Report On

IMPACT OF EMPLOYEE MOTIVATION: Reference to LIABILITY OPERATIONS DEPARTMENT OF MEGHNA BANK LTD

By

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An Internship Report submitted to the Department of BRAC Business School, BRAC University in partial fulfillment of the requirements for the degree of
MBA Program

BRAC Business School
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Samia Shamroz
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Supervisor's Full Name & Signature:

Dr. Syed Far Abid Hossain

Asst. Professor

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Letter of Transmittal

Dr. Syed Far Abid Hossain

Asst. Professor,

BRAC Business School

BRAC University

KHA 224, Progati Sarani, Merul Badda, Dhaka-1212

Subject: Internship Report on "Impact of Employee Motivation: Reference to Liability Operations Department of Meghna Bank LTD"

Dear Sir,

With due respect I am Samia Shamroz, ID NO:21264092, Department of BRAC Business School would like to inform you that, it is a great pleasure to me to submit the report on "IMPACT OF EMPLOYEE MOTIVATION: Reference to Liability Operations Department of Meghna Bank LTD" which I was appointed by your direction. I tried my best to gather relevant information for constructing a complete report as outlined and match my theoretical knowledge with the practical field. I would like to express my profound gratitude for reviewing my report.

I trust that the report will meet the desires.

Sincerely yours,

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SAMIA SHAMROZ

Student ID: 21264092

BRAC Business School

BRAC University

Date: 9 December, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Meghna Bank Limited and the undersigned student at BRAC University, Samia Shamroz.

Acknowledgement

This Internship has been a very good experience for me in the way that it has given me the chance to understand the real world outside the classroom. I've learnt a lot about the office environment and my interpersonal skills & self-confidence have also improved significantly.

At first, I am grateful to Allah to keep me physically fit while preparing this report. The successful accomplishment of this report is the outcome of the contribution and involvement of a number of people, especially those who took the time to share their thoughtful guidance and suggestions to improve the research. I express my deep sense of gratitude to my honourable Supervisor Dr. Syed Far Abid Hossain, Asst. Professor, BRAC Business School, BRAC University and Co-Supervisor Dr. M. Nazmul Islam for their endeavour approach and outstanding supervision by which it has been possible for me to make a good combination of theoretical & practical knowledge in preparing this report. I'm massively thankful to my supervisor for contributing his significant time to give direction to me through messages and g-mail for viable correspondence as well as face to face meetings.

I want to offer my thanks towards my supervisor at Meghna Bank Limited, Mr. Faisal Ibn Reza, Head of Liability Operations, Meghna bank Ltd who has been truly kind and supportive in the meantime. I would also like to express my deep gratitude to Joya Das, Junior Officer Liability Operations, Meghna bank Ltd for guiding me whole through the internship period and all other staffs of Liability Operations Department.

Executive Summary

Like other economic sectors in Bangladesh, banking plays a major role in the nation's economy. Bangladesh's most well-known private commercial bank is Meghna Bank Limited. They launched their company in 2013, and in the short time since, they have exceptional service. Although they are relatively new to the banking industry, their system and service quality are getting better every day. I have attempted to discuss how Meghna Bank Ltd.'s working environment allows employees to maintain their motivation for work. I have also included the knowledge I gained from my internship program and the strategies I used to deal with their work environment. To the best of my knowledge, I have also included some updated plans for Meghna Bank Ltd. in my most recent report. I have attempted to provide a comprehensive overview of Meghna Bank Ltd.'s liability management operating environment by covering all of my experiences.

Keywords: Motivation, Liability Operation, Banking Industry, Liability Management.

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Chapter 1: Introduction

1.1 Background of the study

The banking industry is undergoing rapid transformation fueled by technological advancements, changing customer preferences, and evolving regulatory landscapes. In this dynamic environment, institutions like Meghna Bank Ltd. stand out for their proactive approach to innovation, commitment to excellence, and dedication to meeting the diverse needs of their clientele. Meghna Bank's emphasis on utilizing cutting-edge technology to improve operational efficiency and provide seamless banking experiences is a crucial differentiator. In order to increase accessibility and streamline operations, the bank makes investments in cutting-edge infrastructure, including digital banking systems and AI-powered customer care solutions. Moreover, Meghna Bank's emphasis on customer-centricity underscores its understanding of the importance of building strong relationships with its clientele. By offering tailored financial solutions and personalized services, the bank fosters trust and loyalty among its customers, ultimately driving long-term success and sustainability. Meghna Bank's investment banking and wealth management special services, in addition to its basic banking services, are designed to meet the specific requirements of both individual and corporate customers. The bank assists customers in navigating complicated investment landscapes and achieving their financial objectives by providing strategic counsel and sensible financial advice. Meghna Bank's reputation as a conscientious corporate citizen is also greatly influenced by its dedication to corporate social responsibility, or CSR. The bank exhibits its commitment to creating a good effect that extends beyond financial transactions by actively promoting sustainable practices and providing contributions to community development programs. Another important element in Meghna Bank's success story is employee motivation. Understanding that inspired workers are necessary to propel innovation, provide outstanding customer service, and preserve a competitive advantage, the bank makes investments in a range of programs to promote a culture of engagement, expansion, and development within its personnel. Meghna Bank's training programs, recognition initiatives, and career progression opportunities enable its staff members to reach their maximum potential and make valuable contributions towards the organization's goals. Through the cultivation of a highly motivated and productive staff, the bank maintains its agility, adaptability, and responsiveness to the changing demands of its stakeholders.

1.2 Scope of the Study

This study is focused on examining the impact of employee motivation on organizational outcomes within Meghna Bank Ltd. The primary aim is to understand how employee motivation influences key performance indicators such as productivity, customer satisfaction, employee retention, and overall organizational performance. By focusing specifically on Meghna Bank, the research provides a detailed, context-driven analysis that takes into account the bank’s unique operational culture, environment, and industry dynamics.

The study will explore both intrinsic and extrinsic factors that contribute to employee motivation, including job satisfaction, leadership practices, compensation, career development opportunities, and recognition. By analyzing how these factors affect employee engagement and performance, the research will identify how motivation translates into tangible outcomes for the organization.

This focused approach will provide Meghna Bank Ltd. with valuable insights into how to optimize employee motivation to enhance organizational effectiveness, improve competitiveness, and foster sustainable growth. By examining the direct link between motivated employees and organizational success, the study will offer actionable, evidence-based recommendations for implementing strategies that improve motivation, such as better reward systems, career progression opportunities, and a positive work culture. Ultimately, this research aims to help Meghna Bank strengthen its workforce, enhance its operational efficiency, and maintain its competitive edge in the banking sector, contributing to long-term success and growth.

1.3 Objectives of the study

The objectives of the study are:

1. To assess the current level of employee motivation at Meghna Bank Ltd.,identifying factors that contribute to both high and low motivation, such as job satisfaction, leadership, and rewards.

2. To examine the impact of employee motivation on organizational performance, including key aspects such as productivity, customer satisfaction, and employee retention. The study will explore how motivation drives performance and contributes to overall success.

3. To propose practical, tailored strategies for enhancing employee motivation at Meghna Bank Ltd., focusing on fostering a positive work environment, improving employee engagement, and boosting organizational outcomes. These strategies aim to increase competitiveness and support long-term growth within the banking sector.

1.4 Significance of the Study

This study holds significant value in understanding the crucial role of employee motivation in driving organizational success, specifically within the context of Meghna Bank Ltd. It highlights the direct link between motivated employees and improved performance across key organizational indicators such as productivity, customer satisfaction, and retention. By focusing on the unique dynamics of Meghna Bank Ltd., the research provides actionable insights that can be used to tailor motivation strategies to the bank's specific needs and challenges.

The significance of this study also extends to the broader field of human resource management and organizational behavior, as it emphasizes how employee motivation can be a key lever for achieving competitive advantage in the banking sector. In an industry where customer service and operational efficiency are paramount, motivated employees are essential for delivering high-quality services, maintaining strong customer relationships, and driving business growth.

Moreover, this research will provide Meghna Bank Ltd. with the tools and knowledge to create a more positive work environment that enhances employee engagement, reduces turnover, and fosters a culture of continuous improvement. The findings will empower the bank to implement evidence-based practices that optimize employee performance, leading to improved organizational outcomes and a more resilient, competitive institution in the banking industry. Through the combination of theoretical insights and practical, context-specific recommendations, the study aims to contribute to the long-term success and sustainability of Meghna Bank Ltd.

Chapter 2: Overview of Internship

2.1 Student information

Name: SAMIA SHAMROZ

ID NO: 21264092

Program: Masters of Business Administration (MBA)

Major: Human Resource Management (HRM)

2.2 Internship Information

2.2.1 Company Information

Period: 30th October 2023 to 31th January, 2024

Company Name: Meghna Bank LTD

Department: Liability Operations Department

Address: Head Office, Noor Holdings (Level-04), 33 Gulshan South C/A Gulshan Avenue, Circle-1, Gulshan, Dhaka-1212

2.2.2 Internship Company Supervisor's Information

Name: Faisal Ibn Reza

Designation: Head of Liability Operations

Email/phone: Faisal.reza@meghnabank.com.bd

2.2.3 Job Scope – Job Description/Duties/Responsibilities

During my internship at Meghna Bank Limited, I worked in the Liabilities Department, with the primary focus on various key operational functions related to account management, customer verification, and documentation processing. The internship provided me with a comprehensive understanding of banking operations and allowed me to gain practical exposure to the critical activities involved in the day-to-day workings of a commercial bank. My working hours were from 10 a.m. to 6 p.m., five days a week, under the supervision of managers in the

Liabilities Department. This allowed me to participate actively in key tasks, observe banking procedures closely, and contribute to operational efficiency.

Primary Responsibilities

As an intern, my core responsibilities revolved around capital management, liquidity strategies, and account processing. Some of my primary duties included:

- **Capital Needs and Risk Diversification**: I assisted in the analysis and monitoring of the bank's capital structure, ensuring that it met both regulatory requirements and business needs. I helped assess the bank's approach to risk diversification, particularly with respect to liabilities, and supported the team in reviewing risk management strategies to optimize capital allocation.
- **Liquidity Management Strategy**: A key aspect of my role involved understanding and supporting the financial institution's strategy for managing liquidity. This included reviewing daily liquidity reports, ensuring that the bank had sufficient liquidity to meet its short-term obligations, and identifying potential risks related to liquidity shortages. I contributed by providing detailed reports and analysis that helped in decision-making processes.
- **Comprehensive Policy for Capital Market Needs**: I worked on preparing reports and analyses related to the bank's involvement in capital markets. This included reviewing market conditions, understanding interest rate movements, and studying the bank's capital market strategy to ensure that the financial institution maintained a strong position in the market.
- **Bank's Trading Policy and Currency Diversification**: A significant responsibility was understanding the size and yield of the bank's trading portfolio. I assisted in reviewing the bank's policies on currency diversification and instrument selection to

ensure that the trading operations adhered to risk management guidelines. My role involved verifying the bank's asset allocation and reviewing financial instruments for their potential yield.

- **Capital Adequacy and Risk Policy**: As part of the team, I helped monitor and report on capital adequacy ratios, ensuring that the bank had enough equity capital to absorb potential losses. I supported the team in reviewing the bank's overall risk management framework and the policies that govern liquidity, capital, and risk levels.
- **Interest Rate and Liquidity Policy**: Part of my tasks included reviewing the bank's policies on interest rates and liquidity management. I provided support in analyzing how interest rate fluctuations impacted the bank's liabilities and overall profitability. Additionally, I helped assess the effectiveness of liquidity management strategies and their impact on operational efficiency.
- **Performance Metrics Comparison**: I assisted in comparing the bank's performance against industry benchmarks, focusing on key financial indicators such as profitability, capital adequacy, and customer satisfaction. I participated in preparing presentations and reports for senior management, showcasing how Meghna Bank was performing relative to other institutions in the market.

Account Processing and Documentation

In addition to the strategic and analytical tasks mentioned above, I was heavily involved in account processing, which is a core function in the Liabilities Department. Meghna Bank Ltd. offers a wide range of account types, including regular savings accounts, current accounts, senior citizen accounts, special accounts for youth (e.g., Young Star Accounts), and insurance accounts. Each account type requires a specific set of documents and a verification process to ensure compliance with regulatory requirements and to safeguard against fraud.

My responsibilities included:

- **Account Opening Documentation**: One of my key tasks was to verify the identity and documentation of individuals wishing to open an account. To do this, I thoroughly reviewed identification documents such as National ID cards, birth certificates, and, in some cases, passports. In instances where the applicant did not have a National ID card, a recent birth certificate with a photograph can be accepted. If the customer provided a passport instead of an ID card, I ensured that the passport was valid on the date of the account opening.

- **Cross-Verification of Documents**: A critical part of the account opening process involved cross-verifying all provided documents to ensure their accuracy. For example, I checked whether the name on the identification document matched the information in the Application for Account Form (AOF). I also confirmed that the address on the National ID or other documents matched the current address provided by the applicant. In cases where the applicant's address was not clear, they were required to submit a utility bill or a copy of a service charge statement as proof of residence.

- **Assessing the Relationship between the Candidate and the Nominee**: Meghna Bank requires verification of the relationship between an applicant and their nominee, as well as confirmation of the nominee's consent. This process ensures that the nominee will have the legal right to access the account in case of unforeseen circumstances. I was responsible for ensuring that all the necessary documentation related to the nominee is collected, reviewed, and verified.

- **Consent Screening and Criminal Record Check**: Another important aspect of the account-opening process was conducting consent screenings to ensure that the applicant had no criminal records. I verified the applicant's background through the bank’s screening system to ensure they met the bank's criteria for opening an account.

- **Verification of Income Sources**: To ensure compliance with anti-money laundering (AML) regulations and to verify that applicants had a legitimate source of income, I was responsible for obtaining supporting documents related to the applicant’s financial background. For salary accounts, this often meant collecting a letter of intent from the employer, which confirmed the applicant’s employment and salary details. In cases of self-employed individuals, I assisted in reviewing tax documents, bank statements, and other financial records to verify the applicant’s income sources.

- **Finalizing Account Opening**: Once all the required documents is verified and cross-checked, I was responsible for finalizing the account opening process. In some instances, I had to return incomplete forms to customers, requesting any missing or incorrect documents. Only after ensuring that all documentation was in order, was the account successfully opened, and I contributed to preparing account-related files and databases for future reference.

- **Document Scanning and Image Verification**: My second major responsibility was scanning the applicant's documents, ensuring that the images were clear and legible. This was a crucial step to verify that the applicant's signature matched the one on the documents and need to be correctly verified by the bank official. If there was any discrepancy or issue with the documentation, I was the given task to send the forms back to the designated branch for further corrections.

2.3 Internship Outcome

The internship at Meghna Bank Ltd. provided me with a robust understanding of the practical aspects of banking operations, particularly in the Liabilities Department. I gained significant hands-on experience in various key processes, including account management, risk assessment, and customer verification. Below are the specific outcomes of my internship:

2.3.1 Intern's Contribution to the Company

Throughout my internship, I contributed to Meghna Bank in various ways, including:

- Document Verification: I played an essential role in verifying the authenticity of clients' National ID cards and other documents necessary for account opening.
- Residence Verification: Ensuring that the residence of applicants was accurate and up to date, often requiring additional proof of address such as utility bills.
- Income Source Verification: I verified the source of income for applicants, ensuring transparency and compliance with the bank's anti-money laundering regulations.
- Scanning and Image Documentation: I ensured that all documents to scanned accurately, including signature cards, and verified that they matched the bank's records.

2.3.2 Benefits to the Intern

The internship provided me with numerous benefits, including:

- Enhanced Managerial Skills: I gained practical knowledge of management tasks such as documentation handling, account verification, and cross-departmental coordination, which significantly improved my ability to manage complex tasks effectively.

- Workplace Dedication: The internship helped me develop a greater appreciation for hard work and attention to detail, reinforcing my commitment to excellence in a professional setting.
- Critical Thinking and Problem Solving: I improved my ability to assess situations critically, troubleshoot problems, and make informed decisions based on facts and data.
- Teamwork and Collaboration: I worked closely with various departments, enhancing my ability to collaborate and communicate effectively within a team setting.
- Knowledge of Banking Operations: The internship provided valuable exposure to the day-to-day workings of a bank, including the handling of various types of accounts and the processes involved in customer verification and risk management.
- Preparation for Future Career: My experience at Meghna Bank Ltd. has made me more prepared for a career in the financial industry, equipping me with practical skills and industry insights that will be valuable in future roles.

2.3.3 Problems

Meghna Bank is redesigning its offerings with an emphasis on a smooth customer experience from account setup to transactions in order to better satisfy the demands of its clients. A group of relationship managers working under Corporate Banking guarantees prompt and tailored services for corporate clients. They interact with clients to learn about their goals and tactics, and they have sections specifically for trade and customer satisfaction.

But beginning a new position at Meghna Bank has certain difficulties:

- Despite its positive reputation, the bank needs to enhance its offerings for both clients and staff. Because decision-making is centralized, meeting client demands is delayed.

- The head office's small workforce is under tremendous pressure to run the bank effectively. Miscommunication between branches and headquarters is caused by frequent changes in rules and regulations.
- Decision-making delays cause problems for customers in emergency situations. People in Bangladesh are not well-versed in banking regulations and processes, which causes a number of problems:
  - ✓ Finding introducers to open accounts is difficult for new clients.
  - ✓ Difficulties arise from the Central Bank's strict rules around foreign exchange approval.
  - ✓ Inadequate personnel to provide specialized services.
  - ✓ Restricted capacity to draw in overseas business when compared to global banks.
  - ✓ Lower L/C margins and other new government regulations have an impact on foreign exchange expenses.
  - ✓ Meghna Bank must address these problems right now if it hopes to strengthen its position going forward.

2.4 Operations Management and Information System Practices

Meghna Bank Ltd. has adopted advanced operational techniques and innovative technology to enhance its banking services and improve internal processes. One key initiative is **process automation**, which streamlines tasks such as transaction processing, data entry, and account management. This reduces errors and speeds up operations, enabling quicker services for customers and improved efficiency during peak periods. The bank also employs **risk management systems** to safeguard its financial stability and ensure compliance with regulations. These systems help mitigate risks like credit and liquidity issues, protecting both the bank and its customers from potential financial threats.

To meet growing customer demand for digital services, Meghna Bank has invested in **digital banking platforms**. Customers can perform a wide range of services online, including money transfers, bill payments, and account management, enhancing accessibility and convenience. These platforms also allow the bank to offer personalized services based on customer preferences and financial behavior.

The bank prioritizes **cybersecurity** by implementing encryption, multi-factor authentication, and secure payment systems to protect sensitive customer data. Additionally, Meghna Bank ensures its employees are skilled in using these systems through **ongoing training**, allowing them to efficiently serve customers and maintain operational standards.

These innovations and practices help Meghna Bank deliver a more efficient, secure, and customer-focused banking experience.

2.5 Industry and Competitive Analysis

2.5.1 SWOT analysis

Strength:

- Good corporate image: Meghna Bank has built a strong name for itself in the banking industry, which encourages consumer trust. This favorable opinion draws in new customers and fosters consumer loyalty.
- Team of qualified supervisors: The bank is home to a group of very talented and committed supervisors who offer invaluable leadership to staff members. Their knowledge guarantees effective operations and adherence to the goals of the bank.
- High monetary liquidity: The bank is able to fulfill its financial commitments on time because it has a solid financial position and plenty of liquidity. This guarantees consistency and fosters trust among interested parties.

- Good work environment: Meghna Bank provides a welcoming and inclusive work environment where staff members are treated with respect and feel appreciated. Colleague cooperation, teamwork, and mutual support are encouraged as a result.

Weaknesses:

- Administrative irregularities: Meghna Bank can experience administrative difficulties and irregularities in its operational procedures given its recent entry into the banking sector. These disparities may impair the efficacy and efficiency of operations.
- Limited branches and ATM booth: Meghna Bank is a tiny national bank with a restricted number of branches and ATM booths. Customers' convenience and accessibility are hampered by this, particularly in rural locations.
- Inadequate marketing and promotion: Compared to its rivals, the bank's marketing and promotion efforts are not as strong. Lower brand exposure follows, which might make it more difficult to attract and keep customers.
- Higher interest rates: In comparison to its rivals, the bank offers loans at interest rates that are somewhat higher. This might discourage prospective borrowers and make it more difficult for the bank to draw in new clients.

Opportunities:

- Meghna Bank can set itself apart from rivals and fortify its position in the market by improving the quality and delivery of its services. This entails providing cutting-edge goods and services, cutting wait times, and optimizing procedures.
- The bank can take advantage of the chance to hire new, qualified personnel who will infuse the company with new perspectives and skills. This can promote efficiency, creativity, and general organizational expansion.

- Meghna Bank has the chance to update its processes, enhance client experiences, and cut expenses by embracing digitalization trends. The bank can remain competitive in the digital era and adapt to changing consumer demands by making investments in digital channels and platforms.

Threats:

- Meghna Bank has to contend with fierce rivalry from well-established private banks that have comparable market positions and administrative setups. The bank may feel pressure from this competitive environment to innovate, stand out, and keep clients.
- Because of things like stricter restrictions, higher interest rates, and the perception of inefficient services, customers may be skeptical of new private banks like Meghna Bank. Resolving these trust issues is critical to maintaining client connections and promoting expansion.
- Meghna Bank and other private banks are subject to rules and regulations enforced by Bangladesh Bank. Adherence to these laws may provide obstacles and restrict the bank's adaptability in some domains.

Chapter 3: Methodology

3.1 Research Design

This study uses a **qualitative research approach** to explore employee motivation within Meghna Bank Ltd.'s Liability Operations Department. Qualitative methods allow for an in-depth understanding of employee experiences, attitudes, and perceptions. This approach is ideal for examining the complex factors driving motivation, as it provides rich, contextual data through interviews, surveys, and document analysis. Given the diverse roles and experiences within the bank, qualitative research enables a comprehensive understanding of how motivation impacts employees across various departments and levels.

3.2 Data Collection Methods

Data will be collected using three main methods: **semi-structured interviews**, **surveys**, and **document analysis**.

1. **Semi-Structured Interviews**: These will provide detailed insights into employee experiences and perceptions of motivation. Open-ended questions will allow employees to share their views on factors influencing their motivation, including job satisfaction, recognition, and career development.

2. **Surveys**: Surveys will be distributed to a broader sample of employees to gather quantitative data on motivation levels. These surveys will include Likert-scale and closed-ended questions to measure the impact of factors such as work environment, reward systems, and leadership on motivation.

3. **Document Analysis**: This method will review internal documents like performance reports, HR policies, and feedback surveys to provide additional context on the bank's approach to employee motivation.

3.3 Data Analysis Techniques

To analyze the qualitative data obtained from interviews and document analysis, thematic anal**ysis** will be employed. Thematic analysis is a flexible and robust method that helps to identify and interpret patterns or themes within textual data. By coding the data and grouping it into meaningful categories, this technique will reveal key themes and insights related to employee motivation, such as job satisfaction**,** recognition**,** leadership influence**,** work environment**,** and career development. These themes will provide a deeper understanding of the factors driving employee motivation at Meghna Bank Ltd.

For the quantitative survey data, descriptive statistics will be used to summarize employee motivation levels. Metrics such a**s** mean**,** mode**,** and standard deviation will help quantify trends and variations in motivation across different employee groups. This statistical analysis will enable the identification of overarching patterns in the data, such as which motivational factors have the most significant influence on employee performance, engagement, and satisfaction. By combining both thematic and statistical analysis, this study will offer a comprehensive view of how motivation impacts employee behavior and organizational outcomes.

This mixed-methods approach ensures that both qualitative and quantitative aspects of the data are analyzed, allowing for a more nuanced understanding of employee motivation at Meghna Bank Ltd. The qualitative data will provide rich insights into employees' lived experiences and perceptions, while the quantitative data will offer a broader picture of overall motivational trends across the organization.

3.4 Sampling Strategy

To ensure a representative sample of employees, random sampling will be employed for the surveys. This method will allow the survey to capture a wide range of opinions from employees across different levels and functions within the bank. Random sampling will ensure that the survey results are not biased by specific roles or departments, providing a comprehensive view of motivation factors from the perspective of the entire workforce.

For the semi-structured interviews, selective sampling will be used to target specific employees who hold different roles within the Liability Operations Department. This purposive sampling approach will ensure that the interviews include a mix of junior and senior employees, as well as those with varying levels of experience, to capture a diverse range of perspectives. By selecting individuals from different roles and backgrounds, the study will be able to explore the nuances of employee motivation across the department and how it varies with job function, seniority, and tenure.

Together, the combination of random sampling for surveys and selective sampling for interviews ensures that the research will be representative and provide a balanced view of employee motivation across the department.

3.5 Ethical Considerations

In conducting this study, it is crucial to adhere to ethical standards to ensure the rights and privacy of all participants. Informed consent will be obtained from each participant before any data collection begins. Participants will be fully briefed on the purpose of the study, their voluntary involvement, and their right to withdraw at any time without consequence. The study will emphasize confidentiality, ensuring that all responses are anonymized and that no identifying information is included in the final report.

Furthermore, participants' responses will be kept secure and used solely for the purposes of this research. Ethical guidelines will also be followed to prevent any conflict of interest and to maintain the integrity of the research process. By adhering to these ethical principles, the study will ensure that participants feel comfortable sharing their opinions, leading to more honest and accurate data collection.

3.6 Limitations of the Study

While this study aims to provide valuable insights into employee motivation, it does have certain limitations. One limitation is that the research is focused solely on the Liability Operations Department of Meghna Bank Ltd., which may not fully represent the experiences of employees in other departments or locations within the bank. Therefore, the findings may be more applicable to the Liability Operations Department specifically, and may not be generalizable to the entire organization.

Another limitation is the potential for self-reporting bias, as employees may answer surveys and interviews in a way they believe is more socially acceptable or aligned with the organization’s goals, rather than providing completely honest feedback. To mitigate this risk, the study will emphasize confidentiality and anonymity, encouraging participants to provide candid responses without fear of repercussions.

Furthermore, while the study will gather data from both qualitative and quantitative sources, there may still be limitations in capturing the full complexity of employee motivation, especially if certain motivational factors are not adequately addressed in the interview or survey questions.

Despite these limitations, the study will aim to provide a comprehensive understanding of employee motivation at Meghna Bank Ltd., offering actionable insights that can inform future strategies for enhancing employee engagement, satisfaction, and performance.

Chapter 4: Results and Discussion

4.1 Overview of Meghna Bank Ltd.

Retail banking, corporate banking, risk management, and other banking operations are managed by separate divisions within Meghna Bank Ltd.'s hierarchical organizational structure. Integrity and excellence in service delivery are prioritized, and the bank upholds a culture of professionalism, innovation, and customer-centricity. The demographics of the workforce reveal a varied group of workers with varying levels of education and experience.

4.2 Analysis of Employee Motivation

A mixed picture emerges from Meghna Bank Ltd.'s analysis of employee motivation. Some employees are highly motivated because of things like recognition, opportunities for career advancement, and a positive work environment; others are less motivated because of things like poor communication, little opportunities for growth, and perceived unfairness in reward systems. Employees that work with customers have been observed to have higher levels of motivation. This can be attributed to the intrinsic satisfaction that comes from helping customers and attending to their requirements.

Effective leadership, open lines of communication, chances for skill growth and career progression, and an encouraging workplace culture that appreciates workers' contributions and well-being are all elements that contribute to high levels of motivation. On the other hand, elements that lead to poor motivation include perceived lack of recognition, little control over decisions, and less chances for career advancement.

4.3 Impact of Employee Motivation on Organizational Outcomes

Within Meghna Bank Ltd., employee motivation has a substantial impact on a number of organizational performance metrics. Increased productivity is correlated with high levels of motivation because inspired workers are more likely to show initiative, innovation, and dedication to accomplishing company objectives. Additionally, motivated staff members frequently deliver better customer service, which raises client happiness and loyalty. On the other hand, poor motivation can lead to lower output, increased rates of employee turnover, and worse service quality, all of which can affect the bank's competitiveness and reputation.

Meghna Bank Ltd. case studies highlight the direct and indirect impacts of motivation on company outcomes. Departments that exhibit high levels of employee motivation, for example, frequently exceed performance expectations, leading to enhanced financial metrics and overall success for the firm. Departments with lower motivation levels, on the other hand, would encounter difficulties including poorer productivity, higher absenteeism, and higher turnover rates, which would eventually make it more difficult for them to meet strategic goals.

Chapter 5: Recommendations and Conclusion

5.1 Recommendations for Meghna Bank Ltd.

Based on the research results, Meghna Bank Ltd. ought to give practical approaches a higher priority in order to increase staff motivation.

- First and foremost, in order to properly recognize and reward employee contributions, a strong rewards and recognition system must be put in place. Furthermore, increasing motivation levels can be achieved by offering plenty of chances for professional advancement and skill development through training courses and mentoring programs

- The bank's provident fund policy needs to be strengthened to ensure employees' long-term financial security. By offering a more robust and competitive provident fund, the bank can align itself with the policies of other well-known and successful banks in the nation. This will not only increase employee satisfaction but also attract top talent to the organization. Regular reviews and enhancements to this policy should be implemented to ensure that it remains relevant and beneficial to employees.
- Every six months, the employees' pay increases should be thoroughly examined. This evaluation process should be based on performance metrics and market trends to ensure fairness and competitiveness. It is essential to review the rules and regulations regularly to maintain an equitable pay structure, incentivizing employees to perform at their best. Moreover, a clear framework for pay increases should be communicated to employees so that they understand the criteria for salary progression.

- A new review of the promotion policy is urgently needed to establish clear guidelines for career progression. Every employee should be fully aware of the criteria and procedures for promotion. The process must be transparent, with clear benchmarks and timelines, so that employees feel confident that their hard work and contributions will be recognized. Additionally, a formal mechanism for feedback and development should be incorporated into the promotion policy, enabling employees to understand areas for improvement.
- Establishing open and honest lines of communication between employees and management is crucial for fostering a sense of belonging within the organization. Employees should feel that their voices are heard and valued. Regular town hall meetings, feedback sessions, or anonymous suggestion boxes can be used to create a safe space for employees to express their concerns and ideas. Incorporating employees into decision-making procedures and actively asking for their input can empower them and strengthen their **loyalty** to the company. Moreover, fostering a collaborative environment where all staff members are encouraged to contribute can improve morale and align everyone with the bank's goals, ultimately boosting overall performance and productivity.
- In addition to these points, implementing employee recognition programs and ensuring that employees have access to continuous professional development opportunities will further enhance motivation and loyalty, contributing to a more engaged and committed workforce.

5.2 Implementation Plan

To ensure the effective implementation of these suggestions, Meghna Bank Ltd. should form a dedicated task force comprising members from key departments, such as HR, Finance, Operations, and Management, to oversee the process. Adequate financial and human **resources** must be allocated to support these efforts.

Managers and supervisors should be trained and provided with a clear roadmap, including deadlines and milestones, to guide the implementation. Regular training programs will help ensure that leadership is equipped to manage change effectively. A **monitoring system** should be established to track progress, with performance indicators like employee satisfaction and productivity. Regular reviews will help ensure the plan stays on track and adjustments are made as needed. The implementation plan should be flexible and regularly assessed based on employee feedback and performance data. This will allow for continuous improvement and help refine the strategies to meet evolving needs.

Finally, clear and consistent communication is crucial. Regular updates on progress should be shared with all employees to maintain transparency and foster collaboration throughout the process. By doing so, Meghna Bank can ensure the successful and sustainable implementation of these initiatives.

5.3 Conclusion

The present study concludes that employee motivation plays a crucial role in propelling organizational success at Meghna Bank Ltd. The bank can establish a favorable work environment that encourages high levels of motivation among its staff by putting the suggested techniques into practice. This will ultimately result in increased customer satisfaction, increased productivity, and overall organizational success. The study emphasizes the value of continual efforts to sustain and raise motivation levels inside the bank, emphasizing the necessity of flexibility to shifting organizational dynamics and continuous improvement. Subsequent investigations in this field may delve into the enduring consequences of motivation-boosting campaigns and pinpoint extra tactics for maintaining elevated motivation levels within ever-changing corporate settings. Meghna Bank ltd. is a concentrated bank and hence their work is completely dealt with by chief branch and this creates setbacks for client administrations and in likewise a few related regions. However, their administration region is superior to some other opponent banks. Their benefit has been expanding the many years, in spite of the fact that it has once in a while fallen because of market unpredictability. They work to convey all business banking necessities by offering a large number of client and corporate administrations. During my temporary position period I have found out about their entire financial cycle and how they are giving client administrations. This temporary job process has set me up a ton which will be extremely useful for my future vocation.

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