

Report on

A study on recruitment and selection practices and their impact on employee performance at
EWPD, Bashundhara group

By
Samin Yasar Alamgir
17104208

An internship report submitted to the BBS in partial fulfillment of the requirements for the
degree of BBA

BBA
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Declaration

It is hereby declared that

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

Student's full name and signature

Samin Yasar Alamgir
17104208

Supervisor's full name and signature

Iftekhar Ul Karim
Assistant professor, BBS
Brac university

Letter of transmittal

Iftekhar Ul Karim

Assistant professor

BBS

Brac university

Kha 224 Pragati Sarani, Merul Badda, Dhaka 1212, Bangladesh

Subject: Submission of “A study on recruitment and selection practices and their impact on employee performance at EWPD, Bashundhara group”

Dear sir,

This is my pleasure to display my entry level position to provide with informations that will bring development and enlightenment to the literature and the field I am currently working on regarding a study on recruitment and selection practices and their impact on employee performance at EWPD, Bashundhara group, which I was appointed by your direction.

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

Sincerely yours

Samin Yasar Alamgir

17104208

Brac Business School

Brac university

Date: 02/08/2026

Non-disclosure agreement

This agreement is made and entered into by and between EWPD, Bashundhara group and the undersigned student at Brac university.

Student's signature

Acknowledgement

Firstly, throughout the internship period miss Ferdausy supported and provided me valuable guidance of which I am very grateful. My analysis and research have been shaped for this report for their suggestion and insight. The entire team at EWPD where I completed my internship helped me throughout this period of which I would like to express my appreciation. Their collaboration and willingness to share their knowledge and experiences have been invaluable to me.

Student's signature

Executive summary

This report examines the recruitment and selection process and its impact on employee performance at the East-West Property Development (EWPDP) Ltd. of the Bashundhara Group. The purpose of the study was to evaluate how existing recruitment and selection practices influence employee performance and to identify challenges that may affect organizational productivity and workforce stability. The study particularly focused on issues such as low employee performance, high employee turnover, and reduced productivity that may arise due to ineffective recruitment and selection procedures. The findings of the report indicate that the recruitment and selection process plays a significant role in determining the quality and performance of employees within the organization. It was observed that structured recruitment practices, including job advertisements, preliminary screening, interviews, and final selection procedures, are followed within the organization. These practices were found to contribute positively to employee performance when implemented systematically. However, several limitations were also identified during the analysis. In some cases, delays in recruitment decisions and limited emphasis on competency-based evaluation were observed, which may lead to the selection of candidates whose skills and abilities do not fully match job requirements. As a result, issues such as reduced productivity and lower employee efficiency may occur. Additionally, when employees feel that the recruitment process does not adequately match job roles with their competencies, job dissatisfaction and higher turnover rates may arise. The analysis further suggested that the absence of more advanced assessment tools and limited training for recruitment personnel may also affect the effectiveness of the selection process. Based on these findings, several recommendations are proposed to improve recruitment and selection practices at EWPDP. First, the recruitment process should be more competency-based, ensuring that candidates are evaluated according to their technical skills, experience, and job-related competencies. Second,

the adoption of structured interviews and standardized evaluation criteria is recommended to ensure fairness and consistency in the selection process. Third, training programs should be provided for HR personnel to enhance their recruitment and assessment capabilities. Finally, the use of modern recruitment tools and digital platforms could help attract more qualified candidates and reduce the time required for hiring. Overall, improving recruitment and selection strategies is expected to enhance employee performance, reduce turnover, and increase productivity within EWPD.

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Chapter 1 - Overview of internship

1.1: Student information

Under which the internship has been completed, student information is considered an essential component of an internship report by establishing academic background. This section introduces proper student details in a formal and structured manner ensuring clarity. These informations are included to ensure transparency between the host organization and academic institution. The internship program is a partial fulfillment of the academic requirements prescribed by the university. To ensure accurate identification and official record keeping the name and id of the student is provided in the report. To link the practical experience with the academic evaluation process and to verify the authenticity of the internship engagement these details are provided. Both academic supervisors and organizational authority reviews the internship activities, so proper documentation are maintained. To reflect the level of study and academic discipline pursued by the student the program under which the internship has been completed has been specified. To demonstrate the relevance of the internship to the academic curriculum these informations are included. To highlight the alignment between theoretical knowledge acquired in the classroom and practical exposure gained during the internship period the major field of study is mentioned. Due to the prominent role in the real estate and property development sector of Bangladesh East West Property Development (EWPD), Bashundhara group has been selected as the host organization. To facilitate experiential learning and professional skill development the opportunity to work in such a reputed organization has been provided. Overall, to support the academic and professional purpose of the internship report the presentation of the student information has been structured. To establish a foundation for understanding the context in which the internship activities were conducted the student's name, id, program and major are clearly stated below:

Name: Samin Yasar Alamgir

Id: 17104208

Program: BBA

Major: HRM

1.2: Internship information

1.2.1: Period, company name, department/division, address

As part of the academic requirements for the degree program during a specific period an internship program is completed. The internship report was conducted at East West Property Development (pvt) LTD(EWPD), a concern of Bashundhara group where professional practices and practical exposure to corporate operations were provided. Theoretical knowledge acquired from academic coursework was applied in a real organization setting throughout the internship. Valuable insights into industry practices and management of the organization facilitated opportunity of experiential learning those were gained. The internship was undertaken in the Human Resource division of the company. Various administrative and operational activities were observed and analyzed in this department. Guidance was consistently provided to ensure that responsibilities were properly fulfilled and assigned tasks were performed under the supervision of experienced professionals. Routine activities such as coordination tasks, data entry, report preparation and documentation were carried out. Exposure to performance monitoring systems, communication procedures, departmental planning was obtained. A clearer understanding of organizational workflow and department functions was developed through these activities. The address of the organization, located at ABG tower, level - 7, Block A, Bashundhara R/A, Dhaka - 1229 provided a professional and structured working environment. Effective communication among employees, collaboration and discipline were the characteristics of the workplace settings. To complete assigned responsibilities efficiently, technological resources and modern office facilities were utilized. Professional conduct, ethical standard and organizational politics were carefully observed throughout the internship period. The duration of the internship period was 12 weeks where both technical and interpersonal skills were enhanced. Through continuous involvement in daily operations the skills strengthened were communication, adaptability, teamwork and time management. In certain tasks challenges were encountered. With the support and supervision of departmental mentors these challenges were being addressed. This led to professional and personal growth.

1.2.2: Internship company supervisor's information: Name and Position

The roles and responsibilities were clearly defined by EWPD supervisor who provided guidance and supervision during the internship period. The supervision was conducted by Deputy Manager (AHR), EWPD corporate office ms.Ferdausy Khukumony of the HR department. Strategic decisions were communicated and operational activities were monitored under her supervision. Her continuous support was ensured and extensive professional experience was recognized throughout the internship period. To enhance professional competence constructive feedback was regularly provided and all the assigned tasks were reviewed by her. Performance standards were professionally evaluated and under her observation daily activities were supervised. Workplace discipline was strictly maintained and in a structured manner practical instructions were delivered under her supervision. Organizational policies were clearly interpreted and departmental procedures were thoroughly maintained through her guidance. Encouragement was frequently offered to improve task efficiency and opportunities for learning were consistently created. A supportive working environment was maintained and professional behavior was demonstrated by her. Through regular meetings performance gap was identified and progress updates were discussed. Improvements were recommended to ensure quality output and necessary corrections were suggested. Problem solving techniques and workplace challenges demonstrated were carefully explained. Throughout the internship period, valuable insights into the corporate culture were provided and ethical standards were emphasized by my supervisor.under her leadership professional growth was achieved significantly as well as highly appreciated mentorship. Comprehensive supervision was ensured throughout the internship. Constructive criticism was delivered in a positive manner and to maintain productivity motivation was consistently provided. Technical knowledge relevant to the department and practical exposure was facilitated under continuous supervision. Through active participation in departmental activities team collaboration was encouraged and communication skills were enhanced. Professional skills were substantially developed and valuable workplace experience was gained through her continuous guidance and systematic monitoring.

1.2.3: Job scope - Job description/duties/responsibilities

In accordance with organizational policies and procedures, the intern is operated at the corporate office where the HR related administrative activities are performed. In this role, manpower reports are updated regularly, monthly attendance statements are prepared, overall human resource and administrative functions are coordinated and managed. Employee records are maintained with

confidentiality and salary sheets are processed on a daily basis. Necessary HR documents such as promotion letters, transfer letters, confirmation letters, appointment letters and offer letters are processed and prepared as per requirement as well as personal files of officers and staffs are preserved carefully. Under established salary structures salary re-fixation documents and performance appraisal reports are also prepared. Exit procedures are administered through final settlement documents, preparation of experience certificates, clearance processing and resignation acceptance. Through the preparation of onboarding documents, interview coordination, preparation of approval notes recruitment and selection processes are supported. Bills related to utilities, maintenance and logistics are processed accordingly and budget preparation against requisitions are completed. By collaboration with relevant units cleanliness, safety and office hygiene standards are ensured. Through coordination with IT division, supply and chain division, transport management, supervision of office maintenance and other concerned departments administrative responsibilities are carried out. When required event management and logistics support are provided for the corporate office. Official correspondence is received, registered and forwarded to the concerned persons and attendance and leave adjustments are recorded in HR software systems. As per organizational need additional duties are performed assigned by the higher management. With ensuring efficiency, professionalism, accuracy and company policies all the responsibilities are performed accordingly.

1.3: Internship outcomes

1.3.1: Student's contribution to the company

Through active participation in daily operational and administrative activities significant contributions were made to the HR department during the internship period at EWPD. Assigned responsibilities were completed in a timely and systematic manner and core HR functions were supported. Discrepancies in leave balances and attendance were minimized by ensuring proper coordination. In accordance with company policies leave applications were recorded, updated and documented in the system through which leave management activities were handled carefully. To ensuring proper workforce monitoring attendance data were verified, organized and preserved. Daily and monthly attendance records of employees were updated and maintained. Ensuring confidentiality and proper documentation promotion letters were processed and drafted as per

organizational policies. To ensure accuracy and compliance necessary employee information was compiled and following management approval offer letters and appointment letters were prepared. To reflect vacancy status, departmental distribution and accurate employee strength the manpower statement was often updated. Relevant informations such as competencies, experience and educational background were organized and candidate profiles were prepared. To assist in recruitment and selection decisions these profiles were submitted. To ensure administrative transparency and financial clarity bills related to HR operations were prepared and documented. By separating data and analyzing employee joining data the monthly turnover rate was calculated. To understand planning retention strategies and workforce stabilities necessary reports were prepared and submitted to assist management. To ensure easy retrieval and record information employee databases were maintained and updated regularly. Activities assigned by the head of the department support was provided in the execution of administrative and HR tasks. Contributing to smooth departmental operations, additional Hr related responsibilities were performed whenever required. Through these activities overall HR functions were effectively supported, documentation accuracy was ensured and organizational efficiency was strengthened. Daily salary sheet processing, preservation of personal files, performance appraisal reports, onboarding documentation, coordination with other departments and official correspondence handling was also included as contributions to the HR department at EWPD, Bashundhara group.

1.3.2: Benefits to the student

Substantial professional and academic benefits have been achieved as a significant platform through the internship opportunity in the HR department of EWPD, Bashundhara group. Theoretical concepts studied in the academic background are applied and practical knowledge is acquired in real life organizational settings through involvement in HR activities. This developed a clear understanding of human resource management practices. Employee engagement, performance evaluation support, attendance management, employee documentation, recruitment and selection initiatives has been provided as exposure to core HR functions through the internship period. Including communication with candidates, interview conduction, shortlisting, CV screening recruitment procedures have been observed by participating in these activities. Understanding of selection criteria and hiring strategies has been comprehensively gained consequently. Knowledge regarding HR compliance and employee record maintenance has been

observed. The importance of maintaining ethical standards and data privacy has been realized by handling various confidential documents carefully. Accountability and professional discipline have been strengthened through these responsibilities. In the meantime, what is achieved is improved communication skills. Professional correspondence through official letters and emails has been facilitated and interaction with employees from different departments has been practiced. Professional confidence, teamwork capability and interpersonal skills have been improved through these activities. The ability to meet deadlines and work under pressure has also been enhanced. Through these criteria reporting structures, corporate hierarchy and workplace behavior have been observed carefully. These exposure developed problem solving abilities, time management and adaptability. Furthermore, experience of practical exposure to organizational culture within a large corporate group like Bashundhara is gained. Development of organizational and analytical skills is also another major benefit. Basic reports have been prepared and HR data has been reviewed under supervision. Through these tasks systematic work habits, attention to detail and accuracy have been cultivated. Overall, for the career preparation and the academic growth the internship in the HR department at EWPD has been proven highly beneficial. A clearer direction in the field of HRM has been established, professional competencies have been strengthened and practical experience has been gained. As a result this significantly improved the readiness for future professional challenges.

1.3.3: Problems (faced during the internship)

Several valuable learning experiences were gained and challenges were encountered while doing internship in the HR department at East West Property Development (pvt) LTD, Bashundhara group. Throughout the internship period various organizational and operational difficulties were encountered. Limited practical knowledge was experienced and difficulties were faced in documentation systems, HR procedures and understanding organizational policies at the initial stage. Adjustment to the professional environment was achieved by requirements of strictly following reporting structures and corporate rules. The access to sensitive employee information was certainly restricted since there were highly confidential HR activities. As a result, the access to all the HR activities was not completely provided. Specially during recruitment and selection procedures workload pressure was also experienced and in other activities as well. A large number

of information needed to be screened and sorted within a limited time. Developing prioritization skills was a requirement very quickly and tasks were assigned simultaneously. Corrections were guided by the supervisor since sometimes mistakes were made occasionally in documentation due to unfamiliarity with software systems and formats. While interacting with employees from different departments communication barriers were faced sometimes. While coordinating interviews and conducting calls hesitation was felt and formal communication styles were required to be maintained. While multiple administrative responsibilities were assigned and time management challenges were encountered when deadlines were tight difficulties were being faced. Within the HR department additional pressure were created for turnover issues and employee grievances was noticed. Emotional control and professionalism was required while handling confidential matters. Throughout the internship experience professional understanding was achieved and gradual improvements in confidence and skills was guided by supervisors consistently despite these challenges.

1.3.4: Recommendations

Several recommendations may be proposed to strengthen HR practices and enhance organizational effectiveness to EWPD, Bashundhara group based on the internship experience. To minimize operational and organizational difficulties a more digitalised and structured documentation system may be implemented. To ensure improved data privacy, attention to details and accuracy, performance evaluation, attendance management, employee documentation records be maintained through an integrated HR software system is recommended. To consistently maintain ethical standards, greater emphasis may be placed on systematic record management and HR compliance. Secondly, for interns and new employees comprehensive training and orientation program may be introduced. At the beginning of the internship period, it is recommended to provide understanding of hiring and selection criteria strategies, interview conduction techniques, shortlisting procedures, guidelines regarding recruitment and selection initiatives in a detailed manner. Communication skills and professional confidence can be enhanced through structured mentorship. To improve time management and reduce pressure workload distribution may be balanced. To work without excessive stress it is recommended that the ability to meet deadlines and work under pressure be developed by communicating task priorities and clear deadline in advance. To strengthen

adaptability and problem solving skills and to address mistakes regular feedback sessions should be conducted. To address employee grievance and turnover issues employee engagement initiatives should be strengthened. To resolve concerns promptly open communication channels may be maintained. To improve collaborative work habits team based activities should be encouraged. To support the development of analytical and organizational skills continuous learning opportunities should be provided. For future interns and employees at EWPD a clear understanding of HRM practices will be fostered, HR operations will become more efficient and practical knowledge will be enhanced by implementing these recommendations.

Chapter 2 - Organization part

2.1: Introduction, objective for chapter 2, scope of study, methodology, significance of the study, limitations

Introduction

Chapter 2.1.1: Introduction

Chapter 2 - organization part is one of the most important sections of an internship report. In this chapter, the place where the internship took place presents a comprehensive overview of the organization. The practical experience gained during the internship period properly connects with the operational activities, policies and organizational structure creates a clear understanding of the organization. As it introduces the environment in which theoretical knowledge was applied in practice the foundation of the entire report is established through this chapter.

Chapter 2.1.2: Description

The background of the organization is described in detail in this chapter. To recognize the flow of communication and authority to be clearly understood the reporting relationships among different levels of management are explained. So the role of the department is identified and the interrelationship among the departments is clarified. In addition, informations are incorporated such as corporate practices, work culture and policies. To show how daily activities are managed the operational procedures followed within the organization are described. To provide insight into internal management processes compliance measures, administrative systems and human resource practices may also be discussed. The professional environment in which the internship was conducted is clearly illustrated through these explanations. Moreover, this chapter helps the readers to understand the specific department where the internship was undertaken. To establish a connection between the intern's assigned tasks and organizational operations the responsibilities, functions and objectives of that department are explained. The context of the internship experience is effectively developed by presenting these informations.

Chapter 2.1.3: Conclusion

Overall, the organization part is the structural and contextual framework of the internship report. To understand the subsequent chapters such as contributions, job responsibilities, findings and recommendations a detailed description of the organization is provided. Therefore, chapter 2:

organization part is included to ensure proper documentation, clarity and relevance of the internship experience.

Objective for chapter 2

Chapter 2.1.1: Introduction

Organizational part is included in the internship report to clarify why the organization's role must be documented and the institutional perspective of the internship program. In this chapter, to understand the operational and professional framework the expectations and intentions of the host organization are presented. It is ensured that it reflects the organizational context in which the internship was completed as well as the student's learning.

Chapter 2.1.2: Integration

At the beginning of this chapter, it provides the concise overview of the organization. The background, nature of business, and overall mission and vision are outlined so that the environment in which the internship took place is clearly understood. The specific department or division where the intern was assigned is identified, and its functions are described. Through this explanation, it is demonstrated how the internship position was integrated into the existing organizational structure.

Chapter 2.1.3: Clarification

This chapter is important because it clarifies the organizational objectives associated with the internship. It is explained how the intern's placement was intended to support operational activities, improve workflow efficiency, or assist in meeting departmental goals. The need for additional support in administrative tasks, documentation, coordination, or project-related activities is highlighted. By presenting these aspects, it is shown that the internship program was aligned with practical business requirements.

Chapter 2.1.4: Emphasis

Moreover, this chapter is included to emphasize how the intern's responsibilities were connected to broader organizational strategies. It is described how assigned duties were structured in a way that maintained accuracy, confidentiality, and adherence to company policies. The contribution of the intern to achieving short-term and long-term targets is discussed to reflect the value added to the organization.

Chapter 2.1.5: Benefits

Another reason for including the “Organization Part” is to illustrate the mutual benefits of the internship arrangement. It is acknowledged that the organization provided practical exposure and professional guidance, while fresh academic knowledge, updated ideas, and technological familiarity were introduced by the intern. The opportunity for identifying potential future employees is also considered an organizational advantage.

Chapter 2.1.6: Conclusion

Additionally, this chapter ensures that measurable outcomes are documented. Improvements in task completion, support in documentation management, and reduction of workload on permanent employees are described as expected organizational gains. Through this structured explanation, it is made clear that the internship was not conducted solely for academic fulfillment but also served operational and strategic interests.

Scope of study

Chapter 2.1.1: Introduction

The scope of study is confined to an in-depth overview of EWPD in this part of the internship report. To clearly identify the institutional framework and the operational background it is intended to present a comprehensive understanding of the organization. To ensure relevance and clarity the managerial, functional and structural aspects of the organization are examined within defined boundaries.

Chapter 2.1.2: Discussion

Within this chapter the core objectives, historical development, mission and vision of EWPD is discussed. To properly understand the scope and scale of its activities an outline of its major service areas, business operations and major real estate projects is included. Diversified business operations are conducted across multiple sectors, attention is given to the contribution of EWPD within the broader structure of Bashundhara group.

Chapter 2.1.3: Description

To demonstrate how communication channels, responsibility and authority are maintained the organizational structure of EWPD is described. To illustrate the coordination system the hierarchy of reporting relationships, departmental divisions and management are presented. Since the internship activities were performed within the HR department, special emphasis is to be placed

on it. The operational functions, responsibilities and primary roles of the department are to be outlined in connection with practical exposure during the internship period.

Chapter 2.1.4: Insights

The scope briefly discusses of administrative procedures, employee management practices and organizational policies followed at EWPD. Documentation procedures, attendance management systems, performance evaluation practices and recruitment and selection processes may be highlighted within the limits of accessible information. Based on participation and observation the working environment and organizational culture are also to be reflected.

Chapter 2.1.5: Conclusion

However, the study is limited to non-confidential information only. To maintain professional confidentiality and ethics the report excludes proprietary business data, strategic plans and detailed financial records. The timeframe is limited to the specific internship period and the geographical scope is restricted to the office premises where the internship was conducted. Overall, this chapter is intended to provide a structured and focused understanding of EWPD, Bashundhara group. Linking academic knowledge with practical organizational exposure and establishing organizational context it serves as a foundation of subsequent chapters.

Methodology

Chapter 2.1.1: Introduction

In this chapter, to collect, analyze and present information regarding the organization a systematic methodology was followed. To ensure that the information provided was comprehensive, reliable and accurate both primary and secondary sources of data were collected. To develop the organization's structure, background, operational and functional activities a clear understanding the methodology was designed in a structured manner.

Chapter 2.1.2: Primary data

At the initial stage, through direct observation primary data were collected during the internship period. It required careful observation of the organization's environment, departmental activities, daily operational procedures and reporting relationships. Regarding the functional activities of different departments practical involvement in routine tasks enabled firsthand experience to gain. To enhance the depth of analysis relevant informations was gathered through informal interactions.

These discussions were conducted with employees to obtain practical insights into the organization's policies, management practices and corporate culture.

Chapter 2.1.3: Do's for primary data

To acquire detailed knowledge about organizational hierarchy, workflow processes and departmental responsibilities interviews were conducted with selected officials and staff members. To ensure that consistent and relevant informations were obtained structured and semi structured questions were used. To ensure accuracy in reporting and to avoid ambiguity clarifications were sought whenever necessary.

Chapter 2.1.4: Secondary data

To validate and support the primary findings secondary data was also used. Organizational documents such as annual reports, company profiles, brochures, policy manuals, and internal reports were reviewed. To collect details about it's mission, vision, objectives and business operations information available on the official website of the organization was examined. To maintain consistency with academic standards and to provide theoretical support relevant online sources, journal articles and academic textbooks were consulted.

Chapter 2.1.5: Do's for secondary data

The collected data were then organized systematically according to different themes, including organizational history, structure, departmental functions, and operational procedures. To present a clear and logical representation of the organization the informations were analyzed descriptively. All informations was presented with personal bias by emphasizing on maintaining objectivity.

Chapter 2.1.6: Limitations

Throughout the data collection process ethical conversations were strictly maintained. Permission was obtained before using any internal documents or organizational data and confidential information was not disclosed. The information provided in this chapter was solely prepared for academic purposes.

Chapter 2.1.7: Conclusion

Thus, through a combination of systematic analysis, document review, interviews and observations a comprehensive overview of the organization was developed. This methodology ensures that the chapter provides and accurate and well structured understanding of the organizational framework and operational practices.

Significance of the study

Chapter 2.1.1: Introduction

Followed to collect, analyze and present information regarding the organization the structured and systematic methodology reflects the significance of the study. A reliable and comprehensive understanding of the organizational structure and operational framework was ensured through the use of both primary and secondary data. To obtain practical insights into workflow processes, departmental responsibilities and reporting relationships informal discussions, document review, interviews and direct observations were utilized.

Chapter 2.1.2: Demonstration

To demonstrate how authority and responsibility are maintained within the structure a detailed overview of the organizational hierarchy, coordination system and communication channels was provided. As internship activities were performed within this division special emphasis was placed on the HR department. As a result, documentation procedures, performance evaluation practices, recruitment and selection process, attendance management systems, employee management practices, administrative procedures were carefully examined. A clear connection between practical exposure and academic knowledge was established through this approach.

Chapter 2.1.3: Major areas

To ensure that the broader operational background was properly understood the mission, vision, objective and the major areas of the organization were also discussed. Theoretical support was integrated with practical findings by reviewing company profiles, official documents, policy manuals and annual reports. By consulting reliable online sources, textbooks and relevant journal articles academic standards were maintained. Thus, it achieved a balanced and objective representation of the organization.

Chapter 2.1.4: Limitations

Ethical considerations were strictly maintained throughout the study. Confidentiality was preserved excluding detailed financial records, strategic plans and proprietary business data and before accessing internal documents permission was obtained. The study was limited to the internship period and office premises and confined to non confidential information. These boundaries ensured that organizational trust were uphold and professional integrity.

Chapter 2.1.5: Conclusion

Furthermore, as expected organizational gain the study is considered significant because of improvement in task completion, identification of workload distribution and documentation management. The internship contributed to operational and strategic interests as well as academic fulfillment as demonstrated. Overall, a structured and well documented understanding of functional activities, management practices and organizational culture was developed that serves as a foundation for future academic analysis and further organizational research.

Limitations

Chapter 2.1.1: Introduction

Recognition from several structural and practical perspectives are the limitations of an internship report prepared at EWPD, Bashundhara group. In this chapter, the background, operational framework, policies, functions and structures is presented of an organization. However, during the preparation of this section certain constraints are commonly experienced.

Chapter 2.1.2: Limited access

Firstly, limited access to confidential information is identified as a major limitation. As an intern, sensitive managerial documents, internal audit report, financial statements, full access to strategic plans are not usually provided. Due to reasons of privacy and organizational security information related to corporate strategy, high level administrative planning and investment decisions are generally restricted. On the basis of summarized internal data or publicly available information the discussion is often developed.

Chapter 2.1.3: Time constraints

Secondly, a significant limitation considered are time constraints. Comprehensive observation of all departments and operational activities cannot always be ensured since the internship programs are conducted for a specific and limited period. While detailed analysis of each department is often restricted only a general overview of the organizational structure and functions are presented.

Chapter 2.1.4: Dependence on secondary sources

Thirdly, dependence on secondary sources is frequently observed. Organizational informations are primarily collected from official websites, brochures, annual publications and other documented materials. Due to the professional responsibilities and busy schedules opportunities for direct interviews with senior management or department heads are not always arranged. Therefore, indepth firsthand insights are limited.

Chapter 2.1.5: Cross departmental exposure

Furthermore, limited cross departmental exposure is experienced. Comprehensive practical knowledge of all divisions is not fully obtained since interns are generally assigned to a specific department such as HR or administration. A complete organizational analysis may not be thoroughly achieved due to this departmental confinement.

Chapter 2.1.6: Difficulties

Additionally, filtered or selective information may be provided. To maintain corporate image of the organization data shared with interns is often presented in a structured and positive manner. Strategic limitations, operational weaknesses or internal challenges may not be fully disclosed which restricts critical evaluation.

Chapter 2.1.7: Conclusion

Lastly, academic guidelines and word limitations are imposed by educational institutions. Specific formatting requirements and structural frameworks are required to be followed which limits detailed elaboration. Although this chapter provides essential insight into the organizational framework, various limitations are encountered. To maintain transparency, objectivity and academic integrity in the internship report these constraints are acknowledged.

2.2: Overview of the company

Chapter 2.2.1: Origin

To highlight the origin, development and contribution to the real estate sector of Bangladesh an overview of EWPD, Bashundhara group is presented. Through the establishment of the foundation of the conglomerate's success EWPD is recognized as the flagship real estate company of the group. With the objective of addressing increasing demand for planned residential communities in Dhaka and its surroundings the organization was founded in 1987. It has been positioned as one of the leading real estate developers in the country and significant transformation has been achieved since its establishment.

Chapter 2.2.2: Objective

Diversified business operations have been conducted in sectors such as real estate, manufacturing, media, energy and consumer goods under the corporate umbrella of Bashundhara group. Through the success of EWPD the growth and expansion of the group have largely been initiated. With a focus on community based living, sustainability and modern urban planning integrated township

projects have been developed. Systematic residential development has been ensured and higher standards of urban living have been promoted through these initiatives.

Chapter 2.2.3: Achievement

One of the most notable achievements of EWPD which has been regarded as one of the most well planned and largest residential areas in Dhaka is the development of Bashundhara residential area. Comprehensive infrastructure facilities such as educational institutions, well structured road networks, drainage system, parks, mosques, healthcare centers, commercial complexes have been incorporated within this township. Through the integration of residential plots and modern civic amenities a balanced lifestyle has been facilitated. As a result, the area is recognized as one of the most prestigious and desirable locations in Bangladesh. To accommodate the growing urban population several housing projects have been undertaken in addition to the Bashundhara residential area in Gazipur, Keraniganj, Savar. Organized urban expansion has been facilitated and pressure on Dhaka's housing sector has been reduced comparatively through these initiatives.

Chapter 2.2.4: Proposal

Throughout the years strong customer trust and satisfaction has been achieved by maintaining timely project development, legal compliance and quality standards. At present, things prioritized by EWPD are customer oriented service, continuous innovation and sustainable planning. A strong legacy in Bangladesh's real estate sector has been established and upheld by EWPD under the guidance of Bashundhara group through its long standing commitment to excellence and structured urban development.

2.3: Management practices

Chapter 2.3.1: Leadership style

Management practices are guided by structured policies and centralized strategic decisions at EWPD, Bashundhara group. In high level strategic decisions to ensure alignment with corporate objectives elements of autocratic leadership are observed, although a predominantly participative and democratic leadership style is practiced within the organization. While departmental managers are encouraged to provide input before final implementation major business decisions are formulated by top management. To ensure accountability, discipline and efficiency a balanced leadership approach is maintained in operational activities. Feedback mechanisms are maintained

to support continuous improvement and employees are provided with defined responsibilities and clear instructions.

Chapter 2.3.2: Recruitment and selection process

To ensure that qualified and competent candidates are appointed the recruitment and selection process of EWPD is conducted systematically. Manpower requirements are first identified by the respective departments and are then approved by higher authority. Vacancies are circulated through internal and external sources and job descriptions and specifications are prepared. Based on predetermined criteria applications are collected and screened. Competencies, experience and organizational fit are assessed when shortlisted candidates are invited for written tests and interviews. Final selection decisions are made through collaborative evaluation and then offer or appointment letters are issued accordingly. To ensure fairness and compliance with organizational standards transparency and equal opportunity principles are maintained throughout the recruitment process.

Chapter 2.3.3: Compensation system

To motivate and retain employees a structured compensation system is implemented at EWPD. Based on job grades, responsibilities and market standards salary structures are determined. According to the company policy basic salary, house rent allowance, medical allowance and other benefits are provided. To recognize employee contributions performance based increments, bonuses and festival allowance are also granted. To ensure accurate salary disbursement attendance and leave records are maintained and pay roll activities are managed systematically. To remain competitive within the real estate industry the compensation framework is regularly reviewed.

Chapter 2.3.4: T&D system

To enhance employee skills and professional growth the T&D system at EWPD is designed accordingly. Through performance evaluations and departmental recommendations training needs are identified. To improve behavioral skills, managerial capabilities and technical competencies both on the job and off the job training programs are arranged. To familiarize with the organization's culture, policies and procedures orientation programs are conducted for newly recruited employees. So that employees can adapt to changing business environments and technological advancements continuous learning opportunities are encouraged.

Chapter 2.3.5: Performance appraisal system

To evaluate employee performance objectively a formal performance appraisal system is maintained. At the beginning of each evaluation period performance indicators and targets are set. Regular monitoring is conducted by the supervisors and feedback is provided to employees to guide improvement. Based on predefined criteria such as efficiency, goal achievement, punctuality and teamwork annual appraisals are completed. Appraisal outcomes are linked with training opportunities, salary increments and promotion decisions, organizational effectiveness and employee satisfaction are strengthened at EWPD, Bashundhara group through these integrated management practices.

Chapter 2.3.6: Procedure, evaluation and critical reflection

Through job advertisements, external recruitment platforms and internal referrals recruitment at EWPD, Bashundhara group is conducted. To select suitable candidates followed by interviews and verification procedures applications are screened. The phase of recruitment and selection concludes by onboarding. Through task completion, supervisor feedback and work efficiency employee performance is evaluated. According to HRM theory, employee productivity and organizational commitment is improved by structured recruitment and objective performance appraisal systems. Greater use of performance measurement systems and standardized evaluation criteria could further enhance transparency, employee performance outcomes and fairness. These practices are moderately structured but require improvement. To enhance overall employee performance and organizational effectiveness diversified recruitment sources, greater transparency and standardized evaluation criteria should be implemented to reduce subjectivity and ensure that highly qualified candidates are selected.

2.4: Marketing practices

Chapter 2.4.1: Introduction

To strengthen the position in the real estate sector of Bangladesh marketing practices at EWPD, Bashundhara group have been strategically designed. Structured and research based marketing approaches have been followed to ensure sustainable growth and customer satisfaction as one of the leading real estate wings of the conglomerate.

Chapter 2.4.2: Marketing strategy

To ensure long term competitive advantage and sustainability a comprehensive marketing strategy has been developed. To understand urban housing trends, purchasing power and customer

preferences market research has been conducted. To maintain consistency across all platforms integrated marketing communication strategies have been adopted. While maintaining reliability and trust emphasis has been placed on delivering commercial and high quality residential projects.

Chapter 2.4.3: Target customers, targeting and positioning strategy

Seeking modern residential facilities the upper middle class and high income individuals have primarily been identified as the target customers. For commercial properties investors and corporate clients have also been targeted. Based on geographic location, income level and lifestyle market segmentation has been carried out. Offering well planned living, secure and modern environments EWPD has been positioned as a premium real estate developer. Through timely project delivery and quality assurance a strong brand image has been created.

Chapter 2.4.4: Marketing channel for product and services

To reach potential buyers EWPD utilized multiple marketing channels. To communicate with customers personally direct sales teams have been employed. To provide virtual presentation and project details digital marketing platforms including social media and company websites have been used. Participation in property fair, brochures, billboards and print media advertisements have been adopted to increase visibility. To generate referrals and repeat customers relationship marketing has been encouraged.

Chapter 2.4.5: Product development and competitive practices

To align projects with customer expectations and modern architectural trends continuous product development practices have been followed. Advanced safety features, eco friendly construction methods and innovative designs have been incorporated into projects. While maintaining superior quality competitive pricing strategies have been implemented. To ensure competitive advantage in the real estate industry benchmarking techniques have been applied and market competitors have been closely monitored,

Chapter 2.4.6: Branding activities

To reinforce corporate identity strong branding initiatives have been undertaken. To enhance brand credibility the reputation of bashundhara group has been leveraged. To create brand recognition promotional materials, color schemes and consistent logos have been maintained. To strengthen positive perception and public trust corporate social responsibility activities have also been highlighted.

Chapter 2.4.7: Advertising and promotion strategies

Through outdoor media, online platforms, newspapers and television advertising campaigns have been conducted. To attract buyers promotional offers such as limited time discounts and flexible payment plans have been introduced. To increase corporate visibility event sponsorships and public relations activities have been arranged. To maintain customer interactions digital engagement strategies including email marketing and social media promotions have been implemented.

Chapter 2.4.8: Critical marketing issues and gaps

Certain challenges have been faced despite structured marketing practices. Intensified price pressure has been noticed for increasing competition in the real estate sector. Fluctuations in construction costs and regulatory requirements have affected promotional planning. Greater digital transformation and data-driven marketing approaches could further enhance customer engagement. As an area for development continuous improvement in after sales service and customer feedback management has been identified.

Chapter 2.4.9: Conclusion

Overall, While continuous evaluation and adaptation have been emphasized to address emerging challenges, to maintain it's strong position systematic marketing practices have been implemented at EWPD.

2.5: Financial performance and accounting practices

Chapter 2.5.1: Introduction

Over the last 3-5 years the financial statements of EWPD, Bashundhara group have been prepared and presented in accordance with established regulatory requirements and accounting standards applicable in Bangladesh. It has been observed from the annual reports that the core accounting principles such as materiality, consistency, prudence and going concern have been properly followed. The financial statements are confidential so the reports have not been disclosed and have been prepared on the assumption that the company will continue it's operations in the foreseeable future and this assumption has been disclosed accordingly.

Chapter 2.5.2: Accrual basis of accounting

In the preparation of financial statements an accrual basis of accounting has been followed. When incurred rather than paid expenses have been recorded and when earned rather than when cash has been received revenues are recognized. As a result, a more accurate representation of position and

financial performance has been ensured. To determine the actual profit or loss for each accounting period related expenses and matching of revenues has been maintained.

Chapter 2.5.3: The complete cycle

Throughout the reporting years the complete accounting cycle has been systematically followed. Transactions have been identified, recorded in journals, posted to ledger accounts, and summarized in trial balances. To account for depreciation, accrued expenses, prepaid expenses and other necessary adjustments adjusting entries have been made at the end of each accounting period. After adjustments financial statements such as the statement of cash flows, statement of changes in equity, statement of profit or loss and statement of financial position have been prepared. To transfer temporary account balances to retained earnings closing entries have been passed.

Chapter 2.5.4: Depreciation

Regarding depreciation it has been generally applied using the straight line method over the estimated useful lives of assets. Ensuring systematic allocation of the cost of plant, equipment and property a fixed amount of depreciation has been charged annually under this method. The useful lives and residual values of assets have been reviewed periodically, and any changes have been adjusted prospectively in compliance with accounting standards.

Chapter 2.5.5: Conclusion

In the notes to the financial statement adequate accounting disclosure have been provided. Commitments, related party transactions, contingent liabilities and significant accounting policies have been clearly disclosed according to the assumptions. To ensure consistency and transparency comparative figures for previous years have been presented. Transparency and accountability have been reflected through proper presentation and financial reporting practices as EWPD have been maintained in a structured and compliant manner.

2.6: Operations management and information system practices

Chapter 2.6.1: Introduction

Extensive use of information systems is ensured for the effective sharing of organizational data, processing, storage and collection. To maintain structured databases where financial data, project files, land documentation, client information and employee records are systematically stored various digital platforms are utilized. Through these systems quick retrieval of information is facilitated for managerial decision making and data accuracy and confidentiality are maintained.

Chapter 2.6.2: Description

To manage documentation, track project progress, maintain correspondence and prepare reports office management software is widely used in EWPD. To generate financial statements, monitor budgets and process transactions database software and enterprise level accounting are applied. Through computerized HR systems by which administrative efficiency are enhanced and manual errors are minimized manpower data, leave records, payroll and attendance are maintained. Internal networks and digital communication tools are utilized for sharing information with stakeholders and clients. Client communications, legal documentation, payment schedules and project updates are recorded and transmitted electronically. As a result, timely information flow is maintained between departments, management, investors and customers and transparency is ensured. Through digital tracking systems systematic monitoring process are implemented in terms of quality management. Compliance requirements, material quality and construction progress are documented and reviewed regularly. Using planning softwares where timelines task responsibilities and milestones are clearly defined scheduling of projects is performed. Corrective actions are taken accordingly and delays are identified early through these systems. Through integrated information systems resource allocation is also managed. HR, construction materials, equipment usage and financial resources are monitored and distributed based on project requirements. To ensure smooth workflow and optimal productivity operations management activities are coordinated.

Chapter 2.6.3: Conclusion

Thus at EWPD, Bashundhara group information systems are strategically utilized to support effective management practices, improve communication, maintain data integrity and enhance operational efficiency across all functional areas.

2.7: Industry and competitive analysis

Chapter 2.7.1: Introduction

A strategic analysis of EWPD, Bashundhara group can be conducted by applying porter's five forces model and a SWOT analysis focusing on common, imitable and distinctive strengths. The internal capabilities and competitive environment of the organization can be evaluated in a structured manner through these frameworks.

Chapter 2.7.2: Threat of new entrants

Firstly, through porter's five forces model the competitive environment of EWPD can be examined. In the real estate industry the threat of new entrants can be considered moderate. Although brand reputation, capital investment, regulatory approvals are required and entry barriers are not extremely high. Significant competitive pressure from new firms can be reduced due to strong brand presence of Bashundhara group.

Chapter 2.7.3: Bargaining power of suppliers

The bargaining power of suppliers is regarded as moderate to high. Price fluctuations in materials such as land, steel and cement significantly influence project costs and land, construction materials and skilled labor are supplied by various vendors. Because large scale purchasing power is possessed by EWPD bargaining pressure is minimized.

Chapter 2.7.4: Bargaining power of buyers

The bargaining power of buyers is considered high in the real estate sector. Before purchasing commercial spaces and apartments customers usually compare prices facilities and locations among different developers. Therefore, modern facilities, attractive pricing strategies and quality construction must be maintained to retain buyers.

Chapter 2.7.5: Threat of substitute products

The threat of substitute products is relatively low but still present. Customers may choose rented housing or alternative residential areas developed by competing companies instead of purchasing apartments. As a result, in infrastructure development and housing quality continuous improvement is required.

Chapter 2.7.6: Competitive rivalry

Competitive rivalry within the industry is very intense. Competition in terms of location, design innovation and price is continuously observed since many real estate companies operates in Bangladesh.

Chapter 2.7.7: Common strengths

The internal capabilities of EWPD can be evaluated through SWOT analysis focusing on common, imitable and distinctive strengths. The resources and capabilities that are widely available among real estate companies such as access to building materials, skilled engineers and construction equipment are the common strengths. These strengths do not create long term competitive advantage but helps maintain operational efficiency.

Chapter 2.7.8: Imitable strengths

The capabilities that competitors can copy over time are the imitable strengths. For instance installment payment systems, modern apartment design and marketing strategies can be replicated by rival developers. These strengths contribute to market competitiveness but they cannot ensure sustainable differentiation.

Chapter 2.7.9: Distinctive strengths

The unique capabilities that differentiate EWPDP from its competitors are the distinctive strengths. The strong brand reputation of Bashundhara Group, large-scale land development projects like Bashundhara Residential Area, financial stability, and customer trust are regarded as distinctive strengths. Long term growth opportunities and stronger market positioning are ensured through these advantages.

Chapter 2.7.10: Conclusion

While its distinctive strengths derived from Bashundhara group provide significant strategic advantage in the real estate industry, by customer bargaining power and market rivalry EWPDP's competitive environment is strongly influenced.

2.8: Summary and conclusions

Where the internship was conducted, this chapter provided the overview of the organization. To develop a clear understanding of its overall functioning the historical background, mission, vision, operational structure and core business activities of the organization were presented. The organizational framework and the environment in which the intern operated were introduced and analyzed through this discussion. To highlight how it was established and how it has evolved over time the history and background of the organization were described. To illustrate the long term goals and strategic direction of the organization the mission and vision statements were also explained. In shaping service delivery, organizational policies and decision making processes it was observed that these guiding principles play a crucial role. The organizational structure and management hierarchy were outlined. To show how responsibilities are distributed within the organization different departments and their respective roles were discussed. It was found that the coordination among departments ensures smooth operational performance and supports the achievement of organizational objectives. To demonstrate how leadership contributes to organizational efficiency and development the roles of key management personnel were also briefly introduced. The major products or services offered by the organization were discussed. An

understanding of the operational focus and organization's market position was developed through this analysis. It was identified that the organization emphasizes continuous improvement, quality service delivery and customer satisfaction. Showing how organizational policies and professional practices are implemented in daily activities the operational procedures and working environment were also highlighted. The organizational culture and work environment were briefly examined. Within the organization it was observed that professionalism, teamwork and communication are encouraged. Such a supportive environment helps employees perform their tasks effectively and promotes overall organizational productivity. Overall, chapter 2 has presented a comprehensive overview of the organization where the internship was completed. A clear understanding of the organization's functioning was established through the discussion of its background, services, operational practices and structure. The information provided in this chapter served as a foundation for the subsequent chapters of the internship report, where practical experiences and tasks performed during the internship are analyzed in relation to the organizational context.

2.9: Recommendations/Implications

Several recommendations can be suggested to enhance long term organizational performance, efficiency and productivity based on the operational practices and organizational overview at EWPD. These implications are expected to support development of the organization within the competitive real estate sector of Bangladesh and continued growth. Firstly, greater emphasis should be placed on the integration of modern digital systems and operational activities. To improve documentation processes, attendance management, efficiency and accuracy of employee records it is recommended that advanced data management systems and human resource management software be implemented. Errors can be minimized and organizational tasks can be completed more quickly through the use of digital tools. Secondly, development programs and continuous training should be arranged regularly for employees. To ensure that employees remain updated with industry standards and modern management practices professional development initiatives are required. Service quality can be enhanced and organizational performance can be improved by strengthening employee skills and competencies. To strengthen workforce capability within the organization training programs related to technical expertise, communication and leadership are expected. Coordination and stronger interdepartmental communication should be encouraged is as another important recommendation. Although effective collaboration among

departments has been observed through the establishment of regular departmental meetings and structured communication channels further improvements can be made. Appropriate solutions can be implemented in a timely manner and operational challenges can be identified more quickly through improved communication practices. Furthermore, the implementation of structured performance evaluation systems is recommended. To assess employee contributions and productivity clear performance indicators and evaluation criteria should be established. Through fair recognition and reward mechanisms motivation can be increased and employee performance can be monitored effectively through such evaluation systems. In addition, greater attention to employee engagement and workplace well being is recommended. To encourage job satisfaction, teamwork and professionalism a motivating and supportive work environment should be continuously maintained. Productivity and higher levels of commitment are likely to be achieved when employees feel supported and valued. Finally, the EWPD should continue to focus on customer satisfaction and innovation within the real estate sector. So that development projects and services can be improved according to customer expectations customer feedback mechanisms and market research should be strengthened. The competitive advantage and long term sustainability of EWPD, Bashundhara group can be further strengthened through these strategic improvement. Overall, greater operational excellence can be achieved and organizational performance can be enhanced in the future if these recommendations are implemented effectively.

Chapter 3 - Project part

3.1: Introduction

3.1.1: Background and problem statement

In ensuring the success and sustainability of modern organizations HRM plays a vital role. In determining the quality and competence of employees who contribute to organizational performance recruitment and selection are considered two of the most important processes among the various HR functions. The process through which potential candidates are attracted to apply for job positions is the recruitment process and for specific roles identifying and choosing the most suitable individuals is selection. Organizations are able to build a skilled workforce that supports productivity, innovation and long term growth when these processes are conducted effectively. EWPD, Bashundhara group is responsible for developing several large scale residential and commercial projects that operates in the real estate sector of Bangladesh. To meet the increasing housing demands of Dhaka city the company was established in 1987 and has successfully developed planned communities such as the bashundhara residential area and other housing projects. The rapid growth of EWPD and the expansion of the Bashundhara group have created a continuous need for skilled employees across various departments such as HR, finance, marketing, engineering and administration. To ensure that qualified employees are hired the recruitment and selection process must be conducted carefully because the organization operates large real estate projects and serves a wide customer base. While systematic selection procedures ensures that the most appropriate individuals are chosen for specific job roles proper recruitment strategy help organizations attract competent candidates. In large organizations like EWPD, to follow structured procedures including background verification, interviews, written tests, application screening, vacancy announcements and job analysis recruitment and selection practices are expected. Workplace efficiency is improved and employee capabilities are aligned with organizational goals when these processes are properly implemented. Effective hiring practices also contribute to better organizational performance, employee satisfaction and reduced turnover. Therefore, for evaluating how human resource strategies support the overall objectives of the organization understanding recruitment and selection practices within EWPD is important.

Many organizations face challenges in implementing effective hiring practices despite the importance of recruitment and selection. In some cases interviews may heavily rely on subjective judgements, candidate screening may be insufficient or recruitment sources may be limited. When such issues occur, employees may be hired without proper evaluation of their cultural compatibility, experience or skills with the organization. Within large organizations such as EWPD, ineffective recruitment and selection practices may lead to several organizational problems. These may include decreased productivity, reduced employee performance and increased employee turnover. Employee's ability to perform tasks efficiently becomes limited when they are not properly matched with job requirements. As a result, additional resources and time may be required for performance improvement, training and supervision. The risk of biased or inconsistent hiring decisions may increase if recruitment processes are not transparent or systematic. This may reduce trust in organizational management and may create dissatisfaction among employees. In the long term such issues can negatively influence employee morale and overall organizational effectiveness. Lack of continuous evaluation of recruitment and selection outcomes may be another challenge faced by the organization. It becomes difficult to determine whether hiring practices are contributing positively to employee performance without proper assessment. Therefore, in order to identify potential gaps and improve their human resource strategies to analyze recruitment and selection practices becomes necessary for organizations like EWPD. For these reasons, the present study is undertaken to examine how recruitment and selection practices influence employee performance at EWPD. To support better workforce management and organizational success valuable insights can be generated by identifying existing challenges and evaluating current HR practices.

3.1.2: Objectives

The project has been designed to examine how effective hiring practices contribute to improved workforce performance within EWPD, Bashundhara group. Careful attention must be given to how employees are appointed, attracted and evaluated in an organization since recruitment and selection are essential functions of human resource management. To analyze the current recruitment and selection practices of EWPD and to evaluate how these practices influence employee performance and organizational effectiveness the objectives of this study has been formulated. To examine the recruitment process followed by EWPD is the primary objective of

this study. The methods through which potential candidates are encouraged and attracted to apply for job vacancies are intended to be analyzed. In order to determine whether the organization is able to attract a sufficient number of qualified candidates for various positions recruitment sources such as online recruitment platforms, job advertisements, employee referrals and internal promotions are expected to be reviewed . The effectiveness of recruitment strategies used by the organization will be evaluated through this analysis. To analyze the selection procedures applied by EWPD in the hiring process is another important objective of the study. In order to determine whether the candidates are properly assessed before being appointed selections techniques such as background verification, interviews, written examinations and application screening are intended to be examined. It will be determined whether the most suitable and competent candidates are being selected for different job roles within the organization by reviewing these procedures. To evaluate how recruitment and selection practices influence employee performance is a further objective of the study. It is expected that effective hiring will lead to commitment to organizational goals, improved employee productivity and job satisfaction. Therefore, the relationship between the quality of employee performance and systematic recruitment procedures will be analyzed. The importance of proper hiring strategies in achieving organizational success will be highlighted by examining this relationship. To identify potential weaknesses or challenges in the recruitment and selection process at EWPD is another objective of this study. During the analysis issues such as reliance on subjective interview methods, limited recruitment sources and inadequate candidate evaluation may be identified. Gaps within the existing hiring system can be understood and areas for improvement can be highlighted by recognizing these challenges. Finally, the study aims to propose recommendations for improving recruitment and selection practices within EWPD. Practical suggestions may be provided to ensure that qualified and capable employees are selected and strengthen hiring strategies. Greater organizational efficiency and higher levels of employee performance are expected to be achieved through these improvements. A comprehensive understanding of the recruitment and selection process and it's impact on employee performance within EWPD will be developed through the achievement of these objectives. Consequently, to the enhancement of human resource management practices and overall organizational productivity valuable insights will be generated to make contribution.

3.1.3: Significance

To understand how effective human resource practices support organizational success the significance of the study is reflected in its contribution. Because recruitment and selection determine the quality, capability and performance of employees within the organization they are considered fundamental functions of human resource management. In order to understand how these practices influence employee performance the recruitment and selection practices followed at EWPD, Bashundhara group are intended to be examined through this study. Firstly, the way it highlights the importance of effective recruitment procedures the significance of this study is observed. Capable and qualified candidates can be attracted to apply for different job positions through systematic recruitment practices. The possibility of selecting highly competent employees is increased and a larger pool of talented applicants can be reached when appropriate recruitment strategies are applied. Therefore, the study contributes to identifying whether strategies used by the organization are sufficient to attract suitable candidates and the recruitment sources. Secondly, because the study provides an opportunity to analyze the selection methods used by the organization it is considered significant. Based on their qualifications, skills, experience and to perform job responsibilities effectively proper selection procedures ensures that employees are chosen. Whether fair and systematic procedures are being followed during the hiring process it becomes possible to evaluate by examining the selection techniques applied within EWPD. This analysis helps determine whether the organization is able to appoint the most appropriate individuals for different roles. The examination of the relationship between recruitment and selection practices and employee performance is another significance of the study. By the quality of employees who are hired by the organization employee productivity and efficiency are greatly influenced. Higher levels of job performance and organizational commitment are usually achieved when qualified and capable individuals are selected through proper hiring process. A better understanding of how recruitment and selection processes contribute to improved employee performance is expected to be developed through this study. Furthermore, the study is significant because potential challenges or weaknesses within the recruitment and selection process may be identified. Issues such as lack of structured selection procedures, ineffective candidate evaluation methods or limited recruitment sources may be recognized by analyzing existing hiring practices. To strengthen the overall human resource management system of the organization appropriate improvements can be suggested once these limitations are identified. Finally, in its practical contribution to organizational development the significance of this study is also reflected. So that

competent and skilled employees can be hired the findings of the research may assist the management of EWPD in improving their recruitment and selection strategies. As a result, organizational effectiveness, employee performance and productivity may be enhanced. Therefore, this study is considered valuable because insights are provided regarding how proper recruitment and selection practices can positively influence employee performance and support long term growth and success of the organization.

3.1.4: Scope of the study

In order to examine the recruitment and selection practices followed within EWPD, Bashundhara group the scope of study has been defined. An understanding of how employees are recruited, selected and placed within the organization is intended to be developed through this study. The influence of these hiring practices on employee performance is expected to be explored. The study attempts to highlight the importance of effective human resource management practices within the organization by focusing on these aspects. In detail the recruitment practices followed by EWPD are intended to be examined within the scope of study. The methods through which potential candidates are attracted and encouraged to apply for different job positions are included in the study. Various recruitment sources such as online recruitment platforms, job advertisements, employee referrals and internal recruitment are expected to be reviewed. An understanding of whether the organization is able to attract a sufficient number of qualified candidates will be developed through this examination. The analysis of the selection process followed by EWPD is also included in the scope of study. Different stages of the selection procedure such as background verification, interviews, written tests and application screening are intended to be reviewed. Before being appointed to different positions within the organization it will be determined whether candidates are evaluated effectively and fairly by analyzing these selection methods. To meet the requirements of the organization how suitable employees are selected is the focus of the study. The evaluation of the impact of recruitment and selection practices on employee performance is another important aspect included within the scope of study. Commitment toward organizational goals, employee productivity and job efficiency are considered important indicators of performance. The relationship between improved employee performance and effective hiring practices is intended to be analyzed through this study. A better understanding of how recruitment and selection contribute to organizational success will be developed is expected. Furthermore, the

study also includes the identification of potential challenges or limitations within the recruitment and selection process at EWPD. Through this analysis, any weaknesses in selection techniques, recruitment sources and candidate evaluation procedures are intended to be recognized. In order to strengthen the overall hiring system of the organization the study may highlight areas where improvements are required by identifying such issues. However, the scope of the study remains limited to the recruitment and selection practices of EWPD and their influence on employee performance. In this research, other human resource management functions such as employee development, performance appraisal, compensation and training are not extensively examined. Based on the available organizational data and information collected during the internship period are primarily the key to the findings of the study. While providing insights that may support improvements in the organization's human resource management practices, to analyze recruitment and selection processes and evaluating their impact on employee performance within EWPD is where the scope of this study is confined.

3.2: Literature review

In human resource management literature the recruitment and selection process has been widely recognized as one of the most critical functions that influence organizational performance. "Recruitment is the process of discovering potential candidates for actual or anticipated organizational vacancies"- Edwin B Flippo(1984). "Selection is the process of choosing from among applicants the individuals best suited for the job"- Gary Dessler(2017). Organizations are able to acquire employees who possess the necessary knowledge, abilities and skills required to achieve organizational goals through these processes. As a result, the relationship between employee performance, recruitment and selection has been frequently examined by management scholars and researchers. It has been emphasized that an effective recruitment system allows organizations to attract a large pool of qualified applicants according to many studies conducted within the field of human resource management. To apply for job opportunities talented individuals are encouraged when recruitment practices are properly designed. It has been suggested by researchers that organizations that utilize diverse recruitment channels such as job advertisements, online job portals, employee referrals and internal recruitment are more likely to attract competent candidates. Consequently, the possibility of selecting capable employees who can perform effectively within the organization increases as the quality of applicants is improved.

In addition to recruitment, in determining employee performance the selection process has also been considered a significant factor. Based on their job related competencies, qualifications and experience candidates can be evaluated through structured selection procedures such as background verifications, interviews, written examinations and application screening. The likelihood of appointing the most suitable employees is increased when systematic and objective selection methods are applied. “Human resource management practices significantly influence employee performance and organizational effectiveness”- Michael Armstrong(2014). Furthermore, in various empirical studies the impact of recruitment and selection practices on employee performance has been highlighted. It has been indicated that employees tend to demonstrate higher levels of commitment, productivity and efficiency toward organizational goals when they are hired through structured and effective hiring processes. Proper recruitment and selection help ensure that to perform an employee’s duty successfully they possess the required skills and competencies. As a result, organizational effectiveness and workforce performance can be achieved. However, it has also been observed in the literature that ineffective recruitment and selection practices may lead to several organizational challenges. Employee performance may be negatively effected due to limited recruitment sources or inadequate evaluation procedures when unqualified individuals are appointed. In such situations, organizations may experience increased training costs, lower productivity and higher employee turnover. Therefore, improvement and continuous evaluation of recruitment and selection strategies have been recommended by many researchers. “Effective recruitment and selection processes help organizations obtain competent employees who contribute to improved productivity”- Stephen P. Robbins(2015). The literature also suggests that organizations operating in competitive industries must develop strategic recruitment and selection systems to maintain a skilled workforce. Employees who possess both organizational compatibility and technical skills can be selected. For improving employee performance and achieving long term organizational success the alignment between job requirements and employee capabilities is considered essential. “The quality of employees largely depends on the effectiveness of the recruitment and selection system”- David A. Decenzo(2016). Overall, in shaping employee performance and organizational outcomes recruitment and selection processes play a significant role. For examining how recruitment and selection practices influence workforce performance within organizations the findings of previous studies provide a theoretical foundation. Therefore, the present study aims to further investigate this relationship within EWPD,

Bashundhara group. To guide the development of the research methodology and support the analysis of findings related to employee performance, recruitment and selection the insights from the literature are expected.

3.3: Methodology

To ensure that the research objectives are effectively achieved the methodology of the study has been designed in a systematic manner. With the intention of examining the recruitment and selection practices and evaluating their influence on employee performance the study has been conducted within EWPD, Bashundhara group. In alignment with the project part the methodology has been developed. As it allows the existing recruitment and selection practices of the organization to be observed and analyzed in details a descriptive research design has been adopted for this study. The relationship between the recruitment and selection processes and employee performance has been examined without manipulating any variables through this approach. To ensure a comprehensive understanding of the research problem both qualitative and quantitative methods has been examined. From both primary and secondary sources data for the study have been collected.

Primary data: Through direct discussions and interactions with employees and human resource personnel of EWPD primary data have been gathered. Practical insights into recruitment practices, selection procedures and employee performance have been obtained through these interactions. To ensure that accurate and honest information is collected from the respondents these discussions have been conducted in an informal manner. Interviews have been conducted to obtain in-depth insights into the practical implementation of recruitment and selection processes within the organization. The form of interview was a semi structured interview or can be said unstructured. Two HR managers were interviewed to obtain these insights. The interview was conducted face to face at their respective office. To gather detailed responses open ended questions were used. Common themes related to recruitment and employee performance were identified and interpreted and through thematic analysis these interview responses were analyzed. Due to time and accessibility constraints a sample of employees from different departments of EWPD has been selected using a non profitability sampling technique, particularly convenience sampling. To ensure that diverse perspectives are considered employees from different departments such as operations, marketing, administration and HR have been included in the study. Based on

availability and willingness of respondents the sample size has been determined. Using descriptive techniques such as comparative analysis the collected data have been analyzed.

Secondary data: From various sources such as relevant academic literature, websites, official documents and company reports secondary data have been collected. To identify existing gaps in research and to establish theoretical foundation for the study the literature review has been used. These secondary sources have also supported the formulation of data collection instruments and the development of the research framework.

In order to identify patterns and trends related to recruitment and selection practices and their impact on employee performance through descriptive analysis qualitative responses has been interpreted. Throughout the research process ethical considerations have been maintained. Participation have been kept voluntary and confidentiality of respondents have been ensured. Therefore, supporting meaningful findings and analysis a clear understanding of recruitment and selection practices and their impact on employee performance at EWPD has been developed through this methodological approach.

3.4: Findings and analysis

Chapter 3.4.1: Introduction

Based on the data collected from the employees and human resource personnel of EWPD, Bashundhara group the findings and analysis of the study have been conducted. In order to evaluate how recruitment and selection practices influence employee performance within the organization the analysis has been carried out in alignment with the research objectives and problem statement.

Chapter 3.4.2: Recruitment practices

Through both internal and external sources it has been observed that recruitment practices at EWPD are conducted from the findings. While external sources such as online platforms and job advertisements have been used to attract wider pool of candidates, internal recruitment methods such as employee referrals and promotions have been utilized to fill certain positions. Multiple recruitment channels have helped the organization attract qualified applicants has been found from the findings. However, reliance on limited external platforms may restrict access to a broader talent pool has been identified.

Chapter 3.4.3: Selection practices

In terms of selection practices, structured selection process is generally followed within the organization has been found. Procedures such as background verification, application screening and interviews have been implemented to evaluate candidates. However, during interviews the selection process is sometimes influenced by subjective judgements has been observed. This may affect the fairness and consistency of candidate evaluation. Further improvements in objectivity and standardization may enhance it's overall effectiveness while the selection process is moderately effective is suggested from the findings.

Chapter 3.4.4: Impact on employee performance

The analysis has also revealed that recruitment and selection practices have a significant impact on employee performance. Through transparent and systematic processes employees who have been recruited tend to demonstrate commitment to organizational goals, higher levels of productivity and job satisfaction has been observed. On the other hand, employees may face difficulties in adapting to job roles when recruitment and selection processes are not properly structured, which can lead to lower performance levels. It was emphasized that effective hiring practices contribute to improved workforce performance as in the findings supports the argument presented in the literature review.

Chapter 3.4.5: Challenges

Furthermore, within the recruitment and selection process at EWPD it has been identified that certain challenges exist. These challenges include time constraints in the hiring process, limited diversity in recruitment sources and occasional lack of standardized evaluation criteria. As a result, poor processes may sometimes reduce potential to select the most suitable candidates. To strengthen selection procedures and improving recruitment strategies these findings highlights it's importance.

Chapter 3.4.6: Analysis

Through the analysis it indicates that there is a need for continuous evaluation of recruitment and selection practices. It becomes difficult to measure the effectiveness of hiring decisions and their impact on employee performance without proper assessment and monitoring. Therefore, the performance based evaluation of recruitment outcomes to incorporate into the HR practices of the organization is suggested.

Chapter 3.4.7: Interpretations and outcomes

As productivity, job satisfaction and commitment were observed employees were found to be positively influenced by structured recruitment and selection practices. Organizational goals was achieved by improved alignment. However, when processes were inconsistent or unclear reduced performance was experienced. As affecting effectiveness while limitations in time constraints and sourcing were identified outcomes were shaped by standardized evaluation, transparency and fairness.

Chapter 3.4.8: Integration of HR theories

Through Person Job Fit Theory, Expectancy Theory and Human Capital Theory the findings were interpreted. Alignment with job roles and employee capabilities enhancement was observed by effective recruitment. Contribution to overall organizational effectiveness and productivity outcomes when expectations were clearly communicated and fulfilled performance and motivation were improved demonstrating structured selection process significantly. Proper alignment between job roles and employee abilities improves satisfaction and efficiency was shown in Person Job Fit Theory. Resulting in enhanced productivity and overall organizational performance Expectancy theory indicates that rewards and clear expectations motivate employees. Leading to higher performance outcomes better recruitment increased employee skills was noted by Human capital theory.

Chapter 3.4.9: Conclusion

Overall, in shaping employee performance the findings demonstrate that recruitment and selection practices at EWPD play a crucial role. To ensure that highly competent employees are consistently selected certain improvements are required, while existing practices have been found to be moderately effective. Higher levels of employee performance and organizational effectiveness are expected to be achieved through the enhancement of recruitment strategies and selection methods.

3.5: Summary and conclusions

To examine how effective hiring practices contribute to employee performance within EWPD, Bashundhara group the study has been conducted. Emphasis has been placed on analyzing recruitment and selection procedures and evaluating their influence on efficiency, organizational effectiveness and workforce productivity throughout the study. In order to provide a comprehensive understanding of the topic the research has been carried out in alignment with the project part. Significantly influencing employee performance it has been observed that recruitment

and selection are essential components of human resource management from the study. Allowing candidates to be attracted from diverse backgrounds, through both internal and external sources recruitment practices at EWPD have been conducted. To identify suitable candidates selection procedures such as interviews, verification and screening have been implemented. However, including occasional subjectivity and limited recruitment channels in evaluation methods it has also been found that certain limitations exist within the recruitment and selection process. Effective recruitment and selection practices contribute positively to employee performance have been found from the findings of the study. Employees have been found to demonstrate job satisfaction, organizational commitment and higher levels of productivity who have been selected through transparent and structured processes. On the other hand, in performing job responsibilities efficiently employees may experience difficulties when hiring practices are not properly managed. Therefore, through the analysis the relationship between recruitment and selection practices and employee performance has been clearly established. Within the existing recruitment and selection system at EWPD the study has also highlighted several challenges. Issues such as insufficient monitoring of hiring outcomes, limited diversity in recruitment sources and lack of standardized evaluation criteria have been identified. To affect the overall effectiveness of the hiring process these challenges have been found and if not addressed properly it may influence employee performance negatively. Reduced effectiveness were identified for certain limitations. To enhance job satisfaction, productivity and commitment transparent and structured processes were found. In determining employee performance and organizational success it has been concluded that recruitment and selection practices play a vital role based on the overall findings. To ensure that suitable and highly competent employees are consistently selected further improvements are required although the existing practices at EWPD have been found to be moderately effective. To attract a wider pool of qualified candidates recruitment strategies should be expanded and more structured and objective selection methods should be adopted has been suggested. In conclusion, it can be stated that within the organization the effectiveness of recruitment and selection processes directly influences employee performance. Enhanced employee productivity and organizational efficiency can be achieved by improving hiring practices and addressing existing limitations. Therefore, the study provides strengthening human resource management practices and achieving long term success as valuable insights that may assist EWPD.

3.6: Recommendations

To improve the effectiveness of hiring practices within EWPD, Bashundhara group several recommendations have been proposed based on the findings and analysis of the study. To ensure that employee performance is positively influenced and to enhance recruitment and selection processes these recommendations are intended. Firstly, recruitment sources to diversify and expand is recommended. In order to attract a large and more qualified pool of candidates greater use of campus recruitment programs, online job portals and professional networking programs should be encouraged. A wider range of skilled applicants can be reached and the chances of selecting competent employees can be increased by expanding recruitment channels. Secondly, a more structured and standardized selection process to implement is suggested. During candidate assessment clear evaluation criteria should be developed and consistently applied. To ensure that candidates are assessed objectively the use of structured interviews, competency based evaluations and written tests should be emphasized. Fairness and accuracy in the selection process can be improved by reducing reliance on subjective judgement. Before initiating recruitment greater emphasis placed on job analysis and job description is another important recommendation. So that candidates with appropriate qualifications and skills can be targeted detailed job requirements and responsibilities should be clearly defined. To lead to improved performance and job satisfaction this will help ensure that employees are properly matched with job roles. Furthermore, to provide training to human resource personnel involved in recruitment and selection activities is recommended. HR staff can be equipped with modern hiring techniques and best practices through proper training. This will enhance their ability to evaluate candidates effectively and make informed hiring decisions. In addition, continuous monitoring and evaluation of recruitment and selection practices should be conducted. To assess the effectiveness of hiring decisions feedback should be collected from new recruited employees and their supervisors. Necessary improvements can be identified and implemented by regularly evaluating recruitment outcomes. Overall, to achieve better workforce efficiency and organizational performance improvements in recruitment strategies and standardized selection methods are recommended. Finally, throughout the recruitment and selection process it is recommended that fairness and transparency should be maintained. Ethical standards should be strictly followed and equal opportunities should be provided to all candidates. This will help enhance the reputation of the organization by building trust among employees. Therefore, leading to enhanced employee performance and overall

organizational effectiveness recruitment and selection practices at EWPD can be significantly improved by implementing these recommendations.

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Appendix A.

Project proposal

<https://docs.google.com/document/d/1-reHHy5OUNuAbh2eJOFVbFIODF71Lsxm/edit?usp=drivesdk&ouid=10314242439546333373&rtpof=true&sd=true>