

Internship Report On
Developing new generation employees' ethical attitude towards sustainability: Exploration of
Challenges and Solution

By
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21364082

An internship report submitted to the Brac Business School in partial fulfilment of the requirements
for the degree of
Masters of Business Administration.

Masters of Business Administration
Brac University
March 2024

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:



Md. Shahriar Bhuiyan
21364082

Supervisor's Full Name & Signature:

Dr. Md. Asadul Islam
Assistant Professor, BRAC Business School

Letter of Transmittal

Dr. Md. Asadul Islam

Assistant Professor,

Brac Business School

BRAC University

KHA 224, Progati Sarani, Merul Badda, Dhaka 1212

Subject: Submission of Internship report

Dear Sir,

I, Md Shahriar Bhuiyan, would like to state that I have written this report on 'Developing new generation employees' ethical attitude towards sustainability'. Moreover, I have performed my internship at ORION Group Ltd. I wholeheartedly thank you for your kind guidance and endless support throughout the whole period.

However, I have attempted 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,



Md. Shahriar Bhuiyan

21364082

MBA Program

BRAC University

Date: March 06, 2024

Executive Summary

This report contains three chapters. The first chapter contains the overview of Internship; Student Information, Internship Information and Internship Outcomes. The second chapter shows the Organization Part; Overview of the Company, Management Practices, Marketing Practices, Financial Performance and Accounting Practices, Operations Management and Information System Practices, Industry and Competitive Analysis and recommendation based on the following discussion. Additionally, the third chapter contains Project Part. I was given a research topic that was relevant to my major in human resource management, so I looked into how to develop the ethical attitudes of the next generation of employees toward sustainability. As a result, I was able to finish my research and provide references for other scholars based on the challenges and restrictions I had encountered.

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Chapter 1: Overview of Internship

1.1 Student Information:

Name: Md Shahriar Bhuiyan

ID: 21364082

Program: Masters of Business Administration

Major: Human Resource Management

1.2 Internship Information

1.2.1 Company Details

Period: June 15,2022 till now (Permanent)

Company Name: Orion Group

Department: Human Resource

Address: 153-154 Tejgaon Industrial Area, Dhaka -1208

1.2.2 Internship Company Supervisor's Information

Name: Md. Mehedi Habibullah

Position: Team Lead

Email: mehedi.hr@orion.group.net

1.2 Job Description

I was given the opportunity to complete my internship at Orion Group, one of the renowned industrial conglomerates in Bangladesh. I have been benefited greatly by being a part of this organization culture and had a great time during this internship period. I offer this essay, which looks back on my life-changing internship at Orion Group, with much thanks and joy. My experience working for the company has been immersive; it has shaped my knowledge of the HR department's professional landscape in addition to expanding my skill set. I was able to connect theory and practise in a stimulating atmosphere thanks to Orion Group, a shining example of innovation and quality. This article tells the story of my internship, detailing the major turning points, difficulties, and opportunities for personal development that I had while I was there. However, my JD was including- Oversee and manage the payroll process, ensuring timely and accurate payment to employees. Develop and implement training programs for employees to enhance their skills and knowledge. Manage the recruitment process, from sourcing and screening candidates to conducting interviews and making hiring decisions. Maintain and update HR information in the SAP and HRMIS systems. Ensure the effective and efficient administration of HR processes and procedures. Foster a positive work environment that supports employee engagement and satisfaction. Contribute to the development and implementation of HR strategies and initiatives. Manage HR projects and initiatives, including planning, executing, and evaluating their success as well as Providing guidance and support to managers and employees on HR-related matters.

1.3 Internship Outcomes

1.3.1 Student's contribution to the Company

Throughout my time as an HR intern at Orion Group, I constantly looked for ways to lighten the workload and contribute meaningfully to the team. I volunteered to take on extra duties, such as handling invoices and overtime pay, after realising that one person was carrying too much weight. This project not only illustrated my capacity to adapt, but it also enhanced the department's workflow by distributing the workload more fairly. To make a proactive contribution to the hiring process, I offered my advice on how to interact and contact potential prospects. Streamlining the candidate selection process and offering a new viewpoint were my objectives. I was happy that my supervisor valued my opinion and responded well to my approach and passion. The duty of interacting directly with candidates was then placed in my hands, and I took on this position with enthusiasm and conviction. Essentially, I think that my efforts—whether they were administrative in nature or involved directly in the hiring process—helped to improve the general efficacy and efficiency of Orion Group's HR division. My readiness to assume responsibility and provide helpful suggestions shows my dedication to enhancing the business's operations, and I am sure that my efforts during my internship had a beneficial effect.

1.3.2 Benefits to the Student

For students, doing an internship can be a life-changing event. I have gained a first-hand insight of how a firm function and how its many departments function thanks to my experience at Orion Group. During my internship, I developed a strong sense of competence and belonging as I got stuck into the several tasks that were given to me. In addition to helping with day-to-day operations, the activities I completed gave me a greater understanding of the working world. I was able to observe the complexities of the job and gain an understanding of the importance of professionalism, efficient communication, and retaining a solid professional stance while making eye contact by managing critical responsibilities. Being in a team atmosphere at Orion allowed me to learn a great deal about the dynamics of collaboration and how important it is to accomplishing goals as a group. This example demonstrated the value of teamwork and showed how an effective team can advance an organisation. In addition, my

exposure to the power and pharmaceutical industries gave me a thorough understanding of Orion's dedication to fostering each area for optimal efficiency. Engaging with people from a variety of backgrounds in the Orion community greatly improved my communication abilities. My viewpoint was widened by this varied experience, which also made me see how crucial compassion and understanding are in the workplace. Developing a proactive attitude towards problem-solving and comprehending the subtleties of managing conflicts in a huge organisation were two important things I learned during my internship. My internship at Orion Group taught me a lot, but one of the most important things was how to create a powerful professional network. The relationships I made during this time are priceless resources that I believe will be crucial in determining the direction of my future work. My internship has given me the opportunity to gain new knowledge and improve my interpersonal skills, which will help me succeed in the future. All in all, my time at Orion Group has been a thorough educational journey that has given me real-world knowledge, people skills, and a professional network that I know will help me succeed in the future.

1.3.3 Problems/Difficulties

I had a few difficulties as a new intern at Orion Group, but they didn't ruin my overall good experience; instead, they changed the way I saw several aspects of the workplace. I was experiencing some minor strain as a newcomer, which was probably related to getting used to a new work environment. As an intern in the HR division, I wanted a deeper comprehension of the ways in which every division cooperated with one another. Moreover, I have faced difficulties regarding availing official transportation. But overall, the company's great work environment and my interaction with the HR division gave me knowledge and abilities that will surely advance my career.

1.3.4 Recommendations

Orion Group, standing tall as one of the most esteemed organizations in the country, has earned its reputation not only for its professional achievements but also for fostering a unique and vibrant workplace culture. The commitment of Orion's employees to maintaining a culture of collaboration, friendship, and workplace enjoyment is a testament to the organization's holistic approach to work life. Reflecting on my time at Orion, the opportunity to work within its esteemed walls is an experience that I will carry with me throughout my professional journey, leaving an indelible mark on my career trajectory. However, for the future interns of the company, my recommendations will be understanding the company's operation and culture first. As an Intern, employees or individual have to have a mindset that the facilities availed by the regular employees may not be applicable for interns and that has to be taken normally. Additionally, future interns may also willingly introduce themselves in a proper manner so that officials can facilitate them and inspire them as per company policy. Moreover, the knowledge and experiences I obtained at Orion will continue to serve as a guide and help me become the professional I want to be as I advance in my career.

Chapter Two: Organization Part

2.1 Introduction

This chapter shows the Organization Part; Overview of the Company, Management Practices, Marketing Practices, Financial Performance and Accounting Practices, Operations Management and Information System Practices, Industry and Competitive Analysis, swat analysis, porters five forces and recommendation based on the following findings and discussion.

2.2 Overview of the Company

Listed as Orion Pharmaceuticals on the Dhaka Stock Exchange, Orion Group was established in 1985 as a pharmaceutical company. With the help of Prime Minister Khaleda Zia and the group's chairman, the state-owned Kohinoor Chemical Company (BD) Ltd. was acquired by the group in 1993. The chairman also has ties to Harris Chowdhury and Tarique Rahman of the Bangladesh Nationalist Party. Orion Infusion Ltd. was listed on the stock exchange in 1994 and operated under the Mala Chemical Industries brand. The Bangladesh Securities and Exchange Commission threatened to sue the firm for using false information to artificially inflate the price of its shares. In 2003, Orion Group expanded its business to include aviation when it founded East West Airlines. The group also obtained a contract from Dhaka City Corporation, through its company Belhasa Accom, to construct City Center, and administered the Bangladesh China Friendship Conference Center. Orion Group and the Bangladesh Power Development Board inked a contract in December 2011 to build three coal-fired power stations. They would be constructed in Munshiganj, Chittagong, and Khulna. The three power plants came at a total cost of US\$1.4 billion. These would be Bangladesh's first privately constructed plants. They will sell electricity to the government for between 3.7 and 5.5 taka per KWh. Khulna Royal Bengals were founded by the organization to compete in the Bangladesh Premier League.

In September 2014, Orion Group requested government approval for a loan of US\$88 million from a Singaporean firm for Dutch-Bangla Power and Associates and Orion Power Meghnaghat. Orion Footwear commenced its operations on December 29, with Ruhul Amin Molla serving as the Chief Executive Officer.

2.2.1 Vision

The company wants to be known around the world as a model pharmaceutical company that specializes in finished generics. This vision suggests a dedication to attaining global pharmaceutical industry leadership and excellence. "World-class" refers to a level of innovation and quality that sets the business

apart from the competition. By concentrating on generic finished goods, the company hopes to be the best at creating and supplying affordable, high-quality drugs that meet the needs of the world's healthcare system. This goal represents a commitment to raising the bar for pharmaceutical quality, making healthcare more accessible, and building a solid reputation in the world of pharmaceuticals.

2.2.2 Mission

The company's mission is centered on enhancing public health and ensuring the satisfaction of stakeholders through the manufacturing and marketing of pharmaceutical finished products. This mission embodies a multifaceted commitment:

- **Enhancing Public Health:** The main goal is to produce pharmaceutical finished products that will improve people's health. In order to improve the health and quality of life for those who use these products, it is imperative that medicines be developed with both efficacy and safety in mind.
- **Stakeholder Satisfaction:** The goal places a strong emphasis on satisfying stakeholders' requirements and expectations. Customers, investors, staff members, and the larger community are all included in this. In order to meet the needs of everyone involved in or impacted by its operations, the company delivers pharmaceutical items of the highest caliber and uses moral marketing techniques.
- **production Excellence:** Upholding high standards in the production process is a commitment that is implicit in the mission. This entails following quality control procedures, abiding by legal requirements, and constantly enhancing manufacturing techniques to guarantee the dependability and uniformity of pharmaceutical completed goods.
- **Efficient Marketing:** The mission emphasizes how important it is to produce drugs and market them efficiently. This calls for calculated marketing campaigns that guarantee that the products reach and assist the target market in addition to serving as a means of product promotion.
- **Ethical standards:** A commitment to ethical standards is implied by the mission statement, which lists manufacture and marketing of pharmaceutical finished goods. This covers openness, truthfulness, and integrity in all facets of the company, including marketing, sales, and product development.

2.3 Management Practices

2.3.1 Leadership Style

The technique through which an individual persuades a group of people to pursue a common objective is called leadership. Since ancient times, scholars have examined the idea of leadership. Four basic leadership styles that have been identified are:

- Autocratic- One of the four primary management types of leadership is autocratic leadership. This type of leadership entails the leader giving all commands and making all of the decisions. It is generally applied in settings where prompt decision-making and precise, succinct guidance are required. Leaders that exhibit autocratic tendencies typically possess a strong hold on their subordinates and aren't hesitant to utilize their power to accomplish tasks.
- Democratic- Democratic leadership is characterized by consulting with subordinates and considering their suggestions and input when making decisions. This type of management style is often utilized in organizations where there is a need for collective decision-making and input from all team members.
- laissez-faire- A hands-off or passive style of leadership is a precise definition of laissez-faire leadership. Rather, leaders give their team members the resources, knowledge, and instruments they need to complete their responsibilities.
- Paternalistic- A domineering authority figure who assumes the role of a matriarch or patriarch and treats partners and employees like they are part of a big, extended family is known as a paternalistic leader.

According to my observation, In Orion Group, I have seen democratic leadership approaches. The management team often discuss and take feedbacks or suggestions from the employees and based on the collective feedback, they mostly take any decisions.

2.3.3 Human Resources planning

The human resources department play a pivotal role in overseeing various aspects crucial to the smooth functioning of The Orion Group. In order to advance an organization's objectives, human resource management (HRM) entails organizing, controlling, and assigning human capital, or employees. Investment in workers, safety, and personnel management—from hiring to remuneration and training—are the main goals of human resource management (HRM).

Moreover, the Human Resource and Administration division of The Orion Group goes beyond mere recruitment. They are tasked with the strategic development of training programs that enhance the skills and capabilities of the workforce. Simultaneously, they work on designing competitive and fair pay scales, aiming not only to motivate employees but also to optimize productivity and align it with the overarching goals of the organization.

2.3.4 Recruitment and Selection Process

The first step in identifying a possible performer who fits well with a company is recruitment. At Orion, the initial stage of the hiring process involves verifying that the candidates meet the prerequisites set forth by the company. A detailed review of the candidate's profile is conducted to determine whether or not they meet the requirements for experience, education, and training. Orion seeks out applicants

who are proactive, have the ability to take charge in the workplace, and are solution-oriented. Orion places a high importance on ethics and dedication in the workplace. The whole recruitment process follows an organogram which is pre-approved by the authority. A requisition is raised by the particular department and sent to HR, then HR finds candidates and arrange interviews considering the requirement. Then the process of Pre-audit, here audit team ensures all the pre requisite initiatives are fulfilled. If the audit approves the process, then HR can proceed with any recruitment. Also, after joining any employee, post audit is mandatory for further clearance of any recruitment.

Additionally, Orion promotes equality; thus, they take care to ensure that their hiring procedure is impartial and transparent. Regardless of a worker's race, religion, or ethnicity, Orion only hires people based on their abilities and competencies. Orion is therefore made up of a highly varied group of people.

2.4 Marketing Practices

Marketing practices encompass the approaches, methods, and actions employed by businesses and organizations to endorse and market their products or services. These activities may involve conducting market research, implementing advertising campaigns, managing public relations, establishing a brand identity, determining pricing strategies, overseeing distribution channels, and maintaining customer relationships. However, A marketing strategy is an organization's overarching plan to promote and facilitate the purchase and sale of its goods and services. How to contact potential customers and convert them to customers is determined by a marketing plan. In Orion, they mostly advertise their home appliance and footwear products. They use social media, bill boards and tv commercials. Moreover, in order to attract customers, they often sponsor many social events or sports tournament in national level.

In essence, Orion's commitment to the STP strategy reflects a dynamic and customer-centric approach to marketing. Through segmentation, targeting, and positioning, Orion aligns its products with the diverse needs of the market, creating a strategic framework that enhances customer satisfaction and contributes to the overall success and sustainability of the brand.

2.4.1 Branding Activities

The process of developing and promoting a brand's name, attributes, and personality is known as branding. Branding could be used for specific goods and services, ideas, or the company's overall identity.

As an industrial conglomerate, The Orion Group uses a wide range of branding strategies to create a unified and powerful brand presence throughout all of its business sectors. These deliberate branding initiatives aim to express the group's principles, improve brand recognition, and cultivate a favorable perception among stakeholders. Creating and preserving a cohesive brand identity is one of the Orion Group's primary branding initiatives. This entails developing a unique logo, dependable visual components, and a standardized brand messaging that embodies the organization's core beliefs and objectives.

In essence, Stakeholder engagement, corporate social responsibility, marketing campaigns, and visual identity are all integral parts of the Orion Group's branding initiatives. The business hopes to strengthen its position as a top industrial conglomerate with a dedication to quality, innovation, and social responsibility by proactively managing its brand along these dimensions.

2.5 Financial Performance and Accounting Practices

According to Orion Pharma's financial statement, its consolidated earnings per share grew by 56% to Tk0.95 at the end of the January-March quarter of the last fiscal year compared to the same period of the previous financial year.

In the first three quarters of the fiscal year 2020-21, its consolidated earnings per share stood at Tk2.98, which was 8% higher than that in the same period of the previous year. It paid a 10% cash dividend to its shareholders in the fiscal year 2019-20. At the end of Wednesday's trading session, its share price stood at Tk53.9 each on the Dhaka Stock Exchange (DSE). Besides, Orion Infusion's earnings per share grew by 38% to Tk0.33 at the end of the January-March quarter of the last fiscal year compared to the same period of the previous financial year. In the first three quarters of FY21, its consolidated earnings per share stood at Tk1.12. It paid a 10% cash dividend to its shareholders in the fiscal year 2019-20.

At the end of Wednesday's trading session, its share price stood at Tk68.5 each on the DSE. (TBS Report)

Accomplishments and Results upto June 2016					
FINANCIAL HISTORY Consolidated					
For the last five and a half years					
	June 2016	2014	2013	2012	2011
BDT in million					
CONSOLIDATED STATEMENT OF PROFIT OR LOSS					
Gross Sales Revenue	14,799.74	10,706.70	11,011.88	9,546.32	7,026.33
Net Sales Revenue	3,861.26	2,714.48	2,895.89	3,046.46	2,085.79
Gross Profit	1,608.70	1,168.66	1,093.09	1,315.64	1,327.77
Operating Profit	1,593.86	1,147.31	1,073.42	1,287.74	1,285.10
Profit before Tax	1,323.07	994.09	908.86	933.04	862.97
Net Profit after Tax	3,763.93	2,886.66	3,045.12	3,267.60	2,123.18
Earnings before Interest, Tax & Depreciation (EBITDA)					
CONSOLIDATED STATEMENT OF FINANCIAL POSITION					
Authorized Capital	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00
Paid up Capital	2,340.00	2,340.00	2,340.00	1,550.00	1,550.00
Shareholders' equity	16,377.82	15,793.92	15,264.07	12,705.30	11,915.36
Non-controlling interest	838.31	758.02	611.41	502.07	347.96
Total Equity	17,216.13	16,551.94	15,875.47	13,207.38	12,263.32
Total Current Liabilities	4,010.41	3,196.26	5,026.60	4,717.87	3,589.50
Total Non-current Liabilities	5,663.37	6,344.13	4,852.13	7,404.33	7,613.30
Total Non-current Assets	18,286.61	19,195.72	21,767.43	21,728.50	20,492.34
Property, Plant & Equipment	14,088.34	14,916.50	15,325.31	15,982.19	15,737.58
Total Current Assets	8,603.29	8,896.61	3,986.77	3,601.08	2,973.79
Total Assets	26,889.91	26,092.33	25,794.20	25,329.58	23,466.12
Net Current Assets/(Liabilities)	4,592.88	3,710.35	(1,039.83)	(1,116.79)	(615.71)
FINANCIAL RATIOS					
Gross Profit Ratio (%)	26.09	25.35	36.30	31.91	29.69
Current Ratio (times)	2.15	2.16	0.79	0.83	0.85
Debt Equity Ratio (times)	0.64	0.65	0.62	0.92	0.84
Return on Equity (%)	8.08	6.29	5.72	7.56	8.32
Return on Capital Employed (%)	11.85	9.89	11.23	12.48	10.21
Price Earning Ratio -DSE (times)	6.51	10.71	14.46	-	-
Price Earning Ratio -CSE (times)	6.54	10.71	14.46	-	-
ORDINARY SHARES INFORMATION					
Face Value per Share (BDT)	10	10	10	10	10
Quoted Price Per Share-DSE (BDT)	36.80	45.50	58.70	-	-
Quoted Price Per Share-CSE (BDT)	37.00	45.50	58.70	-	-
Number of Shares Outstanding	234,000,000	234,000,000	234,000,000	155,000,000	155,000,000
Dividend (Cash)	15%	15%	15%	20%	-
Dividend (Stock)	-	-	20%	-	-
Net Asset Value per Share (BDT)	69.99	67.50	65.23	81.97	76.87
(including revaluation surplus)					
Net Asset Value per Share (BDT)	61.34	58.25	55.82	65.66	61.43
(excluding revaluation surplus)					
Net Operating Cash flow per Share (BDT)	16.62	13.98	10.74	18.97	2.97
Earnings per Share (BDT)	5.65	4.25	4.06	5.02	5.56
Number of Shareholders	63,949	86,806	107,173	7,102	-
OTHER INFORMATION					
Number of Employees	2,223	2,085	2,086	2,069	2,377

Image-01, Financial History

2.6 Operations Management and Information System Practices

2.6.1 Operations Management

The team responsible for operations management effectively approves plans, oversees the manufacturing process, and distributes resources. To produce the desired paint colors, there are semi-

automated devices available. Orion Group can guarantee precise delivery times and reply to customer concerns because it has its own program for tracking delivery vehicles.

2.6.2 Information System Practices

Across the entirety of the company, the operational backbone rests on the utilization of the German-language SAP software. This comprehensive software solution serves as the nexus for managing a spectrum of critical data, including client information, invoices, product counts, inventory levels, and customer orders. Its paramount function lies in ensuring that this crucial information remains consistently updated. This strategic use of SAP is imperative not only for preserving sensitive data but also for seamlessly disseminating it throughout the organization's computer network system, thereby granting accessibility to all staff members.

The SAP software, albeit an indispensable tool, presents a unique challenge due to its limitation on simultaneous usage by multiple employees. This constraint necessitates a judicious approach to its utilization within the company, ensuring that the software's capabilities are optimally harnessed without compromising efficiency during periods of heightened demand. In summary, the company's reliance on the German-language SAP software underscores its commitment to data accuracy, security, and accessibility. The software, while presenting challenges in terms of simultaneous user access, is a deliberate choice made to fortify the organization against data breaches and to install confidence in the integrity of its information management systems.

2.6.3 Porter's Five Forces

A key tool for strategic analysts mapping out an industry's competitive environment is Michael Porter's five-force strategic analysis model, which was first presented in a 1979 Harvard Business Review article. Porter set out five forces at play in a given industry: internal competition, the potential for new entrants, the negotiating power of suppliers, the negotiating ability of customers, and the ability of customers to find substitutes. The Porter's five forces for ORION is given below:

Threats of New Entrants: Big Businesses Predominate in Bangladesh's Pharmaceutical, power and home appliance Sector. A substantial sum of money will be required in order to enter such a large and lucrative market, and the quality of the goods and services must be maintained in order to compete with the established businesses. Numerous government laws and regulations need to be adhered to in order to establish a firm of this kind. It will be challenging for a newly created business to draw in customers because well-known brands have developed a loyal following.

Competitive Rivalry: MGI, ACI, BASHUNDHARA, and other enterprises make up Bangladesh's home appliance and pharmaceutical industries. Every one of these companies has a market share among consumers. There is rivalry amongst these businesses because they are all producing for the same customers and resources. We are aware that when companies hold the same market shares, competition heats up and gaining market leadership becomes more challenging. It follows that there is a high level of competitive rivalry.

Bargaining Power of Suppliers: Due to their extensive control over the quality of the raw materials they provide, suppliers in Bangladesh's pharmaceutical and power industries have significant bargaining power. Since there are few suppliers who can provide the sector with raw materials of the highest caliber, it is impractical for the businesses to swap suppliers frequently. Since the suppliers have the necessary information to set their current products apart, they have significant negotiating power with ORION. Because of this, Orion could have to place larger orders in order to keep prices low and optimal.

Buyers' Bargaining Power: Because there aren't many switching costs associated with the products, buyers are more inclined to bargain rather than make impulsive purchases. Obtaining every piece of client data is a challenge for businesses. Consequently, this prevents corporations from engaging in informed bargaining, but consumers are able to do so since they possess market data regarding other enterprises. Customers have the authority to negotiate since there are numerous companies in the market, allowing them the option to purchase from any one of them.

Threat of Substitutes: The availability of substitutes for medical supplies is limited. Therefore, ORION does not suffer a significant danger from substitutes. Nonetheless, there are more well-known businesses that have been providing medications and household appliances with honor for a long time. Consequently, it can be concluded that ORION faces far greater threat from substitutes.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis

Advantages:

Orion Group has a diversified portfolio that spans a number of industries, including energy, infrastructure, medicines, and more. By reducing reliance on a particular industry, this diversification lowers risks and promotes stability all around.

- **Innovation and Technology:** The business integrates cutting-edge solutions into its operations and places a high priority on innovation and technology. This dedication raises competitiveness, quality, and efficiency in all of its varied business sectors.
- **Global Presence:** Orion Group takes advantage of global prospects by being present in other markets and has made a name for itself as a major player in the world arena. This worldwide reach offers stability against local economic swings.
- **Brand Recognition:** The group has been successful in building a solid reputation for dependability, excellence, and quality. In addition to drawing in customers, this brand awareness improves ties with stakeholders and partners.

Weaknesses:

- **Dependency on Specific Markets:** Any economic downturns or political unrest in certain locations might be extremely risky for ORION Group if it depends too much on those markets or regions.
- **Regulatory Challenges:** Pharmaceutical and related industries are governed by stringent laws. In addition to being necessary, following these rules can be difficult and slow down the rate of innovation and market entry.
- **Market Competition:** The ORION Group's profit margins may be impacted by fierce competition in several of its business sectors. It could be necessary to make ongoing investments in R&D to stay ahead of the competition, particularly in quickly changing industries.

Opportunities:

- **Market Expansion:** There might be chances for ORION Group to penetrate new industries or increase the geographic scope of its market presence. This can involve looking into developing markets or sectors of the economy that have a lot of room to grow.
- **Technological Advancements:** Embracing new technologies or developing innovative solutions can open up new business avenues, particularly in sectors where technology plays a pivotal role.

- Economic Trends: Keeping an eye on global economic trends can help ORION Group identify new opportunities arising from changing consumer behaviors, preferences, and spending patterns

Threats:

- Economic Downturn: A global or regional economic downturn can adversely affect industries such as real estate and infrastructure, impacting ORION Group's revenue and profitability.
- Technological Disruption: The swift progress of technology can cause products and services that are now in use to become outdated, particularly if ORION Group does not stay up to date with market trends.
- Political Instability: Operating in regions with political instability may expose the group to risks such as changes in government policies, nationalization of assets, and disruptions to operations.

An overview of the possibilities, threats, and internal and external strengths and weaknesses of ORION Group is given by this SWOT analysis. To improve the group's overall resilience and competitiveness, it can be the foundation for strategic planning and decision-making.

2.8 Conclusion and observation

According to my observation, I think ORION Group's SWOT analysis shows a solid although complicated organizational environment. The business has established itself as a strong participant in a number of industries thanks to its diverse portfolio and dedication to innovation. However, difficulties including market rivalry, regulatory complexity, and potential weaknesses in particular areas need for careful strategic thought. The worldwide reach and sound financial standing of ORION Group are important assets that can be used to reduce risk and seize new chances.

Moreover, from the above discussion I believe it can also be said that in some particular concerns Orion have weakness but considering the strength of this group of company, I believe the company will shine if they can utilise their strengths appropriately. Also, By improving the following weakness (Strategic Investment in Innovation, Diversification and Market Expansion, Enhanced Regulatory Compliance Measures, Talent Development and Retention); ORION Group can position itself to navigate challenges, capitalize on emerging opportunities, and maintain its status as a leading industrial conglomerate. A proactive and adaptive approach will be crucial in the dynamic and competitive landscape of the industries in which the group operates.

Chapter 3: Project Part

Developing new generation employees' ethical attitude towards sustainability: Exploration of Challenges and Solutions

3.1 Literature Review

Sustainability refers to achieving our goals without endangering the capacity of future generations to achieve their goals. We require social and economic resources in addition to natural resources.

Sustainability extends beyond environmental concerns. The ability to sustain or continue a process over an extended period of time is referred to as sustainability in its broadest definition. Sustainability aims to keep natural or physical resources from running out so they can be used for future generations in commercial and policy contexts. Moreover, In the business world, sustainability refers to a company's plan of action and approach to lessen the negative effects that its operations have on the environment and society in a given market. Sustainability strategies within a business are usually evaluated using environmental, social, and governance (ESG) criteria. Researchers from the Station d'Ecologie Théorique et Expérimentale (Moulis, France) have published a new study titled "A model of Sustainable Development Goals: Challenges and opportunities in promoting human well-being and environmental sustainability." The study reveals that the current population size and resource use are not sustainable with any one goal or combination of the 17 Sustainable Development Goals (SDGs) set out by the United Nations. According to the report, a reduction in world population is recommended while maintaining current levels of consumption. This would require an additional 1 hectare of land per person in order to achieve sustainability and build a better future.

3.2 Objectives

The primary objective of this chapter is-

- To explore challenges in achieving sustainability in Orion group.
- To explore solution in achieving sustainability in Orion group.

3.2.1 Challenges in achieving sustainability

Maintaining ecological integrity, maintaining the equilibrium of all Earth's environmental systems, and allowing natural resources to replenish themselves at a pace that promotes self-healing are examples of environmental sustainability. On the other hand, economic sustainability is the capacity of all human communities to maintain their independence and have access to the resources—financial and otherwise—necessary to meet their needs. Many firms have a long way to go before they can truly address environmental challenges. Put differently, sustainability will involve numerous moving components and be an ongoing process. First, there is the actual implementation. Regulations are changing; therefore, producers need to be well-versed on the factors they need to take into account. To achieve the sustainability accreditation, you must also make sure that your product lifecycle—from design to suppliers and production—is environmentally friendly. And lastly, price is and will always be a crucial factor. There are various obstacles in the way of achieving sustainability in the Orion Group, but overcoming them is essential to creating a more positive atmosphere and guaranteeing long-term success. Among the principal difficulties are:

- Reviewing Cultures and Mentalities
- political instability
- internal practice

3.2.2 Solution in achieving sustainability

A thorough sustainability program takes into account the effects that an organization's operations and decisions have on the economy, society, and environment. Here are some sustainable workplace Solutions-

- Encourage and support menstruation accessibility and well-being.
- Fair compensation for the staff
- maintaining the fundamental rights to a safe workplace and for all employees
- Embracing remote work and flexible schedules

moreover, in order to achieving sustainability, management officials should also be flexible and improve well-being at work and living together. In the 2020s, sustainability in the workplace is no longer merely a bonus; it is now a necessary component of conducting business. A growing number of consumers are evaluating businesses not just on the basis of their goods but also on how they treat the environment and community. However, adopting a sustainable business model is not without its difficulties, though. A Bain & Company analysis states that 93% of the organizations surveyed desired to be sustainable and thought sustainability was critical to the company's future performance. But only 2% of them succeeded in achieving their sustainability objectives. Managing the triple bottom line—financial, social, and environmental impacts—is the main goal of corporate sustainability. When making business decisions, it takes into account not just profit but also concerns that impact local residents and the environment as a whole.

3.3 Methodology

There are three main categories of research: mixed, qualitative, and quantitative.

One type of market research that uses conversational and open-ended engagement to gather data is called qualitative research. The foundation of qualitative research is found in social science disciplines like anthropology, sociology, and psychology. Because of this, qualitative research methodologies allow for in-depth analysis of respondents' motivations and feelings as well as attempts to replicate probing and questioning of them based on their responses. Gaining greater insight from your market research may be possible if you know how the people who make up your target market make decisions. The design of qualitative research methodologies allows them to reveal the attitudes and actions of a target audience concerning a certain topic. In-depth interviews, focus groups, ethnographic research, content analysis, and case study research are a few examples of qualitative research methodologies. ("Qualitative Research: Definition, Types, Methods and Examples",2022).

A systematic examination of occurrences through the gathering of quantifiable data and the application of statistical, mathematical, or technological techniques is known as quantitative research. Through the use of sampling techniques, online polls, questionnaires, and other data gathering tools, quantitative research collects data from both existing and future customers that can be expressed numerically. A person may project a product's or service's future and make necessary adjustments after fully comprehending these numbers. One example of quantitative research is a survey that was done to find out how long it takes a doctor to see a patient after they are admitted to the hospital. A patient satisfaction survey template can be used to ask questions like how long it takes a doctor to see a patient, how frequently a patient visits the hospital, and other related issues. ("Qualitative Research: Definition, Types, Methods and Examples", 2022) A study design that incorporates both philosophical presumptions and inquiry approaches is known as mixed methods research. The research process incorporates a combination of qualitative and quantitative approaches in many areas, as well as

philosophical presumptions that guide the direction of data collection and interpretation. It is a type of research methodology that concentrates on collecting, evaluating, and integrating both qualitative and quantitative data into one or more studies. Its central claim is that, when combined, quantitative and qualitative approaches provide a deeper comprehension of study issues than when used separately.

However, this study aims to Developing new generation employees' ethical attitude towards sustainability. This chapter will also explore the challenges in achieving sustainability and solution in achieving sustainability.

3.3.1 Interview:

Numerous techniques exist for gathering data, including focus groups, observation, semi-structured and structured interviews, and interviews. However, this study will use a semi-structured interview due to time and funding constraints for the researcher. A semi-structured interview is one in which the interviewer just asks a select few pre-planned questions and does not plan the remaining questions in advance.

3.3.2 Thematic Analysis

Thematic analysis is among the best methods for qualitative research. The data analysis has to be done by hand because of the tiny sample size. The purpose of the theme analysis was to interpret the participants' responses. After the raw interview data was transformed into transcripts, we primarily employed manual analysis to review it. In order to start the coding process and create the categories—which functioned as the basis for establishing the themes for analysis and discussion—we started by identifying the threads. Following the completion of the interview, the research was transcribed, and I made an effort to identify the codes in order to identify themes. However, the collected data is described on the next part which shows Challenges in achieving sustainability and the solution in achieving sustainability.

3.3 Finding and Analysis

3.3.1 Challenges in achieving sustainability

The following findings shows some Challenges in achieving sustainability, such as

3.3.2 Unsupportive mentality of the employees:

Participant 1 stated that a key factor in the workplace and one that significantly affects employee engagement is a lack of cooperation. The individual said:

"Employees can be Unsupportive sometimes and also the willingness to cooperate with each other which hampers the internal culture"

According to Participant 1, they would desire a good and healthy relationship with their coworkers and would prefer their company if they wanted to feel involved. The individual said:

"I think that one approach to feel more included and involved at the company I work for currently would be to have better coworkers. I believe that your experience at work is greatly influenced by the actions and attitudes of your coworkers. "

3.3.2 Lack of Financial and Non-financial benefits:

Participant 1 has stated that their company struggles to keep workers since they don't offer enough benefits. Regarding this, the participant said:

"I believe that job security is a problem in some cases. The compensation packages don't look as good as they actually are. It is also a great disappointment that the compensation is not adequately compensated for the increased workload. Therefore, I believe that if these problems are not resolved appropriately, workers will undoubtedly begin to consider other options."

Similar thoughts were held by participant 2, who feels that their company has a difficult time keeping staff members because long-term benefits are not provided.

"When they don't deliver long-term benefits, workers may go for other companies that provide superior fringe benefits. Additionally, I think that if salaries were raised, more workers might choose to stick around."

3.3.2 Problem in the process:

At some point of the interview, I asked a colleague frankly- What are some common problems within a company's processes that can lead to a lack of sustainability? Eventually he stated:

‘‘Some executives do not have clear, adequate sustainability strategy or action plan. The disconnect between sustainability and the business can be seen in how companies approach the issue’’

3.4 Solutions in achieving sustainability

There are several ways of achieving sustainability, such as:

- Providing correct information: Staff member has to understand the significance of a task as well as how to complete it. Being able to try new things in modest doses might be soothing because people are often afraid to do new things.

- Establish rewards: Giving people incentives to keep going is a terrific method to help them reach their goals. This could take the form of an actual incentive, like a "bonus," or an intangible one, like a smile and words of gratitude from the organization's top brass.
- Training: A proper training can always create a positive impact towards achieving sustainability.
- Motivation: Nowadays, motivating employees, especially new as well as old employees, certainly helps achieving sustainability.

3.5 Discussion

A company's progress toward achieving sustainability is hampered by a wide range of intricate obstacles. The attitude of unsupportive staff members is one prevalent issue that might hinder sustainability initiatives from taking off within the organization. This kind of thinking is often the consequence of misunderstandings on the importance of sustainability as well as seeming contradictions between one's personal work responsibilities and sustainability goals. Another significant barrier to sustainability programs is the dearth of advantages, both monetary and non-monetary. If there are no tangible benefits or recognition for sustainable actions, employees can be less likely to actively engage in or support sustainability within the company. A process problem could potentially prevent sustainability goals from progressing. This could be poor resource management practices, inefficient waste management strategies, or a drab integration of sustainability concepts into business operations. These barriers could lessen the effectiveness of sustainability initiatives and prevent the company from achieving its sustainability objectives.

Therefore, to tackle these issues, companies need to adopt a complete approach that involves designing incentives, enhancing processes, and raising awareness. Developing a sustainable culture through training, education, and communication is necessary to increase worker engagement and commitment to sustainability objectives. Offering monetary and non-monetary rewards to staff members, such as performance bonuses, career development opportunities, and recognition initiatives, can motivate them to actively support sustainability efforts. In addition, businesses had to give top priority to process optimization in order to limit resource usage, lower waste production, and improve operational efficiency. This could entail introducing sustainable methods in all facets of the company, from manufacturing and distribution to disposal and procurement. Businesses may foster a more sustainable environment and pave the path to resilience and long-term success by tackling the obstacles in the way of sustainability.

3.6 Implications

Based on the third chapter, I think I am benefited from the overall study. I have gained knowledge about sustainability. I have also gained knowledge about how sustainability is practiced, what are the challenges as well as the solutions. Additionally, future interns can also get ideas about the overall study. Moreover, I also believe managers will be benefited since they will have a glimpse of the feedback or quotation from the employees. Furthermore, government officials may also be benefited since they will also get an idea about how sustainability is ensured among their workplaces.

3.6 Conclusion

The current chapter provides the findings and solutions highlighting the Challenges in achieving sustainability as well as the solutions. Furthermore, this chapter also contains discussion on the above-mentioned elements and finally few implications.

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