Report On

Talent Acquisition Process: A Detailed Study on the Effectiveness of Initiatives Taken by HumanX Technologies Ltd.

By

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20304062

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

Bachelor of Business Administration

BRAC Business School

BRAC University

September, 2024

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing a 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 that has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____

Rashidul Hasan Mahim

20304062

Supervisor's Full Name & Signature:

_____

Ms. Tanzin Khan

Senior Lecturer,

BRAC Business School

Letter of Transmittal

Ms. Tanzin Khan

Senior Lecturer,

BRAC Business School

BRAC University

Kha-224 Merul Badda, Dhaka-1212

Subject: Submission of an Internship Report on the Talent Acquisition Process: A Detailed Study on the Effectiveness of Initiatives Taken by HumanX Technologies Ltd.

Respected Madam,

My internship report for the Summer 2024 semester, titled "Talent Acquisition Process: A Detailed Study on the Effectiveness of Initiatives Taken by HumanX Technologies Ltd." is being submitted. I worked on talent acquisition, employer branding, and overall HR operations during my three-month internship at HumanX Technologies Ltd.

In the report, I have reflected on my internship experience and analysed trends in the evolving talent acquisition policies of HumanX Technologies Ltd. & other headhunting companies as well. The paper reflects on its impacts and significance as well. Thank you for providing me with this opportunity and for your guidance and support throughout my internship. Please let me know if you require further information.

Sincerely Yours,

_____

Rashidul Hasan Mahim

20304062

BRAC Business School

BRAC University

September 2024

Non-Disclosure Agreement

As an intern, I understand and agree that any and all proprietary and sensitive information revealed to me while I'm working with the company is confidential. I thus pledge to keep such information private and not to divulge it to anybody else without the Company's prior written authorization. Once my internship with the company comes to an end, I will still be obligated to fulfil this duty.

Student's Full Name & Signature:

_____

Rashidul Hasan Mahim

20304062

Supervisor's Full Name & Signature:

_____

Mashiat Jahan

Associate, Executive Search

HumanX Technologies Ltd.

Acknowledgement

I would like to begin by expressing my sincere gratitude to the All-Powerful Allah for providing me with the fortitude and composure to complete the report in the permitted amount of time. The internship report is a crucial component of the BBA curriculum since it allows students to observe and participate in the everyday tasks of the firms they have chosen, gaining real-world information and experience.

I owe my deep appreciation to Ms. Tanzin Khan, Senior Lecturer, BRAC Business School, BRAC University, who took a keen interest in my internship and guided me until the completion of the internship. This report would not have materialised had she not reviewed the report and supervised me constantly.

I also thank my co-supervisor, Ms. Afsana Akhtar, Assistant Professor, BRAC Business School, BRAC University, for her genuine support and valuable guidance throughout the internship period.

I convey my deepest appreciation to Mr. Tamzidul Alam, CEO & Co-Founder, HumanX Technologies Ltd., who has given me his generous guidance and shared valuable insights. The experience I have gained here will be a privilege for my future career.

I would like to thank my supervisor, Mashiat Jahan, Associate-Executive Search, and my mentor, Jannatul Ferdous, Executive Search, HumanX Technologies Ltd., for their cordial support during the whole tenure of my internship.

A special word of appreciation goes to all HumanX Technologies Ltd. employees for their generous cooperation and assistance during my entire internship period.

Finally, I thank my family, friends, and well-wishers for supporting me.

Executive Summary

Talent Acquisition is becoming an increasingly important area of focus, and as a result, businesses should place a greater emphasis on this aspect of their talent acquisition strategy. If a company has a solid talent acquisition strategy, it may retain its talented workers for extended periods of time. Innovative recruitment practices are becoming more and more common in today's business world as organisations look for candidates who fit their company's skill requirements and competencies while also meeting the growing demand for talent with a specific skill set in a set amount of time. In order to verify the relationship and beneficial impact of talent acquisition, we examined this topic in this study by addressing the strategies and tactics of Talent Acquisition with the ideas of Talent Management and Employer Branding. This internship report concentrated on HumanX Technologies Ltd. for the goal of conducting research on the company. HumanX Technologies Ltd. offered an internship in the Executive search for a period of three months. This report focusses on the experiences and skills that were gained during the internship. This study was put together using both primary and secondary data. This document presents HumanX Technologies Ltd.'s HR policy and Employer Branding Strategies for luring and keeping top talent. Although the company's human resources strategy has been very successful thus far, a few adjustments may be made in the future to increase its efficacy even more. The company's management style, goals, objectives, and basic values have all been described in the report. A summary of their human resources department and their product offering have also been provided. A descriptive overview of the role of HR intern has been portrayed. The work role and actions adopted are in focus here. In the findings and analysis part, all the work results of effective Talent Acquisition strategies and their significance in talent management are being measured here to visualize the effects and outcomes of them. Every problem and obstacle that exists is discussed in the report, along with advice on how to get beyond them. The internship report is being created to accompany the presentation of the overall human resource policies and methods for HumanX Technologies Ltd.

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List of Acronyms

HO	Head Office
HR	Human Resources
HumanX	HumanX Technologies Ltd.
HRIS	Human Resources Information Systems
B2B	Business to Business
JD	Job Description
HM	Hiring Manager
PSY	Psychometric Tests
Q&A	Questions & Answers

Chapter 1: Overview of Internship

1.1 Student Information

Name: Rashidul Hasan Mahim

Student ID: 20304062

Programme: Bachelor of Business Administration

Specializations: Major 1: Human Resource Management

Major 2: Computer Information Management

Department: BRAC Business School

Session: 2020-2024

1.2 Internship Information

1.2.1 Period, Name, Department, Address

Period: 3 Months (20 May 2024 - 19 August 2024)

Company Name: HumanX Technologies Ltd.

Function: Talent Acquisition & HR Operations

Department: Human Resources & Administration

Corporate Head Office Address: House - 112, Road-6, Mohakhali DOHS, Dhaka, Level-6

1.2.2 Supervisor

Name: Mashiat Jahan

Designation: Associate-Executive Search

Mentor:

Name: Jannatul Ferdous

Designation: Executive Search

1.2.3 Job Description

- Responsible for collecting, evaluating, & sorting out the resumes of job candidates

- Developing ideas for Talent Acquisition & Employer Branding

- Arranging interview sessions & providing assistance to the involved functions & officials

- Providing assistance to the HR Operations activities

- Support in Maintaining Information Database

- Assist in Executive Search

- Learn and Assist in Talent Mapping Projects Assist in Assessment Center Projects

- Helping with the recruitment process by posting job openings, reviewing resumes, and scheduling interviews

- Assisting with the onboarding process for new employees Employee Records, Maintaining and updating employee records and files

1.3 Internship Outcome
1.3.1 Internship preparation

An internship is one of the criteria for my graduation, so I started looking for chances by using Facebook pages and groups on Facebook as well as LinkedIn. As I was getting ready for my final semester midterm exam, I began searching for internship options during my summer midterm exam. My internship would begin in the summer. I was keeping in constant communication with folks to look for chances while I prepared for my internship programs. Speaking with friends and other people proved to be the most advantageous approach for me

to find an internship program that fit my schedule and needs. particularly those who were already working for other businesses. My initial course of action during my final semester was to ask my friends for recommendations on internship programs. They then sent me links to these programs, which I applied for. Second, I used LinkedIn to look for an HR internship before beginning the application process. Because of the internship program, I have followed a few Facebook pages. I received calls from numerous companies, and it was simple for me to choose which ones to go to the interviews with. I received my internship at last.

The knowledge found in textbooks and real-world situations differ greatly since we must finish our internship program before we can graduate as required. An internship program aids in our acclimatisation to the corporate world. It assists us in developing our personalities and knowledge in line with that. We attempt to apply our academic knowledge to our working environment, even though different companies have different practices, and we eventually become used to them. We are prepared to graduate once we have acquired all sides of the information. My work here does not entirely align with the courses we attended because it involves a lot of bargaining and requires people management abilities. Excel is mostly used. It would be more beneficial to gain negotiation skills and people management expertise than to take presentations.

1.3.2 Contribution of Students

During my internship, my primary duty was to assist all Associate Executives by organising their resumes; however, I eventually began managing job openings alongside my mentor. Basically, I use BD-Jobs and LinkedIn to look for qualified applicants. I then filter through the individuals and choose ones based on the "Job Descriptions" that the relevant brands or companies have provided. I used to get in touch with each candidate, get them to come in for an interview, gather information from them, and keep in touch with both of them before forwarding the facts to them. Confidentiality is one of the most crucial things to keep in mind in this situation. which I have continued to do during my internship.

I've taken part in a lot of sports, group activities, and inventory management. I have always made an effort to take on tasks like setting up meetings, corresponding with applicants, staying in touch with them, and monitoring supplies (paper, markers, and sheets) that have been ordered for the candidates' training sessions. All things considered, the work I did during my

internship greatly increased the productivity and accuracy of talent acquisition, employer branding, executive search, and document processing.

1.3.3 Internship Roles According to My Educational Learning

The information found in textbooks and real-world experience are two distinct things. However, a few phrases that I have been familiar with throughout my university life, particularly after selecting HR as my major, are Focused Group Discussions, On-the-Job Training, Assessment Centres, Payroll Management, and Recruitment Process. I have experience and work practically with every term that I am familiar with during my internship. Since a lot of the work I do here requires people management abilities, it does not entirely align with the education we received. Utilise Excel mostly. It would be more beneficial to acquire people management and negotiation techniques than to take presentations.

My coworkers and I used to gather for a group discussion following each assessment centre to assess and rank every applicant. We also generate ideas for specific agenda items and work as a group to solve problems by having discussions. This appears to be a simpler approach to the problem and a guarantee of equal involvement. During the entire process of the assessment centre, I served as a moderator and coordinator, looking for possible applicants for the post of "Berger." Here, we put each applicant through three stages of evaluation and grading in order to identify the most qualified ones who possess the necessary prospective knowledge, abilities, and mental toughness. Human X is in the process of finishing a project that will allow us to handle the payroll and employee database for a single company. In order to guarantee an efficient hiring process for various corporations, like BAT, Hameem Group, Rancon, Unilever, Barzaar, KiDO BD, Akij Group, Lipton, TK Group, etc., our staff constantly looks for the best candidate.

1.3.4 Benefits to Students

I enjoyed working with a group of knowledgeable people at HumanX Technologies Ltd. Their expertise and experience enabled me to close the gap between my theoretical knowledge acquisition in the classroom and its practical implementation. Additionally, the business made available to its staff case studies, departmental manuals, and training materials as part of its instructional resources.

I got the opportunity to thoroughly mentor them so that their work would be in line with HumanX's goal and vision. Additionally, collaborating with other stakeholders enabled me to enhance my general soft skills, like negotiation and communication abilities, among others. This internship also required me to multitask a lot, which improved my ability to handle pressure and further advanced my professional development.

1.3.5 Self-Reflection

I'm in a fantastic environment here that helps me advance and improve my effectiveness and skills. Here are a few appealing explanations for why I should remain motivated at work:

- A welcoming atmosphere that promotes my health, reduces stress, and maximises productivity.

- A helpful team that provides me with useful learning resources to help me advance my knowledge and skill set.

- Throughout my entire internship, my mentor has been incredibly helpful and encouraging to me.

- I was never treated as an intern by my superiors, and my employer always made sure I was included in all operational tasks.

- I can work with a very clear mind because of how hygienic and clean the office is.

- I get along well with all of my coworkers, which encourages me to arrive at work on time and maintain a connection with everyone.

1.3.6 Difficulties

Since this was my first full-time job, it was difficult for me at first to adjust to the surroundings. The Administrative and Human Resources teams at HumanX Technologies handle many tasks at once. Because the company demands quick turnaround times, I had to take some time to understand the nature of multitasking and how I could organise my workload efficiently. An additional challenge that nearly everyone faced was the increasing strain caused by a shortage of human resources and subordinates, which frequently resulted in an overload of tasks and unfinished business across all departments. Even worse, because the HR papers were sensitive, even a small mistake by a person may make it more difficult to access the necessary files and documents. Managing the issue of secrecy while attempting to gather information about the

employees without giving out a lot of information to other employees was another difficulty. In addition, organising the CVs for each application in a systematic way took a lot of time due to the large volume of applications received. Language difficulties frequently impeded communication during the recruitment process and throughout the process of creating HR procedures for foreign nations. These were additional potential challenges. But as I came to know it, this was a good exercise for me, and I learnt more useful techniques for dealing with these obstacles in both my personal and professional practice.

1.3.7 Recommendations

- Sustain current investment in digital HR technology as well as develop the system to include features that employ AI, which can enhance the explanatory capability of the systems and practices necessary to support change in HR operation.

- Expand their market share presence in strategic areas by partnering up with other human resource firms. It can also involve the provision of multiple languages to try to extend the scope of reach and the solutions provided to reach out to more clients.

- They can provide an internship program and seek the candidate through an official advertised position so that more effective methods can be adopted.

- They can suggest holding meetings and calls for new employees to convince them to become the team's members.

- Provide professional services that may include hiring solutions that assist organisations to improving their employer branding, SMM, and Employee Advocacy Programs

- Always ensure that, as a firm, you're collecting feedback from its clients with the aim of learning about some or other services that can be enhanced or innovated.

1.4 Personal Development Plans

After completing the internship, I hope to be able to stay on as an "HR Associate" for the company permanently. HR analytics is essential for every company, which is why I'd like to stay in this field. During my internship, I also learnt about my own personal strengths and areas

for improvement. I've come to the realization that I could benefit from honing my technological abilities. Applications like Power BI, Excel, and PSPP (a program for statistical analysis of sampled data) will help me make sure that what I learn at university will be useful when I enter the workforce.

Chapter 2: Organisation Part

2.1 Introduction

In 2022, the Bangladeshi startup HumanX Technologies Ltd. emerged as a frontrunner in the HR technology industry. Innovative and tech-driven HR services are provided by HumanX Technologies to clients worldwide. Their specialisations include consulting, executive placement, training, payroll management, and outsourcing. Organisations are able to accomplish more with less effort because of the company's automation solutions for human resources and related business processes. Businesses may achieve sustainable and scalable growth with the help of HumanX Technologies' 360° HR solutions, which allow them to handle all HR needs on one digital platform.

2.2 Overview of the Company

2.2.1 Brief History of HumanX Technologies Ltd.

HumanX Technologies Ltd. is an HR Technology Company in Bangladesh that provides CONSULTANCY, EXECUTIVE PLACEMENT, TRAINING, PAYROLL MANAGEMENT, and OUTSOURCING solutions worldwide. It was established in 2022. Our solutions help companies automate HR operations and associated business for more efficiency and empower HR with 360° solutions. Our solutions allow businesses to access and manage all their HR needs from a single digital platform, resulting in a sustainable and scalable business. Their purpose is to unleash human potential to drive business benefits, Powered by Tech Led HR Services and HR Consultancy.

Specialities:

HR Technology, Consultancy, Executive Placement, Learning & Development, Payroll Management, Outsourcing, HR Consultancy, Business Consultancy, Recruitment Solutions, International Talent Exchange, Tech Powered HR Solutions, Business Process Re-engineering, Change & Transformation, and Business Process Streamlining

Figure 1: HumanX Technologies Ltd. Logo

2.2.2 Mission:

To enable organisations worldwide with superior HR technology solutions that streamline operations, improve worker capabilities, and drive business success through consultancy, executive placement, training, payroll administration, and outsourcing.

2.2.3 Vision:

To be the industry leader in HR technology, revolutionising the way companies handle human resources by offering creative, practical, and expandable solutions that enable employees to reach their maximal potential.

2.2.4 Purpose and Values:

Purpose: We are committed to liberating people's talent for creating organisational value through technology-enabled HR solutions and advisory services.

Values:

Innovation: Sustaining the latest innovation in the supply of the technology and services offering the performing market needs.

Integrity: In our relations with other players in executing and sourcing for projects, we shall conduct ourselves with the highest levels of ethical behaviour.

Excellence: It means being committed to quality and the process of constant improvement of all activities that are done at the workplace.

Collaboration: A culture of staff cooperation with each other and with clients, as well as the ability to foster friendly and effective relationships with our business partners.

Customer-centricity: Placing the clients' needs and satisfaction as the main focus of everyone within the organisation.

Sustainability: Encouraging sustainable solutions that are geared towards the achievement of sustainable and positive changes for businesses and their people.

2.2.5 Tagline:

"Empowering HR, Unleashing Potential."

Brief: HumanX Technologies Ltd.'s tagline, "Empowering HR, Unleashing Potential," sums up the goal of the company in precise words. It embodies the company's commitment to improving the efficiency of HR departments by serving them with advanced technology and comprehensive solutions. In this way, HumanX facilitates the functioning of HR professionals, helps them make effective decisions, and helps them devote their time to achieving strategic goals. The motto 'Unleashing Potential' is not just about productivity increase but about the possibilities of the company to empower people and organisations. In this way, HumanX Technologies not only solves business problems involving the management of human resources but also assists organisations in creating conditions in which people can maximise their potential to contribute to the success of the company. Essentially, it symbolises the creation of the company as the powerhouse that effects change in the environment, which is the convergence point of technology and human resources.

2.3 Management Practices
2.3.1 Leadership Style & Organisational Structure
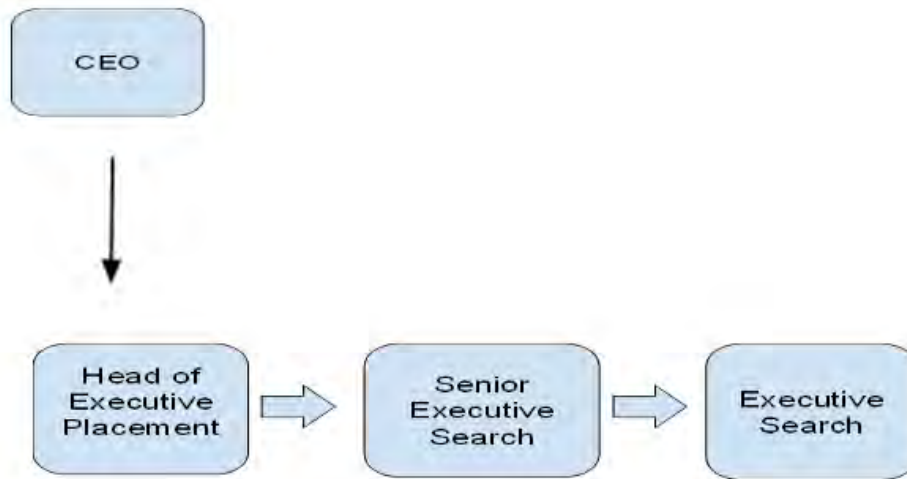
Figure 2: Management Hierarchy of HumanX Technologies Ltd.

From the image displayed below, we see that the organisation structure is a centralised power authority with a strict hierarchy. The reporting structure looks like this: the CEO sits at the top; he has direct control over the Head of Executive Placement, who supervises the Senior Executive Search and then there is the Executive search. This organisational structure suggests a decision-making hierarchy that is unidirectional, originating from the senior leadership and cascading through the different organisational hierarchy levels.

Leadership Style: The leadership style derived from it could be either authoritative or directive since, from this structure, it could be assumed that the CEO is in an influential position to determine the strategic course of the organisation. Being the second in command, the Head of Executive Placement is directly involved in putting into practice the CEO's vision and strategy for the department. To ensure the Senior Executive Search and the Executive Search teams understand what has been outlined, implemented and are able to do their tasks as required by the organisation head. The authoritative style is useful when there is a need to maintain consistency within the program or to correct deviant behaviours that do not follow the company's set primary goals and objectives, especially when dealing with a highly specialised area of the business, such as executive recruitment.

Organisational Structure: It is a structural arrangement most common to organisations that are functionally specialised and show a clear line of sequence. Every position is a unique entry within a set hierarchy with regard to talent acquisition, ranging from strategic planning oversight to the actual search and placement functions. The transition from the Head of Executive Placement to the Executive Search indicates a certain field topicality, with each of the positions addressing the various aspects of the issue. This structure can improve productivity and responsibility as the person or group of workers understands his or her roles and who to report to. In case of any issue, hence improving the flow of communication and the ability to make decisions.

In general, it is suitable for the leadership stance that offers control, delegation, definition of responsibilities, and a clear reporting system that would be helpful to cooperate with the complex systems of people management and achieve the organisational strategic objectives.

2.3.2 HR Practices & Overview of Human Resources Department (HR):

HumanX Technologies Ltd. has a functional and dynamic human resources department that embodies the organisational culture through orientations and instills the organisation's values and identity into the employees in order to ensure the smooth collaboration and cohesion of the organisation's people and teams to be aligned for job and culture purposes. How a company hires and develops its workforce is referred to as "human resource management." In this instance, the HR team's primary goals include ascertaining the staffing needs of the business, matching suitable candidates with available positions, conducting in-depth interviews, and rendering final hiring decisions. After that, it handles the factory's human resources needs, resolves HR-related concerns, and works on employee onboarding, retention, and training and development to help them reach their full potential and meet company criteria. It also works towards ultimate clearance or termination of employment. This HR department is in charge of the following positions:

- Talent Acquisition and retention

- Assessment Centre Project

- Training & Coordination

- Payroll & Compensation Management

- Employer Branding

- Talent Mapping

- Administration

- Employee relations & well-being

2.3.3 Recruitment & Selection

Talent Acquisition Process of HumanX Technologies Ltd.

HumanX Technologies Ltd. talent acquisition process and procedures comprise of gradual, specific steps:

Step 1: CV Screening: The process starts with the circulation of a job advertisement, whereby job seekers are called upon to send in their resume. It is clearly understood that many HumanX Technologies acquire these CVs from within its boundaries, yet others it obtains from other regions or from other organisations. Internal sourcing entails using an employee referral system to obtain qualified candidates, while external sourcing entails applying through the circular. Once CVs are sent in, the HR Talent Acquisition Team very carefully sifts through and narrows down the candidates to whoever qualifies according to laid-down standards.

Step 2: Preliminary Interview: The interviews will be conducted by the relevant functional manager and the Talent Acquisition manager when the candidates advance to the preliminary interview stage. This is the initial step in figuring out the candidate's suitability for the job. A written exam that is completed offline can be used to further evaluate a candidate's knowledge and skills prior to an interview. They will only be invited to move on to the next round if they perform well here.

Step 3: Psychometric Tests (Psy) Test: The next step is a psychometric Tests (Psy) that is also conducted online. This assessment is divided into two parts:This assessment is divided into two parts:

Behavioural Test: This assessment focusses on the candidate's behaviour and character; it checks whether the person is a good fit for the company.

Cognitive Test: This test also checks the candidate's logic, how they think, and how deeply they understand the contents. It is intended to measure the cerebral ability of the candidate in relation to the likelihood of solving problems.

Step 4: Assessment Centres: Those, who passed the Psy test with a high score, are invited to take the Assessment Center. This particular stage also comprises an individual case study wherein a project is provided to the candidates for their assessment. Moreover, they participate in focused group discussions; this assists the Talent Acquisition Team to identify the participants' teamwork, communication, and problem-solving skills when solving a problem in groups.

Final Step: Final Review and Formalities: The candidates who are successful throughout the assessment centre are invited by the Talent Acquisition Team to the last stage. These include management interviews, medical exams, and the furnishing of documents, including certificates of education and clearance certificates from previous employers, if any. After considering all these points, only the candidates are offered to join HumanX Technologies Ltd. to provide the organisation with a highly qualified team that best suits the organisation.

With the help of this systematic strategy, HumanX Technologies Ltd. can be sure that every stage of the hiring process is in accordance with its dedication to quality, which will finally result in the hiring of exceptional individuals who will be the company's major source of success.

2.3.4 Administration

The admin team will then disseminate business cards and ID cards, bring gifts for new employees, and answer any questions that the new hires may have regarding computers. As well, ensure you create a friendly environment for them on their first day at work. Every month, there is a birthday celebration for all the employees whose birthday is in the specific month. In these special circumstances, people are welcomed at once, such as the CEO, internees, and organisational secretaries. All these activities are managed by the admin team. Every outgoing communication: making reservations for premises, arranging excursions, maintaining relationships with any and all partners and contractors. Besides, they are responsible for tasks that relate to business legalization, such as preparing visas, obtaining permits for foreign workers, and managing all other paperwork for the enterprise. Helps collect information and

relevant paperwork about these candidates for the HR Operations and Talent Acquisition departments.

2.3.5 Employee Engagement Activities

At HumanX Technologies Ltd., they recently introduced the idea of 'employee engagement' as one of the company's values, which means that they aspire to create a working environment that is inspiring, encouraging, and stimulating for the employees. Being an HR technology company, they know that people are the key to new ideas and high performance, with a focus on their health, development, and attachment to the company.

Some of these include organising team-building activities to enhance team cohesion as well as foster positive working relations with other teams within the organisation. These run from off-site meetings to inner-organisation exercises and are intended to promote the cohesion of the employees. They also provide wellness activities to address the physical and health aspects of the student, such as a fitness challenge, mindfulness, and health care provider talks. These programs not only make the atmosphere light and happy but are also helpful to the welfare of our team.

Figure 3: Employee Engagement Activities of HumanX Technologies Ltd.

Another is through recognition activities, during which they highlight our employees' performance and appreciate them for the good job they have done. This includes bonuses, which are normally given on a monthly basis, employee recognition programs, and even

praising an employee during a meeting. This goes a long way in enhancing the worth of any given individual's contribution to the success of the company.

There is another very important area on which they focus: professional development. They provide provision for growth and development of knowledge through the presentation of workshops and training programs during and outside the workplace and access to online learning resources. This means that the employees at their company are continuously improving their experience and knowledge, as well as keeping relevant to the changes within the industry, to the benefit of the staff members as well as the organisation.

Moreover, effective communication is supported by daily meetings, questionnaires, and reporting of the employee's issues, concerns, and ideas. This helps them to focus on their team members as well as take their problems seriously, thereby promoting a strong working relationship.

Therefore, the deployment of these engagement activities as parts of their business processes also improves the organisational commitment of HumanX Technologies Ltd., in addition to creating a strong human resource capable of supporting the company's mission and vision.

2.3.6 Employer Branding Process

Employer branding at HumanX Technologies Ltd. refers to a deliberately planned campaign with the aim of presenting HumanX Technologies Ltd. as an Employer of choice in the contested HR technology industry. They know that employees are not drawn by salaries alone but rather by a well-branded company that really attracts and retains talent.

HumanX starts this process by defining a strong and genuine Employer Value Proposition (EVP), which gives an understanding of what HumanX offers as an employer. Such aspects are their focus on innovation, the work environment, career advancement, and the work-life balance that they are willing to offer. They ensure that this EVP is communicated and reinforced throughout the recruitment process—via the jobs advertised, the social media associated with the company, and during the interviews to ensure that the candidates know what HumanX is all about and what they are likely to get if they join the team.

For another thing, HumanX makes aggressive promotion of their employer brand by advertising the workplace environment. They often post positive accounts of employees' performance, issuing and other organisational activities, and even snippets of employees' everyday organisational lives on social media platforms and its official website. However, this act of transparency does not only help in getting the trust of the possible applicants but also in enhancing the link between HumanX and the current workforce as they get reminded of the good things about being employed at HumanX.

Also, they incorporate employee advocacy as a key pillar in their employer branding process. Currently, HumanX encourages the employees to share their experiences and reviews of the company on social sites such as LinkedIn. In doing this, they increase the presence of real people that potential candidates are likely to listen to, which further enhances the company's image as a great place to work.

Another area that HumanX commits to is the company's professionalism and its workers' training and incentives initiative, which is an important part of the company's branding strategy. They provide too many opportunities to learn, to improve health, or to be valued; in this way, they not only increase satisfaction levels but also ensure that employees will 'advertise' the organisation to their followers.

Last but not least is the process of continually tracking and improving the employer brand that HumanX has. They use feedback and reputation management instruments such as employee satisfaction and external brand positioning studies to gauge the organisation's brand image within and outside the organisation. It enables them to optimise the courses of action they undertake in order to maintain the employer brand as appealing, meaningful, and significant to prospective great performers.

Altogether, HumanX Technologies Ltd., by these means, strengthens and maintains a strong employer brand, which helps the company attract the best talents and retain them while also reinforcing its position as a leader in the field of HR technology.

2.3.7 Training & Development

HumanX tries its best to provide the opportunity for suitable training and development for the employees because of their concern about an individual's career. On most occasions, they employ the following training methods, Non-Technical Skills Personal management and

communication skills problem solving, decision making, and time management; interpersonal skills conflict.

Online e-learning: This self-paced learning is possible at a time most convenient for the employees using the various e-learning platforms. HumanX is the global leader in terms of delivering training programs.

On-the-job training: In most cases, senior police and/or co-workers teach junior officers, interns, and new employee's new tasks at the workplace. They enable a faster transition to the new role by making them familiar with it before actually doing it.

Instructor-led training: run by experts in their fields, sales training programs also offer a range of instructor-led courses, some of which include sales training, Microsoft Excel, Power Point (Slide Making) & delivery), and leadership development.

Tests and Case Studies: Besides, through tests, lecture notes, research papers, and cases, HumanX offers training for its staff.

Workshop: That is why HumanX provides various training on the given fields, as it is pertinent due to the constant advancement in technology. HumanX always conducts talent management and training for its staff, especially in its Executive search.

Figure 4: Training Activities of HumanX Technologies Ltd.

2.3.8 Compensation & Benefits

HumanX has done tremendously by offering many benefits and privileges to its employees. These are mainly: commission, production commission, competitive remuneration, end-of-year bonuses, medical care, and paid shut-out year leave of 20 days. High performers receive decent badges, a specific and recurring Monthly Sales Target badge, and free trips paid by the company. Besides, the employees would have cheaper rates of interest on loans borrowed for acquiring houses and vehicles. In addition, staff are privileged to get gifts from the business on

special occasions such as marriages and childbearing. First-class bus or rail travel or first-class accommodation packages go along with employees from the employer during official business trips. These are some of the ways in which the company commits to ensuring that it offers a healthy workplace, is safe for employees, and provides a rewarding place of work for its employees. This demonstrates how committed the company is to ensuring that a   workplace environment is maintained to appreciate the employees.

2.4 Marketing Practice

Marketing is an essential function of HumanX Technologies Ltd., and the company uses a systematic and integrated system to market its products, communicate with its customers, and stimulate business growth. This paper provides an analysis of the various aspects of the marketing practice of the company in detail:

2.4.1 Digital Marketing and Online Presence

Search Engine Optimization (SEO): HumanX Technologies considers SEO as one of the critical aspects that define their digital marketing strategy. This is due to the fact that they know that to be seen and be believable, one has to be on top of the search engine lists. Some of the SEO strategies the company uses include proper use of keywords, on-site and off-site SEO, and frequent updating of the content on the website to make it relevant and credible. They also concentrate on the technical aspects of SEO, such as speed, mobile friendliness, and SSL, to make the website friendly for users and search engine optimization. Thus, HumanX can always be found by clients in need of HR technology solutions, as the company actively works on its SEO.

Social Media Marketing: Taking advantage of social media, HumanX has official pages on LinkedIn, Facebook, Twitter, and Instagram. These platforms act as crucial ways of establishing brand voice, interacting with the audience, and generating leads. The company's social media has news, new products or services, case studies, and other informative and interesting contents related to the industry. They interact with their followers through posts, polls, and live sessions where people in the HR industry and business executives are targeted to follow their page. To monitor the changes in social media metrics, HumanX adjusts its content strategy based on the audience's continually changing interests.

Figure 5: Social Media Poster of HumanX Technologies Ltd.

Content Marketing: Content marketing is used by HumanX to generate its thought leadership in the HR technology sphere. The company often publishes a number of useful materials for consumers, such as blog posts, white papers, eBooks, case studies, and infographics. This content is intended for their target readers who are interested in updates on current issues and advancements in HR management and technology. As a solution, HumanX focusses on the challenges and concerns of HR executives and thus becomes their go-to resource for information. This way, it not only wins new customers but also tends to the ones already in the client's base by offering them constant value.

2.4.2 Brand Positioning and Thought Leadership

Webinars and Workshops: HumanX often conducts and participates in webinars, workshops, and industry conferences in order to present themselves and identify business opportunities. These events range from the use of technology in the human resources industry to effective ways of acquiring talents. Thus, by focusing on delivering the latest trends and methods, HumanX becomes the key player in the HR tech industry. These events also help the company present its products and services in action and thus give the attendees a practical experience of the value proposition of the company. The event follow-up and content repurposing increase the overall audiences and outcomes of these activities.

Partnerships and Collaborations: Marketing is an important element of HumanX's business, and collaboration is a vital approach in the marketing process. To achieve this, the company collaborates with other organisations that deal with human resources, influential people in the industry, and academic institutions to develop content, organise events, and increase the company's reach. These partnerships not only increase the credibility of HumanX but also open the company to new markets. For example, having a webinar in collaboration with a popular

HR association will bring in an audience that has not heard of HumanX but is concerned with the topic. Thus, the company continues to strengthen its status as the leading provider of HR technology solutions by partnering with other reputable organisations.

Figure 6: Collaborations of HumanX Technologies Ltd.

2.4.3 Targeted Advertising and Lead Generation

Pay-Per-Click (PPC) Campaigns: In order to target particular demographics of the target market, HumanX uses PPC advertisements on search engines such as Google Ads, professional networks such as LinkedIn, and social media. These campaigns are meant to attract quality traffic to their website through the use of keywords and audiences that would best fit their target market. HumanX is very particular in monitoring the results of these campaigns, where they record CTR, conversion rates, and ROI, among others. It helps them adjust their ad strategies accordingly, ensure that their budget is well utilised, generate leads, and build brand awareness.

Email Marketing: HumanX uses targeted email marketing to develop leads and keep clients informed. Their approach to email communication is also quite diverse, as they send newsletters, promotional messages, invitations to events, and even content that is relevant to the specific customer's preferences and requirements. It further categories its email lists according to industry, job position, and level of engagement with the company. Automated email sequences help nurture leads through the sales funnel, from the moment of the lead's interest to the moment of conversion. Moreover, the data collected from these campaigns is regularly evaluated in order to make further improvements to the content and the approach.

2.4.4 Customer Relationship Management (CRM)

Client Feedback and Surveys: HumanX also focusses a lot of its attention on the client's requirements and satisfaction survey. They actively gather and process the customers' feedback and reviews by conducting surveys, interviews, and customer satisfaction scores using tools in CRM. This feedback is important in enabling the organisation to know the areas that need improvement in its products and services and for the sake of keeping customers happy. Therefore, based on the lessons learnt from feedback, HumanX can enhance the products and services it offers, improve its support, and therefore improve the client relationship, thus increasing the level of retention and loyalty.

Loyalty Programs and Referrals: HumanX is aware that word of mouth is something to be valued, and the clients' word holds tremendous weight. They have created reward programs where customers who are loyal to the given company are granted special privileges, discounts, or get to use new services first. Further, they encourage new business through client referral by awarding the client and new business to HumanX. This also assists in getting new customers at a cheaper rate while at the same time strengthening the relationship between the company and its customers. This means that HumanX creates a society of happy customers who promote the brand on their behalf, thus helping the company to increase its marketing influence and power in the market.

2.4.5 Marketing Issues and Gaps at HumanX Technologies Ltd.

However, there are some problems and areas that could be a threat to the effective exploitation of the markets and achieving the planned growth of HumanX Technologies Ltd. Below are the key marketing issues and gaps, along with potential solutions:Below are the key marketing issues and gaps, along with potential solutions:

1. Limited Brand Awareness in New Markets

Issue: Although the company has gained a foothold in some of the regions, HumanX is not very well-known in the newly emerging or international markets. This could mean that they are not very aware of these markets and may thus fail to seize them and capture new clients.

Solution: The company should use targeted advertising in new markets that addresses the unique characteristics of the region. This might involve collaborations with local opinion

leaders, attending HR congresses & forums in the particular region, and running advertising campaigns with a focus on regional keywords and content. Also, the translation of the company's website and other marketing materials into the local language may help to increase accessibility and appeal.

2. The overuse of Digital Marketing Channels

Issue: This approach of HumanX to digital marketing may not consider clients who are still not very much into social media platforms, or the PPC ad targeting might not consider clients who may prefer traditional forms of marketing. It could lead to a failure to tap into a larger market that can be targeted.

Solution: HumanX should consider the use of other marketing strategies that include the use of print media, direct mail, and participation in trade fairs and shows. It can also be useful to host live meetings or become a supporter of live HR communities to reach an audience that values personal communication.

3. Inconsistent Messaging Across Platforms

Issue: This may lead to clients receiving conflicting information from different marketing platforms and therefore reducing the effectiveness of the brand. Because the information, tone, and style of the textual content appearing on the website, social media, and other brand communication tools may differ significantly, the audience may get a fragmented idea of the brand.

Solution: HumanX has to come up with a brand messaging architecture that can be implemented across all the platforms. It is recommended that this framework contain information on tone, style, key messages, and visual identity. To achieve this, marketers should ensure that there is a regular audit of the marketing content across the different channels as a way of maintaining the consistency of the brand's core values and proposition.

These marketing problems and opportunities identified in this study will help HumanX Technologies Ltd. improve its market standing, customer contact, and continued growth. Through changes in the marketing approach, unified messaging, stories from customers, and nurturing, and paying attention to both brand and employer branding, HumanX can enhance its market standing and fulfil its business goals.

2.5 Financial Performance and Accounting Practices
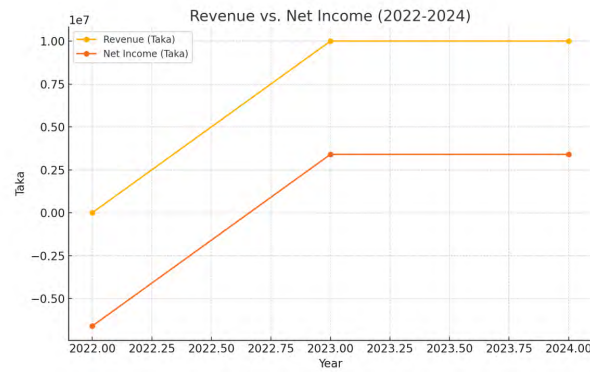### 2.5.1 Financial Analysis

Table 01: Revenue vs. Net Income of HumanX Technologies Ltd.

This bar graph will also illustrate the trend in the company's revenue and net income for the three years in question. In 2022, there is no revenue, and it is in a position to incur a loss. The revenue in two years, 2023 and 2024 will be 10 million taka, with a net income of 3.4 million taka each year. With these, the tax policies are not beneficial enough for the revenue generation of the country, as it could gain 4 million taka each year. The generally flat revenue trend suggests that the company achieves its total revenues on a rather steady basis; however, profitability remains robust.
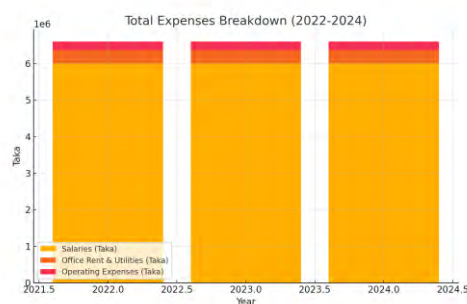

Table 02: Total Expenses Breakdown of HumanX Technologies Ltd.

This type of bar chart shows the expenses for the company in terms of salaries, office rent & utilities, and operating expenses. Wages and remunerations are the largest component of total expenditures, and this is followed by rents, utility costs, and operating costs. The costs are fairly tuned for the three years to reflect the operational expenditure for the company.

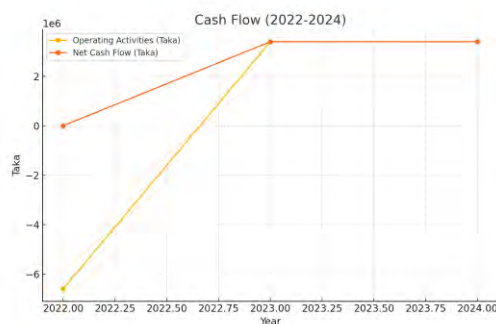**Table 03: Cash Flow of HumanX Technologies Ltd.**

This graph shows the company's cash flow from operating activities and the net cash flow for three years. This means that there will be no operating income in 2022 so there will be only net cash flow. In the fiscal year 2023 the company's operating cash flow and net cash flow are positive, demonstrating good corporate performance and solvency.
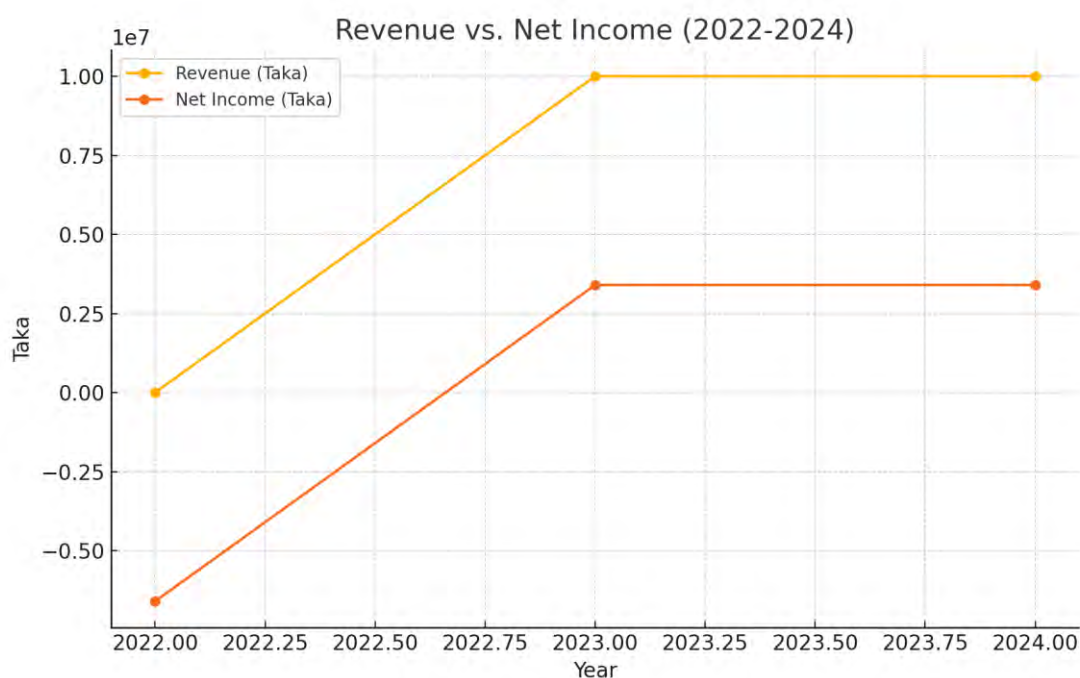
Table 04: Retained Earnings of HumanX Technologies Ltd.

The following is a line graph depicting the retained earnings over the period of three years. It is evidenced that the company begins with negative retained earnings since it suffered losses in 2022. However, as the company becomes profitable in 2023 & 2024, retained earnings become positive by the end of 2024 which again suggests that the financial position is getting better.

1. Financial Performance Overview:

Based on the financial data revealed, HumanX rapidly and significantly boosts its financial performance since incorporation has proven profitability in a relatively short span of time. At first, there were issues with the clearly defined financial objectives because there was no revenue to speak of and the equity was negative. Nevertheless, it has been moving to a profitable organisation with sufficient liquidity and increased revenues.

2. Liquidity and Solvency:

Liquidity: HumanX's liquidity situation improves from 2023 onwards, which is evident from the   of the current ratio, revealing that the company has sufficient cash to meet its accounts payable. This gives an indication of a strong financial base for attending to any emergent financial obligation.

Solvency: In the value of the illustrated years, the company has kept a zero-debt policy and, therefore, has an undefined debt-to-equity ratio. This low-leverage approach suggests that HumanX does not have to pay a lot of money to borrow money again and once again comprehends that it is not using external financing to drive growth.

3. Profitability:

Net Profit Margin: HumanX attains a healthy net profit margin of 34% in the years 2023 and 2024 which demonstrates good control over costs and profitability after the commencement of revenues.

Return on Equity (ROE): ROE is significantly high in 2024 because of the transformation from negative equity to positive equity, which shows an impressive return on equity as the firm attains its profitability status.

4. Efficiency and Growth:

Efficiency: While more specific information on the distribution and details of the company's assets is not available, a summary of the company's expense ratios gives grounds to believe that costs are well controlled. Salaries are the largest cost of operations; however, they are offset by the large profit margins foreseen, meaning that HumanX is controlling operation costs well.

Revenue Growth: The firm was able to earn a huge turnover within the second year, from Tk. 0 to Tk. 10 million, and a steady turnover in the third year. This suggests effective market penetration as well as sustaining revenues at the rolled-out networks.

5. Economic Value Added (EVA):

EVA: HumanX's EVA reaches positive amounts starting in 2023 which implies that the company is returning more than its cost of capital and therefore creating value for the shareholders.

6. Market Value and Valuation:

Market Value Added (MVA): Even though the MVA computations are lacking, one can infer that changing from   a position to a profit position enhances the organisation's market value. This means that, with time, the company is valued higher since it is in a position to make profits at some point in time.

7. Final Insights:

Let me present to your attention the HumanX Company Performance Analysis, where it is possible to conclude that the company experience stirred up an impressive financial recovery and growth tendency. The company, which has high operating margins, reasonable liquidity ratios, and no debt on its balance sheet, is prepared for future growth. One of the most important changes is shown by the shift from negative equity to significant levels of profitability, which also indicates efficient control and planning.

2.5.2 Accounting practice

In the past three years, HumanX Technologies Ltd. has shown that it is a company that pays a lot of attention to the guidelines provided by the basic accounting concepts, and has not compromised on the issue of being clear, precise, and accurate in reporting its financial statements. They have identified our core areas of strength and weakness in the financial statement analysis of the company by doing some assessment of the annual reports.

1. Adherence to Core Accounting Principles: For this reason, HumanX Technologies Ltd. observes and adheres to the Generally Accepted Accounting Principles (GAAP) in its truest sense. Its financial statements are prepared in respect of these principles so that they depict the true and fair picture of the financial position of the company. It becomes evident that key guidelines such as the principle of consistency, the principle of prudence, and the matching concept are strictly adhered to thereby presenting the relevant stakeholders accurate information that they can rely on while making their decisions.

2. Accrual Basis of Accounting: The established business practice which is also consistent with the industry is the accrual basis of accounting used by HumanX Technologies Ltd. This approach facilitates them in recognizing revenues and expenses when they accrue or by the time they are earned or incurred respectively and not when cash has exchanged hands. They do this because this method gives a true and accurate picture of financial position because all financial obligations and income within the period of trading, however short, are taken into account to show how well a business is performing while it is operation.

3. Comprehensive Accounting Cycle: HumanX Technologies Ltd. keeps track of all activities of the accounting cycle starting from the identification of the transaction and its recording to the preparation of the financial statements. The first step involves the journalizing of the transactions, the second one involves posting to the general ledger, preparing the trial balance, and in the last step the necessary entries are adjusted. They stand guard to ensure all accounts are balanced before closing ending up as accurate and well-timed preparers of their financial statements. The systematic approach of this cycle to enrich the company's accounting policy helps to adhere strictly to the methodology of financial reporting.

4. Depreciation Methods: As for 'depreciation,' it has taken the straight-line method with regards to the fixed assets of the company; this is in consonance with our adage of simplicity and consistency in asset valuation. This method helps to reduce the cost of assets by dividing it in equal balances all throughout the useful life of the items. As a result, the expenses are aligned with the revenues realised from the assets. This approach can be especially applicable to our technology infrastructure because it helps to keep depreciation expenses reasonable and not overestimate or underestimate the asset's usability.

5. Accounting Disclosures: From this analysis, HumanX Technologies Ltd. 's strategic emphasis will be clear, and they make extensive disclosures in their financial statements. Such reports include accounting policy and other notes, disclosures of contingent liabilities, and A summary of any significant change in the company's assumptions and estimation techniques used. They make certain that all important information provided is well disclosed, thus enabling the stakeholders to grasp the various determinants of our financial performance. But most importantly, this level goes far beyond just meeting the regulations and serves as a reliable way of engaging their investors, clients, as well as partners.

6. Compliance and Auditing: As for assurance, HumanX has subjected themselves to receiving external audits frequently to check the accuracy of their financial statements and the adequacy of their internal control systems. The results of these audits are in fact reported in their annual report, thus illustrating our dedication to realising best practices in both financial integrity and efficiency and compliance.

In total, HumanX Technologies Ltd. has always illustrated its compliance with the strict standards of accounting that ensure local and international compliance with the legal guidelines. They keep saying that they follow the fundamental accounting concepts, use the accrual accounting method, and provide full disclosure to make sure that their statements fairly represent the company's condition and the results of its operations. But this proper attitude towards accounting not only helps them to build a more solid financial position, but, finally, contributes to increasing the trust of our stakeholders to the further perspectives of the company's development.

2.6 Operation Management and Information System Practices

HumanX Technologies Ltd. enhances the management of operations and applies modern information technologies to streamline HR services and provide a wide range of services to customers. This is because the company has adopted efficiency, automation, and technology in the management of all its HR activities to ensure that business operations are smooth and resourceful. The following are the core areas of operation Management and information systems at HumanX Technologies Ltd.

2.6.1 Process Automation and Workflow Optimization

HumanX uses the latest technology to automate HR processes and minimise the role of human intervention in the process. Some of the menial activities that have been integrated into automation include payroll processing, attendance, and CV filtering and sorting, which reduces the occurrence of errors and speeds up the process. Through these, HumanX is able to maintain standardisation and reduce errors that may arise in the course of its operations. For instance, the automated payroll system determines employees' wages, taxes, and other deductions automatically to make timely and accurate disbursements. Applications such as project management software help in streamlining collaboration, performance monitoring, and completing tasks within the set time, thereby cutting costs.

Figure 7: Automation of HumanX Technologies Ltd.

2.6.2 Integrated HR Information Systems (HRIS)

The company has an integrated human resource information system (HRIS), which is used in tracking and managing all aspects of human resources. This system is used for storing, analysing, and accessing information concerning employees, their performance, and compliance issues. The HRIS in HumanX enables convenient storage and retrieval of information and also provides important information that can be used for decision-making. The system is capable of performing a number of HR activities, including recruitment, onboarding, performance reviews, and managing benefits. Also, the HRIS is scalable to allow for the growth of the company and the large volume of data that will be generated without affecting the system's performance and security.
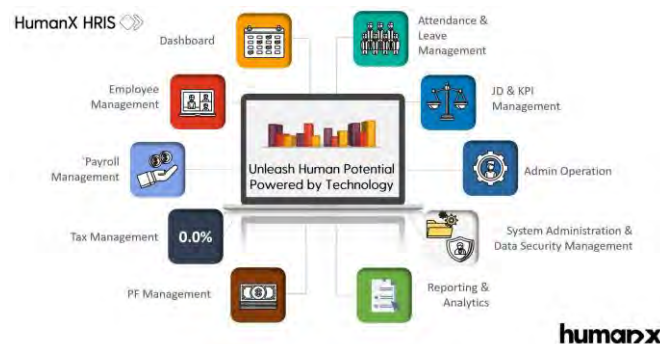

Figure 8: HRIS of HumanX Technologies Ltd.

2.6.3 Data-Driven Decision Making

HumanX uses data analysis and business intelligence solutions to analyse operations data and monitor KPI to make strategic decisions. This approach puts the company in a good position

to be able to understand the trends that need to be followed or the needs that have to be met, and this is in the right direction for the business. For instance, HumanX leverages analytics to measure the success of their talent acquisition strategies through such factors as time taken to hire, recruitment costs, and employee turnover rates. These findings can be used to enhance the various recruitment strategies in order to enhance the quality of the employees hired. Data-driven decision making also applies to the allocation of resources, where the company can allocate funds as well as resources to various areas with the aim of getting the best results.

2.6.4 Scalable IT Infrastructure

HumanX has made an investment in a robust IT system that can accommodate the company's growth and its activities. These are cloud platforms, data storage systems, and encryption technologies to ensure that information is safe. This is because the operations of HumanX are based on the cloud, which enhances the company's ability to expand its operations without incurring large hardware costs. It also enables teamwork and flexible working, which allows the teams to get all they need from any location; this is quite beneficial for a company that has an international branch like HumanX. In addition, the focus on cybersecurity enhances the protection of clients' and the company's data from theft and other forms of espionage, thus building trust and meeting the data protection laws.
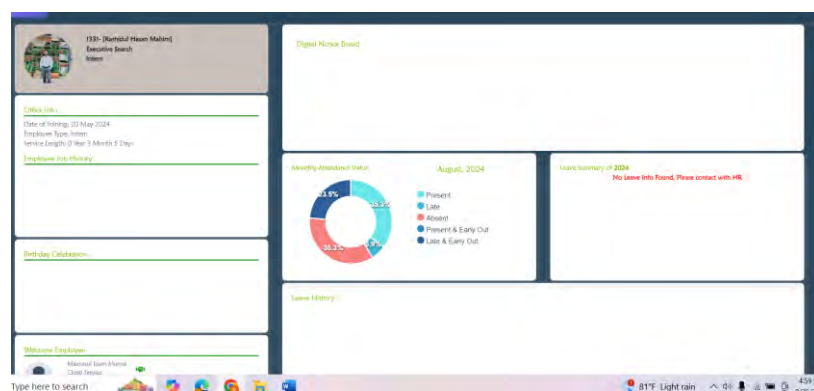

Figure 9: HEXA of HumanX Technologies Ltd.

2.6.5 Continuous Improvement and Innovation

HumanX encourages and promotes cultures of learning and development in all aspects of the organisation. It assesses its procedures and systems to find out possible ways of improving them and introduces new technologies and methods in order to maintain the company's

leadership position in the industry. Another clear manifestation of this is in HumanX's talent management strategy, where they use the most modern equipment and methods to identify and select the best candidates. For instance, the application of analytics in the recruitment process for candidate screening allows the company to identify the most suitable candidates for the particular positions, thus reducing turnover and enhancing performance. It is also important that initiatives that are associated with the continuous improvement of the organisation include the training of employees in order for them to be well placed to operate new technologies and deliver excellent service.

HumanX Technologies Ltd.'s operation management and information system are crucial for the company's success in providing high-quality HR solutions. It has adopted process automation, data-driven decision-making, scalable IT infrastructure, and continuous improvement to make the company efficient in the global market. These practices not only help in improving   performance but also contribute towards the company's vision and mission of growth, sustainability, and customer satisfaction.

2.6.6 Information System Practice

HumanX uses various technologies for ensuring a smooth service experience; those are given below.

Microsoft Outlook: Users receive various emails from both internal and external stakeholders, they also receive scanned documents or scanned documents directly to their Microsoft Outlook account.

Microsoft Office Tools: HumanX uses a variety of office programs, including Microsoft Word, Excel, and PowerPoint, to create formal documents, do calculations, and create presentations.

Microsoft Teams: For internal connections among office members, both local and global, with instant messaging.

WhatsApp: It is actually used for all kinds of communication.

HEXA: They use it to collate all the information and record all kinds of data.

2.7 Industry and Competitive Analysis
2.7.1 Porter's Five Forces Analysis

Figure 10: Porter's Five Forces of HumanX Technologies Ltd.

1. Threat of New Entrants: Some of the risks are moderate, while others are high.

The headhunting and HR services industries in Bangladesh is somewhat moderate to highly capitalised. As a matter of fact, the capital that is required to start a headhunting firm is relatively low as compared to other industries. But the most significant problem is another: to create a brand, to build a contact base, and, most importantly, to gain credibility among both customers and job seekers. Organisations such as Manpowerbd, Enroute, and Grow & Excel have already built their position in the market due to their experience, large networks, and strong clientele. The new entrants would have to spend more on advertising and relationship development, and this means that they will struggle to break into the market without something new to offer.

2. Bargaining Power of Suppliers: This is low.

In the case of headhunting companies, it is possible to consider the "suppliers" as the potential employees to be recruited. As Bangladesh has a large and expanding population and workforce, the availability of candidates is not a constraint. This weakens the candidates' negotiating power, especially in positions that don't demand specific expertise. Thus, big pools of unemployed graduates are available for firms like Munshi HR and Bangladesh Human Capital to meet their clients' demands, reducing the impact of any specific candidate or a group of candidates.

3. Bargaining Power of Buyers: High

Headhunting firms' clients, for instance, businesses in search of talent, also exercise a lot of power. There are many firms that are offering similar services in the market, and this gives clients the freedom to switch between providers if they feel that they are getting a better deal or services from the other firm. Such companies as Enroute and Grow & Excel have to learn how to improve and add more services in order to keep their customers. Furthermore, the availability of digital platforms and job portals leads to pricing and service standardisation, which gives clients more power in negotiations.

4. Threat of Substitute Products or Services: Moderate:

The factors affecting the threat of substitutes in the headhunting industry are assessed as moderate. In comparison with traditional sources of job search, like internal HR departments or online websites, headhunting firms can be considered substitutes that provide a more focused and deeper search. However, with the advancement in the use of AI in recruitment, this may be a future threat to headhunting services, as they may be expensive and time-consuming.

5. Industry Rivalry: High

The headhunting industry in Bangladesh is very competitive. The leading providers in the market, including Grow & Excel, Manpowerbd, and Munshi HR, are struggling for a large number of high-profile clients, and this has resulted in low pricing and constant developments in the services delivered. This high level of competition requires the organisations to differentiate themselves through aspects such as quality and speed of their services, as well as other value-added services like training centres and CV banks, as observed in Bangladesh Human Capital.
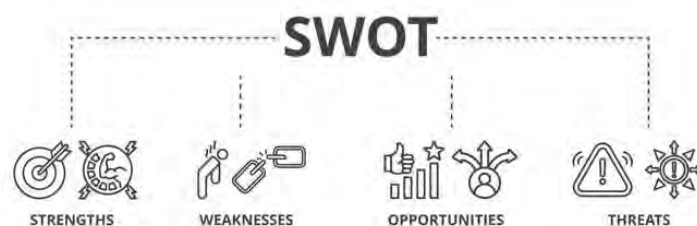
2.7.2 SWOT Analysis

Figure 11: SWOT Analysis of HumanX Technologies Ltd.

HumanX's external opportunities and threats, in addition to its internal strengths and weaknesses, may all be found through a SWOT analysis. The organisation's strategic planning and decision-making processes can benefit from this examination. This is the HumanX SWOT analysis:

Strengths:

Comprehensive Service Offerings: HumanX Technologies Ltd. is an HR solutions provider company that offers its clients a number of services such as consultancy services, executive placement, training, payroll processing, and outsourcing. This enables the company to embrace many clients since they are in a position to offer a cocktail of services in relation to HR services.

Digital Platform and Technological Integration: The company holds a very efficient technological support system; it provides a complete HR solution on a single digital platform. This integration enhances the efficiency, scalability, and accessibility of the management of HR operations for the clients in their day-to-day business.

Global Reach: HumanX Technologies Ltd. has the potential to target both the local and international markets since they are involved in the design of mobile applications. This global strategy also helps the organisation minimise the impacts associated with economic challenges in certain countries.

Skilled and Experienced Leadership: The leadership team, the CEO, and other executives have significant experience in the industry and a clear strategic vision for the company. Their ability to provide business value through technology- enabled HR service delivery makes HumanX Technologies Ltd. a company of reference in the provision of services in the HR industry.

Weaknesses:

Relatively New in the Market: HumanX Technologies Ltd. was launched in 2022 and therefore is relatively young as compared to other existing competitors in the market. This may lead to reduced brand awareness and, hence, reduced credibility among potential clients, and they may not be able to compete with the already established competitors.

Resource Constraints: One constraint that the company has is a lack of personnel, which hampers the organisation's ability to multi-task. This resource limitation can result in

slowdowns and inefficiencies, especially when working on large projects or dealing with multiple clients.

Manual Processes: However, there are some processes, such as CV sorting, that are still done manually, and this is a tedious process that is associated with human errors. This could impact the overall effectiveness of the talent acquisition process and, hence, slow down the delivery to the clients.

Dependence on Key Personnel: The following are some of the drawbacks of the company: The company is dependent on particular individuals to make decisions and run the operations. The problem is that if these individuals are not in the company or if they decide to leave the company, it will affect the business continuity and the clients.

Opportunities:

Growing Demand for HR Technology Solutions: Further, as businesses are now looking forward to automating their HR processes, there is a rising need for an all-encompassing digital HR strategy. This presents an opportunity for HumanX Technologies Ltd. since the company is in a good position to extend the tech-led services to other people.

Expansion into Emerging Markets: This is especially the case in emerging markets where organisations are seeking to improve their HR functions. Thus, HumanX Technologies Ltd. can open new markets and gain new revenues and market share by entering these markets.

Strategic Partnerships and Collaborations: Partnering with other organisations in the technology industry, training institutions, and international human resource management organisations will strengthen the company's service delivery and make it credible. It can also give the company a chance to access new customers and unique HR products and services.

Enhancement of Employer Branding Services: With more and more companies paying attention to the concept of employer branding to attract the best talents, HumanX Technologies Ltd. has good opportunities to develop its services in this regard. This is especially the case when the targeted service is the provision of employer branding consultancy.

Threats:

Intense Competition: The market for both HR technology and headhunting is fast-growing and highly competitive in Bangladesh, with such well-known companies as Manpowerbd, Enroute, and Grow & Excel. These are some of the strong competitors who pose a threat to HumanX Technologies Ltd.'s market share.

Economic Instability: High unemployment rates and a general economic recession, especially in countries such as Bangladesh and other emerging markets, may pose a threat to investment in businesses in HR services. Some of the areas that can be reduced are HR spending, where companies may opt to outsource or hire consultants, which may affect HumanX Technologies Ltd.'s revenue.

Technological Disruptions: Emerging technologies and innovations in the field of AI and machine learning may also result in new recruitment tools that are potentially more affordable than the traditional services offered by HR firms. If HumanX Technologies Ltd. fails to embrace these technological advancements, then there is a high tendency for it to lose its competitiveness.

Legal and Compliance Risks: Since the company is doing its business across different jurisdictions, it has to meet the legal and compliance requirements. Fluctuations in labour laws, data protection standards, or any other human resource management policies may lead to unpleasant operational issues or increased expenses.

This SWOT analysis of HumanX Technologies Ltd. gives a detailed examination of the current situation of the company in the market as well as the areas that the company can capitalise on, areas that need improvement, opportunities that the company can grab, and threats that the company is exposed to.

2.8 Recommendations

Invest in Automation and AI Integration: Therefore, to address the problems present in today's CV sorting and the first-level assessment, HumanX Technologies Ltd. has to acquire improved automation tools and digital AI recruitment technologies. These tools simplify the process of recruiting, reduce the errors' rate, and help HR focus on more important issues. Looking specifically at the use of AI in aspects such as candidate matching using relevant

algorithms in creating and using a prediction model as well as in engaging in chatbot-like communication, the process can be expedited and made more accurate.

Strengthen Employer Branding Services: Employer branding is a key area of value that will assist HumanX Technologies Ltd. in attracting the right talent for the organisation; as such, the firm should diversify into this area. Clients can build beautiful, competitive employment brands through the use of employment brand instruments such as social networking sites, client testimonies, and brand stories. Therefore, clients can build sophisticated employment brands. strategies. Not only does it extend the services available to the company's clientele, but it also positions HumanX in a growing specialty service sector.

Enhance Resource Management and Capacity Building: In light of this, it is required that current problems to do with lack of resources be addressed, and this should be done through building up capacities and resource management. At times, it is possible to interview candidates for a similar job and offer them employment to accomplish some of these tasks and thus eliminate the current workers. There are also benefits that come with training and development among the human resources at the workplace; for instance, they enhance the working capacity of multitasking as well as   productivity. It also assists in managing the flow of work in such a way that the firm is in a position to handle large projects and more than one client without falling short of the standards set.

Develop Strategic Alliances and Partnerships: And it will also benefit HumanX by forming cooperating relations with technology companies, educational establishments, and professional human resources associations in foreign countries. For the technologically inclined, firms and organisations can obtain modern technologies in the field of human resources through tie-ups, while the intellectual capital of educational institutions could provide training and certification to HRM organisations. The partnerships also assist in improving the standard of services being offered, apart from improving the reputation and customer base of the business.

Finance Related Alertness: As for the financial performance, HumanX may use the culmination of its profits to finance growth strategies that would include new markets or new products. However, as at the current position, the zero-debt policy minimizes the risk, but the corporation might benefit from the application of debts to boost growth options without exposing the firm to great risk. Therefore, HumanX has transitioned from operating in the rather fragile state of a start-up company to a stable, highly profitable business with sound

working capital and cost control. First, the financial health status of the company supports the company's future growth and profit projections.

Enhance Marketing and Brand Awareness: Hence, HumanX Technologies Ltd. has to evaluate the notion of having a higher intention for advertising concerning brand awareness. This may consist of articles, blog posts, videos, and other content pieces that are posted on social media platforms, or attending events or conferences relating to the industry. One can get new contracts and make others trust the business by making use of success stories, examples, and clients' references. The company should also invest heavily in other subcategories of digital marketing, including industry or geographically targeted marketing.

HumanX Technologies Ltd. may increase operational efficiency, strengthen its position in the market, and spur long-term growth by putting these recommendations into practice.

2.9 Conclusions

HumanX Technologies Ltd. is at the forefront of creating advanced solutions in the HR industry, being at the right place and timing to revolutionise the industry of human capital for the better in Bangladesh and other areas as well. Although HumanX is a company of moderate age, it has become widely known for offering a full range of technological HR services that help businesses improve in every aspect and become more efficient and adaptable. The company's vision of technology delivering people's potential is a great complimentary fit for the new dynamics of the organisation's development needs, and it is a valuable partner in the quest for organisational effectiveness. Nevertheless, as an effectively functioning multifaceted organisation, HumanX has the opportunities and probabilities that could turn into risks and threats: Firstly, the challenges highlighted above are solvable by finding alternative resources and focussing on automating key rocesses. Second, these difficulties may be an opportunity that HumanX can use to enter and dominate the global HR market. More specifically, Saje is well placed to improve its focus on employer branding services, partner with complementary companies and organisations, and improve the robustness of its compliance framework as ways to further its dominance in the field of HR technology. Consequently, HumanX Technologies Ltd. is not just an HR service provider; it is the enabler and shaper of companies' futures with passionate human solutions in combination with technological progress. As the company continues to evolve, it remains committed to its core mission: enabling human resources,

unleashing potential, and bringing positive changes to organisations across the globe. The future is bright for HumanX as it continues to innovate, adapt, and lead in a rapidly changing world.

Chapter 3: Project Part

Talent Acquisition Process: A Detailed Study on the Effectiveness of Initiatives Taken by HumanX Technologies Ltd.

3.1 Introduction

Talent acquisition is a recruitment strategy that is used to locate, attract, hire, develop, and retain top talent inside a business. (Dr.V. Kanimozhi, Mr. Surya Prasad T.K, *Talent Acquisition Process* 2022). One of the crucial activities for the success of any organisation is the identification, selection, and attraction of talents in the market, which is particularly important for HumanX Technologies Ltd. as a provider of efficient HR services. HumanX Technologies Limited is a recently established firm in the field of HR technology from Bangladesh established in the year 2022, but it has employment consultancy, executive search firm, training provider, payroll service, and outsourcing. As it seeks to leverage technology for the provision of efficient HR solutions, any headhunting company is committed to helping businesses optimise investment in human capital as a strategic corporate resource for sustainable business growth (SHRM, 2022). Because the human resource Management technology industry experiences tremendous and excessive change, it is challenging to attract and retain suitable employees—the constant war (Forbes, 2022). HumanX Technologies Ltd. is aware that talent acquisition is not merely significant and needed for the selection of personnel for the organisation only but a business initiative with social corporate management of civilising HumanX Technologies Ltd. as well as the production processes (Gallup, 2018). Considering the current and future development of any company, both on the domestic and international level, there is a need to review talent management practices, occupations, and policies in the context of the company and related activities, to evaluate the efficiency and coordination of the measures taken in relation to the goals and objectives of the organisation as well as the changes that are taking place in the industry today and in the near future (Deloitte, 2019). This research work aims at conducting a critical review of the Talent Acquisition steps of HumanX Technologies Ltd. with a keen interest in the assessment of the effectiveness of the current measures. However, as this report undertook the CV screening, interviewing, predictive index testing, and the assessment centre, it sought to identify the key strengths, weaknesses, and opportunities in the talent acquisition process. The conclusion of this study shall give

recommendations on talent acquisition and attraction, selection, and retention of invaluable talents to support its strategic positioning in the Human Resource Technologies industry. Other broader organisational effects of talent acquisition on employer branding, employee retention, and organisational performance have also been considered (CIPD, 2020). Therefore, it aims at providing tangible insights that reveal places where HumanX Technologies Ltd. could enhance the manner in which it approaches talent management so as to create maximum value from its human capital.

3.1.1 Problem Statement

Talent acquisition is a vital organizational success factor, especially in industries that are bound to change or experience high competition. Structured interviews, and even some predictiveness assessments and other screening methods are among the steps many organisations take to ensure that they get the best employees and keep them. However, the success of these programs is always questionable. While these strategies have been adopted, there is a general feeling that they lack specificity in the pursuit of the organization's long-term objectives, and thus the problem of talent management for sustainable value creation may be difficult to overcome. Hence, it is relevant to question whether talent acquisition approaches used in organizations can maximise organizational goals and needs.

However, inexperience and constant revisions of the company's HR policies and procedures create another level of challenge to talent acquisition. As strategies in HR change with new technologies, changing markets, and new laws, it is important to analyse the changes they bring on recruitment selection processes. The way these modifications have affected the speed and effectiveness of the talent acquisition process, however, is seldom questioned, resulting in doubts regarding how effective the whole process is.

Last but not least, organisations experience challenges in talent acquisition to unleash the human capital and to support business outcomes for an organisation. Several rationalities, including inefficiencies in the current strategies, can thus, in one way or another, deny an organisation quality employees. Therefore, gaps in talent acquisition need to be identified, and these need to be closed so as to enhance recruitment results, acquisition retention, and ensure that talent management acquisition has a positive impact toward business success within an

organization. Making a review of these elements is a vital process for organizations to effectively compete within the current and constantly changing environment of job demands.

3.1.2 Objectives

● To analyse and evaluate the effects of current Talent Acquisition initiatives & their prospects.

● To evaluate the overall effect of changes to HR policies, procedures, plans, and strategies on the Talent Acquisition Process.

● Identify ways to optimize the current talent acquisition process to maximize human potential and generate business benefits.

3.1.3 Literature Review

Talent acquisition is one of the essential strategic human resource management processes that focusses on recruiting and selecting; sourcing and hiring; and hiring and onboarding talent. Talent acquisition is more proactive when compared to recruitment and is a strategic plan for business (Stahl et al. , 2012). According to Dr. V. Kanimozhi and Mr. Surya Prasad T. K. (2022), Talent management is a process of placing and developing the human capital that is needed for present and future postings in the organisation. The talent acquisition process includes several stages: talent acquisition, employee acquisition, recruitment, staffing, sourcing, stakeholder management, and vendor management (Fisher et al., 2021). Workforce planning focusses on future staff requirements for the company that are in sync with the organisational objectives, while employer branding helps in developing a favourable perception of the organisation that may attract good talents (Moroko & Uncles, 2008). Sourcing can be achieved through an increased and active use of technology such as the internet as well as other professional sourcing networks, and the option of engaging candidates keeps them interested (Cappelli, 2001). The selection stage that involves interviewing, and medical and background checks determines candidates that will fit the organisation best, according to Hunter and Schmidt (1998). However, talent acquisition is not without some challenges, like the current dynamic market, and shortage of talent, which increase competition for the best

talents (Bersin, 2019). People hiring must ensure that they use techniques that increase the range of applicants and minimise prejudice (Ng & Sears, 2020). Hence, work relativity becomes a challenge given the recent shifts to remote working, and thus clients need to factor in work relativity in terms of geography as well as work preferences (SHRM, 2022). One cannot also overlook the fact that technology affects the way organisations source talent. With AI and machine learning, the screening of the resumes and selection of the candidates has been made faster and more effective (Upadhyay & Khandelwal, 2018), furthermore, the use of analytical tools for talent procurement has made the prediction of requirements of hiring in the future and the fit of a candidate easier (Bersin, 2020). However, these technologies create issues that touch on matters of data privacy as well as ethical issues (Bogen & Rieke, 2018). Thus, talent acquisition can be summed up as a vital and key process integral for any organisation thriving to succeed, as it is a strategic process that challenges organisations to look for ways to overcome new problems while tapping into technology solutions. Employer-targeted strategies such as preemptive recruitment, promotion of employer branding, and use of technology to support talent acquisition go a long way in ensuring the organisation has the required human resources for the future.

3.1.4 Significance of the Issue

The effectiveness of HumanX Technologies Ltd.'s talent acquisition process is critical for multiple reasons:

● Talent acquisition is an important process that enables the organisation to ensure that the workforce complements the company's strategies of unlocking the human potential to drive organisational value. Talent acquisition is guaranteed as a way of attracting the most qualified people in order to support innovative solutions in the area of HR and consultants' services.

● In the market where, more and more companies are adopting various HR technologies, a strong and efficient talent acquisition system gives HumanX Technologies Ltd. an advantage. Thus, it can be concluded that by overwhelming competition and creating attractive and effective HR policies, the company will ensure its leadership and high-quality service provision at the international level.

● It is noteworthy that a proper and IT-supported talent acquisition process can optimise the hiring process and decrease time-to-hire as well as recruitment costs, thus increasing company efficiency.

● Competent management of talent acquisition ensures that the company can easily hire more human resources to cater for its clients' needs and new markets.

● Obviously, it is important to keep in mind that while talent acquisition is about getting the right people in at the right time, it is also about keeping them happy in the company.

● Evaluating the current strategies that are being employed to attract talents ensures that it's known how efficiently these technologies are employed and hence the areas that need to be further enhanced through advanced technologies.

● Thus, evaluating the outcomes of initiatives related to talent acquisition is an important step in the process of the further development of strategic HR planning.

● Finally, it should be noted that the functioning of talent acquisition can fundamentally affect the results of the organisation's activity. Thus, the company enhances the top-quality employees that can boost or contribute to innovation and productivity.

Therefore, it is paramount for the company to assess talent acquisition strategies as it shape hiring and retention practices for HumanX Technologies Ltd., as well as influence the organisation's front-line business outcomes and its competitive advantage in the operations of the HR technologies industry.

3.2 Methodology:

On my preliminary methodology, I have outlined a clearer research design, technique, population, sample, sample size, sampling technique, data collection plan, and plan for analysis:

Research Design: The research method that will be used in this study will be a mixed method since it involves the analysis of interview and survey data to determine the pattern of the talent acquisition process. I used a mixed-methods approach in my research to acquire a thorough grasp of the talent acquisition process, mixing quantitative and qualitative methodologies. This method made it possible to get rich, in-depth insights through interviews as well as numerical

data through surveys. We were able to triangulate results by combining the two approaches, guaranteeing a more trustworthy and comprehensive study. Our research objectives were addressed from both objective, data-driven and subjective, experience-based viewpoints thanks to the mixed-methods approach, which produced a more comprehensive and useful collection of insights for improving the Talent Acquisition process.

Population: The target audience of the study will be employees and stakeholders directly related to the process of talent acquisition.

Sample: A subset of employees from relevant departments will be selected for surveys and interviews.

Survey: Questionnaires were used in order to collect more measurable contacts from a larger group of participants in order to assess the current Talent Acquisition strategies and the effects of the changes in HR policies. It also allows the accumulation of factual, numerical data on public opinion, which may show efficiency, general tendencies. The survey assists in analysis and evaluation of current Talent Acquisition broad patterns and behaviours within the company with regards to effectiveness of recruitment and jobs fit to business strategies in line with the aim of analysis and evaluation of current Talent Acquisition strategies and practices in the organisation.

Why Use This Method: A survey is useful when seeking patterns and normality over the whole population sample, which gives statistical proof on efficiency, satisfaction, and perceptions concerning certain Human Resources policies and practices of Talent Acquisition. This lets us ask and answer questions such as how the majority of respondents in the study view the process and how satisfied they are, or where the deficiencies seem to be highest.

Survey Respondents: It was administered to a wider population of respondents, which might comprise HR practitioners, recruiters, line managers, and other employees at the organization. It aids in evaluating Talent Acquisition from different angles in the company from the external talent acquisition view point.

Interviews: In-depth interviews were held with CEO, Senior Associate Executive of the organization and Executive Search personnel. This qualitative approach offered in-depth analyses and individual viewpoints on the difficulties and efficacy of the talent acquisition procedure. Introducing open-ended questions enabled respondents to explain certain issues, for

instance, long recruitment cycles and divergent job descriptions, and make constructive feedback like enhancing on data analysis and recruitment assets. This is in line with the goal of assessing the impact of change on the various HR policies and the search for the best ways of applying the current Talent Acquisition technique. The interviews reveal personal experiences and nuanced issues that are difficult to convey through a survey.

Why Use This Method: Interviews are a great way to learn more in-depth, insightful things about people's experiences that can help you understand quantitative data better. In addition to enhancing the quantitative breadth of the survey with qualitative depth, they are useful for investigating complex and subjective topics including managerial strategies, decision-making processes, and specialist operational difficulties.

Interview Respondents: The interview respondents are selected based on their organisational positions, and the insights they provide can be at the strategic management level (CEO), operational challenges (Senior Executive), and the executive implementation level (Executive Search). All of these different viewpoints are important in order to gain a comprehensive view of the Talent Acquisition process and developing actionable recommendations.

Sample Size: Around 30-40 participants will be aimed at to be included in the study.

Sampling Technique: Convenience sampling will be adopted in the study so as to target the participants with activity in the HR operations and talent acquisition plans. It is ease of access and also time and cost efficiency for sampling technique. Anyone from any field can participate in convenience sampling because it does not use any specific inclusion criteria (Convenience Sampling: Research Methodology, 2022). In order to meet the participants' hectic schedules, we used a convenient sample for our study (Islam et al., 2019).

Data Collection Plan: The research used thematic analysis to understand and explore the data, which was selected because it aligns with the interpretivism study paradigm (Peterson, 2017). Through the use of interview coding and topic identification, thematic analysis is able to distil qualitative data. Because of its adaptability, it can be used in a wide range of academic disciplines (Maguire & Delahunt, 2017). For the interview, I'll use the primary method. Under that, I'll use primary data by consulting with the CEO, Mr. Tamzidul Alam, and my Line Manager, Senior Associate Executive - Ms. Mashiat Jahan, and also my mentor, Jannatul Ferdous. I will also get data from the archives of the HR & Admin Department as well as the organisational server and conduct surveys and interviews with selected employees involved in

HR and talent acquisition processes. Also, for secondary data, I'll seek information from the internet as well, like different published articles, websites, and their LinkedIn profiles. I surveyed 40 people extensively to get useful data for an informative quantitative analysis aimed at analysing and evaluating the impact of current Talent Acquisition initiatives and the effects of HR policy changes on recruitment strategies.

3.2.1 Sources of data

This study's data comes from a variety of places. Practical experience is also included in this report.

Primary Data: Questionnaires, in-person interviews with recruiters, surveys, daily work logs, first-hand accounts of the employer branding process, and the opinions and observations of employees in various departments are all examples of primary data.

Secondary data: Information was gathered from secondary sources, including the business's website and internal database. For this study, researchers drew on both primary and secondary sources of information.

3.2.2 Scope of the Report

This report summarises the valuable skills and knowledge that were acquired and the information that was gathered throughout the internship. You will find not only an executive summary of HumanX Technogolies Ltd., but also its core principles and long history, presented below. This report provides a concise overview of the position and its duties, the benefits of teamwork, the steps to become an effective team player, and the role of the team member in achieving team goals. Integration within the organisation's norms, procedures, and tools is also being explored. In this report, various ideas and opinions on HR operations, employer branding tactics, and previous projects are presented. In the final half of this report, the technical and professional development being endured as a result of the internship is being explored in detail.

3.3 Findings
3.3.1 Background of the Survey

Talent acquisition is a strategic HRM process that HumanX Technologies Ltd. utilises to determine, recruit, and select employees with the right talent needed in the company. To

acquire more data for enhancement of this process, the survey was conducted targeting the people who went through the process of talent acting, including both the candidates and the hiring managers. Questions in relation to the structure and organisation of the interviews, perceived fairness and non-bias of the process, and use of   and correspondence of organisational values to the recruitment process were also posed.

The survey yielded responses from 40 participants, thus we had an opportunity to identify their behavioural experience and perception of the task carried out by talent acquisition at HumanX Technologies Ltd. The participants were required to assess their awareness of talent acquisition concepts, their level of satisfaction with the process, communication, and feedback received, and recommend chances that HumanX Technologies Ltd. would offer to other candidates.

3.3.2 Findings from the Survey

The survey results revealed several key insights into the talent acquisition process.:

1. **Familiarity with Talent Acquisition Concepts**:

Are you familiar with the concept of Talent Acquisition?
40 responses
YES
NO
7.5%
92.5%
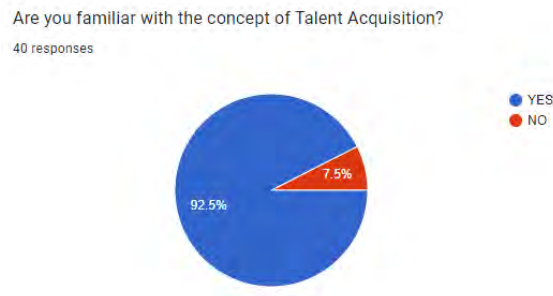
When asked about talent acquisition, most of the respondents, thirty-seven out of forty, stated that they knew about the importance of this stage in the recruitment process.

2. **Overall Satisfaction with the Talent Acquisition Process**:

How satisfied are you with the overall talent acquisition process at Any headhunting Company?

40 responses

- Satisfied
- Neutral
- Dissatisfied

37.5%

7.5%

55%
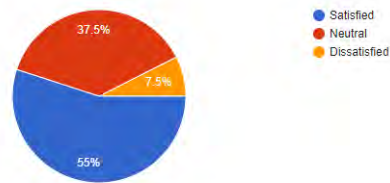
The quality of the survey depicted 21 out of the respondents having expressed their satisfaction in the overall talent acquisition procedures, with 16 who were in neutrality and 3 who were dissatisfied. This was interpreted to mean that though the majority had satisfactory experience with the process, there is some area of dissatisfaction that can be improved.

3. **Structure and Organization of the Interview Process**:

Did you feel the interview process was structured and well-organized?

40 responses

- YES
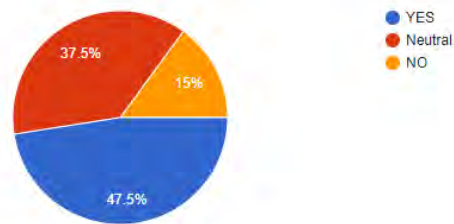- Neutral
- NO

20%

12.5%

67.5%
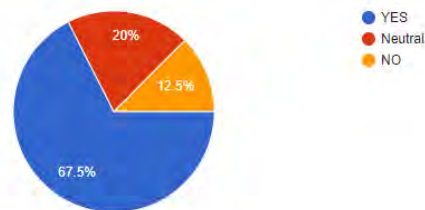
27 of the 40 participants stated that the interview process was organised and 8 were in the middle, while 5 of the participants complained of the same. Such feedback means that respondents, for the most part, do not consider the interview process to be disorderly, but there can be certain issues here.

4. **Perceived Fairness and Unbiased Recruitment**:

Did you feel the recruitment process at any headhunting company was fair and unbiased?
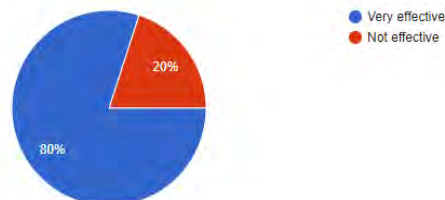
40 responses

The survey found that 19 respondents believed the recruitment process was fair and unbiased, while 15 were neutral, and 6 disagreed. This highlights the importance of continuing efforts to ensure fairness and transparency throughout the recruitment process.

5. **Effectiveness of Technology in Recruitment**:

How effective was the use of technology (e.g., online assessments, video interviews) in the recruitment process?

40 responses

An astonishing 32 out of 40 respondents considered the use of technology in recruitment very effective, indicating that the organisation is very keen on using modern tools like online tests and videos in its hiring process.

6. **Communication of Company Values and Culture**:

How well were the company's values and culture communicated during the recruitment process?
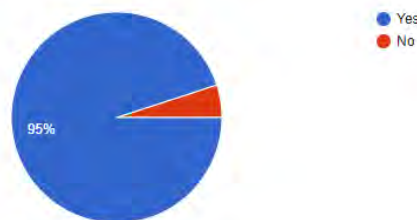
40 responses
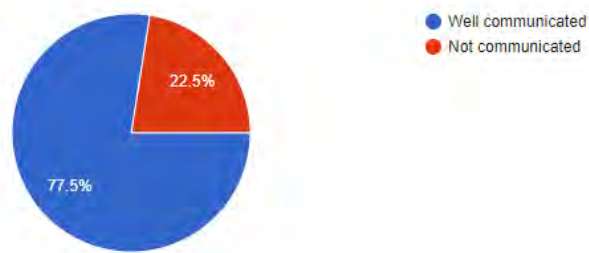
The study further revealed that out of the 40 participants, 31 were of the opinion that the values and culture of the organisation were communicated well during the recruitment process while 9 participants had the opposite opinion. What this implies is that the candidates get a very clear perception of the company culture, but more effort can be exercised to make it more consistent.

7. **Willingness to Participate in Future Talent Acquisition Processes**:

Would you consider participating in this talent acquisition process again in the future?

40 responses

More specifically, 38 of the 40 respondents stated, they would be glad to engage themselves with the talent acquisition process again in the future, which depicts a general positive attitude.

8. **Timeliness of Feedback**:

How timely was the feedback provided by the HumanX Technologies Ltd. recruitment team throughout the hiring process?

39 responses

- Very timely
- Somewhat timely
- Not timely

48.7%
48.7%
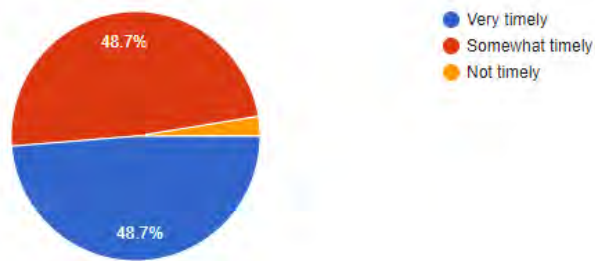
Participants' perception of feedback timeliness was relatively positive; 18 of the participants described it as very timely, while 20 participants described it as somewhat timely, though 1 participant described it as not timely. This implies that even though feedback is normally offered in good time, it is possible to build a culture of providing feedback within the shortest time possible.

9. **Alignment of the Interview Process with the Role Applied For**:

How well did the interview process at HumanX Technologies Ltd. align with the role you applied for?

39 responses

- Very well aligned
- Somewhat aligned
- Not aligned

41%
59%
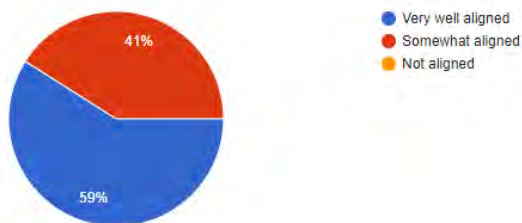
When asked about the extent to which they felt the interviewing was well matched with the position they applied for, 23 out of 40 felt that it was very well matched, and 16 felt that it was somewhat matched. They observed that there was no mismatch. This clearly depicts that there was a good correlation between the interview process and the positions available within the company.

10. **Likelihood to Recommend HumanX Technologies Ltd.**:

Based on your experience, how likely are you to recommend HumanX Technologies Ltd. to others as a potential employer?

39 responses

- Very likely
- Maybe
- Not likely

35.9%

61.5%
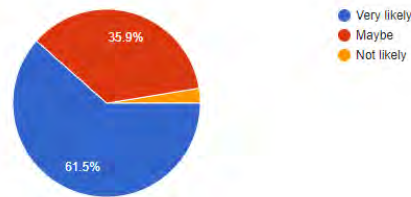
Last but not least of the survey findings was that out of the respondents, 25 strongly agreed to recommend HumanX Technologies Ltd. as a potential employer, while 13 were maybe, and only one participant was unlikely to recommend the company. This has brought the overall perception of the company as an employer right from the quality of its talent acquisition process.

In totality, the results of the survey will be of great value in offering feedback to continued improvement of the talent acquisition process at HumanX Technologies Ltd., which could be made more effective, fair, and in agreement with the ideal of the company.

3.3.3 Findings from the Effects of Talent Acquisition Strategy

Quantitative analysis

1. Evaluating the effectiveness of present-day operations and talent recruitment strategies and potential: It can also be observed from the survey that 92.5% made the right response, hence implying that they have a good understanding of the topic regarding recruitment. This widespread familiarity indicates that current initiatives are well known and well understood, which should create very good environments for future development and growth. Nevertheless, the degree of satisfaction with the Talent Acquisition process as a whole is still somewhat low, at only 52%. The other 5% were satisfied, while the remaining 40% were neither satisfied nor dissatisfied. This means that though the initiatives are well received; there is still more that can be done. The percentage of 80% that has been rated to the effectiveness of the current strategy with regard to the use of technology in recruitment can be regarded as one of the most valuable assets of the strategy. The principle of extending and capitalising on technological aids could improve the function of recruitment even more and advance upcoming prospects.

2. Assessing the Degree of Impact of Changes in HR Policies and Manifestations, Plans, Strategies, and Processes on the Recruitment Exercise: The survey shows that changes that have been implemented in the recent past regarding the organisation and management of HR policies and procedures have enhanced the structure of the interview process in a positive way, according to 67. Meanwhile, only 5% of the respondents said that they find it well arranged. This indicates that changes in processes are efficient, but when we look at the other extreme, 32.5% suggest that there is still room for improvement for the respective procedures. Also, the respondents' perception towards the fairness of the recruitment process is relatively poor at 47. Whereas only 5% believe that the process is fair and unbiased. This means that the recent changes have probably not addressed fairly some of them, and therefore may require further fine-tuning in the policies and in the trainings. Additionally, 77.5 percent of the respondents stated that the company's values and culture are well communicated, while the rest, 22 percent, disagree. But 5% who have a foul perception say that there are other facets for which better communications than the current status may be preferable.

3. Identify ways to optimise the current talent acquisition process to maximise human potential and generate business benefits: The data generated from the survey indicates that more than 95% of the respondents are willing to engage themselves in the Talent Acquisition process again, and most of them find feedback to be timely. It implies a positive candidate experience; there is also a possibility of increasing the feedback turnaround time in a bid to increase satisfaction. Significantly, the alignment of the interview process is highly relevant to the role applied for, with 97.5% of them indicating that it was well aligned with the task. Sustaining such a significant level of alignment of candidate assessment criteria is critical to carrying out proper evaluations. Also, although a high percentage (62.5%) would recommend the company as an employer, improving such areas as those with a neutral or negative feedback rating will improve the percentage as well. Thus, better communication of company values and culture may also increase candidates's engagement and satisfaction, hence improving the Talent Acquisition cycle.

All in all, the survey results indicate that there are positive aspects of the current Talent Acquisition process and some potential opportunities that need to be addressed. Therefore, when the above mentioned gaps have been identified and the successful aspects have been taken into consideration, then and only then can the strategy be fine tuned to ensure that it will fulfil your objectives and the future outlook.

Qualitative analysis

The method I'll use here is the primary method. Under that, I'll use primary data by collecting

1. CEO, Mr. Tamzidul Alam, HumanX Technologies Ltd.

2. Senior Associate Executive - Ms. Mashiat Jahan, HumanX Technologies Ltd.

3. Executive Search - Jannatul Ferdous, HumanX Technologies Ltd.

How do you feel about the effectiveness of our current Talent Acquisition initiatives in attracting top talent?

Findings:

- **Mr. Tamzidul Alam (CEO):** The initiatives cannot be said to be totally irrelevant, but they are somehow relevant, and though the managerial initiative is effective to some extent, it is inconsistent. Some positions have more effective employees in order to fill them with the corresponding competencies, others have problems.
- **Ms. Mashiat Jahan (Senior Associate Executive):** This effectiveness has had variable success, with some posts being well staffed while others are lacking in candidature, frequent vague job descriptions, and delays.
- **Jannatul Ferdous (Executive Search):** The initiatives prove most effective for positions that are senior level but least effective in middle and technical positions.

Connection to Objectives: The mixed effectiveness pointed out that the current initiatives appear to have these tasks only partially, and it is important to assess the tasks comprehensively and determine the specific scope in regards to initiatives' success or lack of it. This in a way directly addresses the aim of assessing and evaluating the current and potential impact of talent acquisition strategies. This has an implication on the model for different levels of positions and roles, which is reason to sometime refine the process to match human capital with business needs for greatest benefits.

What challenges have you experienced during the recruitment process, and how do you think they can be addressed?

Findings:

- **Mr. Tamzidul Alam (CEO):** Some of the challenges include a long time when recruiting staff and problems with matching the descriptions of the positions with the skills expected of the candidates.
- **Ms. Mashiat Jahan (Senior Associate Executive):** Issues include variable quality of candidates and a long processing time for recruitment, recommendations for precise job descriptions, and less complicated steps.
- **Jannatul Ferdous (Executive Search):** Challenges of managing candidate experience and expectation intelligibility between candidates and selection teams.

Connection to Objectives: The issues, outlined – long recruitment cycle, mis/alignment, and engagement are seen to depict an area of acute need for change within the Talent Acquisition. This is in relation to the goal of assessing the impact of the changes in the HR policies on the process. If these issues are going to be addressed, then the overall impact will increase the functionality of the talent acquisition initiatives to support corporate objectives with improved optimisation of the process.

In your opinion, what changes could be made to the Talent Acquisition process to better support the company's overall business goals?

Findings:

- **Mr. Tamzidul Alam (CEO):** Some of the possible changes are in data analysis, building better talent pools, and HR objectives that are in sync with business objectives.
- **Ms. Mashiat Jahan (Senior Associate Executive):** suggests reforms to job descriptions, the reduction of the procedure, and boosting the communication to reflect organisational objectives and strategies more.
- **Jannatul Ferdous (Executive Search):** supports strategic staffing management, efficient talent acquisition, effective staffing information, and strong employer brand promise.

Connection to Objectives: An analysis of the proposed changes, like the strategic workforce planning improvements to data analytics and upgraded talent pipelines, is in consonance with the goal of coming up with options of how Talent Acquisition process can be optimised in the current process. These changes can be utilised to overcome the challenges mentioned and

further enhance the process to boost human capacity while ensuring the process is relevant to the business goals and needs.

Each question and its findings provide a critical picture of the present Talent Acquisition process and its connection with our study objectives. By examining the efficacy of current initiatives, evaluating the impact of problems, and recommending strategic improvements, the insights obtained help to understand how the process may be enhanced to better serve the company's business goals and maximise human potential.

3.3.4 Limitations of the Report

The following limitations were observed in the compilation of this report:

- Data gathering from the organisation was problematic as the organisation was stringent about respecting confidentiality.

- It was tough to gather survey replies due to the respondents' demanding schedules.

3.4 Challenges and Recommendations
3.4.1 Challenges:

Attracting Qualified Talent: Another key issue in talent acquisition is how to lure quality candidates in sectors where talent is scarce or in high-demand professions. It is still a challenge for companies to attract top talents who could be having other offers or are passive job seekers who are not searching for jobs.

Ensuring a Fair and Unbiased Recruitment Process: One of the great concerns is to be fair in the provisions that are made in the course of the recruitment process to ensure that there is no bias. It is possible for biases to influence who gets hired, which leads to the exclusion of diverse candidates and possibly the best one. This may also have the effect of damaging the company's image and leading to legal problems.

Retaining Candidates Throughout the Recruitment Process: Recruitment can be a time consuming process and it is possible that the candidates may get lost to other organisations if

the process of recruitment is not well coordinated. Slow responses, extensive interviews, or ambiguous job requirements may demotivate the candidate or get him/her recruited by another company.

Aligning Recruitment Strategies with Company Culture: It is therefore important to ensure that the recruitment process is in alignment with the company culture and this values so as to get the right candidates. When the recruitment process does not correspond with the real working conditions, the turnover rates and the employees' satisfaction can be quite low.

Leveraging Technology Effectively: Recruitment can be effective through the use of technology, but the same technology has its drawbacks. The use of such systems may create a system that lacks the human touch, and a single system cannot be able to capture all the aspects needed in making the right hiring decision. Also, the protection of data and privacy in the recruitment process has become an essential factor in today's world.

Managing Costs Associated with Talent Acquisition: Talent acquisition is not cheap; it involves advertising, recruitment agency fees, the HR's time, and other onboarding expenses. One of the ongoing concerns is how to ensure that the recruitment process is properly done while at the same time working within the set budget.

3.4.2 Recommendations:

Enhance Employer Branding: In order to get the best employees, it is crucial for the companies to focus on establishing a powerful employment brand, which will describe the company's culture, values, and career development possibilities. This can be done through a good online presence, quality content on social media platforms, and comments from employees on how good it is to work for the company.

Implement Structured Interview Processes: This is because the organisation can be able to establish interview questions that are appropriate for each position, and this will help in ensuring that the interviewers do not bias the applicants in any way. More training for the hiring managers especially on issues related to unconscious bias and diversity can also be helpful in making the process fair.

Focus on Candidate Experience: It is important to enhance the general experience of the candidates, as this will help in attracting candidates of high standards. This entails the following; the recruitment process should be well defined; feedback should be timely; and the

application process should be easy to follow. Candidates might feel valued if they receive a personalised message from the company and if they are told that they are not selected; this can also improve the company's image and make the candidates revisit the company or recommend the company to others.

Use Data Analytics for Better Decision-Making: By the use of data analytics, there is a lot that can be done in the talent acquisition process. Using measures such as the time taken to hire a candidate, channel of hire, and candidate engagement, firms can determine the potential problems. Such information can also be used to forecast future hiring requirements to ensure that appropriate measures are taken with regard to recruitment.

Implement Diversity and Inclusion Initiatives: There are several measures that should be taken in order to build a diverse and inclusive workforce in the course of talent acquisition. Some of the measures that can be adopted are the establishment of diversity targets, increasing the sources for candidates from under-represented populations, and avoiding use of biassed language in job advertisements. Recruitment campaigns that are based on the principle of diversity can also help to bring in more people.

Enhance Onboarding Processes: This paper seeks to identify the importance of a proper onboarding process as a way of welcoming new employees to the organization. By increasing the onboarding process through defining the roles of the new employee, conducting cultural orientation, and offering support in the first few months of employment, the organisation can increase employee retention and performance. A good onboarding process can also serve to strengthen the candidate's commitment to joining the company.

Through these challenges and recommendations, organisations can establish a better, optimised, and diverse talent acquisition process that will enable the company to attract the right talents for the organisation's growth goals.

3.5 Conclusions

Talent acquisition processes play an important role in the success and development of any organisation, and this research has focused on the success of HumanX Technologies Ltd. in the area of attracting, selecting, and maintaining its highly qualified talent in the field of human resource technologies. Through the course of this report, an evaluation of the talent acquisition practice undertaken by HumanX has been presented alongside its opportunities and weaknesses. Nevertheless, the results also indicate the directions that need further work and fine-tuning. These comprise issues such as inconsistencies in the communication of company values, perceptions of fairness, and analyses of the timeliness of feedback, which must be optimised to improve the efficiency of the talent acquisition. Thus, with the help of such measures as standardising processes, biases, and increasing candidate communication, HumanX Technologies Ltd. can enhance its employer branding, increase the engagement and unity of employees, and sustain a competitive advantage in the industry. Lastly, the aim of this report is to stress the continual need for review and improvement of the talents' acquisition process with regards to the company's strategic direction. This way, HumanX Technologies Ltd. will be able to attract the best talent and create a culture that encourages innovation, adaptation, and sustainability. Overall, talent acquisition plays a significant role at HumanX Technologies Ltd. , and it can be concluded that its proper functioning is necessary for the success of the company. By improving the efficiency and effectiveness of this process, HumanX can guarantee that the company will maintain its position at the forefront of the HR technology market and will be able to deliver business value from the management of one of the most important organisational assets, human capital. By doing so, HumanX Technologies Ltd. can not only secure the best talent but also foster a workplace culture that supports innovation, growth, and long-term success.

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