Report on

The Recruitment and Selection Process of Assurance Developments Ltd.

By
Rusana Rubain
20304076

An internship report submitted to the BRAC Business School in partial fulfillment of the requirement for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
August 2024

Declaration:

I hereby declare that

1. The internship report submitted is the original work that we completed while pursuing our degree at BRAC University
2. We have not copied it from any other source and no other institution has accepted or submitted the report for credit
3. We have acknowledged all the sources of support.

Student's Name & Signature:

Rusana Rubain

20304076

Supervisor's Name & signature:

Tania Akter

Senior Lecturer,

BRAC Business School

Letter of Transmittal,

Ms. Tania Akter

Senior Lecturer,

BRAC Business School

BRAC University

Kha-224 Merul Badda, Dhaka-1212

Subject: Recruitment and Selection Process of Assurance Development Ltd.

Respected Ma'am,

With due respect, I hereby present my internship report for Summer'24 on "Recruitment and Selection Process of Assurance Development Ltd" which is a requirement for the completion of the BBA program.

I have given my utmost effort to prepare the report with the necessary data, information, and important facts. This paper explores the important aspects of the recruitment and selection process of Assurance Developments Ltd. I genuinely appreciate all your advice and guidance during my internship. I will be highly obliged if you accept my internship report and provide your valuable advice.

Sincerely,

Rusana Rubain

20304076

BRAC Business School

BRAC University

August 2024

Non-Disclosure Agreement

As an intern, the company has entrusted me with sensitive and private information. I therefore promise to keep all the information private and shall not disclose it to anybody else without the company's explicit authorization. This commitment is to protect sensitive data even when my employment ends with the company.

Student's Name & Signature

Rusana Rubain

2304076

Supervisor's Name & Signature

Hashna Ara Karim

Sr. Executive- Human Resource Management

Acknowledgment:

All praise goes to the Almighty Allah. I was able to complete finish my internship report on time thanks to His grace.

I am grateful to Tania Akter ma'am, Senior Lecturer at BRAC University Business School for her unwavering support, guidance, and advice. She was available whenever I needed her help. H carefully reviewed every aspect of this study.

I would like to express my gratitude to Noshin Anjum Chaiti, my co-supervisor and lecturer at BRAC University Business School for her support and wise counsel.

My sincere gratitude goes out to my supervisor Hashna Ara Karim Sr. Executive, Human Resource Management at Assurance Developments Ltd. Her priceless support helped me to enhance my professional experience and insight.

My special gratitude goes out to all the employees of the company for their cooperation and guidance throughout the time I have worked there.

Executive summary:

Diversified recruitment and selection process plays a crucial part for the overall success of a company. This helps the company to attract and retain employees, which ensures organizations to attain their goals. By identifying the right candidate for the right position, the company enhances productivity, and innovation, and maintains a competitive edge.

This paper examines the efficiency of Assurance Development Ltd.'s overall recruitment procedure in respective of diversified recruitment and selection criterion. On this paper, I will be evaluating various aspects of Assurance Development Ltd.'s HR practices which are directly linked with the company's recruitment and selection process, furthermore I will be analysing their practices based on the objective of this report. This paper provides an in depth investigation on how diversified recruitment and selection process can help the company reach its full potentials while making sure talented and skill full employees are recruited and retained.

The paper analyses how this process is being carried out in the organization. To emphasize, the paper thoroughly explains diversified recruitment, inclusivity, job analysis and description, interview employee selection, and other different types of aspects

Keywords: recruitment, selection, interview, job description and specification, human resource.

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Student Information:

Name: Ruana Rubain

ID: 20304076

Program: Bachelors of Business Administration (BBA)

Specialization: **Major:** Human Resource Management & Marketing
Department: BRAC Business School (BBS)

Session: 2020-2024

Internship information:

Period, Company Name, department, and Address

Period: 3 Months (1st July, 2024-30th September)

Company Name: Assurance Development Ltd

Department: Human Resource Management

Head office address: 65/B, Kemal Ataturk Avenue, Banani, Dhaka-1213

On-site Supervisor:

Name: Hashna Ara Karim

Designation: Sr. Executive- Human Resource Management

Job description:

i. learned to collect the candidate's resume, evaluate and sort, call for an interview, make their profile, and be invigilators for the written test.

ii. Understanding the core activities of the HRM department

iii. Arranging meetings with other departments and taking meeting minutes

iv. Keeping a record of the daily activities of the HR department

v. Understanding the database employee documentation and payroll

vi. Collecting information and contributing to the designing of the Employee Handbook of the company

vii. Making and editing promotion and Transfer letters of the employees

viii. Maintaining and managing the data of the employees and updating those information

Internship outcome

Contribution of Student

While doing my internship at Assurance Development Ltd I have contributed to collecting, selecting, and arranging interviews of the selected candidates. Thus, I have gained valuable knowledge on how to arrange the profile of the candidates based on the information provided on the CV. My main duties included arranging the meetings with other departments by sending them emails, making PPT slides for the HR department, taking meeting minutes and sending them to the meeting participant/s through email, and keeping a record of the day-to-day activities of the HR department. Additionally, I have to make and edit transfers and promotional letters for the employees and maintain the individual employees' database.

Furthermore, I have contributed to the company's payroll. I was in charge of checking the daily roster (Attendance sheet) of all the lower-grade employees of the companies who were in charge of providing post-handover services for projects (commercial and residential buildings). To emphasise, I used to check and write down how many days the employees were present and absent, and how many minutes they were late. I have contributed to making the company's employee handbook by collecting relevant data.

Benefits for students:

It was a great opportunity to be able to work with the employees of Assurance Development Ltd. With the help of their experience, I was able to understand and gain knowledge regarding the difference between academic understanding and real-life application of specific terms and conditions. Now I have gained valuable knowledge on how the HR department works in the real world and its core activities in the corporate world. I have increased my communication skills along with my network.

Difficulties:

For the first 1 to 2 weeks, I had a very difficult time with the formal and busy environment of the company as it was my first time working in a corporate office for six days a week. At first, I felt very overwhelmed to see how busy the department is and how professionally the employees of Assurance Development manage different types of tasks and responsibilities throughout the day. Thus, it took me some time to learn all the work and to become skilled at multi-tasking. The company mainly used ORACLE software for their work so if there were any issues with the software it hindered the daily work of the employees.

Therefore, managing the day-to-day data, uploading those in the software, and keeping records was very difficult and stressful for me.

Chapter 2: Organization Part

Introduction:

Mr. Gaus Uddin Khan founded Assurance Development Ltd. in 2003 in order to accommodate the nation's demands for both Residential and commercial housing. Assurance Development Ld. is under the mother group Assurance Moni Group. With 18+ years of experience, the company is committed to constantly meeting customer satisfaction by offering high quality and innovation. Enhancing the quality of life of the client is one of their core responsibilities thus they create space that not only meets the functional needs but also makes sure to increase the quality of life. The team of skilled professionals is dedicated to providing outstanding service and is passionate about real estate (Dcastalia LTD).

About the company:

In a very short time, the company rose to the top of Real-Estate company earned ISO 9001: 2008 certificate, and successfully became a member of REHAB. The objective of the company is to deliver high-quality service to the clients and landowners by employing competent labor and resources. The company is continuously improving its service in order to gain the trust and satisfaction of the clients. The company has completed more than 500+ successful projects with 150+ ongoing projects. The company has successfully built residential and commercial buildings all over Dhaka. To extend the business the company decided to introduce two sister concerns which are Assurance Farm and RGR Sweaters (Dcastalia LTD).

The company has worked on a variety of projects and properties, each constructed with a fusion of sustainability, functionality, and aesthetics. The company continuously understands the unique needs of the customers and customizes its work to satisfy them in terms of both

ASSURANCE
DEVELOPMENTS
WE CARE...

lifestyle and business. Assurance Development is a leading company based on transparency, honesty, and decency.

Figure 1: Assurance Development Ltd. logo

Mission:

To design and construct environmentally sustainable Apartments, Commercial buildings, and land projects while adhering to the utmost safety, architectural, engineering, and green technology guidelines.

Vision:

To be an outstanding real estate developer that offers superior residences and commercial space while maximizing value.

Tagline:

Our Assurance on Quality, on Price, on Service.

Purpose of the company:

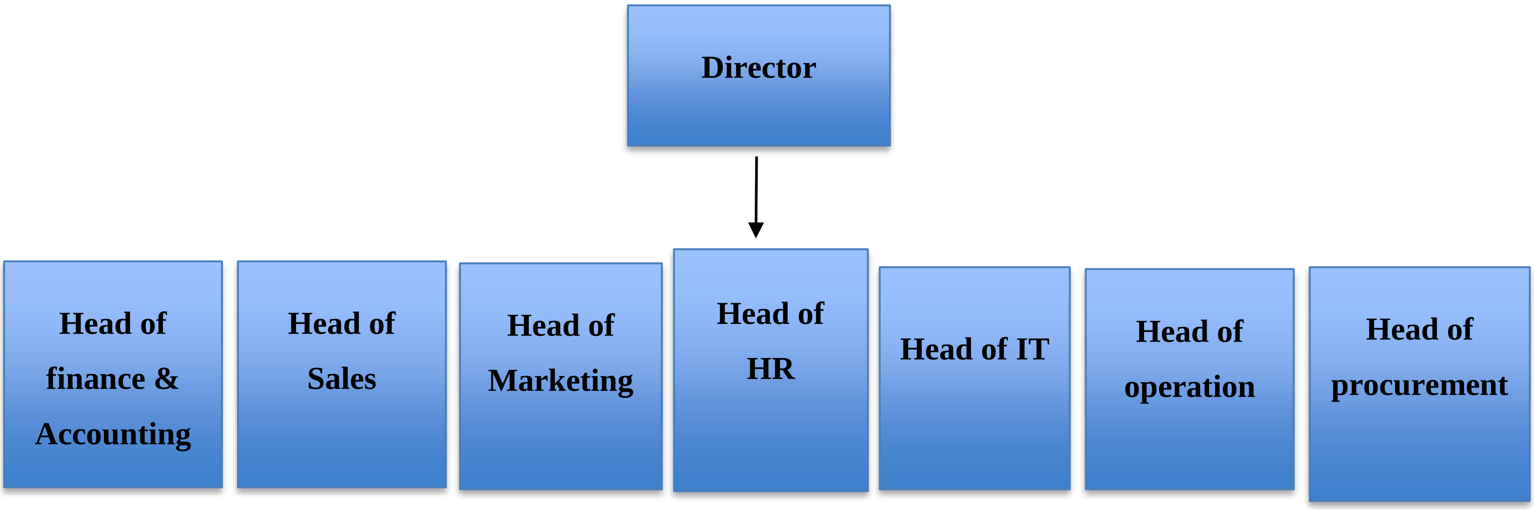
The purpose of Assurance Developments Ltd. is given below:

i. Ensuring the highest standard of construction and design in every project
ii. Providing personalized service and support according to the needs of the customers
iii. Utilizing cutting-edge technologies to construct properties that are useful and efficient.
iv. Promoting sustainability by using green building and eco-friendly techniques.
v. Building Strong relationships with the clients, partners, and stakeholders through transparency, honesty, and mutual respect.

Management practice:

Assurance Development Ltd. follows a democratic leadership style. The top management makes sure that all the employees can take an equal part in decision-making. The company has a total of eighteen departments so in order to control and monitor different aspects of all the departments the company arranges weekly and monthly meetings to generate new ideas, plans, and feedback. This is how the company makes sure of a thorough decision-making process within the departments and the company.

The hierarchy of the company is shown below:



Maintaining a democratic leadership style is important for any organization to have a smooth workflow. The company has a strong coordination between top management and the other departments because the top management always makes sure that all the departments take part in decision-making. In the HRM department, I have witnessed that any kind of decision is taken with the opinion of the Team leader, department head, and the director. To emphasize, to ensure a seamless hiring process decisions about hiring a candidate are taken through top management meetings and departmental meetings.

Since I was an intern in the HR department, I got the opportunity to experience and participate in the recruitment process of the company. The recruitment process starts when any department is short-staffed or someone is transferred from one project to another, the company needs to fill up the vacant place with another potential employee. The job post is given through BDjobs. After that, the candidates are called for an interview after shortlisting the CVs. The interview is done in two parts, at first a written exam is taken followed by an interview. The selected candidates will receive the job offer through a message.

Overview of the Human Resource Management Department:

In order to maintain coordination and continuous workflow within the company Assurance Developments Ltd. maintains a dynamic and effective Human Resource Management Department values and contributes to the core goal of the organization by recruiting and training potential employees. The main responsibilities and activities of the department include looking for qualified candidates for the open position, selection, arranging the interview, recruiting, and arranging local and foreign training for the employees of the company. The company's payment plan attracts potential employees and helps them to remain in the company for a longer period. The employees get a basic salary of 50%, house rent 30% conveyance allowance 15%, and medical allowance 20%. Some of the duties of HR departments are:

- Talent acquisition
- Payroll
- Benefits and Compensation
- Employee relation
- Training and development

Marketing practice:

With the view to strengthen the foothold in the market and create a strong brand presence, making department formulates effective promotional tools from strategic standpoints that assist in reaching the target customer groups and also conducts various events. By using different kinds of marketing tools and analysis, the company makes sure that all their advertisements and campaigns are successful and attract and retain more customers. They highlight the unique features and values by using different kinds of marketing channels like digital marketing, social media marketing, and traditional marketing. The company always participates in different kinds of real estate fairs to promote the company. By using all these marketing strategies, the company is expanding its market presence and continuing to attract customers.

Financial and Accounting Practice:

This department is responsible for maintaining and distributing funds, making payments, keeping books of accounts, generating periodical reports, and updating all the financial records of the company. According to the rules of the company, the financial statement from the annual reports has been kept confidential and the employees are not allowed to share with any outsider according to the rules and policies of the company. Also, in order to gain the trust of the clients and stakeholders they keep their financial situation confidential. Since the financial statement cannot be analysed, the accounting practice can also not be accessed and analysed. However, while working in the company I have noticed that they are earnest about maintaining their accounts and financial records so the company assigns a separate employee for every ongoing project only for maintaining the accounts and financial out and inflow of that specific project.

Sales activities:

The sales department needs to deal with different kinds of responsibilities throughout the year. The department focuses on managing and increasing revenue, building relations with the clients, and ensuring that the company has good relationships with the clients and land owners. Each team within the sales department is assigned some specific responsibilities such as they need to generate leads and convert those leads into clients through online and offline marketing strategies. They continuously develop and implement sales plans and strategies to exceed the targets and foster good relationships with potential buyers, investors, and real estate brokers. To come up with different kinds of sales approaches the team is always involved in marketing research so that they stay updated and know the trends, needs, and competitive landscape. They monitor the entire sales process from initial inquiries to property tours, and negotiation to property close which ensures a seamless experience for the clients. To retain the existing clients and attract more clients the sales department collaborates with the marketing department to integrate promotional activities with sales objectives. Additionally, the sales department provides ideas to the design team and guarantees that the customer's preferences and current market demands are reflected in the projects.

Operation management activities:

Operation management is responsible for making sure that all the projects are carried out effectively and efficiently from inception to completion. To emphasize, this department carries out the planning, organizing, and coordinating of a range of operational activities to guarantee timely completion, delivery, and commitment to the highest standard of quality. Key responsibilities of this department include managing the budget, and project timeline, managing resources and materials, and ensuring that every project stays within the parameters of both scope and financial constraints. Furthermore, to optimise operations and minimize any issues the department collaborates closely with architects, engineers, contractors, suppliers, and the regulatory body. The department is responsible for monitoring the safety protocol, maintaining the standard of quality and sustainability program making sure that all the projects comply with local law and are environmentally responsible.

Moreover, quality control is an important component of operation management which is conducted by frequent site visits and audits to ensure high standards of craftsmanship. This department also collaborates with supply chain, procurement, and logistic departments to guarantee that all the raw materials and services are acquired economically and efficiently. Additionally, they continuously work with the marketing and sales department to ensure that all the completed and ongoing projects satisfy the customers and the market expectations.

IT Activities:

The IT department is responsible for supporting other departments and managing software and data. To emphasise the department is responsible for making sure that all the digital operation runs smoothly without any kind of interruptions. The department makes sure that every department can access the critical database uninterruptedly by managing and monitoring the computer's network system, server, and database. The company mainly uses the software Oracle ERP to record all the data so the IT department makes sure that this software runs without any difficulties. Giving employees technical and troubleshooting support is one of the important tasks of IT. This makes sure that any kind of hardware or software problem is fixed as soon as possible.

Industry and competitive analysis:

The competitive analysis of Assurance Developments Ltd. is given by using Porter's Five Force Analysis:

Porter's Five Force Analysis:

Threat of New Entrants: Low

Due to high capital and investment, regulatory formalities, law, and specialized machines and knowledge the threats of new entry are low. It becomes difficult for the new entrants to compete on price because established companies like Assurance get an advantage from economies of scale in marketing, finance, and construction. Also, the company has a large base of loyal customers due to its strong brand presence so it makes the new entrants attract their customers.

Supplier's Bargaining Power: Moderate

There are many suppliers in the construction industry so the bargaining power of an individual supplier is less. They have the leverage of negotiation as there are many suppliers available in the market. The company maintains a good relationship with its key suppliers which further helps to reduce the suppliers' power.

Buyer's Bargaining Power: High

The bargaining power of buyers is high as they have access to market price, quality, and alternatives which helps them to look for more alternatives and options. The power of institutional power is higher than the individual's as they can negotiate better. The customers are very concerned about the quality, price, and location so the company always needs to work to provide high quality and customer-friendly prices so that the company can do its business for a long time.

Threat of substitute: Moderate to High

The alternative to buying property can be renting. When the price of land or flats increases or the condition of the market is uncertain people tend to rent. Additionally, the change in lifestyle and working patterns also influences the purchasing decisions of the customers. For example, due to the new trend of remote working the demand for flexible multi-use space is more than in traditional commercial spaces.

Threat of competitors: High

The competition in this industry is very high as there are many local and international competitors in the market. Bashundhara Group, Shanta Holdings, Concord Real Estate, Rangs Properties, etc are some of the main competitors of Assurance Developments. So the company continuously focuses on innovation and tries to differentiate its offers from the competitors by emphasizing unique design, price, customer satisfaction, and demand. Due to high investment and high cost, there are high exit barriers which leads to high competition to stay relevant in the market for a long time.

Figure 2: Porter's Five Force Analysis

SWOT Analysis:

Strength:

1. The strengths of Assurance Developments Limited are described below: The company has established a reputable brand by constantly working on its quality and reliability.
2. The company does not have a dependency on a single market segment as the company has an extensive reach of properties including residential, commercial, and industrial developments.
3. The company has a very skilled and knowledgeable workforce which allows the company to ensure high-quality project execution.
4. The financial condition of the company is strong which helps it to invest in new projects and innovations.
5. Maintain a strong and long-term relationship with the customers by focusing on customer satisfaction and personalized service.

Weakness:

1. Fixed cost is high due to huge investment in infrastructures and investment
2. Due to economic fluctuation the sale and revenue of the company gets affected as the market becomes highly sensitive.

3. Some specific senior employees of management are autocrats which sometimes hampers the regular flow of work.
4. The company's recruitment platform is limited which restricts its ability to reach a broader pool of candidates.
5. Limited emphasis is given to employee development which hinders the growth of internal talent

Opportunities:

1. The company is expanding its business by investing in different markets and industries like farms and garments
2. The company uses software like Oracle and Intel to maintain their database which helps in operational efficiency.
3. Many projects of the company are environmentally friendly and sustainable which enables it to differentiate in the market.
4. Every year the company participates in the REHAB fair which enables the company to form good relations and partnerships with the local government and financial institutions to access new resources and opportunities.
5. To reach a broader audience the company should leverage online marketing and online sales platform.

Threats:

1. Due to the COVID-19 pandemic and the current economic condition of Bangladesh, the company is facing some financial difficulties which has led to reduced spending on real estate impacting the sales and revenue.
2. Due to high competition, the company’s market share is at risk.
3. Political instability in Bangladesh creates uncertainty which affects the business operation and future funds
4. The project expense could increase due to the rising cost of raw materials and supply chain disruption.

5. Due to strict environmental regulation compliance cost may increase which may affect the future investments.

Figure 3: SWOT Analysis

Summary and conclusion:

Assurance Developments Ltd. was founded by Mr. Gaus Uddin Khan in 2003 and is a part of the Assurance Moni Group. With over 18 years of experience, the company has developed many high-quality residential and commercial properties earning an ISO 9001:2008 certificate and the membership of REHAB. The main mission of the company is to design and build sustainable buildings while maintaining the highest standard of safety and innovation. The company has completed 500 buddings and 150 ongoing which showcases the company's dedication and commitment towards customer satisfaction and enhancing quality of life. The company follows a democratic leadership style which encourages employees to participate in decision making. The company has a total of 18 departments including Human resources, sales, marketing, IT, and operations, all of which contribute to the seamless workflow of the company. The HR department is responsible for talent acquisition, payroll, employee relations, training, etc. The marketing department uses different kinds of marketing strategies to increase brand awareness. On the other hand, the sales department uses different kinds of techniques to increase client connection, market research, and full sales process. Additionally, the IT department handles different kinds of digital functions throughout the departments and the operation team is responsible for managing projects from the beginning to the end. Assurance Development Limited showcases a robust organizational framework with a strong brand reputation, a diverse portfolio, and a talented workforce. However, the company still needs help with problems like high fixed costs and economic fluctuation. Despite so, the company's potential lies in sustainable development, technological advancement, strategic collaboration, etc. The company also faces some severe threats like extreme competition and regulatory challenges all pose a danger to the industry. By leveraging its strength and controlling its weakness the company will be able to lead the real estate industry. The company is staying competitive and relevant in the market by emphasizing innovation, customer satisfaction, and quality. The company is strengthening its market position by using its technology smartly and dedicating its development work to sustainability. Although the company sometimes faces economic obstacles and competitive pressure its smart use of technology and sustainability strengthens its position in the market. The company assures continuous development and success in the industry by providing exceptional value through properties and services.

Recommendation:

Due to the brand value, experience, and commitment to quality and innovation, this company stands out in the market. However, to maintain and increase its market presence the company needs some strategic recommendations.

The company should focus on expanding into a digital footprint so that the company can increase market reach and operational efficiencies. According to Digi Social, SEO plays a crucial role for realtors as it helps to improve the quality and quantity of the website traffic which will help the company to give a boost in SERP ranking. Thus, if the company invests more in SEO, social media campaigns, and virtual property tools company will be able to Attract a lot of new customers and retain their existing customers.

The company can diversify in other markets and sectors to mitigate the risk of economic volatility and intense competition. The company can invest in smart-home technologies and eco-friendly construction to attract a specific group of customers and align with global sustainability trends. Furthermore, the company can expand its business outside of Dhaka city which will help them to generate new revenue.

The company should invest in its employees to make its Human Resources strong. If the employees are given training on new technologies, then they will be able to cope with the changing market without any hindrance which will be beneficial for the company and for the personal development of the people. Additionally, the company needs to have an open and inclusive culture and a domestic leadership style to keep employees motivated and loyal.

The company should focus on collaboration and strategic alliances to create a competitive advantage against its competitors. Thus, the company should collaborate with famous architects, innovative firms, and sustainable material suppliers so that they can improve the quality and attractiveness of the projects. Moreover, the company should participate in international real estate forums and exhibits which will help it gain knowledge regarding global practices, standards, and the scope of collaboration.

Finally, the company should focus on financial restraint and cost risk. To emphasize, for long-term growth, resource allocation, cost, and risk control the company should implement financial planning and analysis tools. On the other hand, the company should look for alternative financing such as green bonds or public-private partnerships which can help to accumulate cash for growth and innovation.

Thus, by implementing all these recommendations the company will be able to have a strong leadership position in the industry and it will also ensure customer satisfaction and long-term success.

Chapter 3: The Recruitment and Selection Processes of Assurance Developments Limited.

Introduction:

A skilled employee can help the company to achieve its goal on time. It can boost productivity and help to create a healthy working environment. However, it is very difficult to find the right person for the right position within the company. To meet all kinds of requirements such as ongoing projects, daily work, and newly assigned or future work of the company the company needs to have skilled employees (Sneha Mahawar, 2023). So, the success of any company depends on its skilled manpower. So, the company must strategically attract and select the most skilled candidate to ensure sufficient productivity and dedication. With the help of a proper and well-designed diversified recruitment and selection process, the company can attract a large number of potential candidates until the company can find the perfect candidates for the specific skills and posts.

An effective human resource strategy for real estate companies starts with a diversified, effective, and efficient recruitment and selection process. These processes guarantee that the company's employees are skilled, talented, motivated, and culturally aligned with the goal of the company. A real estate company needs to have a skilled workforce to maintain high quality of service, a strong base of loyal customers, and project execution. The employees in this industry need to hold a blend of different kinds of skills such as sales prowess, technical expertise, and customer service ability because of the kind of position they hold within the company (Kapur, 2020).

The diversified recruitment process of any company begins when the department needs more employees for daily work or if the company starts new projects, expansion, or turnover. So, the company thoroughly analyses the responsibilities, roles, skills, and experience for each position that is vacant. Once the departments know how much stuff they need, the company creates a job specification and job description that indicates what kind of skills and requirements are needed for the candidates. After completing this process, the company gives advertisements by using different kinds of channels such as online job portals, newspapers, official websites, and social media accounts to reach potential candidates (Kapur, 2020).

There are a lot of steps in the selection process. The employees need to sort out the candidates who meet the criteria mentioned in the company's application form. After that, an interview is taken which can be divided into 2 parts. To emphasize first a written is taken followed by a viva and after that, the final candidates are selected.

Therefore, having a diversified recruitment and selection process not only helps a real estate company to hire skilled employees but also helps to increase the retention, productivity, satisfaction, and overall performance of the company. So, a company can obtain a workforce that will help the company grow bigger and stronger by having a strong hiring practice procedure. A strong recruitment and selection system is needed to shape the workplace in this dynamic world.

Literature Review:

Introduction

In today’s world, creating a wide range of recruiting channels has gained even more importance for fostering a competitive advantage in organisations when it comes to talent sourcing. As the workforce in every country becomes a melting pot of ethnicities, organizations are beginning to appreciate the concept of diversity recruitment. This, several types of research have reported the positive aspects of such approaches, including better innovativeness, increased cultural health within the company, and improved overall organizational outcomes Kapur, 2020).). It is the purpose of this literature review to examine whether a diversity recruitment strategy is indeed effective in the capability of organizations to widen the talent pool by taking in the wider net and assessing how such processes influence the quality of the talents recruited and what are the factors and barriers to implementing diversity recruitment policies and practices.

Recruitment diversity is the word used about practices which aim at making sure that opportunities to work are available to participants from different population segments including race, gender, age, ethnicity, and social class among others (Kapur, 2020).). It has been established through research that organizations that embrace diversity during the processes of recruitment attract more candidates. This is so especially in the contemporary job environment, where, apart from accounting and counting the financial offers available in the job, the candidates look for the diversity of the employees of the company and the extent of inclusion by the same company (Armstrong & Taylor, 2014).

As Anwar & Abdullah, 2021, points out, those organizations that implement diversity in their hiring processes have the likelihood of attracting more talent from minority communities and so broadening their base. Subsidized in such recruitment communications is one's reference towards job advertisements, screening protocols reduced to a minimum and varied workforce on the recruitment panels among others (Kapur, 2020). Mahfouz & Alias 2021, also noticed that especially millennials are quite likely to seek these types of jobs since they are very dedicated to social values, which the potential employees hope to see in organizations that practice diversity, equity and inclusion (2021).

In the same spirit, the planned behaviour theory (1991) espouses that the likelihood of candidates applying to work for companies with varied recruitment practices is quite high. This is a theory that tries to explain how individual attitudes for example job application will be induced by the intervening factors of behaviour psyche, subjective norms, as well as perceived behavioral control concerning that particular activity. Once potential applicants view the organization as diverse activated seekers, the likelihood of them adopting positive application intentions increases and an application is submitted (Schmidt & Hunter, 1998,).

Moreover, specialized recruitment will be able to bring in a wider pool of applicants to choose from as well as improve the quality of the applicants. Mahfouz & Alias (2021) go ahead to observe that, diversity in the workforce leads to the recruitment of people who are highly skilled, are from different backgrounds and are of unique experience. Such broad reasoning would help spark innovation and creativity in an organization as different employees think, see and solve problems uniquely.

Diversity management has been adopted in many workplaces in the world, given that their productivity, innovation level and profits outshone those of competitor firms whose employees were more homogenous in culture, ethnicity and other such factors (Campion, 1997). This an impression that the purview of which changes the way enlisting is undertaken not only improves the number of applicants but also the quality of applicants. Deenanath et al. (2019) draw attention to the issue of why organizations may need to recruit diverse candidates since such candidates usually bring different cognitive and cultural aspects to the table.

However, some scholars of organizations view that although a collective recruitment strategy can increase the viability of the applicant pool, it may not increase the retention of high-quality candidates. The absence of appropriate mechanisms to evaluate the diversity of candidates, different organizations may find it difficult to determine the individual with the required skills for the job. In this regard, companies mustn't concentrate on merely searching for people from different cultures and societies but also on the screening and examining processes, where the most appropriate candidates for the organization are chosen.

Diversifying the approach to the recruitment of new staff is practically impossible without changing the structure of organizations and the systemic modification of various aspects of the recruitment process. Such inclusive job postings, eliminating biases from the schmoozing process, and establishing a pastry of recruitment channels are some essential approaches to a successful undertaking of a diversified recruitment exercise (Bogen & Rieke, 2018). Further, including diverse members of hiring committees that are representative of the society at large can help lessen instances of unintentional bias during selection processes (Campion, 1997).

Although a diverse recruitment strategy has multiple advantages, organizations still encounter difficulties in attempting to adopt these strategies. One such challenge is unconscious bias, which according to Bogen (2018), affects recruitment decisions in various ways and limits the attractiveness of many candidates even in a system that purportedly has no biases. COM suggests providing bias training for recruiters as a remedy to this problem, but there are different opinions on whether this measure can be effective. Schmidt & Hunter (1998) support that in fact, defender's bias training could raise issues awareness but not always induce appropriate behaviour changes.

A further barrier is scepticism emanating from an organization's culture towards change, especially in places where hiring practices have been entrenched for long periods. According to (Sneha Mahawar, 2023), certain firms do not embrace diversification in the recruitment process because they worry about extra resources such as money and time. Also, what hampers such efforts is the absence of information or training on how to implement these processes properly (Armstrong & Taylor, 2014). To do that, it is necessary to promote ongoing education and training of the recruiter's staff as well as establish uniform procedures that are less prone to bias.

Recruitment of a wider pool of applicants or enhancing the quality of applicants within a competitive advantage. Recruitment strategies can either hinder or enhance the ability of the organization, as Blanchett (2019) brings out there are still factors that relate to the recruitment process that remain a thorn in the flesh. Such positive outcomes include the enhancement of the employer brand and consequently the firm's competitiveness by attracting the best talents within different parameters. Further, similar arguments were made in the research of Aryan et al. (2024) where they found that diversity in the workforce correlates with diversity in the customer base. This enhances the customer satisfaction and retention of the organization hence the competitive advantage that arises from an organization being a step ahead of its competitors.

Adoption of a diverse approach to recruitment improves the quantity and quality of recruitment in an organization and the broadening is in itself a competitive edge for the organization. Being aware that there still exists, unconscious bias and change and cultural challenges, the organizations that are willing to embrace inclusive recruitment, stand a chance for remarkable returns about the level of innovation, performance and employee satisfaction. Future research should be oriented to build

Objective:

The objective of the study is the analyze the connection between a diversified recruitment process and its ability to attract a diverse candidate pool. Additionally, the paper will assess the impact of a diversified recruitment process on the quality of the candidates and the competitive advantage of the company that is gained through a diversified recruitment process. Furthermore, the paper will examine the key factors and challenges that influence the implementation of a diversified recruitment process.

Methodology:

The main method of collecting data for the paper was consultation with the company's employees, using a quantitative approach (Google Survey Form). To collect data, I have talked with the senior employees of the HR department and I have collected data from organisational servers and archives of the Human Resources Department.
On the other hand, a survey form was made and used to collect data from the employees and people outside of the organization.

Data Collection Method:

Secondary data has been thoroughly collected from the official website of Assurance Developments. Data has been collected from other published articles and papers of other writers. Moreover, quantitative methodology has been used for primary data collection through surveys.

Research Design:

The research design of the study includes a quantitative approach by using a Google Survey Form to collect primary data from the employees and people outside of the company. On the other hand, secondary data has been collected from the official website of Assurance Developments and the database of the company

The research focuses on analysing the effectiveness of the recruitment and selection process by examining the internal and external approaches used by the company. The collected data is used to prove that the company used to upgrade its recruitment process and make it more diversified which will not only help to attract and retain skilled employees but also help the company to sustain a good working culture and future growth.

Source of data:

for doing the research work primary data has been mainly collected by using a Google Survey Form. A total of 254 respondents made up the representative size of the survey.

Additionally, by talking with the employee primary data has been collected. On the other hand, secondary data has been collected by using the company's database and official website.

Scope of the report:

The scope of the report is written below:
1. the report evaluates the recruitment and selection process of Assurance Developments focusing on its effectiveness in attracting skilled employees
2. the report analyses the impact of a diversified recruitment process on candidate attraction and the company's overall growth.
3. the report examines the company's use of both internal and external recruitment methods

Limitation of the report:

The limitation of the report is written below:
1. since the report was conducted within a concise time frame it may have restricted the depth of the analysis
2. this study is confined to the Real Estate sector so some findings may not be used in other sectors
3. the report mainly focuses on quantitative data that restricts potential insights from qualitative analysis.

Findings from the survey:

In order to determine the impact of a diversified recruitment process on Assurance Developments Ltd. a survey response of the employees and people outside of the organization has been collected. The analysis of the survey has been discussed below

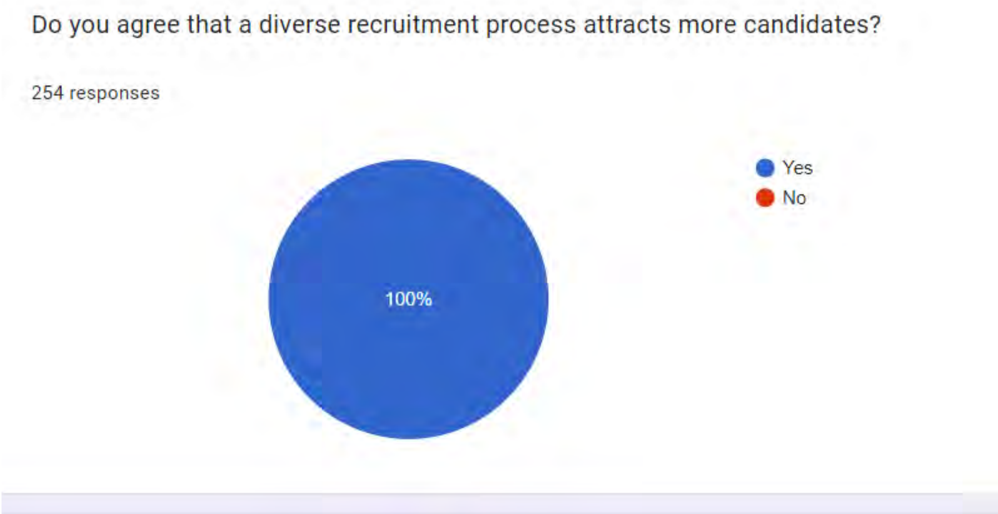


figure 4: Survey Question

All the respondents (100%) have agreed that a diversified recruitment attracts more candidates. So diversity in the recruitment process helps to broaden the candidate pool which makes the company more appealing to a wide range of potential candidates.

Figure 5: Survey Question

All the respondents (100%) believe that an organization with a diversified recruitment system have a competitive advantage in attracting talent. So, this indicates that a diversified recruitment system not only increases the number of candidates but also attracts high-quality candidates.

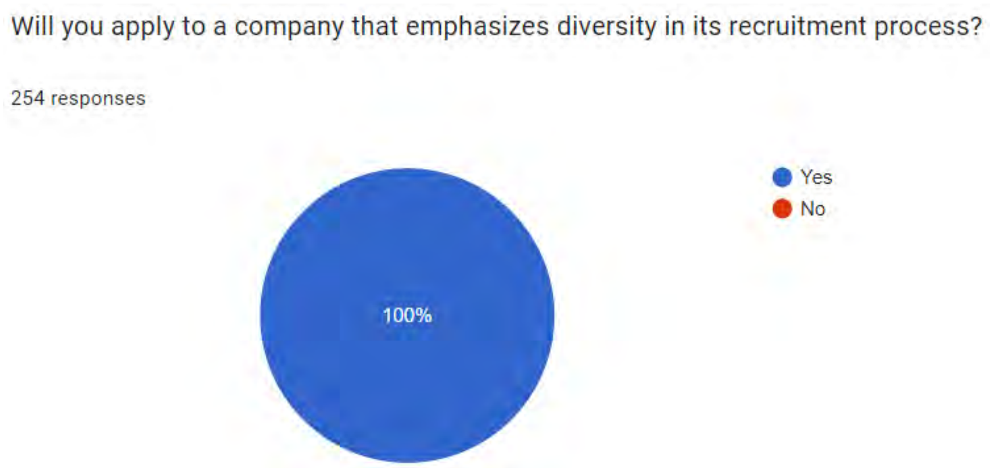


Figure 6: Survey Question

100% respondent has agreed that they will apply to a company that emphasizes diversity in its recruitment process

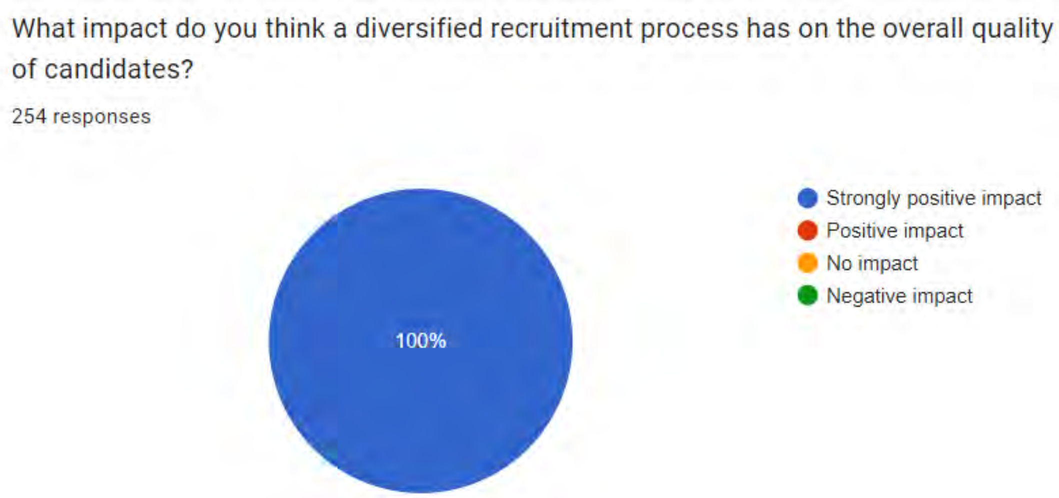


figure 7: Survey Question

Here 100% of respondents agree that a diversified recruitment process has a strong positive impact on the overall quality of candidates. This emphasizes that a company with a strong positive impact on the overall quality of candidates indicates that the companies are considered more attractive with the values of a diverse workforce.

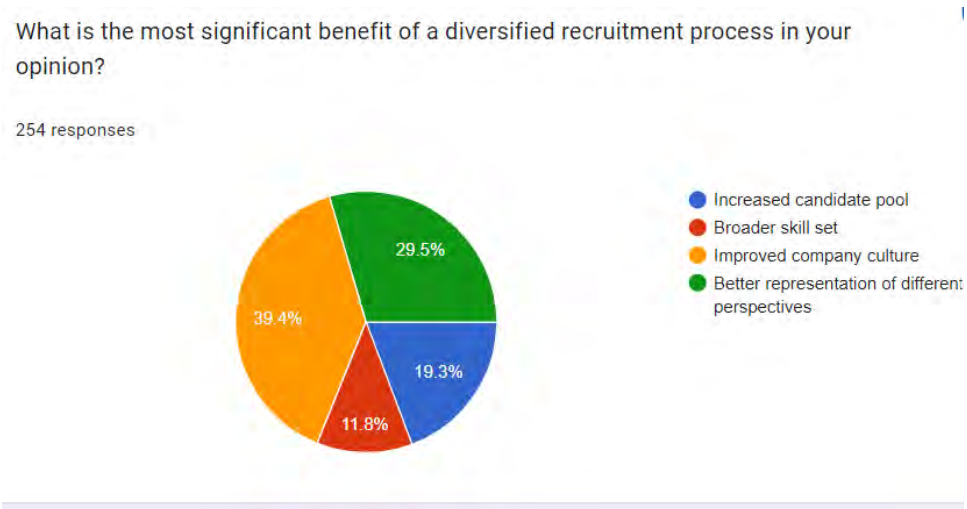


Figure 8: Survey Question

39.4% of respondents believe that the most significant benefit of a diversified recruitment process is improved company culture. This proves that diversity is not only valued for its ethical and social implications but also for its practical advantage of bringing viewpoints to the table.

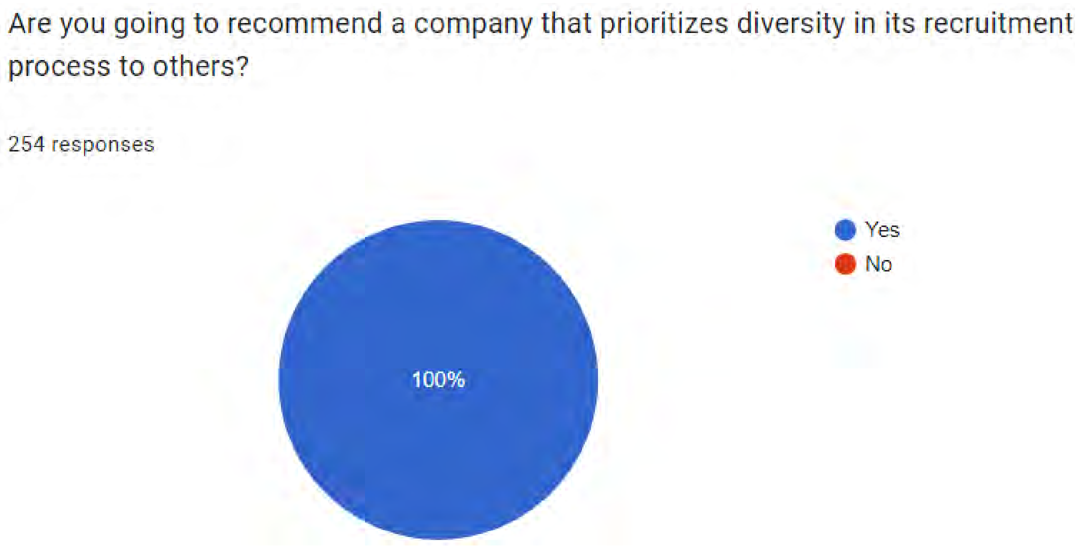


Figure 9: Survey Question

All the respondents (100%) have agreed that they will recommend a company that prioritizes diversity in its recruitment process to others. This highlights that diversity is a positive and desirable characteristic of any organization and it will benefit from word-of-mouth promotion and a good reputation in the market.

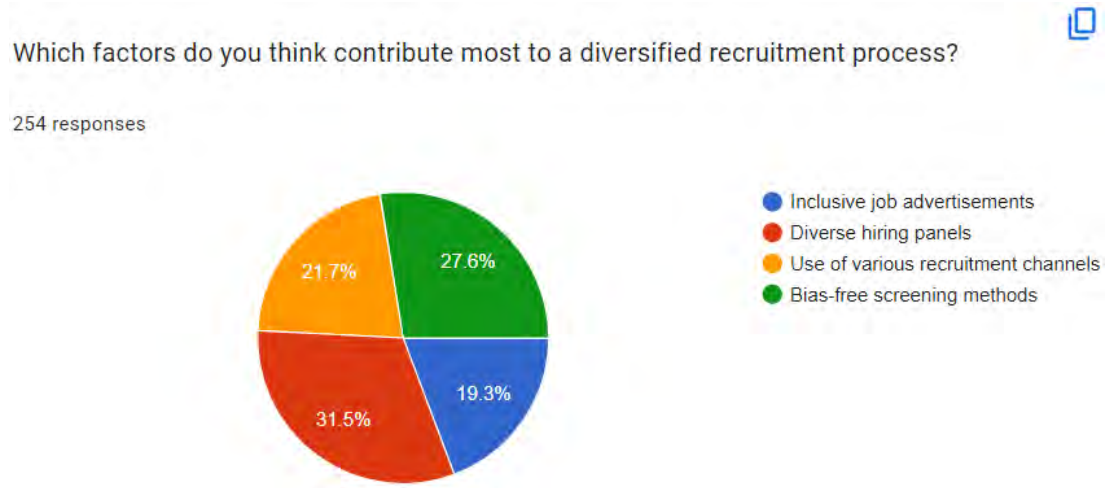


Figure 10: Survey Question

The highest percentage of respondent which is 31.5% believes that diverse hiring panels contributes most to a diversified recruitment process. This indicates that having a variety of perspectives and opinions in the hiring process can lead to a good outcome.

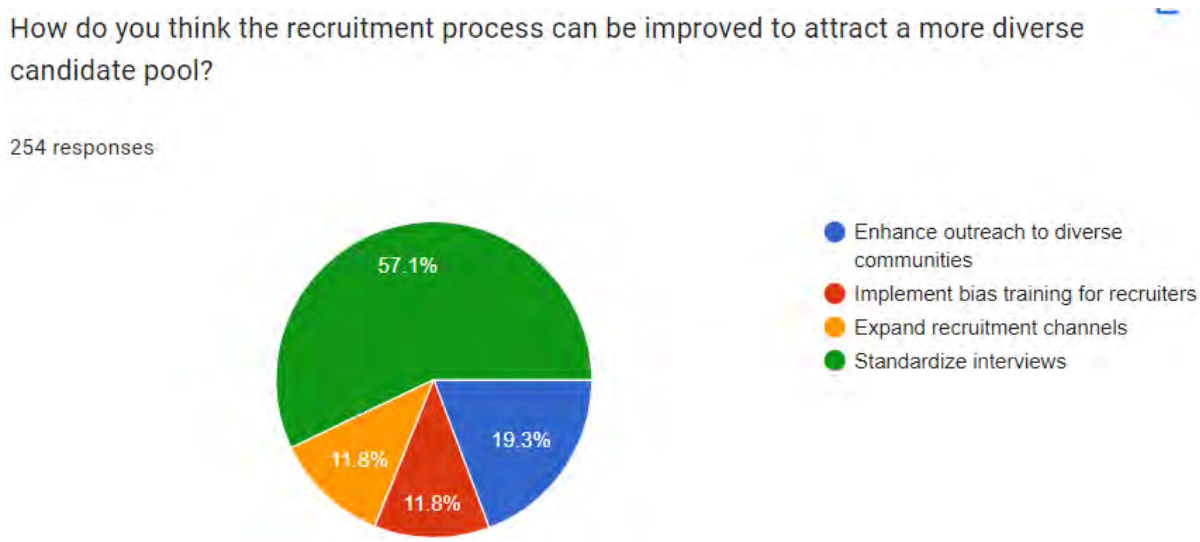


Figure 11: Survey Question

57.1% of respondents believe that standardize interviews can improve the recruitment process to attract a more diverse candidate pool. So an organization should have a consistent interview process and practice which will help to evaluate all the participants fairly and without any bias.

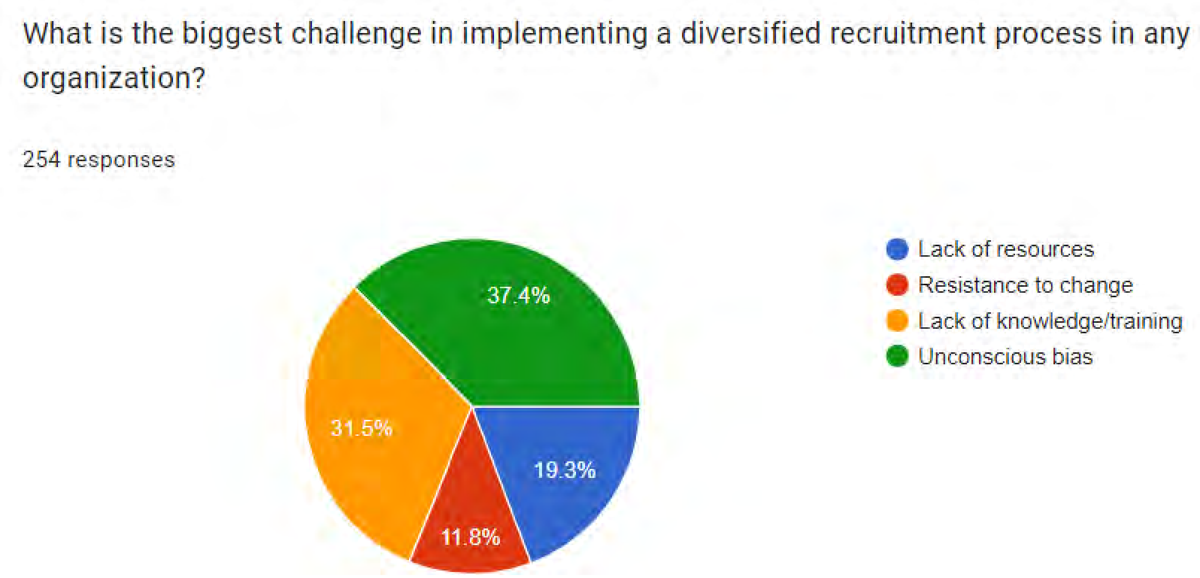


Figure 12: Survey Question

37.4% of respondents think that unconscious bias is the primary challenge in implementing a diversified recruitment process in any organization. This suggests that unintentional biases are the main reason in hindering diversity efforts within the organization

figure 13: Survey Question

100% of respondents think that a diversified recruitment process makes the organization more attractive to potential candidates. So, a diversified recruitment process not only increases

Figure no 13: Survey Question

the organization's reputation but also it more appealing to a border range of candidates.

So, after doing the survey it is proven that Assurance company should upgrade its recruitment process and make it more diversified. The company only recruits its candidates from BD jobs but for better reach and to attract more candidate pool the company should give job postings on other platforms too. As, John Vlastelica, CEO and founder of Recruiting Toolbox said, “The quality of a candidate pool is a direct reflection of the quality of an organization’s hiring process” (Cook, 2024). Assurance Development needs to keep in mind that if they have a diversified recruitment process then its candidate pool will also be diversified which will help the company to be successful in the future. To emphasize, with a diversified manpower the company will be able to generate new ideas and innovation which will help the company to grab new markets and opportunities.

Analysis:

Having a diversified recruitment process means selecting applicants without being based on their gender, religion, culture, or beliefs. To emphasize, the organization that implements a diversified recruitment process wants to have a workplace that includes people from all walks of life including different ethnicities, socioeconomic levels, faiths, etc. While preserving merit-based hiring, diversity recruitment aspires to create a talent pool representing society. This process implies that all employees regardless of background, have equal opportunities in every field.

According to the findings of the survey, it is clear that the candidates will apply to a company that emphasizes diversity in the recruitment process. This finding is backed by a report from Glassdoor which states that when evaluating companies and job offers 76% of the candidates give importance to a diversified workforce and it is a very important factor to them. Additionally, 32% of the candidates will never apply to a company if it lacks diversity. This mentality is mainly seen in Gen Z and Millenial who give importance to equality and diversity. So it is evident that there is a strong relationship between a diversified recruitment process and a candidate pool. So, to achieve a diversified candidate pool, a robust recruitment strategy is needed which will encourage skilled and diverse candidates to apply for the job. Additionally, the company should make sure that the job description and hiring process do not discriminate against any particular group of people (Ellie, 2023). Moreover, a diversified recruitment process attracts a diverse candidate pool because the process is free from all kinds of bias. Additionally, with a diverse workforce new perspectives and ideas are born which leads to creative solutions and innovative products (Lewis, 2024)

A diversified recruitment process has a strong positive impact on the overall quality of candidates and its competitive advantages. This emphasizes that a company with a strong positive impact on the overall quality of candidates indicates that the companies are considered more attractive with the values of a diverse workforce. Companies that give importance to diversity attract highly qualified candidates who value these principles. The quality of the candidates is top-tier because a diversified workplace promotes creativity and better problem-solving since each person brings different kinds of perspectives, viewpoints, and experiences to the table regarding the specific problems they are trying to solve. Thus, this may lead to unique ideas and solutions regarding the problems that the business is facing, providing them with a market advantage (barrettroseadm, 2023)

Additionally, companies with a diversified workforce are more capable of communicating and comprehending different kinds of customers which helps to boost market share and overall satisfaction of the customers. On the other hand, top talents are more interested in working in a diverse culture as they get respected for their uniqueness and perspective. This can lead to a dynamic team, low turnover, high productivity, and high employee morale which will boost a company's competitiveness. Furthermore, companies that promote diversity are liked by the employees, stakeholders, and customers which results in brand recognition and reputation that not only increases the market share but also has a positive impact on the profit.

Thus, diversity is related to candidates' quality and the competitive advantage of the company as this makes sure that the company has a diverse workforce with qualified employees, effective knowledge about the market, good team dynamics, talent retention, reputation, and overall brand recognition which will help the company to stay competitive over its competitors.

According to the results from the survey, it is clear that lack of knowledge and unconscious bias are the key factors and challenges in implementing a diversified recruitment process in any company. Unconscious bias in the recruitment process means judging a candidate based on initial impressions or unimportant factors related to them. Hiring candidates based on this can result in less diversified teams and lower productivity of the company (Pavlou, 2019).

Being biased is an inherent human quality of human being but to have a diverse workforce it is important to overcome this issue. So, to overcome this problem the company should arrange online and offline training and awareness campaigns. The interview should be structured, the company should start conducting blind resume screening, and using diversity recruiting tools will help to reduce and eliminate bias. It will help them to fully concentrate on their abilities and credentials. On the other hand, 92% of business leaders believe that a strategic workforce education program helps the organization achieve diversity (Zappy, 2023)

Summary and conclusion:

The main purpose of selection and recruitment is to strategically hire skilled personnel to guarantee productivity and alignment with the organization’s goals. At first, the company needs to determine where it needs to have more staff. To emphasize, the company needs to determine whether they need to have new staff for daily work, ongoing work, new projects, or business growth in order for the company to recruit the right staff for the company. So, to reach a wide range of candidates, the company drafts job specifications and descriptions which are published only through BD jobs. There are several steps involved in the selection process. Such as sorting the CV, taking a written and a viva. The interview process consists of two stages: a written exam and a viva that is on the same day. After a few days of the interview, HR notifies the selected candidates. Assurance Developments Ltd. uses a combination of external and internal hiring processes. At first, the department looks for candidates within the company, and if they do not find any skilled workers for the required position then they use an external recruitment process. While hiring candidates the company needs to follow certain rules and regulations such as, the company needs to make sure that the candidate is of legal age, the candidates do not have any history of violence and crime, is qualified and physically fit for the assigned position, has the necessary education and candidates with experience is given importance. Additionally, to have an effective recruitment and selection process the company strives to improve the overall performance, productivity, and retention. In conclusion, the company's recruitment and selection process is thorough, strategic, and created in a way that satisfies the needs of qualified personnel. The company tries to make sure to draw a significant pool of skilled and qualified applicants by carefully evaluating the requirements of each empty post by utilizing a combination of internal and external strategies. The company uses multiple steps of the selection process to hire the best candidates. To emphasize, following certain rules of the hiring process, the company is able to identify which candidates are best for the company based on the company culture and skills.

Recommendation:

The recruitment and selection process of Assurance Developments Ltd. is robust and designed to attract a pool of skilled employees. To improve the process further many recommendations can be given to address the gaps in the process.

Having a Diversified Recruitment System:

Although BD job is the main source of hiring candidates, the company should use other platforms like LinkedIn, Facebook, and industry-specific job boards to attract candidates. Additionally, the company can attend professional events, job fairs, etc will give more exposure to the company and help to draw new talent.

Increasing Employer Branding:

The company should create a strong employer brand to draw personnel. The company should aggressively advertise its company through its website and other social media platforms. Additionally, the company should advertise its core values, culture, and professional growth. Employee success stories should also be published which will help the candidates to better understand the values of the company.

Promoting diversity and inclusion:

Implementing diversity and inclusion in the recruitment and selection process will help to bring new perspectives and innovative ideas. So, the company should implement policies that will ensure diversity and a diverse candidate pool. Thus, the company should have an unbiased posting, and unbiased interview sessions and should reach out to unprivileged people.

Strong internal recruitment:

Promoting the current employees will help the company retain employees for a long time and it will also increase the productivity of the employees. Job offerings should be advertised internally by internal job boards and email. The company should offer training and development sessions to the employees for higher-level positions which will result in a skilled pull of internal applicants.

Improve candidate's experience:

To attract top talent, the applicants must have good experience in the company. So, the company must ensure clear communication, timely feedback, and a seamless interview process that will make a lasting impression on the candidates. The company needs to be transparent and realistic regarding the job and recruiting timeframe.

Improvement and Feedback:

To maintain a strong recruitment and selection process continuously the company needs to review and improve the process regularly. The company needs to take feedback from the newly hired employees regarding their experience with the whole interview process. Therefore, this feedback should be used to continuously improve the recruitment and selection process so that it remains efficient and effective

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