tk is highly used.

### 2.4.2 Banglalink apps and features:

The marketing department of Banglalink are trying to focus more on the digital platform of Banglalink, that is, the **MyBLApp**. In this quarter, the marketing dept. figured out they had a substantial revenue growth compared to their previous two quarters.

Moreover, they are now aiming towards the adoption of 5G network. They are also offering bundle packages that contains minutes, calls and sms. Moreover, **Toffee** is an Banglalink entertainment app that has been recently introduced. They have carried out BTL campaigns such as they organized a music concert as well as put advertisements on the internet and television. Furthermore, they are providing offers like, if customers avail the previously mentioned packages through their MyBLApp, they can enjoy a free month subscription of Toffee App, where they can live stream movies, series, music videos, etc.

Banglalink also has an app named **BLVibe**, which is known as the world’s biggest bengali music app, where customers can enjoy premium quality music which matches their sense of music or mood. Recently, they have carried out a BTL campaigns, that is, a music concert named, Vibe Day.

They conduct User Acceptance Testing (UAT) for checking whether new features are working properly in the apps, whether the requirements of a specification are met or not. The team also sends employees on field visit, that is, they have to visit various places including rural areas to collect feedback from their B2B clients.

### 2.4.3 Banglalink CSR activities:

Recently, during the Corona virus pandemic, Banglalink has announced toll-free calls for Banglalink subscribers. They are the first one to provide this hotline service before any other operator because Banglalink used to provide service to IEDCR. In Jashore, they have provided relief-goods as a part of nationwide post-flood relief program.

## **2.5 Financial Performance and Accounting Practices**

Banglalink's Finance and Accounting department is one of the largest financial department of the organization. Cem Velipasaoglu (CFO) is the head of the department. Highly experienced employees are working in this department, that is, by looking after the financial matters and processing the financial data and statements of Banglalink. As a result, the top level management take strategic decisions to run the organization based on the information provided by these employees. Furthermore, the department has been broken down into various functional units in order to ensure the effectiveness and efficiency of this department.

The finance and accounting department had several sections including Accounts Revenue Assurance, Accounts Payable, Reporting, Tax, Cash Management, Inventory Management, Procurement, Budget and Planning, Program Management Office, Contract Management and Fixed Assets. One person is appointed as head of the unit for each sections. Their responsibility is to report to Director of Treasury or the Finance Director. After that, the director reports to the Chief Financial Officer (CFO) who then reports to the Chief Executive Officer (CEO). Later on, the CEO reports to the head office in Asia which is in charge of Banglalink or other Asian telecom operators.

This department of Banglalink is actively contributing to the company's growth. That is, by being cost effective and maintaining flow of fund smoothly. Moreover, Enterprise resource planning (ERP) and Disclosure and Barring Service (DBS) software are used to maintain every transaction of Banglalink. This ensures extremely low probability of error occurring. In fact, employers and employees of Finance and Accounting department are likely to get most credit because their nonstop effort, determination and hard work towards the company are the major factors behind the department's success.

## **2.6 Operations Management and Information System Practices**

This department is concerned with the controlling and designing of the production process as well as redesigning operations of the company in the good and services production as efficiently as possible to maximize Banglalink's profit. The employees try their level best to create highest level of efficiency possible within Banglalink. Banglalink also provides logistic supports to several shops in both urban and rural areas.

For instance, the Procurement department of Banglalink deals with the processing of buying things and make buying decisions under scarcity conditions. The employees of this department negotiates with the suppliers, issue purchase orders, manage contract creation and execution as well as analyze maximum operational and financial performance of Banglalink, while reducing their financial risk. As a result, the employees of this department experience extreme amount of pressure to improve Banglalink's performance and reduce costs.

For information system, Banglalink uses VLounge and VPeople. The Human Resource department asks the taskforce to transfer the database of the existing employees to the new HRIS. Then quality control checking of the HRIS files are conducted. VLounge is an online platform of Banglalink, where all the employees can access the website for latest updates regarding Banglalink events and campaigns, new offers of goods and services, organizational

news and updates and several organization information like different department policies, rules and regulations. The Chatbot I was working on is supposed to be used in this Vloung online platform by the permanent employees of Banglalink, after it is capable of answering the questions asked by the employees. On the other hand, Vpeople is a virtual social platform for employees to socialize with each other.

## 2.7 Industry and Competitive Analysis

The industry and competitive analysis measures Banglalink's strength, weaknesses, opportunities and threats, their degree of competitiveness and their strategic business units in terms of market growth rate and relative market share.

### 2.7.1 SWOT Analysis:

SWOT is an abbreviation used in terms of strength, weaknesses of the organization and the environmental opportunities and threats that the organization faces. Strength and Weakness shows the internal analysis, whereas, Opportunities and Threats shows the external analysis of the organization. In case of Banglalink, the analysis is as follows:

#### **Strengths:**

- Marketing is a major strength of Banglalink. Compared to any other mobile network operators, their marketing style is better. Their advertisements are colourful and eye-catching where they also star well known celebrities. The slogan, "Din bodoler cheshtai Banglalink" has received lot of praises. They further showed life changing stories of people in their advertisements which created an emotional connection with the customers.
- Banglalink has strong customer relationship and has created a good image on customer's mind.
- They provide customers with offers which are comparatively better than other mobile network operators. For instance, they offer bonus points upon recharging, which will let customers earn special gifts such as free mobile phone as gifts or free internet for Facebook, IMO, whatsapp, etc.
- Banglalink also gives importance to their premium customers. These customers get special discounts and offers from the company. Moreover, they have a unique strategy to attract customers, that is, Banglalink offers bonus talktime for receiving calls.
- Undoubtedly, Banglalink provides better service and a flexible call rate.
- One of the beauty of Banglalink is that they have a friendly environment and open desk system. The workforce is enthusiastic which results in efficient performance from Banglalink. They practice 5-10 minutes stress relieving exercise in Tiger's Den (BL office), which is an innovative measure taken by Banglalink.
- They are the fastest growing mobile operator, providing people with fastest network services.
- They are on a road to innovation, that means they are bringing new innovation into their business. Banglalink was known as a telecommunication company only but now it is called a tech brand because of the new innovative measures they are taking.



### **Weaknesses:**

- Even after having marketing as their major strength, Banglalink has absence of some strong marketing activities.
- Banglalink's mostly criticized and main weakness is their mobile network. The network is quite clear when the person is outside, but the network breaks when inside. Moreover, their network coverage is not as good as the other mobile operators. For instance, some hilly areas and villages has less or no mobile network.
- Some of the employees are not so skilled. There is also lack of job rotation and training for employees. Proper motivation is not present in all departments.
- The internet speed is not satisfying outside of Dhaka especially in rural areas like Bogra district.
- Compared to other mobile operators some packages have high costs which resulted in lower market share for Banglalink. For instance, Banglalink has higher call rates than Teletalk or Robi as well as higher costs from Airtel in case of some packages.

### **Opportunities:**

- Banglalink has distinct operating procedures which can help them be more efficient.
- They can expand their business to the tablet pc or mobile phone accessories which will carry a brand name, resulting in high profit.
- They can gain large market share as from their outstanding marketing strategies.
- Through their CSR programs such as providing free iftar during Ramadan, sponsors, etc, Banglalink is gaining the trust of the people.

### **Threats:**

- Competition is very high in the telecom sector. Banglalink's rivals are giving tough competition by trying hard to use competitive strategies to gain the market. There is an increase in new telecom customer service providers entering the market. For example, if Banglalink ever tries to gain market by cutting call rates, the rival companies will immediately adjust theirs to handle the market. However, this practice decreases profit.
- Similar products are being offered by other telecom companies like Grameenphone, Robi, etc.
- There are complex rules and regulations from the government, which leads to several documentations, paperwork, etc while carrying out business operations. The government has a lot of policies which can act as a threat for any company. For instance, government policy of connection registration, age limitations for having new connections, high tax for the cost of the calls and the minimum call rate policy are threats for Banglalink. All of these issues are preventing them from making more profits.
- Banglalink has experienced industrial downward trend because they failed to gain customers from rival companies.

### 2.7.2 Porter's Five Forces:

This analysis is done to measure the degree of competition for Banglalink. Increase in competition can increase efficiency as well as impose threat of survival in the market. Here are the following threats that Banglalink can and are facing from external factors.



#### **Intensity of Competitive Rivalry among current competitors: Very High**

- Competition in the telecom sector is very high. Competition increases for Banglalink due to fluctuations of growth rate of product and services as well as clients demands. Banglalink has several strengths with which they can tackle competitors. However, they also have lackings in places where other companies like Robi or Grameenphone is succeeding. The intensity of competitive rivalry can fluctuate due to innovation in business, CSR activities and meeting customer demands.

#### **Intensity of Threat of New Entrants: High**

- Banglalink can face high threat from new mobile operators or tech companies entering the market. This is because the new companies already have good knowledge about mobile phone servicing business. As there are plenty of telecom companies operating in our country, a new company would know how to prevent losses and make profits. Through observing the current competitors, they know which new technique or new technology will be accepted and demanded by the clients. The threat of new entrant is high because when Banglalink entered the market, other companies' call rates were 6tk per minute whereas, Banglalink offered 4tk per minute and experienced a huge success in their initial stage of business.

### **Intensity of Bargaining Power of Buyers: Moderate to Low**

- According to me, bargaining power of buyers has a moderate to low intensity. This is because buyers like using Banglalink even after they have several more options to switch to. The reason behind this is flexible call rate, good image in customers mind, brand loyalty, strong relationship with customers. Nowadays, buyers will not easily switch to other companies because of the new system of phone number registration. Once a number is registered in someone's name, no one else can take it. Therefore, people do not change their numbers without any emergency or unsolvable issues regarding the mobile network company. Switching telecom brands will change their phone numbers, making it hard for others to contact the person.

### **Intensity of Threat of Substitutes: Moderate to High**

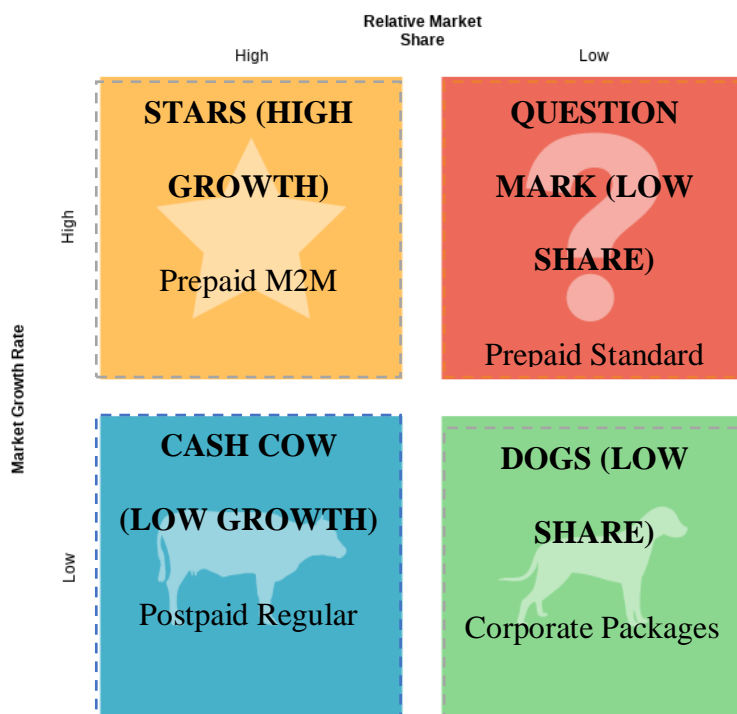
- There is a moderate to high level of threat of substitutes for Banglalink. This is because people now make online calls through Facebook Messenger, Whatsapp, Viber, IMO, etc. rather than making direct calls. This results in a massive fall in the call rates for Banglalink or other mobile operators. Using Wifi to make calls, send messages, use internet for other activities is a high level threat. However, using internet packages works as a income source for Banglalink or other telecom companies. Another reason the threat of substitutes is moderate to high because Banglalink is providing unique fnf packages and provides better customer service at the customer care center than other telecom companies. However, as Banglalink is transforming into a tech company, bringing new innovations can reduce the level of threat for substitutes.

### **Intensity of Bargaining Power of Suppliers: Low to Moderate**

- The threat of suppliers bargaining power is low to moderate in telecom sector. This is because the companies give massive bulk orders, therefore, suppliers are cautious enough not to bargain with them. For mobile network servicing companies, suppliers are mostly network-tower builders and card security companies. While dealing with the third leading telecom company of Bangladesh, known as Banglalink, suppliers are reluctant to impose high threat on them, as they are not willing to ruin the relationship between them and Banglalink. On the other hand, if suppliers feel extreme pressures from Banglalink regarding product prices and quality, they may switch to other successful companies like Grameenphone or Robi. As a result, bargaining power of suppliers is low to moderate.

### 2.7.3 BCG Matrix:

This business portfolio planning method is used to evaluate a company’s strategic business units in terms of the available relative market share and market growth rate. SBU – Strategic Business Unit is classified as Stars, Cash Cow, Question Marks and Dog. In case of Banglalink, they also use this BCG Matrix to design their business portfolio and evaluate their market share and specific product’s growth rate. The BCG matrix below will give an idea about Banglalink’s product evaluation as per Bangladesh’s market share rate and market growth rate.



**Figure 1: BCG Matrix**

In case of prepaid packages, Banglalink entered the market with an aim of making cell phone which people can afford easily. They successfully met their target by introducing a flat rate for calls made to another Banglalink number or any other operator’s number. Banglalink was the first mobile operator to do this and they did it for ease and convenience of customers. GPRS are provided to customers through all connections. Currently, Banglalink offers two prepaid plans: Prepaid Mobile to Mobile and Prepaid Standard (which includes T&T incoming and outgoing with ISD and NSD).

In case of post- paid packages, for retail customers, Banglalink provides postpaid plans. All the packages include packages for Postpaid numbers: T&T locals, connectivity, ISD and NSD. And for the corporate clients, Banglalink provides corporate postpaid plans exclusively for them. However, based on the package plan all the Banglalink packages provide exclusive service offers.

The next two diagrams will show the BCG growth share matrix and relative market share of Banglalink and their competitors.

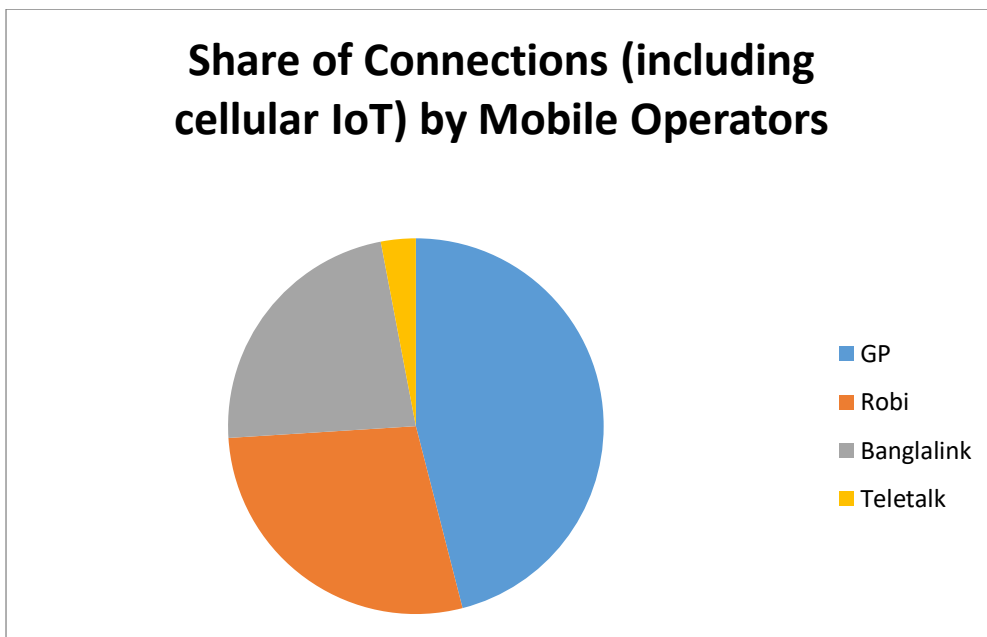
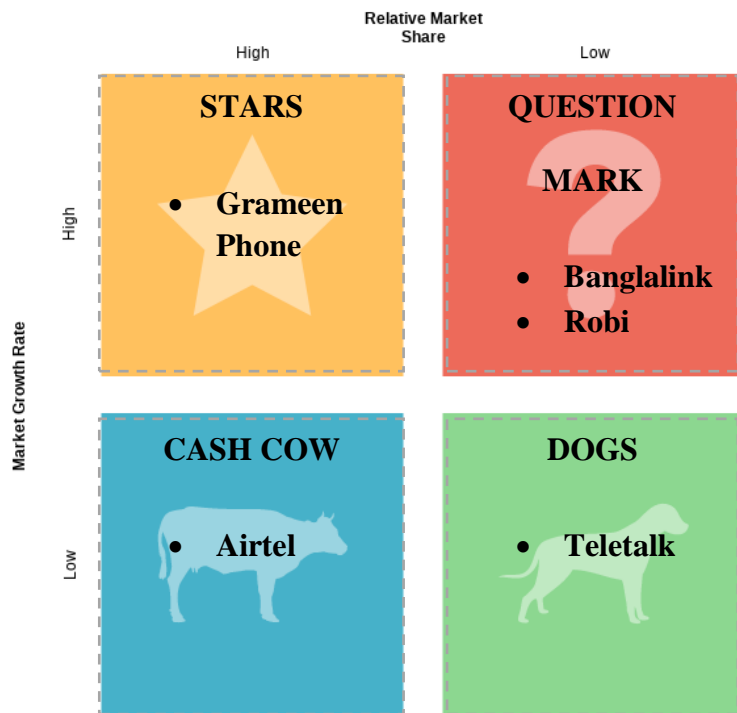


Figure 2: BCG Matrix and Pie Chart

From the diagrams, we can see that Grameenphone became the leader in the market when it entered the telecom industry. Now it owns almost 46% market share. On the other hand, Robi entered the market during the same time GP joined. However, Robi failed to successfully execute the aggressive growth strategies like heavy promotion that GP had been using since the beginning to create brand loyalty. Robi improved their technology as well as network and grew slowly without creating much hype. Nowadays, Robi is gathering more market share at a faster rate as they improved their promotional activities. In future, Robi might become a star as they have an impressive growth rate of 200% and 28% market share.

Even in a high growth market, while Banglalink operated under the brand name Sheba, it was as good as dead, that is, a dog. After the change in ownership, it is giving a tough competition to Grameenphone and Robi with 23% market share. It is certainly possible for Banglalink to overtake GP and Robi anytime soon with its innovativeness.

Using a BCG matrix, it is difficult to map Citycell because it had a very poor growth rate and low relative market share. Since 2016, it has been closed down. Teletalk on the other hand, falls in the under developed category (i.e. a dog) with 3% market share in an industry with impressive growth rates from GP, Robi and Banglalink.

## 2.8 Summary and Conclusions

In conclusion, I would like to summarize that this chapter is all about the organization, its mission, vision and objectives to achieve their goals. It also gave an overview of Banglalink, sharing information about the company background and history as well as the parent company VEON. Furthermore, the organizational practices are described showing how Banglalink carries out its outstanding management, marketing, financial & accounting, operational & information system practices in order to survive and succeed in the market. Lastly, some industry analysis are done to point out Banglalink's strength, weaknesses, opportunity and threats, the degree of competition with five external forces as well as the growth rate and relative market share they have with the other mobile operators of the telecom industry.

In this chapter, I have figured out how Banglalink has successfully managed to introduce perfect competition among its competitors. In future, if they want to be more competitive in this industry, they have to create a stronger brand image by bringing new product offerings with special features and adding more technical innovation in their business activities.

## 2.9 Recommendations

Finally, I would like to recommend the following points for Banglalink in order to become more competitive in the telecom industry. They are as follows:

- They need to improve their network availability as it is one of their weaknesses.
- The management team needs to arrange appropriate training facilities for their employees to make them more helpful, knowledgeable and courteous.
- The customer service center should learn how to effectively and accurately deal with complaints from customers. They should also show empathy towards the customers seeking help or complaining about their services.
- Banglalink should always encourage taking feedback from customers as well as employees. This will help them bring good change in their organizational practices

and also give them ideas about how to develop their strategies, product or services and promotional activities.

- Banglalink should bring more attractive marketing activities such as more promotional offers and campaigns as well as CSR activities to grab more attention and build trust in the hearts of the people.
- They need to improve their internet and network quality outside Dhaka, especially in the rural areas.

## **Chapter 3: Project Part: Artificial Intelligence in HR Management**

### **3.1 Introduction**

#### **3.1.1 Background and Significance:**

In a world that is moving towards technology, the use of machines, computers, in simple words, artificial intelligence can be seen more than ever. When human intelligence is programmed through simulation into machines, it is known as Artificial Intelligence. After programming the machines start to copy human actions and start to think like them. This refers to any kind of machines which can learn and solve problems like the human mind. One of the main characteristics of Artificial Intelligence is that it is able to rationalize and take actions which leads to achieving specific goals in the best possible way. This special characteristic is what influences businesses to introduce artificial intelligence in their daily operations. And this is why I have chosen this particular interesting and unique topic. (Frankenfield, 2020)

As we already know, an HR department of an organization includes different level of management and each level has different types of management practices. These practices include taking all major decisions for the company, maintaining good relationship with parent company, organizing special events, negotiation with suppliers and shareholders, financial planning and forecasting, production and shipment planning, creating and executing organizational strategies, monitoring the work of employees, auditing and financial inspection, managing payroll services, maintaining compliance with tax laws, handling files and paperwork of old, existing and new employees, training and development, teamwork and motivation in achieving goals, internal communications, transformation, project and digital engagement, recruitment and selection and employee branding through arranging job fairs and workshops, etc. All these management practices mentioned and meeting deadlines can be very time consuming, mundane and monotonous. Therefore, introduction of Artificial Intelligence in workplace can make these tasks time saving, costs, energy and many more.

In this futuristic world, Artificial Intelligence, which is a modern technology, is being used in many different sectors and industries. It is especially used in the healthcare sector for carrying out surgeries, drug dosing and many other treatments for patients. It is also used in the financial sector to monitor activities in banking and finance, resulting in reduction of fraudulent activities in banking. Moreover, Artificial Intelligence is making trade easier by estimating supply, demand and security pricing. Furthermore, it is also used in self-driven

cars as well as in online games as a computer opponent. It is used in the form of robots or computerized program or software, maybe a Chatbot as well. (Frankenfield, 2020)

In a developing country like Bangladesh, the use of modern technology is still not highly practiced among organizations. It might be used in the healthcare and finance sector but it is still new in other sectors. Therefore, having Artificial Intelligence in the HR management can bring a massive change in the business world, making management easier, time and cost saving, effective and efficient. On a positive note, it is already being used in some organization as well as in Banglalink Digital Communications Ltd., a telecommunication and technology company.

#### Artificial Intelligence in Banglalink:

Banglalink is moving towards innovation by using artificial intelligence in its workforce. In the HR department, they are using it in their hiring process, in various reports and project work, in their transportation management for pick and drop service, in their absence management to keep track of attendees and reducing employee absenteeism. They are mostly using AI services internally through their Human Resource Information System (HRIS) that is, in VPeople, Vfleet, Vlounge. For employee social monitoring, Banglalink HR tries to connect their employees with the HRIS through the use of Artificial Intelligence. Furthermore, Banglalink uses a web-based collaborative platform known as Microsoft SharePoint, which is also called a team collaboration software tool. It helps them to connect employees with each other and enhance teamwork in the workplace. They also use a community portal known as Share Point Portals, where users can search, follow, discuss, participate and visit in communities of interest.

Recently, they are planning to introduce a Banglalink Chatbot for the permanent employees of the organization. This Chatbot is what I have been working on in Banglalink. It was created using wit.ai, a natural language platform for applications, which can turn sentences into structured data. They have created this Artificial Intelligence Chatbot for employees to interact with it on a messaging platform, that is, VLounge. This will allow employees to search and gain information they need in a faster rate just by asking the Chatbot what he/she wants to know. This computer programmed Chatbot is still in its development stage, once it passes the User Acceptance Test (UAT) it will be available in the Virtual platform of Banglalink, VLounge. If the results from it shows signs of collaboration with human and artificial intelligence, they will use it externally in their websites or other platforms for customers as well.

#### **3.1.2 Objectives**

The main aim of introducing Artificial Intelligence in HR is to bring more accuracy in processing transactions, reports and paperwork, etc. through rationality and high detection power, which will help detect errors made in the tasks performed. Another objective is to bring more security in the HR management practices, which will result in fraudulent activities done by the employer or employees in the workplace. Using Artificial Intelligence in HR will help save time and cost for the company as it processes information faster than the human brain itself. A blend of both human and Artificial Intelligence can help HR experience a massive development in their operations. That is the main objective even for a telecommunication company like Banglalink.



### 3.2 Methodology

In Chapter 2 Section 1, I have already mentioned about the methods I have used to carry out the study. I found “Artificial Intelligence in HR” to be an interesting topic to work on. Therefore, I have gathered information about this topic from primary as well as secondary data sources. This has helped me gain knowledge about Artificial Intelligence in workplace and the importance of having its presence in HR or other departments.

For the study topic, I have collected information from the internet through exploring in Google, reading several articles and reports on Artificial Intelligence and AI in workplace. To know about Banglalink’s experience with AI services, I have contacted my line manager and team members who are working in the HR and Administration department of Banglalink. Further information was collected by interacting face to face, through voice calls and messaging with interns, family members, students, as well as some employees.

After that, for analyzing the topic and to know whether Artificial Intelligence is actually demanded and required in HR or not, I have prepared a survey questionnaire using Google Forms which contains 17 questions. From which 3 questions are demographic, 11 questions are based on AI in HR and 3 additional questions about Artificial Intelligence in entire organization or other departments except HR. Upon doing the survey, I have sent this survey link to employees of Banglalink and other telecommunication companies, former and current interns working in these companies, BRAC University students and family members working in corporate world or doing business. I have taken responses of 102 respondents to do the analysis of the study.

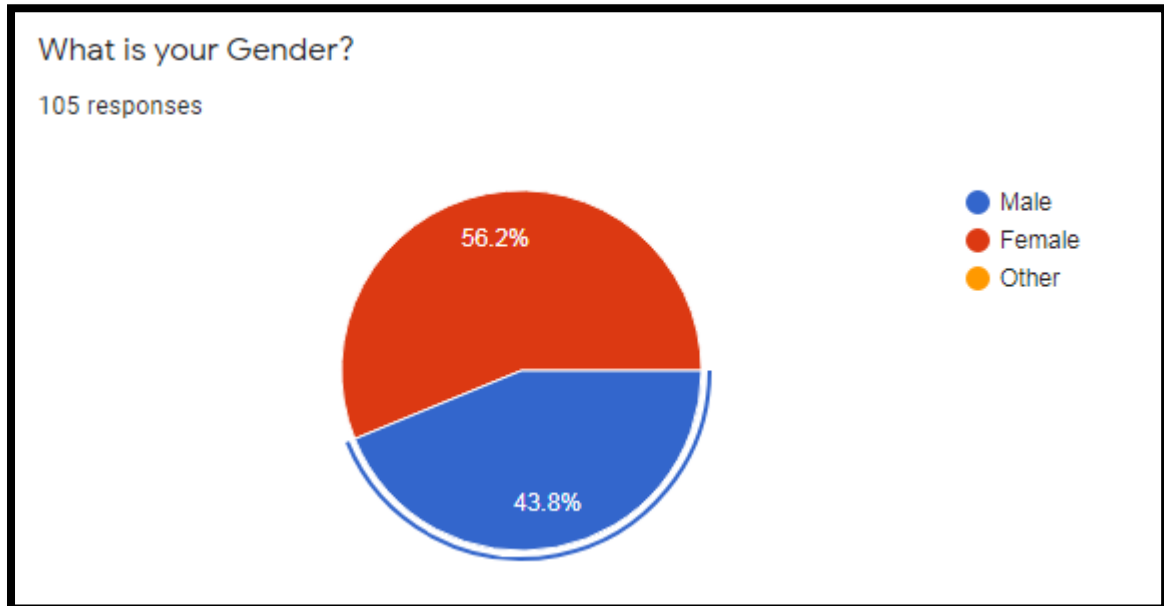
### 3.3 Findings and Analysis

Upon researching other secondary data sources, I found out that not many people did a study on Artificial Intelligence in HR or an entire workplace. Therefore, I decided to work on something uncommon, interesting as well as something that will be useful for future generations too because it is just the growth stage for Artificial Intelligence in workplace. In this section, I will share the analyses of the survey conducted on the topic “Artificial Intelligence in HR”, by using Google forms.

While doing the study I found out several limitations. One of the limitation is the sample size, I was able to collect survey responses from 102 respondents only. The time constraint of 3 months internship is another limitation for gathering more organizational experience as well as information for the study. However, due to the pandemic i could only work for 2 months and a week in Banglalink. Another limitation was that, the employers and employees of Banglalink were willing to share only limited information with me. Therefore, this survey analysis is a partial or limited representative of the actual scenario of having AI in HR or the entire workplace because of its limitations.

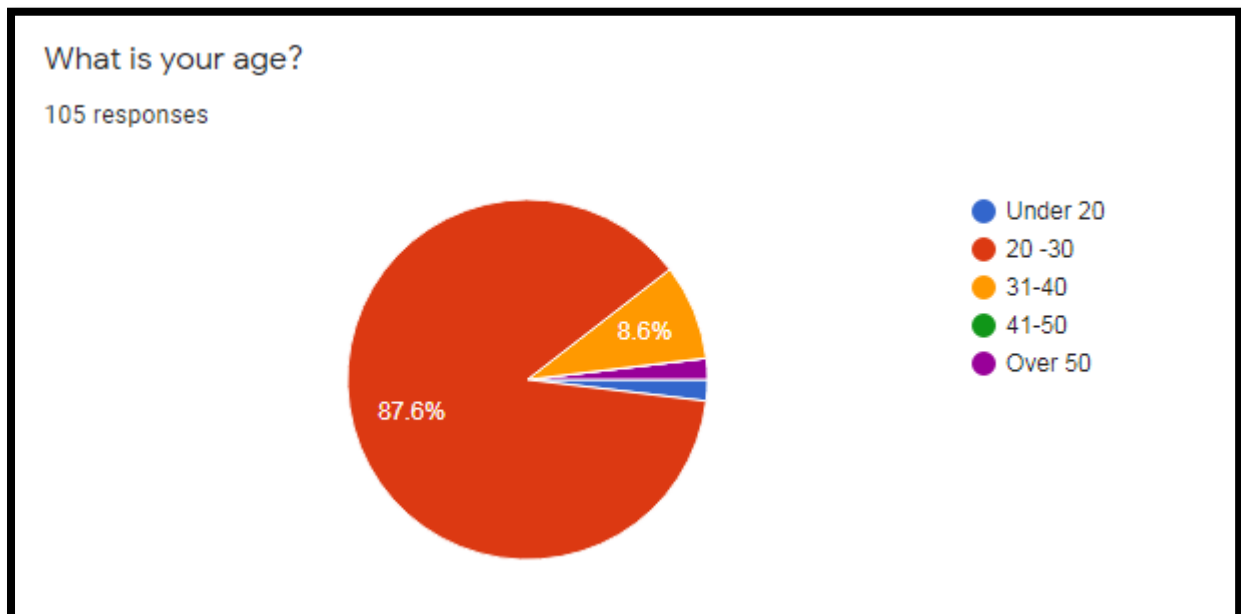
The analyses of the study are as follows:

### Question No. 1



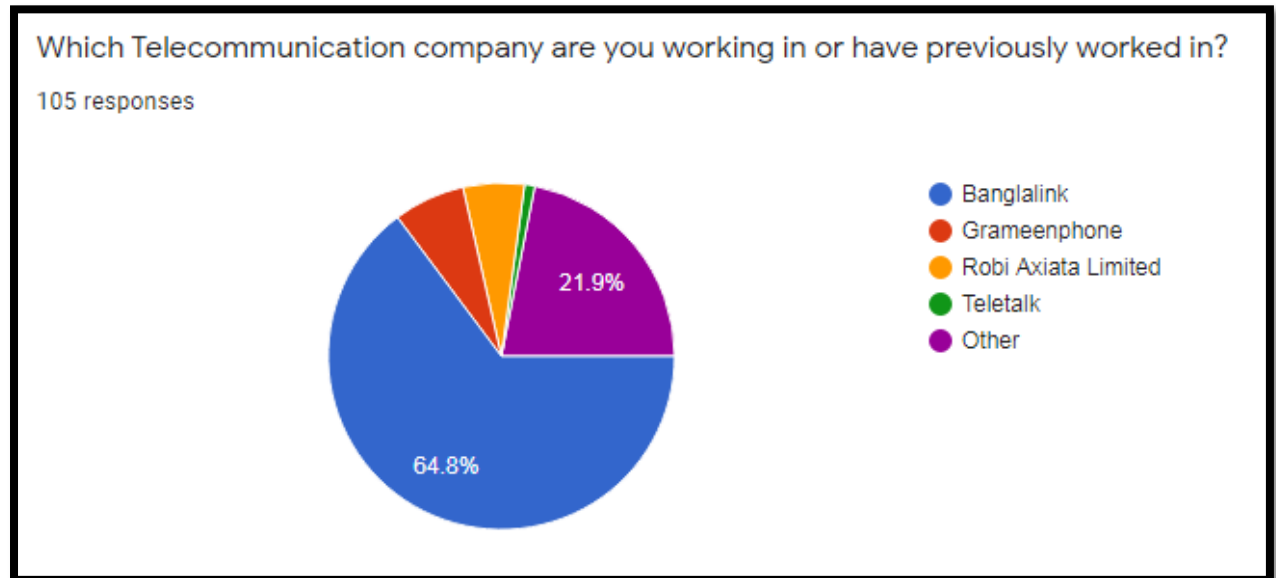
In this survey, I found out that 56.2% respondents were female and 43.8% respondents were male.

### Question No.2



Upon asking the age of the respondents, I found out that 87.6% of the people who took the survey were between 20 to 30 years of age, 8.6% of them were from the age range of 31 to 40 years and the remaining 3.8% of them were under 20 years old and above 50 years old.

### Question No. 3



The survey was done especially to find out response from people who are currently working or have previously worked in Telecommunication companies. Therefore, it seems that 64.8% respondents were from Banglalink, 21.9% from other companies which may or may not be a mobile network operating company and 6.7% respondents were from Grameenphone, 5.7% were from Robi and 1% were from Teletalk.

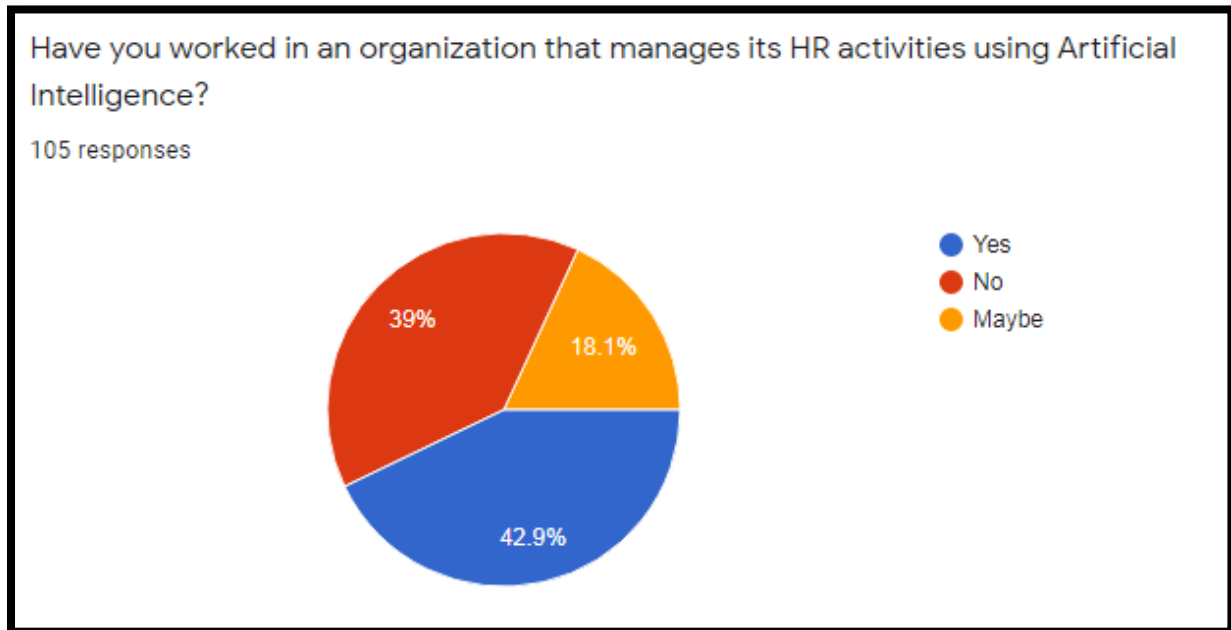
### Question No. 4



When they were asked whether they have idea about the HR activities of their organization, 61% respondents said they are very conscious about it, 31.4% had partial knowledge and 7.6% respondents had no idea at all about the HR activities of their organizations.

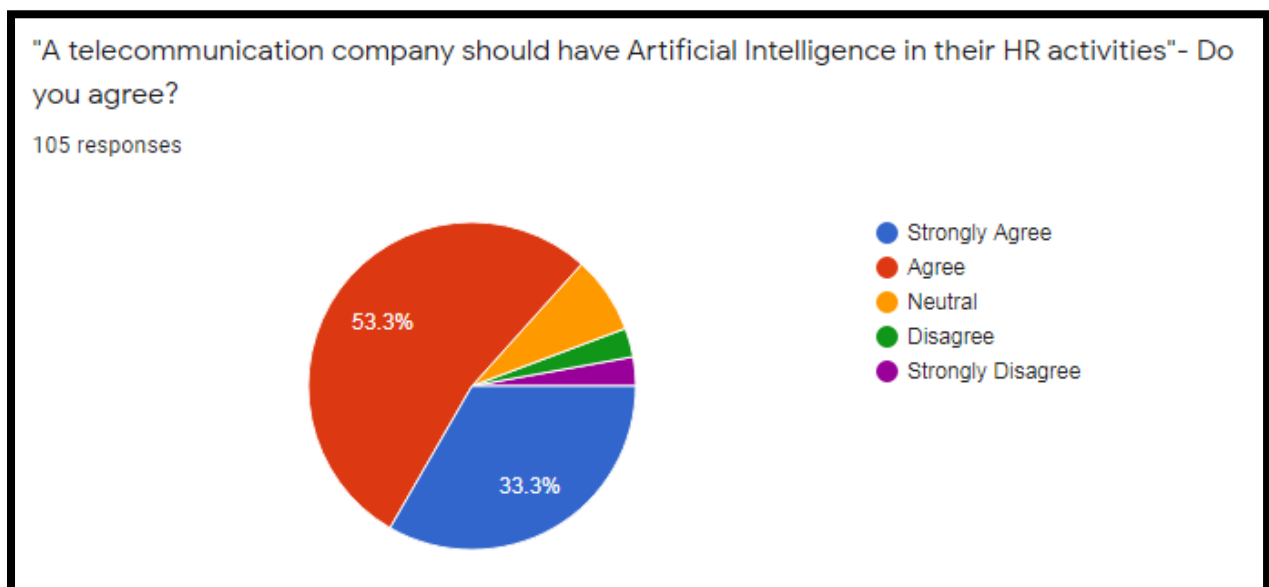
The upcoming questions were asked based on the importance of Artificial intelligence in HR management. They are as follows:

### Question No. 5



In the survey, they were asked if their organization manages its HR activities using AI, 42.9% respondents said their organizations manages their HR activities using AI, whereas, 39% said they did not and 18.1% respondents were confused about it.

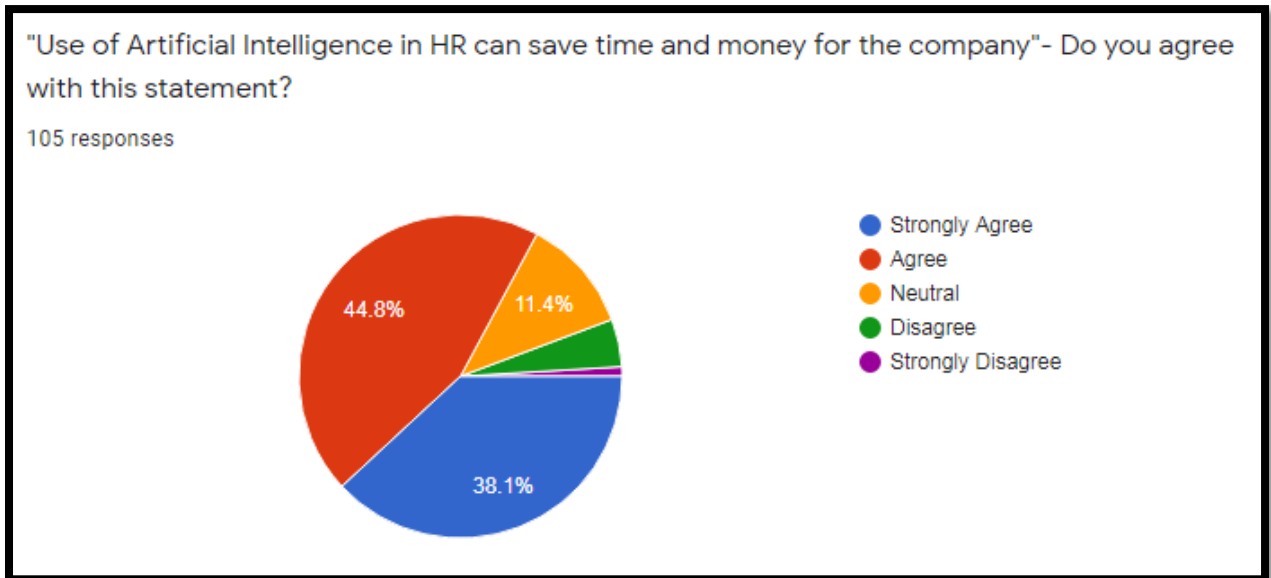
### Question No. 6



From the response of this question you can see that, 33.3% strongly agreed with the fact that a telecommunication company should have AI in their HR activities, where as, 53.3% agreed

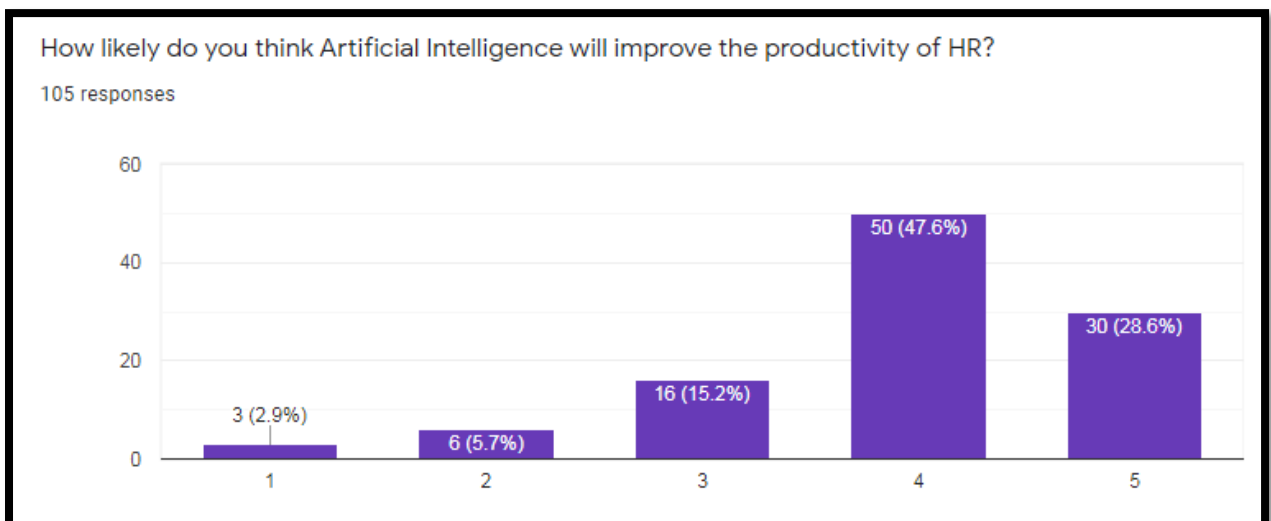
and 7.6% were neutral about it, 2.9% did not agree with the statement and 2.9% strongly disagreed with it.

### Question No. 7



Upon asking them about the statement mentioned in question no.7, 38.1% strongly agreed that AI will save time and money for a company if they use it, 44.8% agreed with the statement, 11.4% were neutral about it, 4.8% disagreed and 1% strongly disagreed.

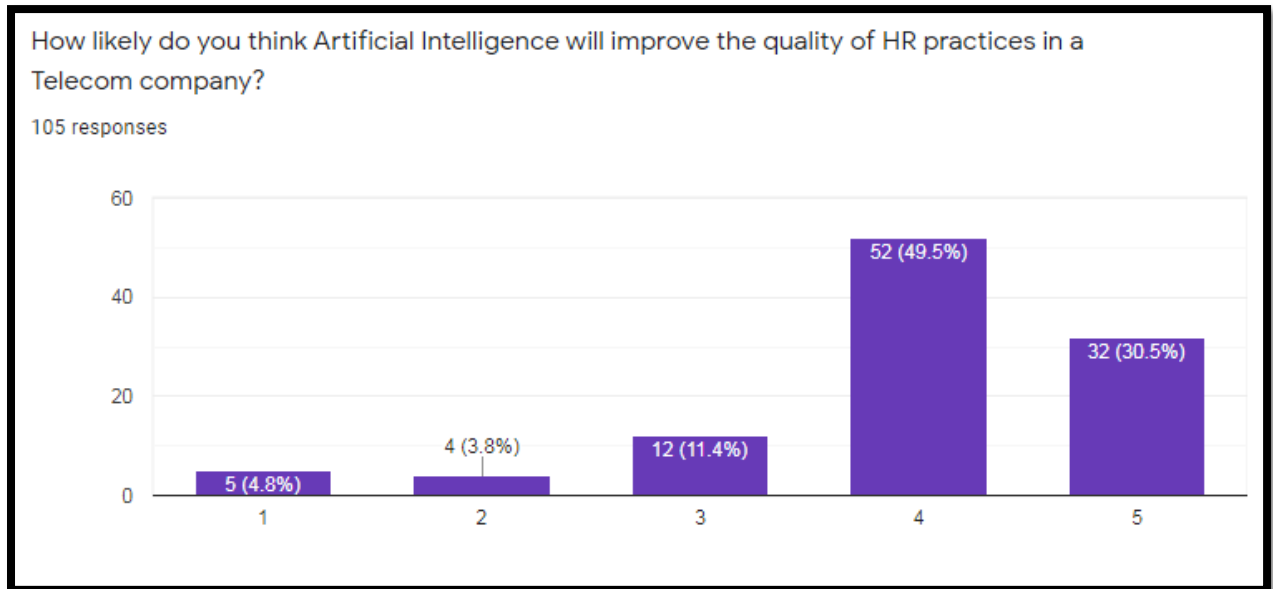
### Question No. 8



Using a linear rating scale this question was asked, 30 respondents thought AI will highly improve the productivity of HR, 50 respondents thought it will more or less improve the productivity of HR, 16 respondents were neutral about this matter, 6 of them thought it will

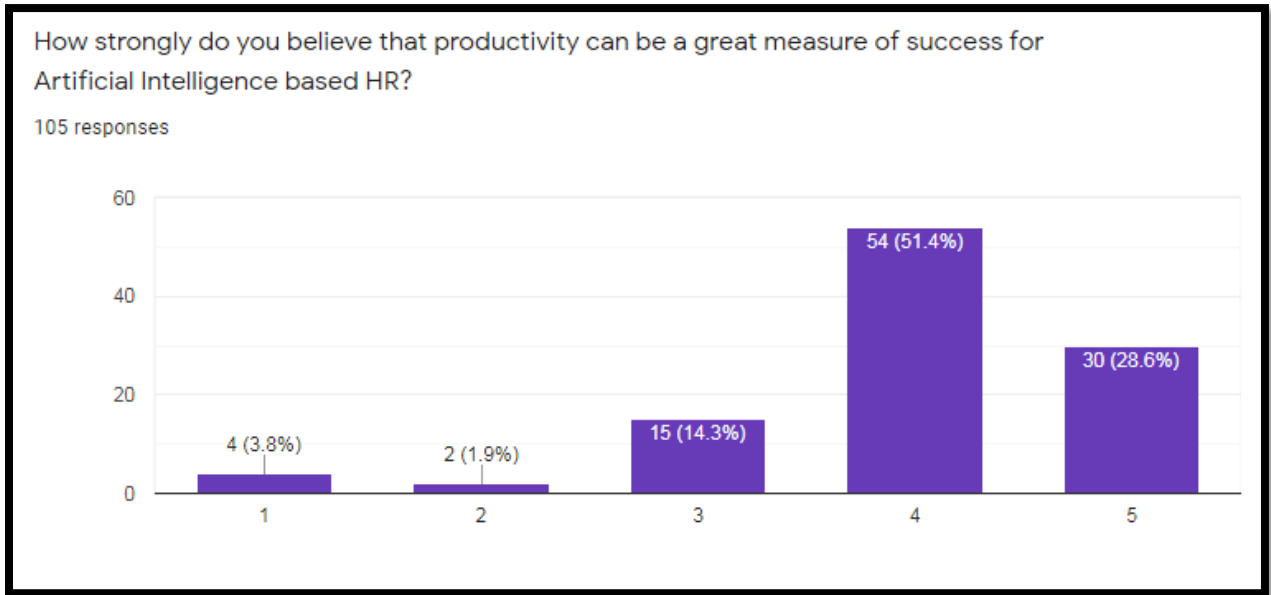
more or less not improve and 3 respondents thought AI will not improve productivity of HR at all.

### Question No.9



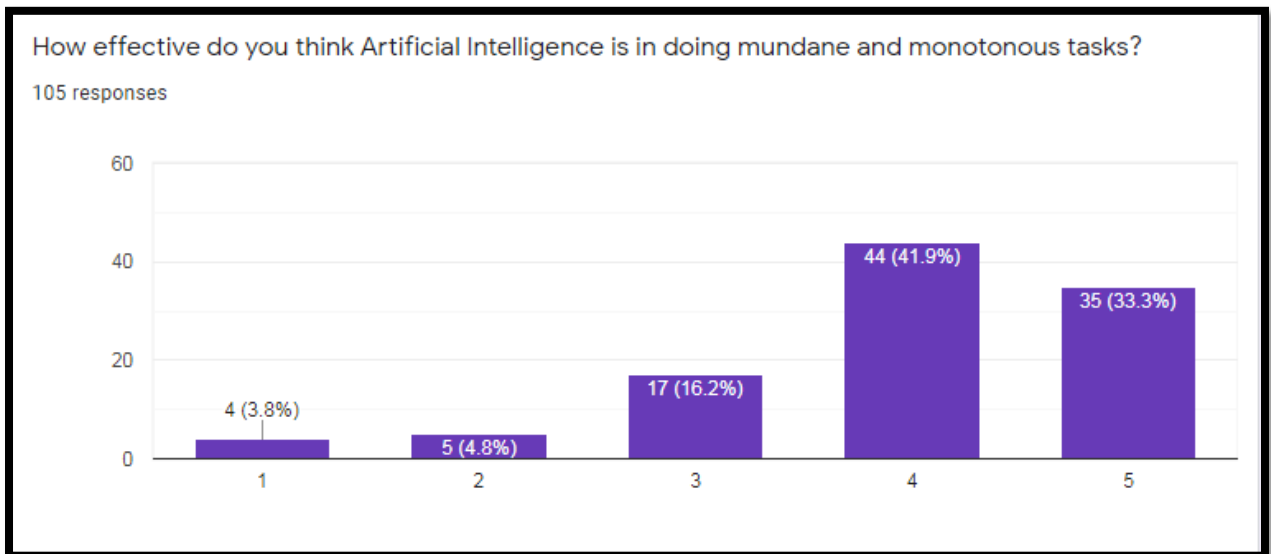
Just like the previous question, this time it was asked about the improvement due to AI in the quality of HR practices in a Telecom Company. 32 respondents thought it will highly improve it, 52 respondents thought it will more or less improve the quality, 12 of them were neutral about it, 4 of them thought more or less it will not improve and 5 of them thought AI will not improve the quality of HR practices at all.

### Question No. 10



Upon asking this question, I found out that 30 respondents strongly believed that productivity can be a great measure of success for AI based HR, 54 of them more or less believed in it, 15 respondents were confused about it, 2 of them more or less disbelieved and 4 respondents strongly disbelieved with the question asked.

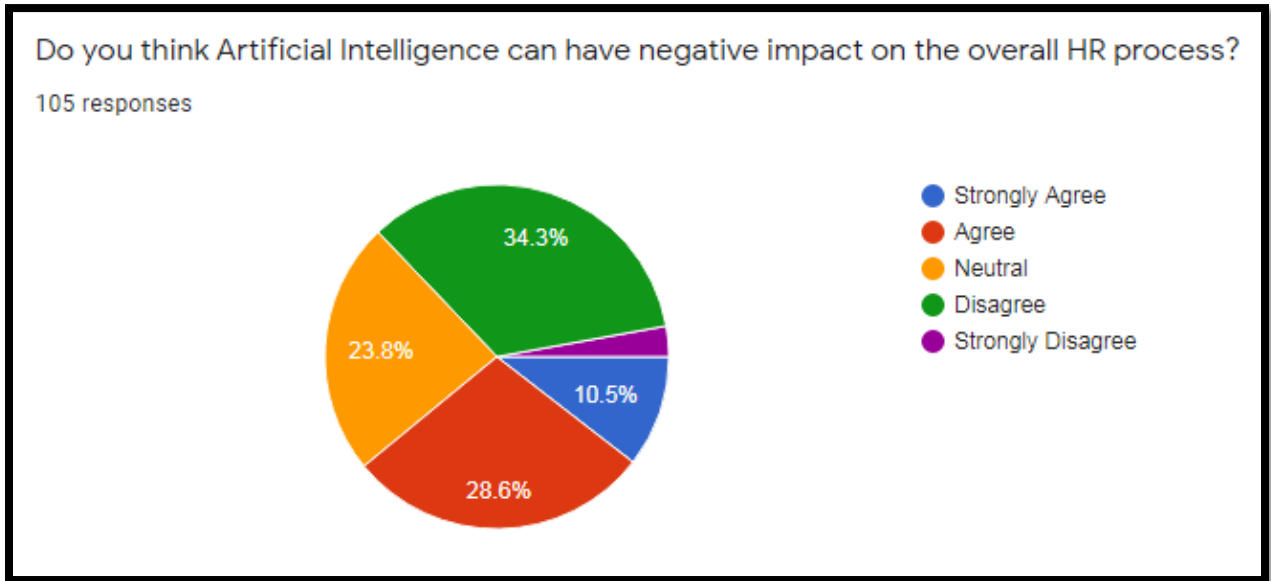
**Question No. 11**



When they were asked how effective AI is in doing lengthy and boring tasks, 35 respondents thought AI is highly effective to do that, 44 of them thought it is effective, 17 respondents are not sure about it, 5 respondents disagree with it and 4 of them thinks AI is highly ineffective in doing lengthy and boring tasks.

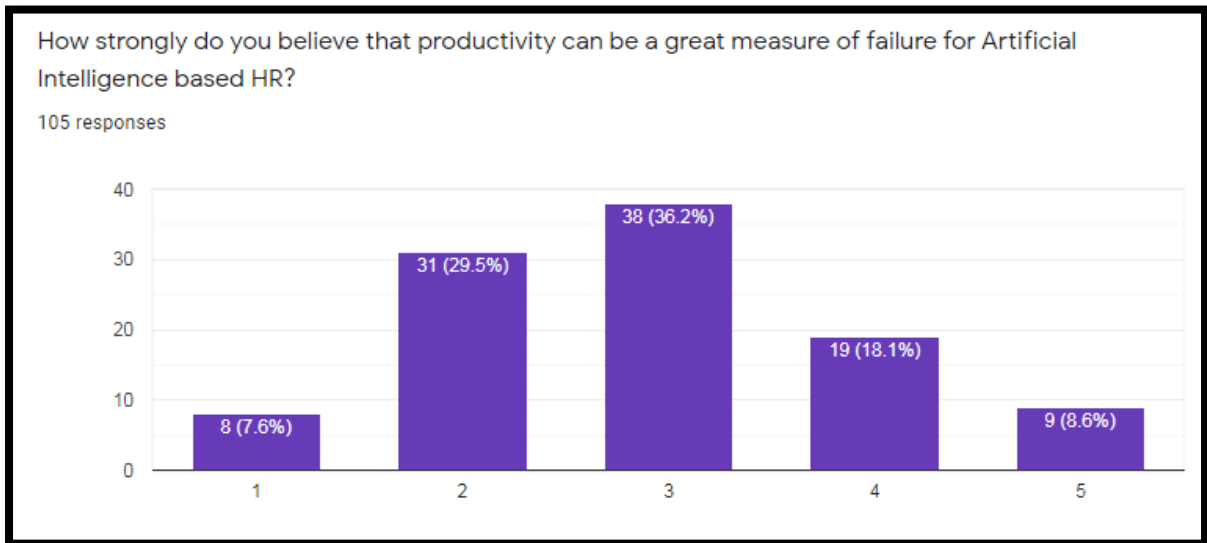
The following questions asked were based on the negative impact of Artificial intelligence in HR management. They are as follows:

**Question No. 12**



A mixture of responses can be seen when it was asked, whether they think AI can have a negative impact on the overall process of HR or not. 10.5% respondents strongly agreed that AI will have a negative impact, 28.6% respondents agreed too, 23.8% respondents are thinking hard about it, 34.3% disagree that it will have a negative impact and 2.9% strongly disagreed.

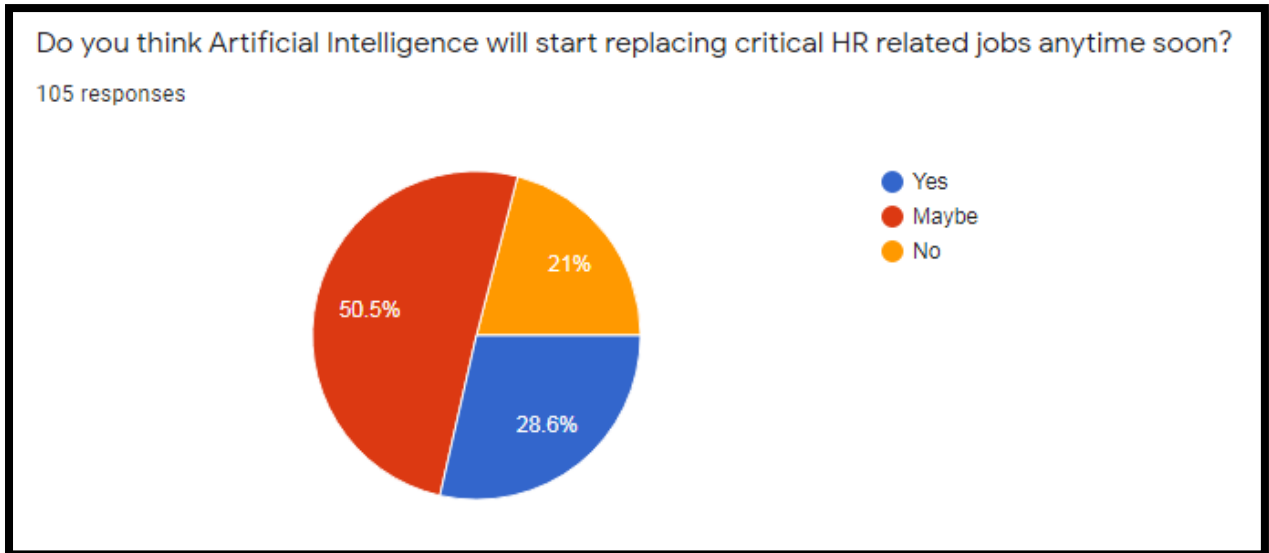
**Question No.13**



When respondents were asked if they believe productivity to be a great measure of failure for AI based HR, 9 of them strongly believed it, 19 respondents just believed, 38 of them are confused, 31 respondents do not believe in it and 8 of them strongly disbelieve that AI based HR will have a failure through its productivity.

**Question No. 14**

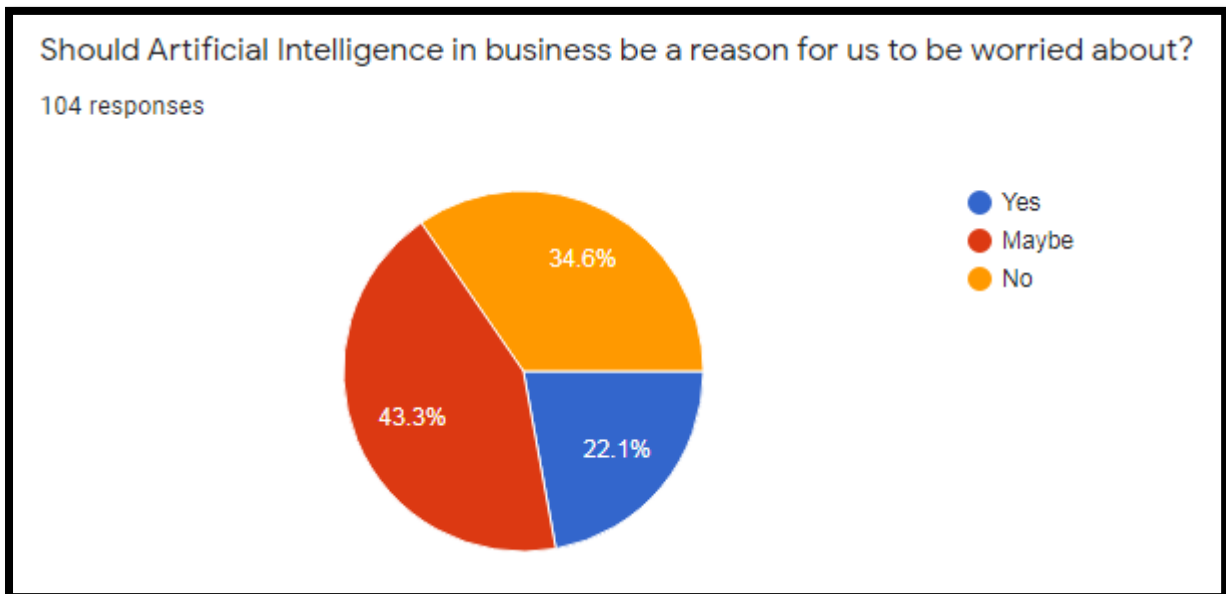




When this critical question was asked, 28.6% of them agreed that AI will replace HR jobs anytime soon, 50.5% thought maybe it was possible and 21% did not think AI will replace HR jobs.

The last three questions were additionally asked about Artificial Intelligence in entire workplace or other departments. The questions and responses were:

**Question No. 15**

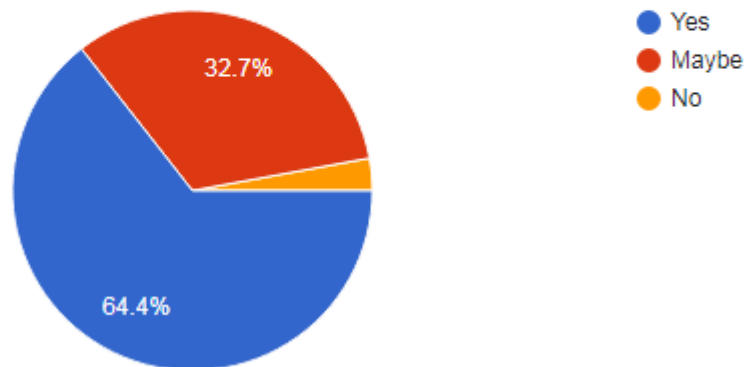


When they were asked if use of AI in business was a reason to be worried about, 22.1% respondents said yes it was, whereas, 43.3% responded maybe as they thought both could happen and 34.6% of them thought no it will not be a reason to be worried about.

**Question No. 16**

Other than HR department, do you think other departments should have Artificial Intelligence in their operations?

104 responses

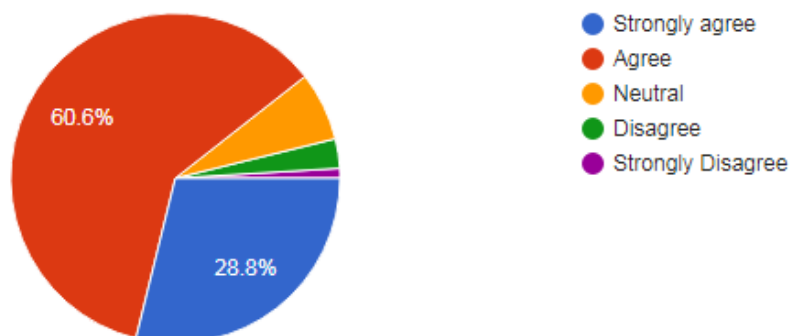


The respondents were asked If they thought it was a good idea if other departments have AI in their operations, 64.4% thought Yes, it's a good idea, 32.7% thought maybe and 2.9% thought it will not be a good idea for other departments to have AI in their operations.

### Question No. 17

"Presence of Artificial Intelligence in workplace can make the company more successful in the competitive market"- Do you agree?

104 responses



When asked an important question with the above statement, 28.8% strongly agreed that presence of AI in workplace can make a company more successful in the competitive market and help them survive in the long run, 60.6% agreed to it, 6.7% were neutral about it, 2.9% respondents disagreed with it and 1% strongly disagreed with this statement.

### 3.4 Summary and Conclusion:

In this whole chapter, I have discussed about the simulation of human intelligence in electronic devices. I also wrote about how Artificial Intelligence is more rational, accurate, problem solvers, time and cost savers than human minds. Moreover, it is said that AI in HR practices can help organizations to achieve specific goals. Therefore, it was a good idea to introduce Artificial Intelligence in the workforce and as a result I chose this one of a kind topic to do a study on.

This chapter further talks about the several HR practices and how these practices are lengthy, complex and boring. Thus, bringing Artificial Intelligence in managing HR operations can make all of it easier and simpler.

Furthermore, this chapter talks about the use of this modern technology in different sectors of the industry. In addition, it is claimed that AI helps with healthcare, security, trade and finance related tasks. its uses can also be seen in video games and other daily work. Then, the use of AI in Bangladesh is mentioned, where it is seen to be less used in the workplace except some sectors. It is also said that Artificial Intelligence in HR can make management easier and bring huge success for the companies. Besides some other companies in Bangladesh, Banglalink is also seen to have AI in their operations. Apart from other activities involving AI in Banglalink, I worked for the Chatbot intent creation and validation.

The objectives of having AI in HR are also mentioned in this chapter about how a blend of both human intelligence and artificial intelligence can result in great development in managing HR. Moving on to the next section of this chapter, it talks about the methods I used to collect information for the study, using primary and secondary data sources. As a result of collecting information, I gained knowledge about the importance of having AI in HR or entire workplace. The following part includes findings and analysis of my study which was conducted with the help of an online survey questionnaire. Lastly, I can say that this study might be a limited source of information about AI in HR due to its limitations, but it is reliable.

Overall, I can say that Artificial Intelligence knows more about us than we know about ourselves. Through various primary data analysis and collection of secondary data, we know that it will definitely bring more accuracy and reliability in the workforce as well as bring a massive development in HR management. However, there is a fear or worry that in future, Artificial intelligence will become so advanced that humans will fail to match their level of intellect and actions and they will end up taking over mankind and redesign themselves at a rapid growth rate. In contrary to that, we can say that these are all said based on assumptions and observations, but it has no chance of happening in the near future. And that, humans can take proper measures to solve this matter.

### **3.5 Recommendations**

There are some suggestions I would like to give to Banglalink, any other telecommunication companies or other businesses and they are as follows:

- Use AI in HR management, especially in training and development process. They can use robots for demonstrations, role playing, or to give lectures, serve foods, etc. instead of using costly AI like robots, they can use simple computer AI in their training programs.

- Hire skilled employees who has knowledge about AI and knows how to develop, repair and run such modern technology.
- They should use AI in operations that require accuracy, security, complex documentations and calculations, product and service development, trade and also in executing strategies which will save cost and money and make everything more reliable.
- In upcoming future, they should take proper measures to get rid of any chance where AI can take over humans. For that they may require development or modification in humans.

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## **Appendix A.**

### **Artificial Intelligence In HR Management Questionnaire**

1. What is your Gender?

- Male
- Female
- Other

2. What is your age?

- Under 20
- 20-30
- 31-40
- 41-50
- Over 50

3. Which Telecommunication company are you working in or have previously worked in?

- Banglalink
- Grameenphone
- Robi Axiata Limited
- Teletalk
- Other

4. Are you conscious of the HR activities of your organization?

- Yes! I'm very conscious.
- Yes I'm, but not much.
- No

## **Importance of Artificial intelligence in HR Management**

5. Have you worked in an organization that manages its HR activities using Artificial Intelligence?

- Yes
- No
- Maybe

6. "A telecommunication company should have Artificial Intelligence in their HR activities"- Do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. "Use of Artificial Intelligence in HR can save time and money for the company"- Do you agree with this statement?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. How likely do you think Artificial Intelligence will improve the productivity of HR?

- 1- Will not improve productivity
- 5- Highly improve productivity

9. How likely do you think Artificial Intelligence will improve the quality of HR practices in a Telecom company?

- 1- Will not improve quality
- 5- Highly improve quality

10. How strongly do you believe that productivity can be a great measure of success for Artificial Intelligence based HR?

- 1- Strongly Disbelieve
- 5- Strongly Believe

11. How effective do you think Artificial Intelligence is in doing mundane and monotonous tasks?

- 1- Not effective at all
- 5- Highly Effective

### **Negative Impact of Artificial Intelligence in HR**

12. Do you think Artificial Intelligence can have negative impact on the overall HR process?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree



13. How strongly do you believe that productivity can be a great measure of failure for Artificial Intelligence based HR?

- 1- Strongly Disbelieve
- 5- Strongly Believe

14. Do you think Artificial Intelligence will start replacing critical HR related jobs anytime soon?

- Yes
- Maybe
- No

**Artificial Intelligence in entire workplace or other departments (Optional)**

15. Should Artificial Intelligence in business be a reason for us to be worried about?

- Yes
- Maybe
- No

16. Other than HR department, do you think other departments should have Artificial Intelligence in their operations?

- Yes
- Maybe
- No

17. "Presence of Artificial Intelligence in workplace can make the company more successful in the competitive market" - Do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

\_\_\_\_\_ **THE END** \_\_\_\_\_