

Report On  
The Impact Of the COVID-19 On the Recruitment & Selection  
Process Of GetUp

By

Foujeya Yeasmin  
ID- 20164017

An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Masters of Business Administration

BRAC Business School

BRAC University

June, 2022

© 2022. Brac University  
All rights reserved.

## Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my 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/We have acknowledged all main sources of help.

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



---

**Foujeya Yeasmin**

Student ID : 20164017

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

---

**Saif Hossain**

Assistant Professor & Director (BBA Program)

BRAC Business School

BRAC University

## Letter of Transmittal

Saif Hossain

Assistant Professor & Director (BBA Program)

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

**Subject: Submission of internship report**

Dear Sir,

It gives me great pleasure to present my internship report on "The Impact of the COVID-19 on the Recruitment & Selection Process of GetUp LTD." as part of the Masters of Business Administration (MBA) Program. It was an honor for me to be able to acquire a wealth of information on the subject. I thought the study to be quite valuable for professionals.

I did my best to write an adequate report on the chosen topic. I did my best to conclude the report with the most important facts and proposed propositions in the most significant, compact, and thorough way feasible.

I am certain that the report will fulfill the expectations.

Sincerely yours,



---

Foujeya Yeasmin

Student ID- 20164017

BRAC Business School

BRAC University

Date: June 2022

## Non-Disclosure Agreement

This agreement is made and entered into by and between GetUp LTD. and the undersigned student at BRAC University.

You agree that you will keep all this information strictly confidential and you won't share it with anyone outside the organization.



---

Foujeya Yeasmin

Student ID- 20164017

BRAC Business School

BRAC University

Date: June 2022

## Acknowledgment

My complete duration of internship at GetUp Ltd. was an unparalleled opportunity for my professional and learning growth. I was fortunate to find cooperative, friendly, and skilled individuals who are currently working in GetUp Ltd. Due to this internship, I am privileged to be part of a team that both challenged and supported to be a better version of myself.

That being said, I would seize the opportunity to express my special gratitude to the Chief Executive Officer of GetUp Ltd., who despite being extremely occupied with these responsibilities, saved his time to discuss, and guide me on the effective and right track of my position. It allowed me to explore my skill set and learn more new things during the course of my internship about human resources many more.

I am very thankful to, Saif Hossain, Assistant Professor & Director (BBA Program) at BRAC Business School at BRAC University, and my co-supervisor, Dr. Sumon Paul Das, for providing me with sufficient time and assistance to finish the report successfully.

## Executive Summary

The internship report on The Impact of the COVID-19 on the Recruitment & Selection Process of GetUp LTD as supervised by Said Hossain, Assistant Professor & Director (BBA Program) BRAC Business School at BRAC University, and co-supervised by Dr. Sumon Paul Das. The core objective of the report is to analyze the process of recruitment and selection in the company (GetUp Ltd.). The report is also purposed to exam to examine the impact of the Covid-19 pandemic situation on the recruitment process; as well as, to examine the changing recruiting function in the company (GetUp Ltd.).

I have conducted a qualitative study where I have collected both primary and secondary data to understand and interpret the dynamics of recruiting and selection process during Covid-19. For primary data, I have interviewed employees of the company through a close-ended questionnaire. The data is then analyzed based on commonality to make meaningful interpretations that addressed the core research objectives. As for secondary data, I have used documents and records that are allowed by the management of GetUp to use for the research purpose of this internship report.

The report is divided into five parts or chapters. The first chapter of the report aims to provide a complete overview of the internship. It consists of relevant information and the outcome of the internship program that is experienced. The second chapter of the report is purposed for explaining the functions and overview of the organization where the internship is held. This chapter consists of the fundamental structures of the organization (GetUp Ltd.), its different management practice and its situational analysis. The third chapter deals with the project. It consists of the research overview, methodology, findings and analysis, summary, and implications.

The main findings of the internship report are as followed: the recruitment and selection process of GetUp during Covid-19 was considered very positive overall by the recruited

employees. Although many employees have experienced some inconvenience in the recruitment process relative to the process that existed before the pandemic. A major recommendation of the study is to apply the information from recruited employees about the recruiting function to enhance the experience and effectiveness in the future.

## Table of Contents

<i>Declaration</i>	2
<i>Letter of Transmittal</i>	3
<i>Non-Disclosure Agreement</i>	4
<i>Acknowledgment</i>	5
<i>Executive Summary</i>	6
<b>Table of Contents</b>	8
<b>List of Tables</b>	11
<i>List of Figures</i>	12
<b>List of Acronyms</b>	13
<b>Chapter</b>	<b>1</b>
<b>[Overview of Internship]</b>	14
<b>[Student Information]</b>	14
<b>[Internship Information]</b>	14
1.2.1 [Period, Company Name, Department/Division, Address]	14
1.2.2 [Internship Company (GetUp Ltd)’s Supervisor’s Information]	14
1.2.3. [Job Scope – Job Description/Duties/Responsibilities]	14
<b>1.3. [Internship Outcomes]</b>	15
1.3.1. [Student’s Contribution to the company]	15
1.3.2 [Benefits to the student]	15
1.3.3. [Problems/Difficulties]	15
1.3.4. [Recommendations]	16
<b>Chapter</b>	<b>2</b>
<b>[Organization Part]</b>	17
<b>2.1 [Overview of GetUp]</b>	17
2.2.1 [Nature of Business]	17
2.2.2. [Mission]	18
2.2.3 [Vision]	18
2.2.4 [Company Values]	18
2.2.5 [Corporate Culture]	18
2.2.6 [Services]	19



<b>2.3 [Management Practices]</b>	21
2.3.1 [Organogram of GetUp]	21
2.3.2. [Recruitment and Selection Process]	21
2.3.3. Source of Recruitment	28
2.3.4. [Recruitment for Internship]	30
<b>2.4 [Marketing Practices]</b>	31
<b>2.5. [Operations Management and Information System Practices]</b>	32
<b>2.6. [Industry and Competitive Analysis]</b>	32
2.6.1. [SWOT Analysis]	32
2.6.1.1 [Strength of GetUp Ltd.]	33
2.6.1.2. [Weakness of GetUp Ltd]	33
2.6.1.3. [Opportunities of GetUp Ltd]	33
2.6.1.4. [Threats of GetUp Ltd]	33
2.6.2. [Porter’s Five Forces]	34
2.6.2.1. [Suppliers’ Bargaining Power]	34
2.6.2.2. [Buyers’ Bargaining Power]	34
2.6.2.3. [Threat of New Entrants]	35
2.6.2.4. [Threats of New Substitutes]	35
<b>Chapter</b>	<b>3</b>
<b>[Project Part]</b>	36
<b>3.1 [Introduction]</b>	36
3.1.1. [Background]	36
3.1.2 [Objectives]	37
3.1.3 [Significance and Limitations]	37
<b>3.2 [Methodology]</b>	38
3.2.2. [Research Strategy]	38
3.2.2. [Data Collection and Sampling Technique]	38
3.2.3 [Operationalization]	39
<b>3.3 [Findings and Analysis]</b>	40
3.3.1. [Findings for Research Objective #1 and #3 by from Internship and Documents]	40
3.3.1.1 [Impact of Covid-19 Pandemic In this process]	40
3.3.2. [Findings for Research Objective #4 from Internship Experience and Documents]	42

3.3.2.2 [Updates and the better methods of modern techniques]	42
3.3.3 [Findings for Research Objective #2 from Interview]	44
3.3.3.1 [Demographic Findings]	44
3.3.3.2 [Findings 1: Overall experience]	45
3.3.3.3 [Findings 2: Searchability]	46
3.3.3.4 [Findings 3: Comfort]	47
3.3.3.5. [Findings 4: Communication]	47
3.3.3.6. [Findings 5: Fairness]	48
<b>3.4. [Summary and Conclusion]</b>	<b>49</b>
<b>3.5. [Recommendation &amp; Conclusion]</b>	<b>50</b>
<i>Reference</i>	52
<i>Appendix</i>	53

## List of Tables

Table 1 Student Information	12
Table 2 Internship Information (Company)	12
Table 3 Internship Information (Company Supervisor)	12
Table 4 SWOT Analysis of GetUp Ltd.	30
Table 5 Porter's Five Forces for GetUp Ltd.	32
Table 6 Topic and Questionnaire of Interview to address research objective #2	37
Table 7 Demographic Findings	42
Table 8 Findings of Interview - Age	43

## List of Figures

Figure 1 Organogram of GetUp	18
Figure 3 Recruitment & Selection Needs	20
Figure 4 Example of Job Responsibility in GetUp	22
Figure 5 Example of Job Circular of GetUp	23
Figure 7 Example of Joining Letter in GetUp	26
Figure 8 Sources of Candidates for GetUp	27
Figure 2 Clientele of GetUp	29
Figure 10 Findings of Interview Question 1	43
Figure 11 Findings of Interview Question 2	44
Figure 12 Findings of Interview Question 3	45
Figure 13 Findings of Interview Questions 4	45
Figure 14 Findings of Interview Questions 5	46

## List of Acronyms

HRM	Human Resource Management
CEO	Chief Executive Officer
UI/UX	User Interface & User Experience
JD	Job Description

## Chapter 1

### [Overview of Internship]

#### 1.1 [Student Information]

Student ID	Student Name	Program	Major/Specialization
20164017	Foujeya Yeasmin	MBA Program	Human Resource Management

*Table 1 Student Information*

#### 1.2 [Internship Information]

##### 1.2.1 [Period, Company Name, Department/Division, Address]

Period	Company Name	Department/Division	Address
3 Months	GetUp Ltd.	HR/Administration	House 71, Road 27, Gulshan-1, Dhaka-1212

*Table 2 Internship Information (Company)*

##### 1.2.2 [Internship Company (GetUp Ltd)'s Supervisor's Information]

Supervisor's Name	Supervisor's Position
G M Fahim Mugdho	Chief Executive Officer

*Table 3 Internship Information (Company Supervisor)*

##### 1.2.3. [Job Scope – Job Description/Duties/Responsibilities]

During my tenure as an HR Executive (Intern); I was responsible for dealing with the company's human resource management activities such as managing and monitoring attendees' activities, communicating with employees regarding repeated breaches of code of conduct either in person or by official email; getting performance report from project coordination and informing employees on their relatively low or higher performance. Also, I was responsible for payroll documentation and checking the company's existing Recruitment & selection process. And conduct this process smoothly.

### 1.3. [Internship Outcomes]

#### 1.3.1. [Student's Contribution to the company]

During my three-month tenure of the internship program, I was working on the human resource activities of GetUp Ltd. I have managed to work on their newly drafted code of conduct. Also, I have helped to develop different document format for human resource purposes such as salary statements, automatic attendance calculation spreadsheets, appointment letters, job rejection/acceptance emails, and many more. Also, I was instructed to cross-check whether existing business activities are consistent with labor laws.

#### 1.3.2 [Benefits to the student]

To solve the professional tasks that are instructed to do, I had to go through labor laws, and existing HR practices in the creative industry. I had to communicate with employees within the company as well as people who are involved in HR department on other companies. This has improved by communication skills, I have improved my network as well as my understanding of HR function of a particular industry.

#### 1.3.3. [Problems/Difficulties]

GetUp Ltd is a relatively new company. That is why many of their HR functions need significant improvement. As many HR functions were out of order or unstructured, it was quite challenging for me to find the starting point. Secondly, there was no adequate data on norms or practices of human resource management in the creative industry. So I had to go to extra mile through personal communication in order to understand different norms in the specific industry. As an intern, many confidential information was not shared to me which are somewhat relevant to HR functions. There is software used for managing HR functions, and everything is stored and managed in a manual manner. That is why

#### 1.3.4. [Recommendations]

Human Resource is an integral part of a creative industry and currently GetUp Ltd is understaffed for carrying its HR functions. They need to improve on HR functions by adding both software into their workflow as well as training individuals to manage both official and online HR activities.



## Chapter 2

### [Organization Part]

#### 2.1 [Overview of GetUp]

GetUp Limited is a digital marketing organization dedicated to delivering various solutions to businesses in Bangladesh and elsewhere. They specialize in digital marketing, web design, graphic design, photography, videography, animation, and marketing strategy.

As a SoftifyBD sister company, GetUp began its career with a strong network and clients. It is fortunate to be able to handle marketing difficulties ranging from small and medium-sized enterprises (SME) to large corporations through the sharing of information and infrastructure. I am very confident in their capacity to break down "ordinary" obstacles to promotional material since their staff is comprised of experienced, creative, and competent individuals (GetUp, 2022)

##### 2.2.1 [Nature of Business]

Getup is an integrated marketing company that delivers graphics, web, and marketing solutions for businesses of all sizes.

An integrated marketing agency, sometimes known as a creative agency, is a type of business that creates, plans and manages advertisements and other types of promotion and marketing for its customers. A Marketing agency is a separate entity from the client; it could be an internal department or agency that provides a creative strategy different from traditional forms of branding, rather than an external viewpoint to the initiative of trying to sell the client's goods or services, or it could be an outer firm. An agency can also handle comprehensive marketing and branding strategies, promotions, and sales for its clients.

### 2.2.2. [Mission]

The industry is saturated with small to major companies that provide organizations with digital marketing solutions. Unfortunately, most firms reap the benefits of expert solutions. This is because digital agencies cater to medium to large businesses. GetUp Limited believes that all ambitions deserve the chance to be realized in the world. That is why they prioritize small and medium-sized enterprises and aspirations across all industries. Their objective is to transform the company's culture into one that is efficient, professional, communicative, and world-class. GetUp Limited recognizes that changing the corporate culture in Bangladesh is not a one-man job. That is why GetUp establishing as a dream network in order to foster a cooperative culture in a working environment (GetUp, 2022).

### 2.2.3 [Vision]

GetUp's Vision Statement is "Leading next-generation marketing communication in Bangladesh and Beyond." (GetUp, 2022)

### 2.2.4 [Company Values]

- Dreaming, Succeeding & Failing together with you
- Problems bring new innovation
- Creativity through Inclusiveness (GetUp, 2022)

### 2.2.5 [Corporate Culture]

Marketing agency culture differs from conventional workplace culture in that creative people are allowed to bring their pets to work. The CEO of GetUp used to bring his cat to the office. Everyone loves & takes care of his pet during the working hour.

When asked what they appreciate most about their jobs, most creative individuals mention the culture. It is a culture in which professionals are encouraged to produce ideas whether they are at work or in a coffee shop. They aim to create an environment in which experts may think freely. And GetUp is not an exception. GetUp supports a culture in which its human resource

management is encouraged to operate in a casual way, such as wearing t-shirts and jeans to the workplace and sharing ideas in a cafeteria rather than remaining at the workplace.

The office also represents the agency culture, from furniture placement to meeting areas to refreshments in the kitchen. So Organizational culture is a vague term. This is a process that is supported by the statement of vision (its goal or motive for being), values (how people are behaving in favor of the vision), and activities. Human resources are vital here as well, but they do not use a typical hierarchical system. Instead, they respect individual creativity with the flexibility to develop and put their ideas into practice, albeit they are occasionally mentored by senior management. Respect is emphasized in the agency culture.

#### 2.2.6 [Services]

Getup offers 360-degree integrated marketing solutions that increase client acquisition, revenue growth, and future-proofing (GetUp, 2022).

**1. Strategy & Consultancy** - With extensive research based on industry, sustainability, future trends customer perception, and so on; GetUp tries to formulate the best solution so that you can be well-prepared.

- **Digital Marketing Strategy:** A digital marketing strategy is a plan that guides how your company will achieve its marketing objectives through online channels such as search and social media. GetUp is a proven digital consultancy firm in Bangladesh. We will guide your business policies to deal with the challenge and imply a digital marketing strategy based on your business objectives.
- **Market Research:** At GetUp, we do extensive market research and analysis on market-related information to identify the market potential of a product or service. We monitor industry statistics and trade literature trends and then

analyze the data to determine the effectiveness of advertising and social media strategies in a target market.

- 360 Degree Business Consultancy

**2. Digital Marketing** - The future is digital. If any business wants to survive in the future, digital presence is unavoidable. GetUp is committed to supporting businesses to shine in the digital sphere through digital marketing.

- Social Media Marketing
- SEO Marketing
- Content Marketing & PR
- Miscellaneous services: Email Marketing, Influencer Marketing, Bulk SMS marketing, etc.

**3. Website Development** - Without a Website, the Reputation of your business is incomplete. With our joint partnership with BDIX, hosting services, and CMS; you will get the best website development solution in Bangladesh.

- WordPress-based Website Development
- Custom-CMS Website Development
- Mobile Application Development

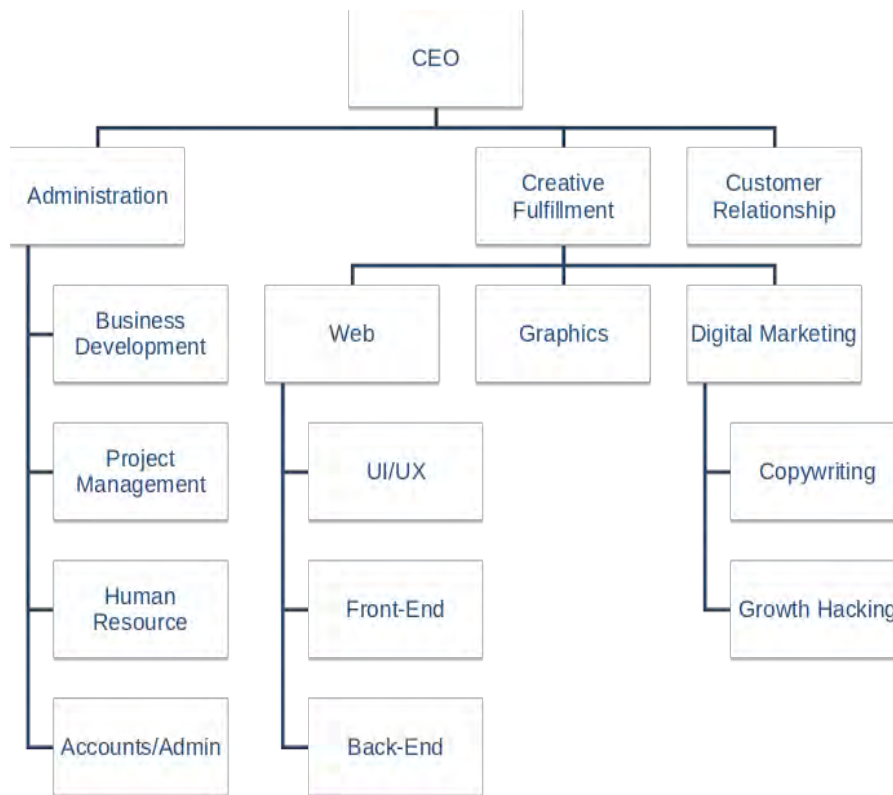
**4. Graphics Solution-** A good product is just the beginning of your business. You need to present it well. GetUp can help you become a unique & professional business with eye-friendly graphics solutions.

- Brand Identity
- Stationery Design
- Promotional Item Design
- UI/UX Design

Also, GetUp has some photography and videography services for business solutions.

## 2.3 [Management Practices]

### 2.3.1 [Organogram of GetUp]



*Figure 1 Organogram of GetUp*

### 2.3.2. [Recruitment and Selection Process]

The process of attracting, screening, and choosing competent candidates for a position at an organization or corporation is referred to as recruitment. Recruiters are in charge of it. It might also be done by a recruitment agency or an employee at the company or organization seeking new employees.

GetUp ensures that the skill levels of the company's workforce or personnel stay consistent with its aims and goals through recruiting. If they see that some roles are not truly contributing to the organization's development towards its goals, they can take appropriate action to address this, most likely through job redesign, workforce reorganization, or the implementation of performance appraisal programs.

While we think of the recruitment process, we immediately think of activities such as analyzing the needs of a particular job, trying to attract applicants to fill that position, screening the candidates to fill within and between them, hiring the selected applicants to become new employees of the company, and trying to integrate them into the structural system.

Apparently, the major objective of implementing the recruiting process is to discover individuals who are most equipped for roles within the firm and will assist companies in achieving organizational goals. However, there still are additional reasons why is it that a recruitment procedure is vital.

HR Planning assists in determining the quantity and kind of personnel required by a company. Recruitment follows Human Resource Planning and works in accordance with the selection procedure by which GetUp assesses the appropriateness of potential Applicants. Job analysis and job design define employment responsibilities and obligations, as well as the qualities required of potential employees. The next obvious step is to pick the appropriate number and kind of individuals to fill the positions. Selection activities are divided into two categories: (1) recruitment and (2) selection.



*Figure 3 Recruitment & Selection Needs*

GetUp has various techniques that they use in its recruitment process based on its structure and functional demands.

### **1. Identify the Recruitment Needs through Job analysis**

Job Analysis, according to Brannick and Levine (2002), is a systematic procedure for determining the characteristics of a job. It is an in-depth examination of the duties, responsibilities, and abilities required to successfully perform a job function. Job analysis is the method of collecting and examining information about a specific job, such as requisite responsibilities, day-to-day roles, and responsibilities, hard and soft competence, credentials, education, expected outcomes, necessary communication (both internal and external), performance criteria, workplace conditions, needed physical capabilities, and condition of guidance. The findings of job analysis are commonly used to create job descriptions, but the information may also be used in a wide range of ways. GetUp arranges an in-house professional to oversee job analysis, by frequently engaging the assistance of an HR specialist. They are particularly interested in employing the direct observation approach of job analysis through department managers.

## **2. Manpower Planning**

The recruitment procedure is being planned. Manpower Planning entails minimizing job openings and obtaining knowledge regarding the nature of these openings, with two particular goals in mind: the quantity and kind of candidates to be contacted.

GetUp intend to attract a big field of applicants, far more than they intend to hire. The overall time that the recruiting process will take indicates the needed number of applications to be summoned in order to fill all openings with competent specialists.

## **3. Job Description**

The job description is related to the job analysis. In fact, job descriptions are the final result of job analysis. The study gives knowledge regarding the various work components. The job description, or JD, is an instructive document that comprises the scope, tasks, obligations, responsibilities, and working circumstances associated with

the position. It also gives information on the candidate's abilities and experience, which may be a great fit for the job position. Work descriptions (JD) are vital for keeping the company and the employee on the same track on the job that the individual should perform. Because job descriptions contain crucial information regarding a) the task to be done and b) the abilities and qualifications necessary to accomplish the job, hiring managers can conduct recruiting more effectively. It guarantees that the firm hires the finest personnel and that the objectives of the employees and the company are matched.

<p><b>GetUp</b> 262 followers Time</p> <p>GetUp is looking to hire full time, experienced SEO &amp; digital marketing Expert to work as a part of our team on various projects for businesses and clients.</p> <p><b>Essential Duties and Responsibilities:</b></p> <ul style="list-style-type: none"> <li>- Expertise in social media platforms like Facebook, Instagram, LinkedIn, Twitter, Google, YouTube marketing, etc. to manage digital marketing campaigns.</li> <li>- Creative planning and designing for all the digital marketing campaigns.</li> <li>- Creative planning and execution of all the Facebook marketing campaigns by using Facebook Ads Manager, including excellent knowledge of conversion ads, lead ads, app promotion ads, and Facebook pixel for re-targeting ads.</li> <li>- Develop and manage creative digital marketing strategies to build a lasting digital connection with consumers.</li> <li>- Provide creative ideas for content marketing and content marketing strategies, and update the company website as needed.</li> <li>- Must have experience in Search Engine Optimization (SEO), including on-page and off-page optimization.</li> <li>- Launch Optimized Digital Campaigns through Google AdWords for Search Engine Marketing campaigns, display campaigns, and shopping campaigns to increase company sales and brand awareness.</li> <li>- Basic understanding of Google Analytics to monitor website visitors and users across all channels.</li> <li>- Basic video editing skills, including After Effects, Adobe Premiere, etc. knowledge of creating banners, images, promotions, etc. to be displayed on the website, social media, and email marketing.</li> <li>Website ranking in Google (On-Page, Off-Page, Local SEO, etc.).</li> </ul>	<p><b>Skills Requirements</b> You will need to demonstrate:</p> <ul style="list-style-type: none"> <li>- Expert in Social Media Marketing, Search Engine Optimization, Search Engine Marketing</li> <li>- Proven experience as Digital Marketing Executive or similar role</li> <li>- Excellent understanding of digital marketing concepts and best practices</li> <li>- Experience with B2C social media, Google AdWords and email campaigns and SEO/SEM</li> <li>- Excellent communication and interpersonal skills</li> <li>- Ability to manage and handle multiple tasks.</li> <li>- Strong working experience with Google Analytics.</li> </ul> <p><b>Experience Requirements</b> - Minimum 2 years</p> <p><b>Qualifications</b> Bachelor's degree in any discipline 1-2 year of experience working in the Digital Marketing (Working in an advertising agency will be a plus) Proficient in both Bangla &amp; English</p> <p>6 Month Provisional Period. After performance evaluation, the employee will get permanent employment status.</p> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>- Salary Review: Yearly</li> <li>- Festival Bonus: 2 (Yearly)</li> <li>- 15 Yearly personal leaves + public holidays</li> <li>- Medical Insurance: After two years</li> <li>- Excellent Working Environment</li> <li>- 2 days weekend (Friday and Saturday).</li> <li>- Lunch Facilities: Partially Subsidize</li> <li>- Access to develop personal skills</li> </ul> <p><b>Application Process:</b> If you feel you are the right fit for the opportunity, please send your updated resume with a cover letter to <a href="mailto:career@getup.com.bd">career@getup.com.bd</a> mentioning the position name on the subject line.</p> <p><b>Application Deadline:</b> 15th May 2022.</p>
--	--

Figure 4 Example of Job Responsibility in GetUp

#### 4. Advertisement

GetUp uses a variety of techniques to promote available positions.

5. **Posting-** Recruitment begins when interested individuals from both within and outside the firm apply for the available position. Therefore, in order to recruit the



greatest available talent, available jobs are advertised both within and outside. Internal postings are often placed on notice announcements places and other open spots where any person is able to spot them. Companies frequently publish job openings on their own Facebook page & LinkedIn Profiles.

**GetUp**

# HIRING

## SEO & Digital Marketing Expert

This is for you,  
if you are an  
Internet All-rounder!

**REQUIRED**

Minimum 2 years of professional experience in  
SEO and Digital Marketing (Preferably in Marketing Agency)

<b>STATUS</b> Full Time (5 Days/week)	<b>SALARY</b> Negotiable
--	-----------------------------

**LOCATION: GULSHAN, DHAKA**

Application Deadline: May 15th, 2022

\*read caption for job description

Figure 5 Example of Job Circular of GetUp

**6. E-media Advertising-** Companies searching for candidates to fill available jobs post announcements on online job portals like korma, BDJOBS, etc, including experience and contact information where interested applicants can submit their application materials. The organization uses internet media to capture the attention of qualified applicants. If it wants to attract the top applicants, it should not be casual in its approach.

### **7. Screening & short-listing**

The first phase in the selection process is screening, or sorting through applications to exclude those who are manifestly unsuited from further consideration. Potential

workers must complete job applications that contain a range of information, including personal and professional information. Applications that satisfy the job requirements are chosen.

GetUp for the position of Digital Marketing executive receives 100 applications and the HR manager only sorted out that cv that actually meets the basic requirement.

They might sort a candidate who has some SEO experts and work in this advertising sector, is extrovert, presentable, have good knowledge in this sector.

#### **8. Conducts Interview**

At the initial level, an interview including information sharing may be scheduled to establish if it is beneficial for the applicant to fill out the vacant application. This interview is frequently conducted at GetUp's reception desk. It is often kept short in order to remove those who are manifestly unfit or inappropriate.

#### **9. Assessment of the Applicants**

As an addition to the traditional interview method, formal assessment of applicants has become a frequent technique in selection. A 15-minute brief exam for potential employees of various categories has been designed in GetUp.

#### **10. Reference / Background Check**

An examination into the past of a prospective candidate is all too frequently disregarded by the hiring organization. Previous employers and school authorities may frequently give useful information about an applicant's attitude and behavior.

The customary references include the candidate's prior employer, educational institution, and renowned individuals who are familiar with the candidate's behavior or character.

Such investigations are suspect, and previous employers may be hesitant to offer information, especially in writing. As a result, hr executives of GetUp choose to replace the written inquiry with a phone call.

### **11. Issuance of Job Offer Letter**

After the selection procedure is completed, applicants are eventually chosen, and letters of appointment are emailed to individuals outlining the employment terms and conditions, including the pay scale, beginning salary, incentives, and other perks, probation duration, and so on. The length of employment is also specified in the job offer.

### **12. Joining & Onboarding**

If the employee accepts the appointment letter, he joins GetUp. He must sign many contracts with GetUp, the most important of which are the affirmation form and the written contract.

The following information is included in a written contract:

- (i) Position Title
- (ii) Job duties and responsibilities
- (iii) Compensation
- (iv) Allowances and incentives, as well as
- (v) Working hours and vacation policies.



Figure 7 Example of Joining Letter in GetUp

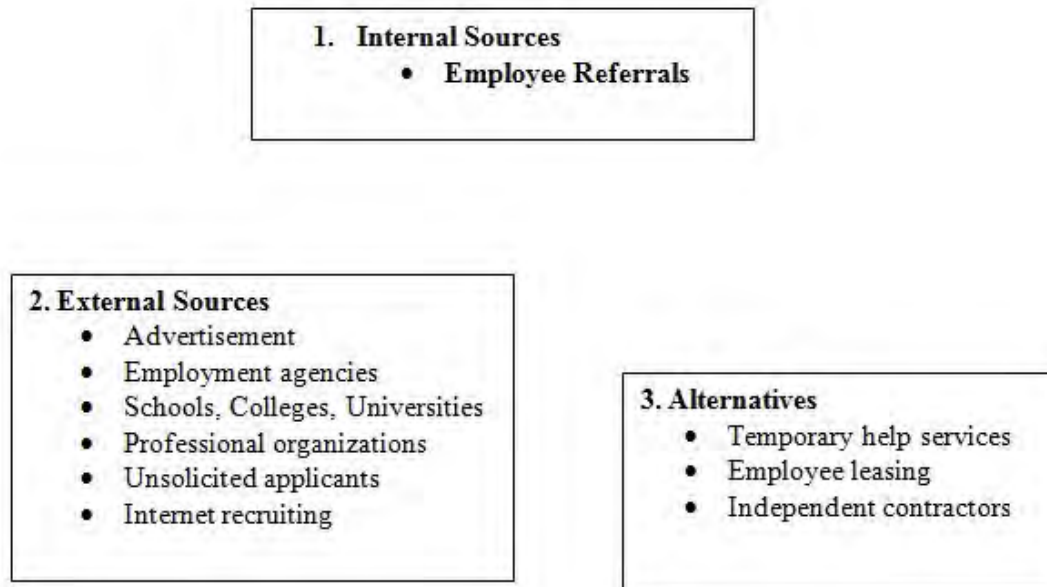
### 13. Internal Recruiting:

Recruiting from the existing workforce has several advantages. Observing your workers at work on a daily basis will allow you to precisely assess their specific strengths and weaknesses and select the best candidate for the role.

Employees will feel significant and highly appreciated when the firm hires from inside the organization since it looks so that GetUp quickly turns to them whenever an opening develops. Their productivity level and efficiency should increase as well, as they will recognize that if they are hardworking and good at their occupations, they will have more job prospects.

#### 2.3.3. Source of Recruitment

GetUp Limited generally uses two kinds of sources of recruitment: Internal and external.



*Figure 8 Sources of Candidates for GetUp*

**1. Internal Sources:** Employees might first be recruited from within the organization. Generally, management prefers to hire recognized and experienced people from within the firm. With the agreement of the Top-Level Management, GetUp Limited conducts internal recruiting in the following methods. This can be accomplished in the following ways:

- Transfer
- Promotion
- Temporary Position
- Added Responsibility

The most common internal sources of internal recruitment are-

1. Personal Recommendations
2. Notice Boards

**2. External Sources:** GetUp recruits from a wide range of sources outside the firm-

- Word-of-mouth mentions

- employment agencies
- Private firms and consultants
- Educational institutions
- The media
- Internet

**3. Recruitment Alternative:** There is some alternative source also. which is can also be used in this process -

- Temporary Help Services - Temporary employees are very useful for managing short-term variations in HRM demands.
- Employee Leasing- Employee leasing is all about expert employee organizations. We should foresee the tendency of employee leasing to rise dramatically as more firms, particularly smaller ones, shift to Performance objectives. When this occurs, organizational members' efforts to recruit will be greatly reduced.
- Independent Contractors- Contracts with independent contractors' profit both the company and the person. Because of employee is not an employee, the firm saves money on full or part-time employees. Assume an individual wants to work but also be at home with his or her children. Allowing the individual to work from home on his or her own schedule might be a win-win situation.

#### 2.3.4. [Recruitment for Internship]

Internships are one of the requirements for students to graduate. It is required for Bachelor of Business Administration and Master of Business Administration students.

Internship recruiting is similar to contractual recruitment. Candidates must go through an interview process, and if chosen, they will be assigned as interns. Generally, for internships, GetUp encourages CVs from reputable university students such as Dhaka University, North South University, and BRAC University, among others.

The department head or the employee who needs an intern sends the demand. When a request arrives, HR sorts CVs and then schedules interviews. GetUp offers an unpaid Internship Programmed, where a student can learn through work.

## 2.4 [Marketing Practices]

Due to being in an ecosystem of sister concerns (with SoftifyBD, GM Traders, RubikPrint) primarily focusing on ISP businesses, GetUp has strong and wide clients in the ISP industry. They have provided website solutions, digital marketing solutions, and other content development solutions to many regional, divisional even national ISP. They are also focusing on getting leads from Abroad. They are in different freelancing platforms where they collect projects from international clients. But due to confidentiality and NDA agreement, they tend to keep the names of international clients away from their marketing promotion. Marketing and Creative Industry is considerably very dynamic and fast-changing. That's why GetUp regularly need to reevaluate its services and add new offerings to service properties to stay updated with market demand. There are some of the noteworthy achievements that helped GetUp to grow and build a stronger foundation with clients of different industries and of different sizes.



Figure 2 Clientele of GetUp

Getup has managed to work for multiple clients from multiple industries in Bangladesh and abroad.

## 2.5. [Operations Management and Information System Practices]

Getup has adapted information systems into its workflow in four different level. They are project management, accounting, team collaboration and sales. For project management, GetUp is using a third-party software called “ClickUp”. For accounting information system, GetUp is using a ERP developed by SoftifyBD Limited. For team collaboration and communication, GetUp is using Telegram messaging app. And lastly for sales, GetUp is using its business email backed by email client.

Except for third party application, All information is stored in GetUp’s own hosting. All information is accessed and stored separately and managed by different departments.

## 2.6. [Industry and Competitive Analysis]

### 2.6.1. [SWOT Analysis]



Table 4 SWOT Analysis of GetUp Ltd.



### **2.6.1.1 [Strength of GetUp Ltd.]**

GetUp Ltd is sister concern of SoftifyBD (a software company), HostGet (a hosting company), Khudebarta (Bulk SMS Company), RubikPrint (A printing Company); all of which as a strong clientele. They are continuously promoting and referring each other's clients which is making a strong organic promotion of GetUp. That's why GetUp always get new clients without the significant expense of its promotion.

### **2.6.1.2. [Weakness of GetUp Ltd]**

GetUp is still a relatively new company without big clients on its portfolio. In creative industry, big companies look for previous experience as a benchmark of trust and capability. That is why domestic large companies are hard to convince for GetUp.

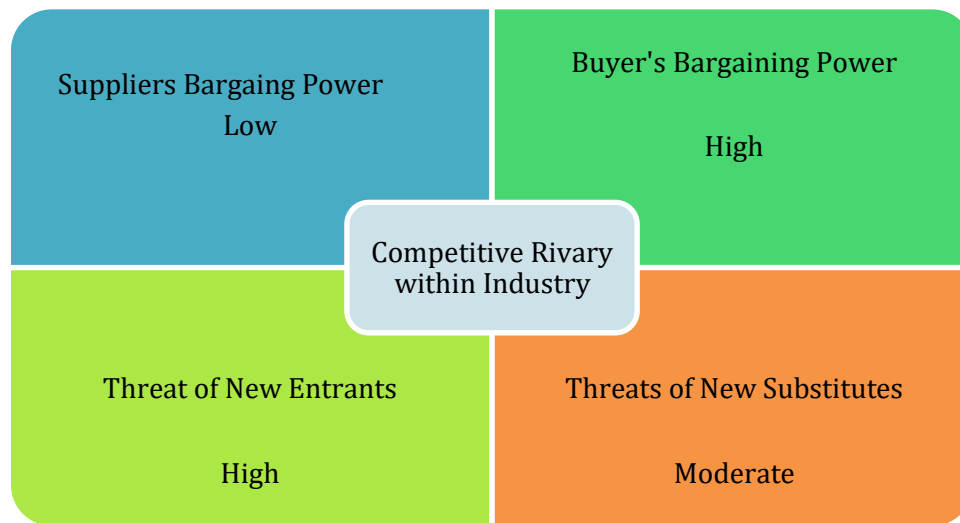
### **2.6.1.3. [Opportunities of GetUp Ltd]**

GetUp is offering services that are quite crucial for all businesses. That means it has a huge market to address. As GetUp currently offering its services to any company that comes to it, it has tremendous opportunity current and near future to have a sustainable business.

### **2.6.1.4. [Threats of GetUp Ltd]**

As the market is big and it has huge revenue potentials, many people and companies have realized opportunity in the market. From big corporation to freelancers are offering their services in the market. That means customers has huge alternatives to choose from. That means it's easier for customers to switch to other companies or individuals. So GetUp may not face strong loyalty unless it continuous to provide appealing offers.

## 2.6.2. [Porter's Five Forces]



*Table 5 Porter's Five Forces for GetUp Ltd.*

### 2.6.2.1. [Suppliers' Bargaining Power]

As the core service of GetUp relies on the creativity of individuals, it's about retaining smart and creative employees in GetUp that goes with its suppliers' power. Currently, there is a huge number of people who can provide the services as a freelancer or full-time employees in GetUp for it to make content or solution for clients. On the other hand, many software needs for creatives to make contents are also very inexpensive because of immense competition to gain market in the industry.

### 2.6.2.2. [Buyers' Bargaining Power]

As there are many companies and individuals trying to provide same offerings, buyers have abundant of options to choose from. There are options which are relatively cheaper than GetUp yet has strong infrastructure to provide good content, also there are an expensive alternative which are significantly better in providing remarkably creative contents. That's why the current position of GetUp is not always favorable when it comes buyers.

### **2.6.2.3. [Threat of New Entrants]**

As offering creative services is easy and accessible, many individuals as well as companies are regularly joining the stream of competition in the market. Although the quality and commitment can hardly match the offerings of GetUp because majority of competitors are freelancers rather than a team of skilled and experienced individuals.

### **2.6.2.4. [Threats of New Substitutes]**

GetUp has been providing digital marketing solution, which itself is challenging conventional marketing activities. As many new forms of marketing and promotional activities are invented, there is a high threat of substitutes for GetUp. Although Getup is committed to add new services which are highly demanding as a marketing service to keep relevance in the industry.

## Chapter 3

### [Project Part]

#### 3.1 [Introduction]

##### 3.1.1. [Background]

Human Resource Management is focused with management's "people" aspect. The development and implementation of an efficient Human Resource policy is one of the most critical activities in human resource management. HR policies are broad rules and ideas that assist manager in developing human resource decisions. HR rules cover recruiting, layoff, staff turnover, compensation and other monetary benefits policies, and employee development (through training, motivation etc.). The policies actually belong to both the corporation and the employee. I enjoy working with recruiting new employees from the broader scope of HR policies. I think that by formulating and executing an appropriate and effective recruiting strategy and processes, we can largely assure that the right individual is placed in the right location at the right time.

Recruitment is the way to recruit qualified candidates for employment. Therefore, the process of selecting persons with the necessary skills and ability to fill positions in an organization is known as selection.

The ultimate purpose of every company, large or little, profit or service focused, is to accomplish organizational goals. This feat is only feasible with skilled and efficient human resource management. Selection is an important step in the utilization of human resources. A firm will never thrive without a dependable and effective selection process, especially in today's competitive market environment. Typically, after completing the recruiting, selection, and induction processes successfully, the new staff must be groomed to better match the role and the business.

### 3.1.2 [Objectives]

The primary objective of this study is to comprehend GetUp Limited's recruiting and selection procedure as well as its impact. To fulfill the main goal, this study outlines certain particular objectives which can be achieved in the following ways:

- Research Objective #1: To analyze the process of Recruitment and Selection in the company (Getup Ltd.).
- Research Objective #2: To examine the impact of the Covid-19 pandemic situation on the recruitment process.
- Research Objective #3: To examine the changing recruiting function in the company (GetUp Ltd.)
- Research Objective #4: To analyze the Updates and the better methods of modern techniques

### 3.1.3 [Significance and Limitations]

The study examines the recruiting and selection process from both a theoretical and practical standpoint. The study will teach about the importance of recruiting and selection concerns, as well as new strategies and models for making it more efficient during pandemics or any other situation. The research will assist in learning the practical processes used by the best firms. Furthermore, the research will aid in distinguishing between practice and theory, allowing organizations to better understand how to enhance their recruiting and selection processes.

As an intern at GetUp Limited, I had a great time. Every staff, from the top to the lowest, was really supportive. I had certain constraints in drafting my report. These are as follows:

- It was tough for me to get knowledge about the internal company policies as an intern.
- It was extremely difficult to get information from diverse individuals due to their employment constraints.

- Because the Officers and HR Manager had to answer to my inquiry while they were occupied with their demanding jobs.
- Lack of knowledge and material availability, as new data was not always available.
- As GetUp is a Startup Company, the HR policy and the process of recruitment and selection are not constant.

## 3.2 [Methodology]

### 3.2.2. [Research Strategy]

As many of the information are not similar and it needs to be interpreted in somewhat unstructured manner, I have adapted the qualitative method for the research. It allowed me to explore the data through my judgement into the pattern detected in the information of different sources. As I wanted to explore the recruiting function in a more diverse manner, I have adapted inductive research approach which allowed me to explore pattern in collected data to interpret in a meaningful way.

The first, third and fourth research objective is addressed by documents and records collected in GetUp from tenure in an internship. Second research objective is addressed by interviewing HR team and appointed employees during a pandemic. As an intern, I have the opportunity to work with the HR Department closely. So, Interview Method will be easy for findings.

### 3.2.2. [Data Collection and Sampling Technique]

Primary and secondary sources were used to acquire information for this study. Personal communication was used to make initial contact with essential individuals. Subsequent interviews with relevant officials were utilized to gather information. Additional secondary data was gathered from the company's annual publications.

In order to understand the experience of the recruitment process of the successful candidates, I have conducted a close-ended questionnaire interview session with employees of GetUp. A

non-probability sampling technique is applied where I have only chosen the non-managerial employees of GetUp as our sample. The reason is to get unbiased responses. Regarding the responses, I have used nominal information (Yes, No and Maybe) at the predesignated feedback.

The following methods are used to acquire data and information:

► **Primary sources of data:**

- GetUp officials were interviewed in both formal and casual settings for objective 2.
- Observing the company's actions as they are carried out by each department for all objectives.
- Face-to-face interview with appropriate GetUp officials for objective 2.
- By participation in the recruitment and selection process for objective 1 & 4.

► **Secondary sources of data:**

- Various Operating Manuals, Reference books, journal
- Website of GetUp
- Reading through several important files

Secondary Data is for All objectives.

Deskwork: In during the functional approach, I performed at several desks at distinct periods.

3.2.3 [Operationalization]

I have applied it for the reason of reducing unnecessary clutter in the analysis and findings.

Topic	Question
Overall Experience	Have you faced relatively difficulty during the recruitment process in GetUp?

Searchability	Have you faced relatively more difficulty getting job circular compared to the pre-Covid 19 situation?
Comfort	Have you faced relatively more difficulty showing your ability in the recruitment process during the pandemic in GetUp?
Communication	Have you faced relatively more discomfort in communicating effectively during the recruitment process with the selector in GetUp?
Fairness	Do you think the recruitment process of GetUp during the covid-19 has worked properly to discover and enroll your talent fit?

*Table 6 Topic and Questionnaire of Interview to address research objective #2*

### 3.3 [Findings and Analysis]

#### 3.3.1. [Findings for Research Objective #1 and #3 by from Internship and Documents]

##### 3.3.1.1 [Impact of Covid-19 Pandemic In this process]

GetUp was one of the firms that were hiring throughout the epidemic, most likely in an unconventional method. Social distance is influencing recruitment in a variety of ways, from where it looks for talent to the interview and onboarding process, and how much will depend on the Marketing industry. The way in which businesses hire employees has significantly changed.

- **A new candidate pool:** The first difference is in how employers locate applicants. Because of social distancing, most people were restricting their regional search to national or worldwide advertising. Internal recruitment, many of whom were getting a closer look, may benefit from the social distancing. A lot of clients stated that the proper thing to do is to halt external hiring and redeploy their existing resources. Gig workers



discovered chances when corporations use them to bridge the gap. GetUp has placed permanent positions on hold in favor of filling temporary positions.

- **A new interview process:** The interview process has evolved from in-person to online platforms such as Zoom. Face-to-face interviews were not available during the epidemic, and everyone was happy with web conferencing. GetUp interviewed potential candidates via Google Meet and Zoom. The way a firm modifies its interview process may reveal a lot about its culture. GetUp is allowing folks to join a few months later if that is more convenient for them. The most common concern people have about changed jobs is if their new employer will be understanding if anything really comes up. GetUp isn't just stating they have a fantastic culture; they're living it by accommodating varying comfort levels.
- **New onboarding:** When one employee is selected, the onboarding process is also becoming virtual, with the major difference being the new management approach that is required. Onboarding is about integrating and regulating emotions on a daily basis, and working remotely presents a difficulty. GetUp provides a wide range of tools and information, as well as scheduled video talks. They needed to develop a routine in their life.
- **Work From Home:** People's working habits are altered overnight, and the new procedures may become permanent. Previously, our research revealed that 44 percent of organizations would not entertain remote working, but today almost every company must. That represents a significant shift in working, interviewing, and hiring. It necessitates a higher degree of trust, an awareness of credentials, and the management

of individuals and connections. GetUp allows its staff to work from home. Because the organization recognizes that employees may be productive from home.

The difficulties for GetUp during COVID-19 were not the recruiting and hiring processes; rather, they were assuring and meeting the new demands of workers, as well as adjusting business culture to the remote environment owing to applicants' experiences.

### 3.3.2. [Findings for Research Objective #4 from Internship Experience and Documents]

#### 3.3.2.2 [Updates and the better methods of modern techniques]

From the viewpoint of job analysis, it is shockingly obvious that the features of modern technology are a transition from observable to non-observable employee behaviors (Clifford 1994). As a result, the approaches from the category behavior descriptions become less significant since the focus is on the visible rather than the non-observable (p.334). The action requirement method suggests that it will involve both mental and physical replication of jobs, implying the necessity for an adequate and all-inclusive methodology in job analysis. As a result, it is wise to infer that the rising use of technology has shaped the way job and task analysis are carried out, necessitating particular types of talents that must be evaluated throughout the recruiting process.

##### **1. Make use of automated screening technologies.**

Time will be one's most valuable possession. Implement technologies that can sort through thousands of unqualified candidates to find the top personnel. AI-based automated rating tools will become increasingly popular. Screening questionnaires that evaluate and filter applicants, for example, might also be useful. These technologies were occasionally viewed as contributing to a negative applicant experience. However, now that the balance of power has altered and the number of applications has expanded, they will become indispensable.

##### **2. Integrate video technology into company hiring processes.**

Technologies for video interviewing and screening are required. Face-to-face interviews will no longer be popular among candidates and hiring managers. People do not want to visit, even locally, until absolutely necessary, hence some type of video screening system is essential. The most effective and straightforward method to accomplish this is to completely integrate it into your applicant tracking system. There was a lot of debate about video technology that used AI prior to COVID-19. This is less critical right now. Just make sure that have a basic video platform set up and ready to go.

### **3. Remote Collaboration**

Going ahead, the team will be operating from a variety of places. With team members working from multiple places, collaboration technologies are crucial, and recruiting is best done cooperatively. Seek an application monitoring system that has been designed expressly for this sort of procedure. If an ATS does not enable you to raise the number of users without raising the cost, it is a clue that the platform was not designed for collaboration.

Other tools, such as rating candidates, green/amber/red flagging, underlining, remarking on applicants, interview notes, and so on, are necessary so that hiring managers and recruiters may interact. This will expedite the process and has also been proved to improve hiring quality.

### **4. Develop Your Own Talent Pool**

Companies must capitalize on this once-in-a-lifetime opportunity by expanding their own talent pool (or data lake) as quickly as possible. This condition will not persist indefinitely, and the skill deficit will resurface. Search for applicants file storage solutions that can readily analyze and match such data to job needs. Job boards, job advertising, and applicant marketing initiatives will increase the volume, while suggestive technology' will advise recruiters and hiring managers on which applications to contact.

As the talent pool expands, this will save a significant amount of time and money, and corporations may effectively be their own LinkedIn.

### **5. Social media recruiting**

When done appropriately, social media recruitment, one of the more underutilized or poorly managed recruiting tactics, may deliver excellent results in hunting down applicants.

Though media platform recruiting isn't new, it's still a great technique to contact prospects.

With so many users, platforms, and means to reach out, Social Media recruitment approaches are frequently free or extremely cheap; employers would be negligent not to include them in their approach.

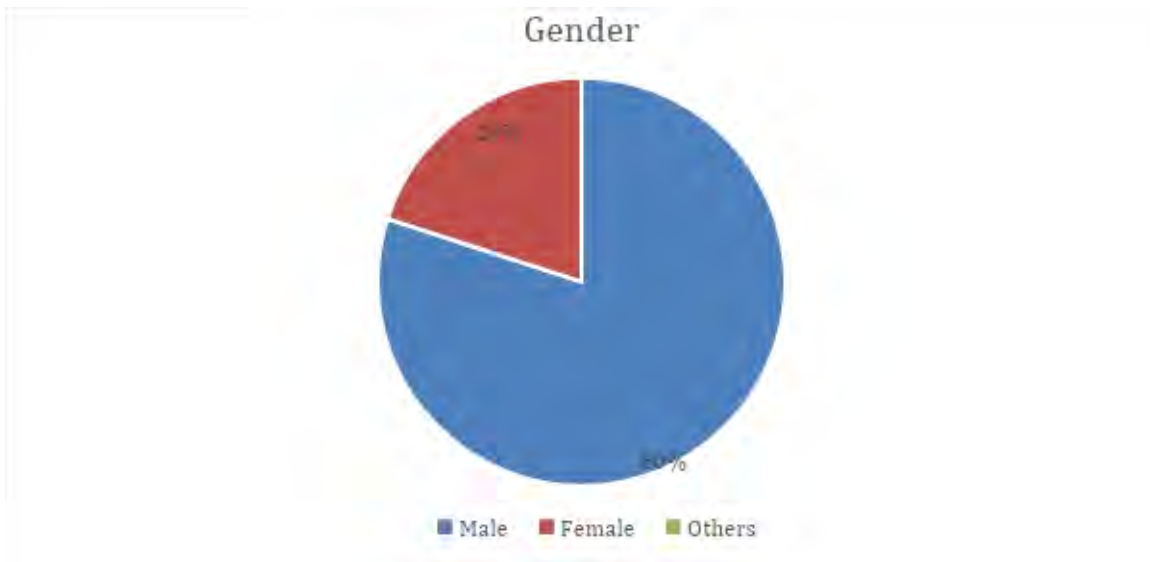
### **6. Online personality tests**

If discovering applicants that suit the company's core values is a priority in their recruitment strategy, they could consider using online personality tests. These can assist to identify the important characteristics and attributes of each candidate prior to conducting an interview. In these surveys, the company may give them options that pertain to them personally and then encourage them to choose the options that appeal to them at work. This will give you a better knowledge of your applications before you decide who to interview (Annie, 2022).

#### **3.3.3 [Findings for Research Objective #2 from Interview]**

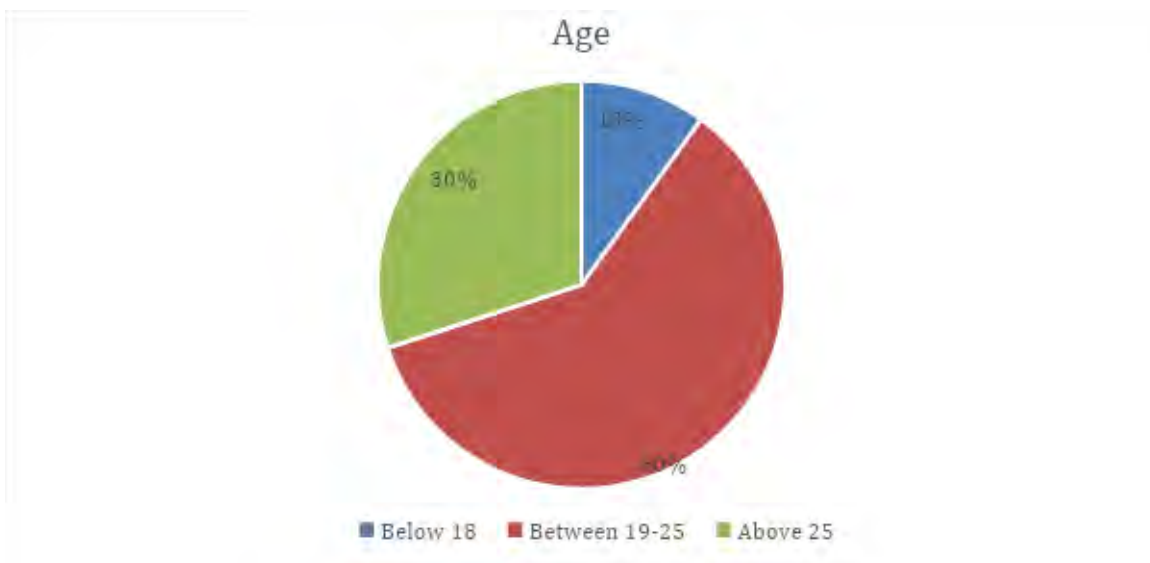
##### **3.3.3.1 [Demographic Findings]**

Among the employees, I have found that out of 10 interviewees, two are female, and rest of them are male. That means the the result will be leaned toward the perception of the men compared to female.



*Table 7 Demographic Findings*

Among the employees, I have found that out of 10 interviewees, two are aged above 30 rest of them are below 30. That means the result will be leaned toward the perception of younger employees.



*Table 8 Findings of Interview - Age*

### 3.3.3.2 [Findings 1: Overall experience]

Among the employees, we have found that out of 10 interviewees, three employees think that they have faced more difficulty during the recruitment process arranged during the pandemic

than they faced before the pandemic in other companies. 6 of the disagree with the notion while one employees stated “maybe” or lack of surety with any one of the preceding answers.

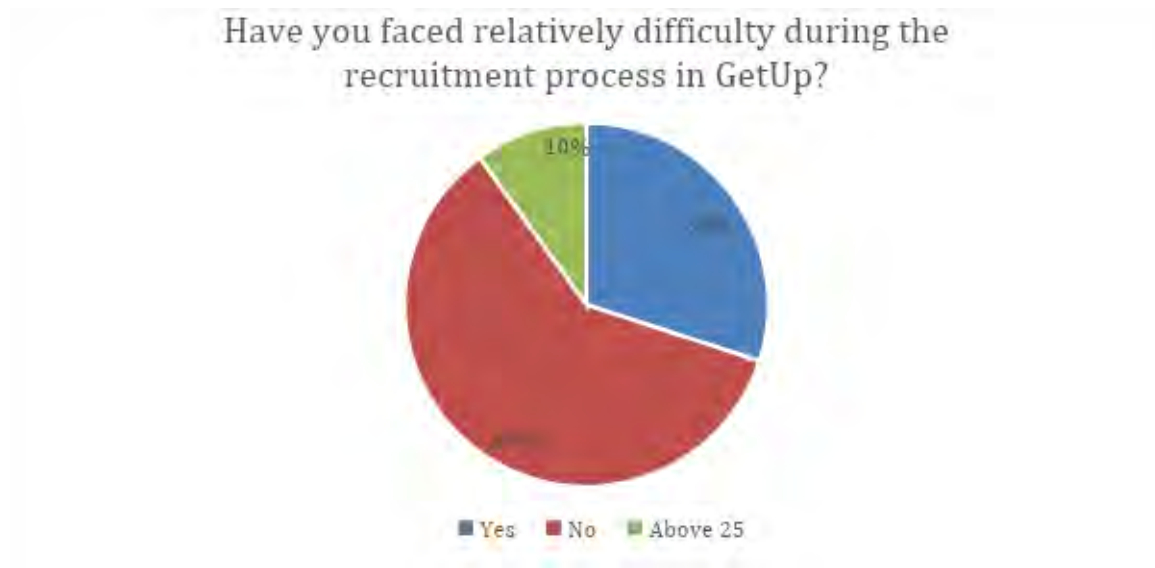


Figure 10 Findings of Interview Question 1

### 3.3.3.3 [Findings 2: Searchability]

Among the employees, we have found that out of 10 interviewees, one employees think that they have faced more difficulty finding the job circular during the pandemic than they faced before the pandemic in other companies. 7 of the disagree with the notion while 2 employees stated “maybe” or lack of surety with any one of the preceding answers.

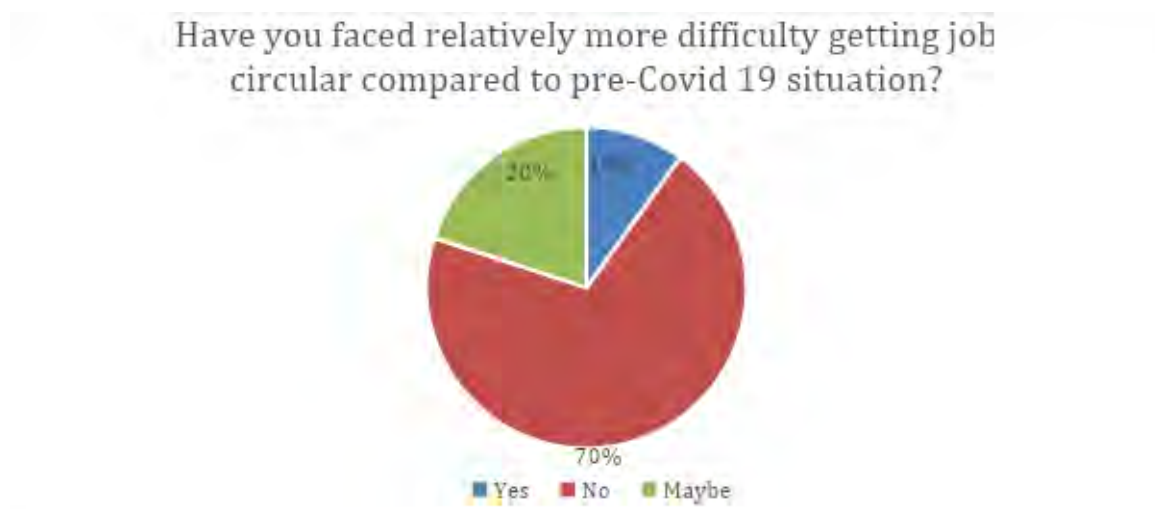


Figure 11 Findings of Interview Question 2

### 3.3.3.4 [Findings 3: Comfort]

Among the employees, we have found that out of 10 interviewees, eight employees think that they have faced more difficulty showing their right ability or capability in recruitment process during the pandemic than they faced before the pandemic in other companies. 2 of the disagree with the notion while no employee stated “maybe” or lack of surety with any one of the preceding answers.

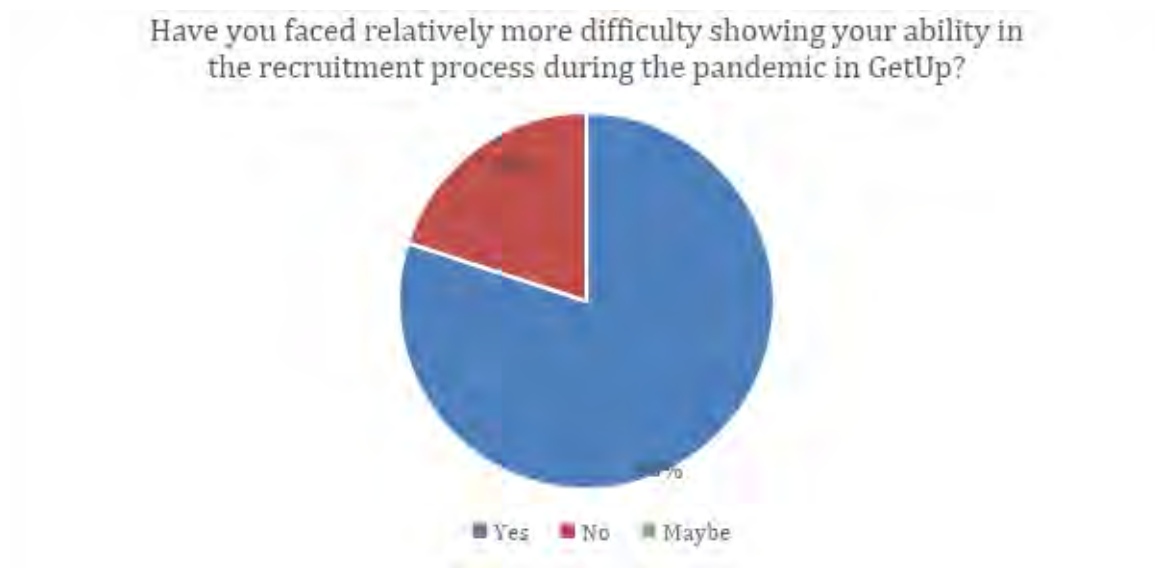


Figure 12 Findings of Interview Question 3

### 3.3.3.5. [Findings 4: Communication]

Among the employees, we have found that out of 10 interviewees, eight employees think that they have faced more difficulty of communication in recruitment process during the pandemic than they faced before the pandemic in other companies. 2 of the disagree with the notion while no employee stated “maybe” or lack of surety with any one of the preceding answers.

Have you faced relatively more discomfort in communicating effectively during the recruitment process with the selector in GetUp?

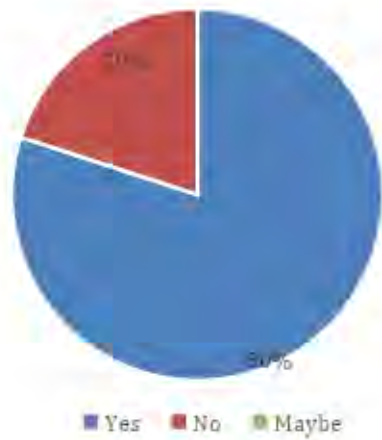


Figure 13 Findings of Interview Questions 4

### 3.3.3.6. [Findings 5: Fairness]

Among the employees, we have found that out of 10 interviewees, 9 employees think that they have faced more difficulty of enrolling in right position in recruitment process during the pandemic than they faced before the pandemic in other companies. None of the disagree with the notion while 1 employee stated “maybe” or lack of surety with any one of the preceding answers.

Do you think the recruitment process of GetUp during the covid-19 has worked properly to discover and enroll your talent fit?

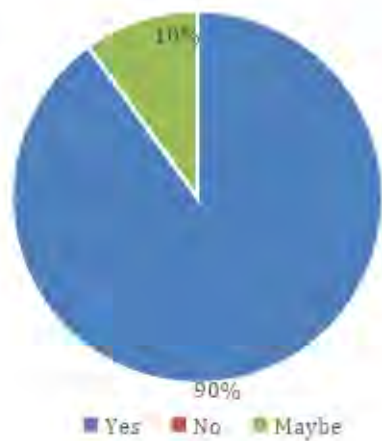


Figure 14 Findings of Interview Questions 5



### 3.4. [Summary and Conclusion]

Marketing agencies have expanded rapidly in Bangladesh during the previous few decades. Job possibilities for qualified and experienced young people are regularly created by the industry. Based on the above-mentioned topic matter and my purpose for working at GetUp Limited, I can state that I thoroughly loved my internship time from the start. I am convinced that this three-month internship experience at GetUp Limited in Bangladesh will assist me to fulfill my future professional goals. I also realize that "employees don't quit their jobs, they leave their supervisors" in this firm. As well as working circumstances. There are however dedicated and faithful workers who have served the firm well from its start and are the most significant factor in being a preferred employer. Medium-sized IT enterprises and organizations, such as GetUp, confront significant hurdles in generating energetic and motivated workforces. However, multiple studies show that improved employee dedication and trust in leadership may significantly benefit the company's bottom line.

As an example, GetUp, a medium-sized agency, began to raise the chairman, and the directors didn't take earnings from the bank, instead of saving it for the company's expenditure throughout the crisis period. And the management level's commitment won the hearts of the workforce. As a result, much competent older personnel chose to remain with the firm rather than leave.

Throughout this study, I have done my best to determine the organization's recruitment and selection procedure, as well as the impact of COVID-19 in this process and the updated process and technique to pay benefits. However, to maintain additional people, they have to conform to workplace conditions such as shorter working hours and more competitive compensation in comparison to industry leaders.

### 3.5. [Recommendation & Conclusion]

During my internship in HRM at GetUp Limited, I discovered various deficiencies in the current recruiting and selection methods, as described in the findings. I respectfully offer the following things for improved recruiting and selection:

- **To have the employee handbook ready**

GetUp should ensure that they have an effective employee handbook to provide new recruits on their first workday. It's a necessary process that the company should make sure that the newly recruited person comprehends the basics of the firm's rules and regulations and that any concerns may have been answered already when they start.

They will completely comprehend the corporate culture, code of conduct, and any form of workplace regulation that is necessary.

- **Collecting feedback from candidates**

Another method that assists employers to reduce time & expense is applicant rediscovery. This is also one of at least two variables GetUp must continue communicating with persons they didn't sack. Some other purpose is to develop.

A candidate who has recently been offered a position at the organization is unlikely to rate the hiring process.

GetUp's rejected applicants, on the other side, are likely to have a lot to contribute to the employer's brand. Utilize the recruitment process to collect and evaluate applicant opinions. GetUp will gain key info into how candidates perceive their recruiting process, allowing them to determine what needs to be altered and why. Automation technologies can also help to accelerate this process.

- **Use technology to remove bias and boost capability**

GetUp developers and HR professionals should offer a completely new era of recruiting solutions that'll be AI-based and oriented on automating screening, improving selection, and removing prejudice from the recruitment procedure as a digital marketing agency. These technologies will establish a recruitment marketing strategy and enable GetUp to employ marketing tactics such as a multi-channel approach, targeted advertisements, and deep analytics to identify, attract, and engage better-qualified prospects, making the recruiting process much easier.

- **Streamline background check process**

Screening is both costly and time-consuming. GetUp should optimize this procedure by first selecting a choice and afterward screening just the top prospects. Consider adapting GetUp's screening procedure to the demands of each position of making background checks more effective.

- **Discover candidates via social media networks**

Come up with new ideas to identify creative ways to publish job postings to improve the recruiting process and find the right personnel. GetUp prefers to recruit people on smaller sites rather than the large job boards and career sites in Bangladesh. If they want to hire remote workers, they should publish on sites like Flexible Jobs or We Work Remotely.

Remarkable possibilities may be found at networking events, such as job fair, and career program and an even better offline strategy for talent recruiting exists—employee referral programs .

## Reference

- Annie, S. (2022, January 07). *9 Epic Ideas To Improve Recruitment And Selection Processes 2022 Guide*. Retrieved from Coassemble: <https://coassemble.com/blog/industry/7-ways-to-improve-the-recruitment-selection-process>
- Armstrong, M. (2021). *Performance Management*.
- BEssay. (2022, June 15). *Job Analysis as Important Feature of Recruitment Process: Business Paper Example*. Retrieved from Business Essay: <https://business-essay.com/job-analysis-as-important-feature-of-recruitment-process>
- GetUp. (2022, June 01). *GetUp - Integrated Marketing Company*. Retrieved from GetUp: <https://getup.com.bd/index.html>
- Hackman, J. R., & Greg, O. R. (1976). Motivation through the Design of Work: Test of a Theory. *Organizational Behavior and Human Performance*, 16(2), 250-279.
- HR Help Board. (2022, June 04). *What is Recruitment Process in HRM? Methods & Steps for 2022*. Retrieved from HR Help Board: <https://www.hrhelpboard.com/recruitment/recruitment-process.htm>
- Management Ideas. (2019, August 02). *Essays, Research Papers and Articles on Business Management*. Retrieved from Recruitment and Selection Process: <https://www.businessmanagementideas.com/recruitment/recruitment-and-selection-process/20081>
- Oldman, S. (2020, March 25). *How Recruitment Strategies Need to Change During COVID-19*. Retrieved from Recruiting Daily: <https://recruitingdaily.com/covid-19-how-recruitment-strategies-need-to-change/>

## Appendix

The Impact Of the COVID-19 On the Recruitment & Selection Process Of GetUp

Please fill up the following questions regarding your professional experiences.

Tick the mark that you agree in the designated box

**Question 1: Have you faced relatively difficulty during the recruitment process in GetUp?**

Yes  No  Maybe

**Question 2: Have you faced relatively more difficulty getting a job circular compared to the pre-Covid 19 situations?**

Yes  No  Maybe

**Question 3: Have you faced relatively more difficulty showing your ability in the recruitment process during the pandemic in GetUp?**

Yes  No  Maybe

**Question 4: Have you faced relatively more discomfort in communicating effectively during the recruitment process with the selector in GetUp?**

Yes  No  Maybe

**Question 5: Do you think the recruitment process of GetUp during the covid-19 has worked properly to discover and enroll your talent fit?**

Yes  No  Maybe