

Report on
“Challenges of working from home in Human Resource Department”

Report By Mashfia Kazi

18304106

An internship report submitted to Brac Business School in partial fulfillment of the requirements of the degree of Bachelor of Business Administration

Brac Business School

Brac University

24th May 2022.

© 2022. Brac University

All rights reserved

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:

Mashfia Kazi
18304106

Supervisor & Co-Supervisor's Full Name & Signature:

Mohammad Atiqul Basher

Lecturer, Brac Business School
Brac University &

Ummul Wara Adrita

Lecturer, BRAC Business School & Program
Coordinator, উদ্যমী আমি Venture Maestras BRAC University

Letter of Transmittal

Mohammad Atiqul

Lecturer

BRAC Business School

BRAC University

66, Mohakhali, Dhaka-1212

Subject: Submission of Internship report

Dear Sir,

It is my pleasure to submit my internship report regarding “Challenges of working from home in the Human Resource Department”, which I was appointed by your direction.

I have tried my best to finish the report with the essential data and recommended proposition in a significant, compact, and comprehensive manner as possible. I trust that the report will meet the desires.

Sincerely yours,

Mashfia Kazi

18304106

BRAC Business School

BRAC University

Date:

Non-Disclosure Agreement

British American Tobacco Bangladesh and the signatory BRAC University student called Mashfia have agreed to this agreement to prevent the unauthorized leaking of confidential company information.

Acknowledgment

Firstly, I want to express my gratitude to my academic supervisor- Mr. Mohammad Atiqul Basher and my co supervisor- Miss Ummul Wara Adrita, without their direction and proper direction this report wouldn't be prepared. I also want to thank my line Manager, Faiza Sultan (Marketing Skills & Sourcing Officer - Human Resources) for providing me with all the necessary information for this report. Throughout my time in BATB their supervision has really helped me. I'm also thankful to my colleagues who gave their valuable time and helped me to get information, which was essential for this report.

Executive Summary

More than a century after it was founded, BATB Corporation of the United Kingdom is Bangladesh's top tobacco company. Overall, the BAT distribution network considers BATB's to be one of the best. Cigarette manufacturing facilities of the highest quality, a strong corporate culture, and a robust distribution network are all part of this company's successful formula

As an introduction, this study provides an outline of Bangladesh's tobacco industry, which is followed by a discussion of my research goals and limitations. This led me to investigate the history and products offered by BATB to better understand the demands of my clients. Shortly thereafter, I was introduced to the tasks of my Human resource department and its organizational structure. My preceding three months' worth of work have all been documented in detail.

Finally, I did some research and did a study on my subject to see whether BATB is using the most efficient method of doing job analyses and to suggest any changes of working from home.

Contents

Declaration	2
Letter of Transmittal	3
Non-Disclosure Agreement	4
Acknowledgment	5
Executive Summary	6
CHAPTER 1	9
Overview of the internship	9
1.1 Student Information	9
1.2 Internship Information	9
1.3 My recruitment	9
1.4 Job description	10
CHAPTER 2	11
2.1 Introduction	11
2.2 Objective	12
2.3 Specific Objectives	12
2.4 Significance of the Report	12
2.5 Scope of the Study	13
2.6 Tobacco Industry of Bangladesh	13
2.7 History of BAT	14
2.8 Brands	15
2.9 Business Model	16
2.10 People and relationships	16
2.11 Sourcing	16
2.12 Production & Distribution	17
2.13 Management Practices	17
2.14 Human Resource Department	18
2.15 Marketing	19
2.16 BATB Operation	19
2.17 Industry and Competitive Analysis	20
2.18 SWOT Analysis	21
2.19 Company strategies	22
CHAPTER 3	22
Challenges of working from home in Human Resource Department	22
3.1 Introduction	22

3.2 Statement of the Problem	23
3.3 Background Information	23
3.4 Preliminary Methodology	25
3.5 Significance of the Issue.....	25
3.6 Findings and Analysis.....	25
3.7 Recommendations	29
4.0 Conclusion	31
References	32

CHAPTER 1

Overview of the internship

1.1 Student Information

Name : Mashfia Kazi

ID : 18304106

Program and Major/Specialization: Human Resource Management (HRM) & Computer Information Management (CIM)

1.2 Internship Information

1.2.1 Period:

Three (3) Months, 1st December 2021- 28th February 2022,

Company Name: British American Tobacco Bangladesh

Department/Division: Human Resource

New DOHS Road, Mohakhali, Dhaka-1206

1.2.2 Internship Company Supervisor's Information

Name: Faiza Sultan

Position: Marketing Skills & Sourcing Officer,

1.3 My recruitment

After interviewing for a Human Resources internship at BAT Bangladesh, I was granted the opportunity to work there. The hiring process lasted around three weeks, and it included a lot of paperwork. I was required to submit my application online and then take and pass an aptitude test before I could even be considered for the employment. After passing the test, I was invited to take part in a focus group discussion through an online assessment. Within two weeks of the FGD, I learnt that my internship had been accepted. British American Tobacco Bangladesh hired me on December 1st, 2021.

1.4 Job description

To be successful in this role, one must be able to work long hours and be proficient in Microsoft Excel and computers, as well as be able to communicate well in English, both orally and in writing. Proactiveness and communication skills are also required. From 9:30 a.m. until the completion of the day's work, the office would be open for business.

1.5 Internship Outcomes

1.5.1 Contribution to the company

My responsibilities were related to the recruiting process mostly. Taking assessment centers of Global graduates , Territory Officers, Xcelerates (interns), Xceeds (campus ambassadors) and supernova. We do this in Microsoft teams. The recruitment begins by sorting CVs of candidates. Then sending emails to selected candidates with invite links for the online assessment. I then had to call every candidate to remind them to be on time. The assessments usually contained case studies which I emailed them. Before the assessment began I briefed them about what they were expecting for the assessment. I made them understand the case and their work for it. After that I added the assessor to the teams and updated him on which candidate is going to join next. For the entire assessment I had to be the timekeeper.

Other responsibilities include:

- Updating Intern's Bkash number and paying their salary on time every month.
- Keeping records of employee's files and organizing them in their designated drawers. Meanwhile, updating these in an excel file or database.
- Coordinating final interview candidates.
- Keeping contacts with the interns of my batch, updating them with news and announcements and knowing about their queries.
- Planning new segments and games for BAT employees' refreshments. Like BWm (Bat Way Mastermind)
- Talking to assessors (BAT employees) for booking their time to take assessments or interviews.
- Coordinating New Joiners every month. Opening whatsapp group. Communicating with them. Pass their queries to my supervisors for smooth interaction.

1.5.2 Benefits to the student

Students have the chance to get valuable real-world work experience via the internship program, which is essential for them to become acquainted with the environment of the

workplace. When I interned at BATB, I had the opportunity to see what it's like to work for a worldwide business firsthand. Furthermore, the internship program taught me how to be more punctual and communicative, both of which are vital skills in most workplaces. Working as an intern provided me with a chance to get insight into what it takes to carry out a position., which provided me with the mental power to prepare for the working world. The internship program also provided me with the opportunity to connect theoretical learnings to real-world work experiences. It also assisted me in meeting professionals from the corporate sector who could be useful in the future.

1.5.3 Challenges/ Problems

During my internship at BATB, I encountered certain difficulties. To begin with, it was challenging for me because I was unfamiliar with the office atmosphere and was sometimes hesitant to ask questions of the elders. It gets worse when there is an influx of heavy work and a fear of not being able to perform adequately due to workplace confusion. Second, I had to work virtually the whole internship period from home, and I had to deal with numerous technical challenges that delayed my work at times, making it difficult to interact with the people involved in the project.

1.5.4 Recommendations

Although my supervisor was quite helpful at work throughout my internship at BATB, I believe there may be some modifications to the procedure that would improve the internship experience even more. Giving interns extra duties might be one approach to help them gain even more confidence. Rotating the interns' responsibilities throughout the program would enrich the experience and better prepare the intern for the workplace. Finally, I believe the company's recruitment process must be improved, since I have seen many instances when the process has been carried out inefficiently, such as cv selection, not emailing candidates who do not qualify for the next stage, and so on.

CHAPTER 2

2.1 Introduction

Students at Brac University must complete a three-month internship to graduate. The British American Tobacco company gave me an internship in the Human Resources department so that I could complete my Bachelor of Business Administration degree. During my internship, I learnt about many departments inside the company, including marketing. As part of the

prerequisites for my degree at Brac University, I was required to conduct a three-month internship at BATB. It was during this time that I gained the experience that I utilized to prepare my report.

2.2 Objective

The overall goal of this report is to complete the internship course requirements by producing and submitting a report on the Human Resources department while working from home for British American Tobacco Bangladesh. Essentially, the purpose of this paper is to determine the remote work process that is widely used by Bangladesh's tobacco industry by assessing the methods and effort involved. This is essentially a summary of my three-month internship experience at BATB.

2.3 Specific Objectives

- Acquiring a better grasp of BAT's day-to-day operations and how they conduct their recruitment.
- To learn about all the options available for doing this job and recruiting.
- To provide some recommendations for the best possible manner of hiring interns.
- To gain a better understanding of remote work and how technology has aided this.

2.4 Significance of the Report

The findings of my study will provide British American Tobacco Bangladesh with assistance in establishing whether they are making use of a more effective strategy for remote working, what methods are available, and which one is more effective in terms of time and cost-saving

- Which tasks offer no value to the process and should be eliminated.
- Which activities should be modified or changed to make them more productive.

2.5 Scope of the Study

Any type of research aids several parties in expanding their knowledge and comprehension. This research will specifically assist organizations such as local or global corporations, researchers, students, and individuals in formulating methods for creating an understanding of how a successful HR department can function from home. Anyone who wants to learn about the practical aspects of recruiting or the considerations to consider when establishing a strategy might benefit from this information. However, the following are the apparent scopes:

- By examining their present working procedures, it will help companies in formulating an appropriate policy.
- As a result, the procedure will be expedited and simplified if the necessary preparations are made early on.
- For BATB to design new departmental plans, knowing what elements need to be considered would be helpful.
- BATB will be able to use this information to figure out what went wrong during my internship and what needs to be done to avoid it happening again.

2.6 Tobacco Industry of Bangladesh

One of the world's top five tobacco-using nations is Bangladesh. When the United States enacted strong cigarette regulations, Matthew Myers, president of CTFK, claims that tobacco businesses, like those in other developing nations, were eyeing Bangladesh as a potential profit center. As a result, Bangladesh's strict adherence to new regulations is literally a matter of life and death.

There are two major tobacco industries in Bangladesh. (BCMA) and (BBI) are two trade organizations that serve as a voice for the tobacco industry in Bangladesh (BBMA).

Bangladesh's major cigarette manufacturers are:

- British American Tobacco Bangladesh
- Japan Tobacco International
- AbulKhair Tobacco
- Nasir Tobacco
- Azizudin Industries and New Age Tobacco are among the companies involved.

The following are the most well-known biri manufacturers:

- Aziz Biri
- AkijBiri
- KarikarBiri
- NasirBiri
- AbulBiri and
- Local biri manufacturers.

2.7 History of BAT

Tobacco giant British American Tobacco, which has its headquarters in the United Kingdom, counts Bangladesh as one of its subsidiaries. More than a century of wars, revolutions, and nationalizations have not deterred British-American Tobacco from its mission. In 1902, the Imperial Tobacco Firm of the United Kingdom and James Buck Duke's American Tobacco Corporation merged to become the company. However, despite its name, British American Tobacco was founded to trade outside of the United Kingdom and the United States, having roots in dozens of nations spanning Africa and Asia as well as Latin America and Europe. In all, there are seven BATB Brands Europe brands spread over four different categories.

Despite wars, revolutions, and nationalizations, it has lasted over a century in business and has weathered the controversy about smoking. Dhaka's Armanitola, where Imperial Tobacco's first sales depot was established 103 years ago, still stands today. After India was divided in 1947, the Pakistan Tobacco Company was established in 1949. At 1949, Bangladesh (then East Pakistan) opened its first factory in Fauzdarhat, Chittagong. The Pakistan Tobacco Company established a second plant in Dhaka's Mohakhali district in 1965. Bangladesh Tobacco Company Limited was the new name given to the company when Bangladesh gained its independence in 1972. To mirror the corporate identity of the other operational organizations of the British American Tobacco Group, British American Tobacco Bangladesh (BAT Bangladesh) was renamed in 1998.

2.8 Brands

BAT produces and sells high-quality, well-known cigarette brands across the world. As of right now, they have Benson & Hedges, John Player and John Player Gold Leaf Series cigarette brands in Bangladesh along with Hollywood, Capstan, Royals, Derby, Star and Pilot.

Segment	Brands
Premium	Benson & Hedges Lights, Benson & Hedges Full Flavors
High	John Player Gold Leaf, Pall Mall Full Flavors, Castle, Pall Mall Lights, Pall Mall Menthol, Capstan Filter
Medium	Star Filter, Scissors Filter
Low	Pilot

Benson and Hedges

Benson and Hedges debuted in Bangladesh in 1997. In a short time, B&H established itself as a successful brand in the BATB portfolio, and it now dominates the premium cigarette market in Bangladesh. Customers can choose from four different flavors: full flavor, blue gold, platinum, and switch.

John player gold leaf and Capstan

Both of these brands are classified as Aspirational premium brands. John Player Gold Leaf was first introduced in 1980 and is now one of Bangladesh's most popular and successful products. Capstan, on the other hand, is not doing well as a brand.

Star and Royals

Star was founded 40 years ago and has dominated the market for many years in the value for money area. It is one of BATB's most popular products. Star is available in three flavors: full flavor, next, and fresh. Furthermore, BATB has made a successful stride forward with the introduction of the Royals Brand. It was the most popular brand last year, and it has

successfully established itself in customers' minds. In his locker, Royals has three distinct flavors. The Royals are up next, followed by Gold and Lights.

Pilot, Derby, Hollywood

All of these are classified as low segments. Because most of the clients in this market are poor, it is the most competitive in Bangladesh.

2.9 Business Model

BAT Bangladesh has been in operation for more than a century, and its primary focus has been on the production and distribution of premium combustible tobacco products. Their business model is built on a tried and tested approach as well as a variety of strengths, which together ensure both long-term performance and the production of wealth. In the end, the company's approach to the whole supply chain is a win-win for everyone involved, from farmers and producers to customers.

2.10 People and relationships

More than 1.3 million merchants and 1,445 BAT employees work together to support a total of 50,000 workers in the supply chain. As one of the most sought-after places to work in the country, BAT Bangladesh takes great pride in this fact. Because of the individuals that work here, BAT Bangladesh is a great place to get employment due to the fact that they bring a wide variety of thoughts and perspectives to the table each day.. They made a huge contribution to the government in the previous year, providing BDT 24,250 crore to the government coffers. BAT promotes a culture of personal responsibility and respect for employees' abilities. Their different viewpoints aid BAT's success, and BAT recognizes their importance in attaining the company's commercial objectives.

2.11 Sourcing

Although it does not own tobacco plantations, BAT does provide extensive agronomic services to its clients. The Leaf function of the Company is built on the labor of over 33,000 registered farmers in the local community. With the Sustainable Tobacco Programme (STP)

policy, they're aiming to incorporate the best local and international practices in agronomy, leaf depot operations, leaf processing operations; ecological sustainability; civil rights; and work health & safety norms throughout their leaf-based tasks.

2.12 Production & Distribution

Tobacco products are produced in large quantities at BAT's state-of-the-art manufacturing facilities in Bangladesh. For the sake of being competitive, they strive hard to keep costs down and optimize the use of their resources

These world-class facilities allow them to satisfy the demands of their flexible and agile supply chain. Investments are made on a regular basis because their manufacturing facilities must be rebalanced and improved to meet market demands and improve product quality and export potential. To ensure that the right quantity, location, and time are met, BAT Bangladesh has a lot of expertise in this area. The nature of our company makes it feasible for us to aggregate resources from all around the world.

2.12.1 Distribution

They depend largely on their extensive and well-established distribution networks as part of their expansion plan. For every new product, BAT evaluates its supply chain from start to finish, including the relationships it has with wholesalers, distributors, and third-party logistics providers. To maintain compliance with all applicable regulations, they work relentlessly to ensure that sustainability best practices are adopted at the distributor level.

2.13 Management Practices

The system or way of operating in a company is referred to as management practices. BATB's management is one of the company's strongest assets. Its management principles have allowed it to develop steadily over time while providing excellent service to clients and stakeholders. The management is split into sections, with each department working independently. Operations such as training, recruitment, and employee benefits are the responsibility of management. People who are energetic and self-motivated, with the potential to become future leaders, are typically recruited by management. In reality, the code of conduct published by BATB clearly states how management expects staff to perform.

2.14 Human Resource Department

"Embedding a winning culture where employees always aspire to exceed" is HR's mission. BATB's Human Resources Department is critical to the company's overall organizational operation. This department is responsible for everything from recruitment to selection, as well as employee welfare and labor relations. This department is in charge of personnel recruiting, selection, transfer, promotion, performance review, and employee needs and wants in order to benefit the entire organization. BATB's HR department is made up of some fantastic people who serve as leaders and mentors to the company's employees. BATB has put in a lot of effort to enhance the human resource department by effectively formulating and implementing human resource policies and procedures in response to various developments and issues.

The Human Resources department is dedicated to the following principles:

- Making the connection between upper and lower-level management.
- Improving employee performance by implementing an alluring incentive system.
- Strive to be the best at what you do.

2.14.1 Analysis of Recruitment and Selection process in BATB

Sources of Recruitments

Tobacco from the United Kingdom and the United States Bangladesh typically hires via either internal sources, such as promoting current workers to career advancement, or from other sources, like posting advertisements in the media to cultivate several candidates. As a result, internal Any organization can use both internal and external sources of recruiting, depending on the situation. Persuasion and feasibility The art of recruiting is the process of enticing candidates from which to choose. In a specific career or job, the most eligible candidates may be chosen. The key sources of recruiting for various sorts of personnel for BATB are written below-

- **Internal Sources-** Sources inside BATB and outside BATB make up the two categories of internal sources. Transfers and promotions are the most common sorts of

movements. Employee motivation may lead to an improvement in productivity. Additionally, it saves money, time, and effort.

- **HR & Management Consulting Agencies-** Private consulting firms such as People Scape, Grow n Excel, HR Kites, and others work on behalf of BATB for a fee.
- **Career Counseling Centers of Different Universities** The Career Counseling Centers at a number of colleges and universities may help BATB find qualified personnel.
- **Internal Referrals** Recommendations from within- Current workers are the most prevalent source of referrals for new employees. BATB has a dedicated server that accepts hundreds of applications each day as part of Bangladesh's largest recruitment site, BDjobs.com. When looking for a new job in the current economy, LinkedIn is a great place to start
- **Internship-** Based on one's success during the internship, one may be invited to participate in the hiring process.
- **Posted CVs-** Many people are interested in publishing their resumes in order to be considered for a position that is now vacant or for any other chance that may be related to their background.

2.15 Marketing

Brands like Benson & Hedges, Capstan and John Player Gold Leaf are among those produced by the company. They have a vast range of products, from inexpensive to expensive, which allows them to appeal to a wide range of customer tastes. BAT has developed a successful brand strategy based on strong customer intelligence. Its large choice of international and indigenous brands is aimed at addressing a wide range of customer tastes in various parts of the country while also anticipating future demands.

2.16 BATB Operation

In the Chittagong, Kushtia, Manikganj, and Rangpur zones, BAT Bangladesh grows tobacco leaves through its own registered farmers. The head office and cigarette manufacturing units are both in Dhaka's Mohakhali neighborhood. BAT Bangladesh also has a green leaf threshing factory in Kushtia and a re-drying facility in Manikganj.

Core Business activities

The following steps takes place to deliver the finished goods to the end users, starting from raw material to customer.

- Different farms in Kushtia, Chittagong and Rangpur grow raw tobacco leaves as cultivated by registered farmers of BATB which are taken to the Leaf Department. Then, leaf processing occurs

in the Green Leaf Threshing (GLT) plant. This is where the leaves are separated from the stems and is then delivered to the Manufacturing Plant in Dhaka.

- Cigarette Manufacturing Activities includes:

- Primary Manufacturing department (PMD) is the department which receives the processed leaves and cut leaf to produce cut tobacco to be used for the cigarettes. This processed leaf is then sent to SMD.

- Filter Manufacturing Department (FMD) on the other hand, FMD is responsible for making the filter ends of the cigarettes. The filters are made of plastic, rubber, paper and rayon.

- Secondary manufacturing Department (SMD) is where all the Core Manufacturing Department. The tobacco comes from the PMD to the modules in SMD through the tobacco feeder. The module consists of two parts- the maker and the packer. The maker makes the cigarette, using the tobacco from PMD, fed and wrapped around the cigarette paper, and attaches it to the filter from FMD to produce the stick first. After the stick is made, it goes to the packer end, where several sticks are compressed and packed into boxes. The 9 total output of the module depends as per the module design. As of now, most modules can make boxes of 10, 12 and 20 sticks. The packer end, upon making the final packet of cigarettes further makes an outer, which is a packet of 10 boxes. This goes into a box carton and is then shipped off to the warehouse, and then ultimately the retail.

2.17 Industry and Competitive Analysis

Industry and competition analysis is an important part of any organization's strategy development process since it allows them to swiftly examine the industry. Businesses can conduct industry and competition analysis in a variety of methods. The advantage is that if BATB does an industry and competitive study, areas where improvements are needed can be identified, as well as the company's standing among competitors.

2.18 SWOT Analysis

The fundamental purpose of SWOT analysis is to identify the critical elements of an organization's internal and external environment. In addition to helping us uncover our strengths and weaknesses, looking at the world around us reveals possibilities and dangers. It's a SWOT analysis of the tobacco industry.

Strength:

New entrants are discouraged by strong rules, high costs, and high entry barriers, which is advantageous for current and established market competitors.

Tobacco businesses can use their resources for other objectives because they are not authorized to go public with their advertising. Market share and profitability are high for established manufacturers.

Weakness:

Dealing with a product that is sensitive on a number of levels

They are unable to use public media to sell their products.

Advertising options are limited in this industry, which is big in volume but low in value.

Opportunity:

The tobacco industry is expanding in Bangladesh. Of all tobacco products supplied, cigarettes account for just 32 percent of the market, while biri makes for 68 percent of the market for tobacco products. However, as consumers gain more purchasing power and the economy continues to develop, a significant shift away from biri and toward cigarettes is anticipated. Smoking is nevertheless profitable because of a steady flow of new customers. The tobacco business is dependent on the current customer base diversifying their brand preferences rather than expanding the total number of people who buy its products.

Threat:

Consumers are becoming more aware of the dangers to their health.

The government is enacting an increasing number of rules and laws concerning smoking and the sale of cigarettes, the most recent of which is the Graphical Health Warning (GHW) cigarette packs.

2.19 Company strategies

In order to accomplish what they set out to do, they depend on three pillars: growth, productivity, and individual responsibility.

Growth: As much of the world tobacco market share as feasible will be captured by the company's Bangladesh business via organic expansion and consolidation.

Productivity: Corporate resources are leveraged as part of an overarching production plan in order to optimize earnings and produce capital for future investment. These days, every business is looking to save money. As a result, BAT's approach to product quality and efficiency takes a comprehensive strategy that aims to reduce costs while also increasing the quality of the final product as it reaches the market.

Responsibility: Financial goals and the needs of different stakeholders must be balanced to keep BAT a long-term firm. Investors are being briefed on the firm's Code of Business Conduct, which explains how the company expects operations to be managed in accordance with standards and demonstrates how they are being followed.

CHAPTER 3

Challenges of working from home in Human Resource Department

3.1 Introduction

Due to the Covid-19 outbreak in 2020/21, there will be a considerable increase in the number of people who need to work remotely from home. To maintain the same level of productivity as when they worked in the office, individuals and organizations have been forced to quickly train personnel and adopt online working practices. British American Tobacco Bangladesh commissioned research of people who work from home in order to have a better understanding of the advantages and downsides of this new work environment. The study was performed with the participation of people who work from home. Due to the emergence of the virus, many people found themselves balancing their work schedules with their personal and family life. Therefore, it seems that respondents were able to gain crucial digital working experience and competence in a short amount of time via the usage of technologies such as collaboration platforms and videoconferencing. Traveling less is good for the environment and decreases CO2 emissions since it saves individuals both money and time.

In the wake of the COVID-19 epidemic, attention was drawn to the need of worker safety. The BATB had to do a delicate balancing act to keep its employees safe, effective, and engaged throughout the lockdown months. With the help of this technology, all their distant employees could speak with each other, keep the lines of communication open, and complete their tasks on time.

Despite this, there have been a few disadvantages, the most notable of which are the absence of human touch and the unforeseen encounters that have taken place during work hours.

3.2 Statement of the Problem

When contemplating the multiple hurdles of working from home, the focus is often on how BATB employees might overcome them, but it's important to realize that employers face challenges as well.

The function of human resources in the workplace has been significantly altered as a result of the rise of remote work. Human resources (HR) professionals face a broad variety of challenges in today's virtual workplace.

A greater number of individuals have been allowed to work from home since the restriction was put in place. Even the way people lived and worked had a significant impact. Several factors are to blame for this, including a lack of attention on time management and the fact that many professionals have to work around childcare obligations. The necessity for several family members to share a computer and an internet connection, as well as the resultant stress from more and more regular video conferences, have all played a role. Working hours have become more flexible, but it has also had a major impact on employees' everyday routines because of Covid-19. Teleworkers may be concerned that if they are not physically present in the workplace, they may be disregarded for rewards and recognition.

3.3 Background Information

Tobacco companies in the United States and the United Kingdom has dominated the tobacco industry for more than a century. Our employees' health and well-being has been a top focus

for BAT throughout the outbreak. They haven't had to reduce staff or request government assistance as a result of the outbreak (or subsidies). BAT's COVID-19-compliant workplaces are safe since the company strictly adheres to government and public health authority regulations.

Several people's lives are still being impacted by the COVID-19 pandemic, with interim restrictions and lockdowns in place in many nations, causing changes in consumer behavior and BAT's operating environments. With excellent crisis management and risk management procedures in line, the company continues to handle the challenges of the pandemic while remaining monetarily stable. Throughout this time, their Board has kept a close eye on the company's response to COVID-19's impact. The company's financial health is intact, with a 65 percent dividend policy proportion of long-term revenues. This indicates the company's confidence in its ability to handle COVID-19 despite the macro- and socioeconomic hurdles and uncertainties that this international incident entails.

Considering the pandemic's arrival and the ensuing lockdowns, they accelerated their digital strategy in 2021 so that the emphasis would be placed on the modernization of already existing digital platforms. GMES is an essential tool for the production workforce of any organization (global manufacturing execution system). This platform may be beneficial to firms that are prepared for the future since it integrates production, inspection, and supply chain activities. GMES will be of assistance to PI&T in enhancing OEE and lowering waste by enabling real-time monitoring of both materials and quality control. Increased increases in productivity may be anticipated as a result of improvements in operational efficiency. They have made measures to decrease the number of individuals physically present in the workplace and establish a feeling of separation in order to prioritize the health and well-being of their staff members as a top priority. Because of this, using laptops to work from home does not have a detrimental influence on one's overall productivity. The combination of Microsoft Teams and Microsoft Dynamics 365 Remote Assist made it possible for teams located all over the world to maintain communication with one another via the use of the internet. Training sessions, conferences, seminars, and the administration of documents were all carried out with Microsoft Teams. An internet gateway known as Dynamic 365 was developed specifically for this objective, and it enables professionals to see data that is being sent in real time from the devices that they use. To make the video session even more helpful, you may enhance it by annotating it with notes and highlighting significant parts of the scene. It is feasible to use this approach to direct the specialists in a scenario that is designed to be as similar as possible to real life. Authentic channels were also leveraged during the duration of the outbreak to carry out worker satisfaction surveys.

As a result of their digital transformation, they are able to continue giving their employees and customers the choice of working from a remote location while at the same time investing in the development of new skills via the use of online training courses. They have not yet reached the point where they can function as efficiently as they do at their UK headquarters since they have not yet adopted a hybrid working model. For the safety of returning employees, BAT has developed security measures that comply with COVID-19. There are a

lot more, such doing regular cleaning and sanitization, checking the temperature, and doing COVID-19 testing.

3.4 Preliminary Methodology

Using social media sites, we were able to conduct face-to-face interviews as well as a wide variety of extra queries. There were some quantitative and some qualitative questions, and there were both multiple-choice and open-ended formats for the questions. During the interview, the interviewee was asked a variety of questions about research efficiency, maintaining a healthy work-life balance, demographics, as well as professional and personal background information. As a direct consequence of this, a fundamental familiarity with various online tools and platforms was identified as a need for successful completion.

3.5 Significance of the Issue

The paper will assist consumers in comprehending the benefits and drawbacks of working from home. The interview's conclusions will highlight important issues that employees are currently encountering because of the digital transformation. The outcome will be beneficial not only to BATB employees, but also to anyone who works from home, as the ideas mentioned will be useful to everyone.

3.6 Findings and Analysis

The study's findings-

After completing a study on "Challenges of Working from Home in Human Resource Department," I discovered many people's perspectives on the subject, and the study's conclusions are as follows:

1. When working remotely, many people struggled to communicate effectively with their coworkers.
2. Workflow is frequently disturbed due to technological challenges, such as a lack of internet access for someone, a software glitch, and so on.
3. Many employees were distracted by household tasks or other domestic difficulties.
4. Others became demotivated at times because they were not constantly surrounded by the career-driven energy of ambitious coworkers.

The study's analysis-

The study is based on the results of a survey of 20 people who were chosen at random from the HR department. The respondents were 75% female and 25% male, with practically all of them having experience working from home. They were asked specific questions regarding how they went about doing their jobs, and the following is an analysis of their responses:

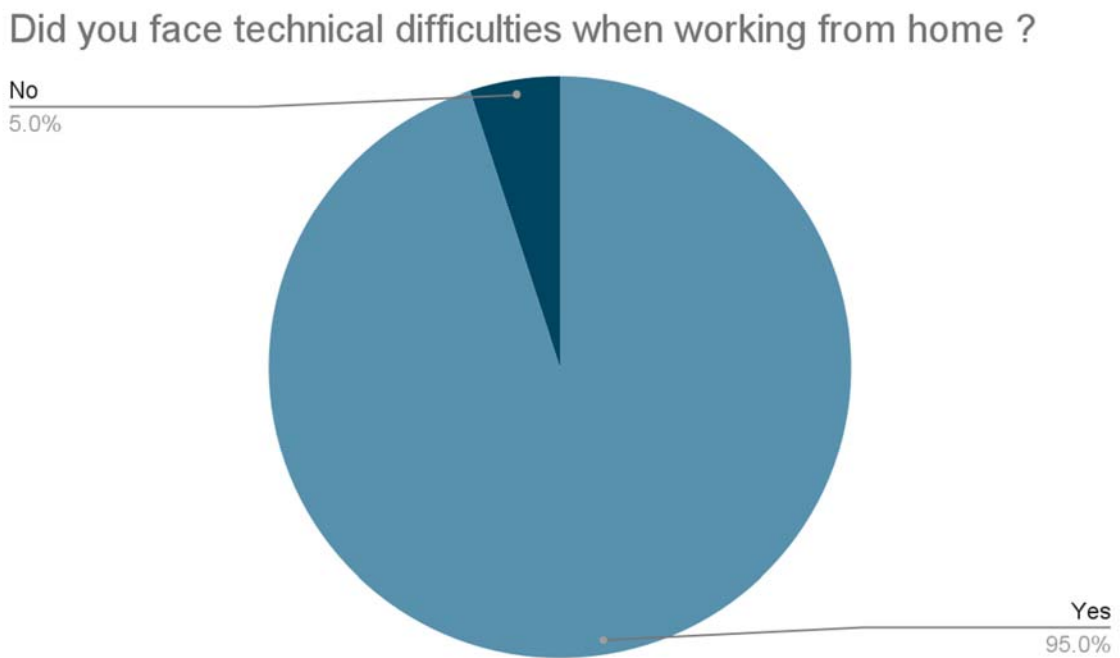


Fig 1 shows the percentage of facing technical issues when working remotely

Have you faced communication issues with other people related to work ?

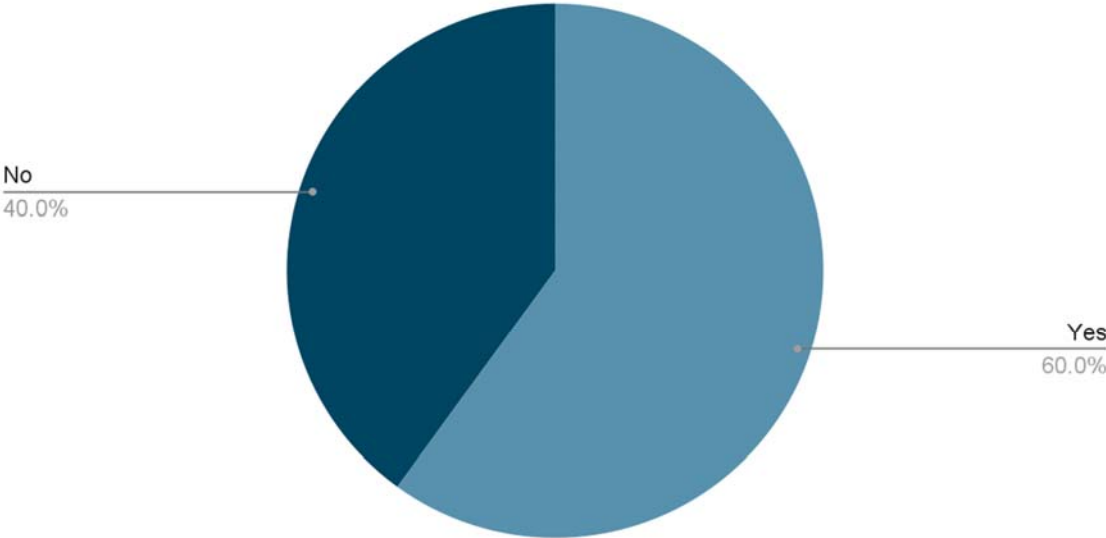


Fig 2 shows the amount of people who faced communication problems

Did you often get distracted while working at home ?

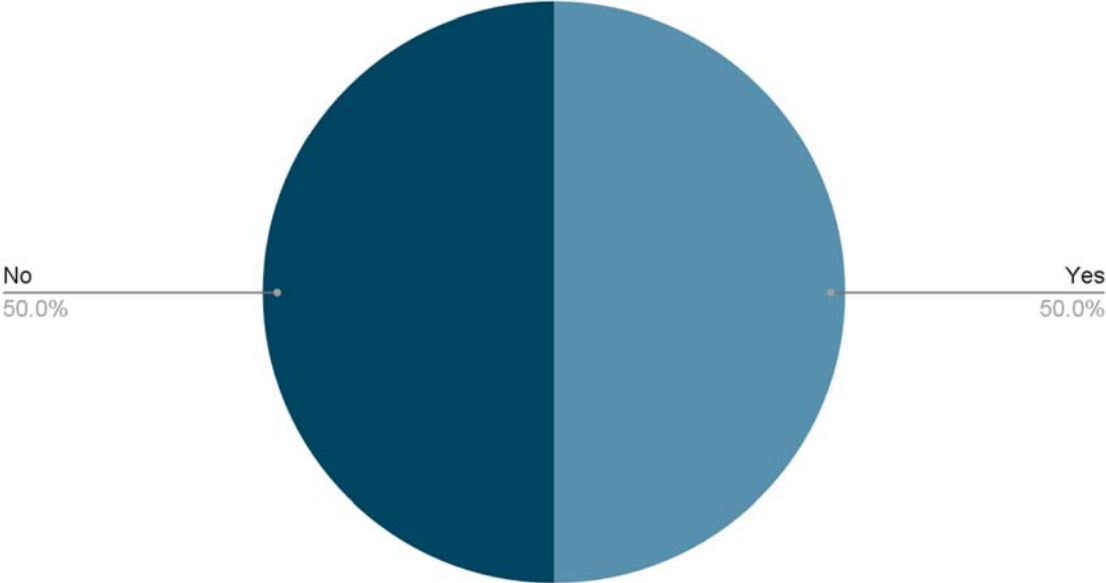


Fig 3 shows the people who got distracted from working from home

At any point of work did you feel like you are losing motivation to work ?

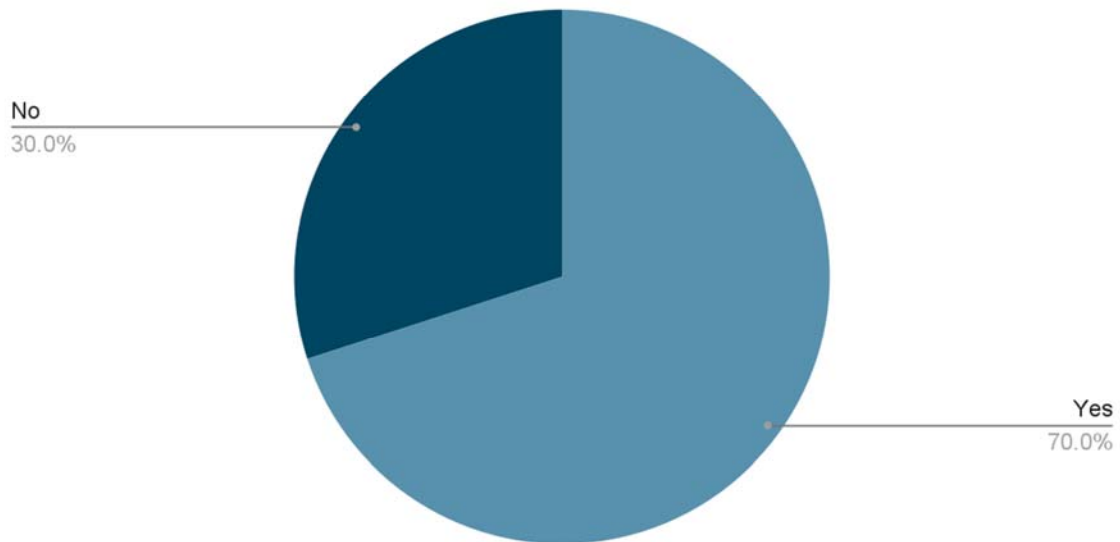


Fig 4 shows the employees who got demotivated while working remotely

According to the above findings, 95 percent of respondents in Fig 1 experienced technical difficulties, whereas 5% did not. This demonstrates that remote working results in several unavoidable technical problems. Figure 2 reveals that almost 60% of the respondents had communication issues. When I probed deeper into the issue with follow-up questions, I discovered that working colleagues did not respond to text messages in a timely manner, causing delays in work approvals and comments, as well as a delay in work. The folks who are frequently diverted from domestic difficulties are depicted in the next image, Fig 3. In this case, the odds are 50/50. Half of the group became distracted, while the other half could work quietly at home. Figure 4 demonstrates that 70% of people lost motivation since they were not in an office atmosphere, whereas 30% were fine working from home.

3.7 Recommendations

I've come up with some suggestions for the following issues. They are:-

- 1.) One should schedule weekly meetings with the teams that are most critical to your company to take place either over the phone or by videoconference. Check to see how far each individual member of the team has come in terms of achieving the goals and objectives that were discussed and decided upon at the beginning of the project. At the end of each session, you should provide each participant with updated deliverables and goals to strive for in the next week. Make it a point that every member of the responsible team reads them many times so that you can be certain that they have a complete comprehension of what is being asked of them.
- 2.) Attend motivating events and seminars or listen to motivational and personal development audio books. Most importantly, keep networking within your field.
- 3.) Set up a physical location separate from the rest of your home for working. Maintain a locked home office with a large warning sign to never interrupt her when the door is shut.
- 4.) To avoid technical difficulties, verify everything ahead of time and check the internet before going to work. Keep your software up to date, and don't panic if something unexpected happens.
- 5.) The company on the other hand needs to make sure their employees are always motivated and appreciate them for their work at times. They must also apply few rules of communication and maintain a proper supervision by the admin department so that the work flow is never disrupted and there should always a technical team to solve any sudden technical problem.
- 6.) Human resources executives have had a difficult time keeping up with performance management since the rise of remote work. A more integrated, prosperous, and goal-driven environment is often the result of increasing concentrations of work engagement among the workers of a firm.
- 7.) Many workers may have a sense of disconnection from their workplace as well as the culture of the company as a result of the move away from office-based labor. It is time for human resources to figure out how to provide technologically engaging approaches and help workers who work remotely. This involves the use of various platforms and technologies for collaborative work, as well as the hosting of one-of-a-kind staff events and get-togethers. The innovative strategies and benefits provided by HR ensure that employees will always provide their full cooperation to the company's goals.

8.) The human resources department (HR) has to maintain consistent communication with employees who are still adjusting to working remotely. At order to preserve this culture in a branch office that is geographically dispersed, HR experts will need to think creatively. One possible method of achieving this objective is to encourage productive debate or provide employees with the resources they need to advance the mission and identity of their firm inside the digital domain. More than simply business information has to be communicated when the workplace is conducted totally online. It is essential for managers to keep an eye on how their employees are adjusting to the new working arrangement, which may include some degree of telecommuting. By using these methods, HR will be able to guarantee that every effort is made to maintain the happiness and engagement of remote employees.

9.) Because to COVID-19, the department of human resources now has to operate with empathy and concentrate on meeting the psychological and physiological requirements of the workforce. This might include ensuring that workers have access to the tools and resources they need in order to do their jobs successfully while working from home.

HR professionals may assist in the development of a standardized digital experience that should be accessible to workers regardless of location. When putting into place this new system, these three facets of cooperation absolutely have to be taken into consideration. Because of this, it's possible that some of the staff may need to have additional equipment purchased. It's possible that, in order to boost remote operations, you'll need to make investments in manufacturing equipment or management systems.

As a direct result of HR has to implement laws to solve this problem, workers who work from home and face rising charges for both their phone and internet services.

4.0 Conclusion

BAT, one of the most prominent tobacco firms in the world, takes measures to improve product quality at every stage of the distribution process. For BAT to maintain its lead over its rivals, it is essential for the company to focus on cost, production, and the execution of market segments and branding. Even though individuals are becoming more aware of the risks associated with smoking, those who engage in the habit daily have a tough time giving up the habit. In order to create a kind of tobacco leaves that is both more beneficial to consumers' health and more economical, BATB will need to commit a significant portion of its resources to research and development. The very last thing they need to focus on is enhancing their work-from-home workforce, even though this is the part of their company that is currently the most essential. Invest additional time and resources in this area so that remote employees may work more efficiently and have a positive attitude no matter what the circumstances. The increasing prevalence of remote work has presented the Human Resources department with a number of challenges in recent years. Simply because it is challenging to successfully operate a complete workplace from the convenience of one's own home. They will need to have effective communication and a crew that is adept with technology in order to administer the department from a distance. The author's own expertise, research, and observations, in addition to the methodologies that were used, are the basis for the ideas that are provided in this article. Most of the issues that have been brought up by the employees might be remedied if the remedies that have been presented are put into action. In every company, the Human Resources department plays an important part, but in multinational corporations, where the HR staff is tasked with ensuring that business operations are carried out in accordance with the most effective procedures from around the world, this department plays an even more significant part.

References

Challenges and opportunities of remotely working from home during Covid-19 pandemic. (2021, January 1). ScienceDirect.

<https://www.sciencedirect.com/science/article/pii/S2589791821000165#bib4>

Researchers working from home: Benefits and challenges. (2021, March 25).

Journals.Plos.Org. <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0249127>

British American Tobacco - Responding to the COVID-19 pandemic. (n.d.). Www.Bat.Com. Retrieved March 9, 2022, from

https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOC6GFDU#

British American Tobacco Bangladesh - Our history. (n.d.). Www.Batbangladesh.Com. Retrieved March 9, 2022, from

https://www.batbangladesh.com/group/sites/BAT_9T5FQ2.nsf/vwPagesWebLive/DOBVMFVH

British American Tobacco PLC | British Conglomerate. 2019. In Encyclopædia Britannica.

<https://www.britannica.com/topic/British-American-Tobacco-PLC>

Guest, S. (2021, April 29). SAP BrandVoice: How HR Departments Can Support Work-From-Home Models. *Forbes*. <https://www.forbes.com/sites/sap/2021/04/29/how-hr-departments-can-support-work-from-home-models/?sh=30eb858d66eb>

March 2, P. O. C., & Read, 2021 3 M. (2021, March 2). *How is remote work changing the world of human resources?* Voices Digital. <https://www.pacificoaks.edu/voices/business/how-is-remote-work-changing-the-world-of-human-resources/>

Eatough, E. (2021, May 17). *Working from home? 12 challenges and how to overcome them* / *BetterUp*. Www.betterup.com. <https://www.betterup.com/blog/challenges-of-working-from-home>

British American Tobacco - Annual Reports. (2020). Www.bat.com.

https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOAWWGJT/

PESTEL and SWOT analysis of British American Tobacco. (2009). UKEssays.com.

<https://www.ukessays.com/essays/economics/pestel-and-swot-analysis-of-british-american-tobacco-economics-essay.php>

