

**Internship Report On**  
**Human Resources Management Practices in**  
**PLAAS TECH INDUSTRY LIMITED**

By  
Prianka Das  
ID: 21164118

An internship report submitted to the BRAC Business School in partial fulfilment of the  
requirements for the degree of  
Master of Business Administration (MBA)

BRAC Business School  
BRAC University  
07 July, 2024

© 2023. BRAC University  
All rights reserved.

## **Declaration**

- The internship report I have given is an authentic piece of work that I produced during my time studying at BRAC University.
- The report must not include any content that has been previously published or authored by someone else, unless it is properly referenced with complete and correct references.
- The report must not include any content that has been approved or submitted for another academic qualification at a university or any other educational institution.
- I have recognized and acknowledged all primary sources of assistance.

**Student's Full Name & Signature:**

---

**Prianka Das**

**Supervisor's Full Name & Signature:**

---

**Md. Mizanur Rahman, PhD**

**Associate Professor**

**BRAC Business School**

**BRAC University**

## Letter of Transmittal

Md. Mizanur Rahman, PhD  
Associate Professor  
BRAC Business School  
BRAC University  
Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka 1212

**Subject: Submission of Internship Report.**

Dear Sir,

I am very glad to submit the internship report on PLAAS TECH INDUSTRY LIMITED. This report is a result of the MBA program I completed. It brings me great pleasure to have successfully completed my internship and to present this report on the analysis I carried out during that time. You have my gratitude for providing me with a test that will allow me to demonstrate my abilities. I will also be given the chance to perform some practical work, which has boosted my experience.

It would be really thoughtful of you to review my report work and make any more recommendations to improve my explanation.

Sincerely yours,

---

Prianka Das  
ID: 21164118  
BRAC Business School

## **Acknowledgment**

I would want to express my gratitude to the Divine Being and a few individuals who have provided assistance, guidance, and solace. Firstly, I would like to express my gratitude to Mizanur Rahman sir for overseeing my academic internship and offering invaluable support and direction to my report during the course of the semester. I am also grateful to Dr. Md. Kausar Alam for giving me the opportunity to work as a student under their guidance.

Aside from S M Rabiul Alam, the Head of Business at PLAAS TECH INDUSTRY LIMITED, who provided me with the necessary information to create this report on Enrolment, HR Procedures, HR Tasks, and other matters, I would like to express my gratitude to my colleagues and departmental leaders. I really appreciate the unwavering support of all individuals at PLAAS TECH INDUSTRY LIMITED, who have always been there to assist me whenever I need their assistance. Without the assistance of the individuals mentioned before, I would not have been able to accomplish the objectives of the work. I share the same level of enthusiasm for my family, friends, and colleagues.

## **Executive Summary**

This report presents an appraisal of my professional involvement with a prestigious IT based company. Throughout my internship at PLAAS TECH INDUSTRY LIMITED, I gained significant practical and theoretical knowledge about the existing work environment and the day-to-day activities of the company.

The comprehensive analysis of PLAAS TECH INDUSTRY LIMITED Company focused on its many departments and their crucial role in operations, with a particular emphasis on the significance of the Digital cable TV solutions sector. An internal assessment was performed using a SWOT analysis to examine the organization's strengths, weaknesses, opportunities, and threats.

Upon thorough deliberation, I have chosen a research subject that closely corresponds to my academic expertise in Human Resource Management. The scope of my inquiry is to analyze the HR procedures used by PLAAS TECH INDUSTRY LIMITED Company. The focus of my study is on the implementation and maintenance of varied human resources strategies across different departments within our organization. After performing more examination, I have discovered that my results are consistent with previous scientific research. Hence, I effectively completed my research attempt and developed suggestions based on the limitations, findings, and difficulties observed during the study.

## Contents

|                                                                |           |
|----------------------------------------------------------------|-----------|
| <b>Chapter 1 .....</b>                                         | <b>8</b>  |
| <b>1.1 Student Information .....</b>                           | <b>8</b>  |
| <b>1.2 Internship Information.....</b>                         | <b>8</b>  |
| <b>1.2.1 Period.....</b>                                       | <b>8</b>  |
| <b>1.2.2 Internship Company Supervisor Information.....</b>    | <b>8</b>  |
| <b>1.2.3 Job Scope.....</b>                                    | <b>8</b>  |
| <b>1.3 Internship Outcomes .....</b>                           | <b>9</b>  |
| <b>1.3.1 Student's contribution to the company .....</b>       | <b>9</b>  |
| <b>1.3.2 Benefits to the Student .....</b>                     | <b>9</b>  |
| <b>1.3.3 Problems faced during the Internship Period .....</b> | <b>10</b> |
| <b>1.3.4 Recommendations on Future Internships.....</b>        | <b>10</b> |
| <b>Chapter 2 .....</b>                                         | <b>11</b> |
| <b>2.1 Introduction.....</b>                                   | <b>11</b> |
| <b>2.2 Overview of the Company.....</b>                        | <b>12</b> |
| <b>2.2.1 PLAAS TECH INDUSTRY LIMITED .....</b>                 | <b>12</b> |
| <b>2.2 Management Practices.....</b>                           | <b>13</b> |
| <b>2.2.1 Autocratic Leadership.....</b>                        | <b>13</b> |
| <b>2.2.2 Democratic Leadership.....</b>                        | <b>14</b> |
| <b>2.2.3 Participative leadership .....</b>                    | <b>14</b> |
| <b>2.2.4 Laissez faire leadership.....</b>                     | <b>14</b> |
| <b>2.2.5 Human Resource Management Practices .....</b>         | <b>14</b> |
| <b>2.3 Marketing Practices.....</b>                            | <b>16</b> |
| <b>2.4 Finance Performance.....</b>                            | <b>18</b> |

|                                                                                                         |           |
|---------------------------------------------------------------------------------------------------------|-----------|
| <b>2.5 Operation Management and Information System Practices and Supply Chain Management (SCM).....</b> | <b>18</b> |
| <b>2.6 Industry and Competitive Analysis .....</b>                                                      | <b>19</b> |
| <b>2.6.1 Porter’s Five Forces Analysis .....</b>                                                        | <b>19</b> |
| <b>2.6.2 SWOT Analysis.....</b>                                                                         | <b>20</b> |
| <b>2.7 Conclusion .....</b>                                                                             | <b>22</b> |
| <b>2.8 Recommendations .....</b>                                                                        | <b>23</b> |
| <b>Chapter 3 .....</b>                                                                                  | <b>25</b> |
| <b>3.1 What is Human Resource Management? .....</b>                                                     | <b>25</b> |
| <b>3.2 Human Resource Practices by PLAAS TECH INDUSTRY LIMITED .....</b>                                | <b>25</b> |
| <b>3.3 Methodology .....</b>                                                                            | <b>28</b> |
| <b>3.3.1 Literature Review.....</b>                                                                     | <b>28</b> |
| <b>3.3.2 Employee Survey .....</b>                                                                      | <b>29</b> |
| <b>3.3.3 Management Interview .....</b>                                                                 | <b>30</b> |
| <b>3.3.4 Sample Strategy and Sample Size.....</b>                                                       | <b>30</b> |
| <b>3.3.5 Thematic Analysis .....</b>                                                                    | <b>31</b> |
| <b>3.4 Data Analysis .....</b>                                                                          | <b>32</b> |
| <b>3.5 Discussion about Analysis.....</b>                                                               | <b>36</b> |
| <b>3.6 Findings and Recommendations.....</b>                                                            | <b>38</b> |
| <b>3.7 Summary and Conclusion .....</b>                                                                 | <b>40</b> |
| <b>References:.....</b>                                                                                 | <b>41</b> |

# Chapter 1

## Overview of Internship

### 1.1 Student Information

**Name:** Prianka Das

**ID:** 21164118

**Program:** MBA

**Major:** Human Resource Management (HRM)

### 1.2 Internship Information

#### 1.2.1 Period

July 1, 2023 to September 1, 2023

**Company Name:** PLAAS TECH INDUSTRY LIMITED

**Department:** Human Resource Management

**Address:** 113/B (Opposite of Tejgaon Adarsha School) Love Road, Tejgaon Industrial Area, Dhaka 1208

#### 1.2.2 Internship Company Supervisor Information

Name: S M Rabiul Alam, Head of Business

#### 1.2.3 Job Scope

##### Job Description

- ✓ Assisting with administrative duties in the HR department, including updating personnel data, organizing HR paperwork, and composing employee messages.
- ✓ Tasks include reviewing applicants, coordinating interview appointments, and publishing job adverts on many channels.



- ✓ Manages and responds to customer and staff requests, while organizing and maintaining files and documentation.
- ✓ Collects and arranges employment submissions.
- ✓ Produces employee messages and correspondence about HR policy changes.
- ✓ Facilitates the verification of adherence to labor regulations and relevant municipal and state legislations.
- ✓ Engages and supports career days and business social and networking events.
- ✓ Carries out impromptu duties as necessary

### **1.3 Internship Outcomes**

#### **1.3.1 Student's contribution to the company**

An HR intern provides assistance in a range of HR functions, such as handling administrative duties, recruiting new talent, promoting employee involvement, managing data, and ensuring compliance with regulations. They aid in the management of personnel data, assessment of resumes, coordination of interviews, and enforcement of regulatory compliance. In addition, they enhance the precision of personnel records, facilitate the collecting of payroll data, and ensure compliance with labor regulations. The intern provides assistance to the HR department and gains practical HR expertise by supporting workplace events and networking efforts, which are vital for the organization.

#### **1.3.2 Benefits to the Student**

An HR intern contributes to a company via providing vital assistance in several HR responsibilities, along with expertise acquisition, overall performance control, worker engagement, and advantages administration. They aid inside the procedure of updating employees' records, evaluating applicants, and arranging interviews, therefore making a precious contribution to the recruiting process. In addition, they make a contribution to the preservation of personnel statistics, the agency and assessment of employment applications, and the enforcement of exertions policies. Through undertaking those duties, HR interns no longer most effective assist the HR body of workers in undertaking its daily dreams however additionally get arms-on enjoy and industry views, rendering them useful assets to the organization.

### **1.3.3 Problems faced during the Internship Period**

All through my internship, I faced numerous challenges. At the beginning, I experienced pain within the new painting's surroundings, which caused feelings of self-attention and apprehension. Moreover, I confronted a extremely good obstacle with regard to the acquisition of knowledge, due to the fact that i was predicted to fulfil equal benchmarks as full-time employees without having had any previous place of business instruction. Furthermore, I had a loss of significant assignments and every now and then felt overwhelmed. In the long run, I had difficulties due to the inadequate guide supplied by means of the internship business enterprise and the dearth of essential assets to fulfil my obligations. So that you can deal with those problems, it became vital to aggressively pursue help, keep open and sincere communicate, and successfully take care of expectations. Those efforts in the long run ended in a high-quality academic stumble upon.

### **1.3.4 Recommendations on Future Internships**

The suggestions are proposed for prospective HR interns at PLAAS TECH INDUSTRY LIMITED. The company must enforce a structured onboarding application for interns, familiarizing them with the Human aid facts machine (HRIS) and corporation rules. HR branch mentors will guide them via the studying manner, even as schooling sessions on HR functions like expertise acquisition and overall performance management will offer sensible enjoy. Employee engagement in workshops and seminars will permit interns to paintings on projects associated with volunteer control, fundraising, and employee family members. Normal feedback sessions with supervisors will create a supportive and educational environment for the interns.

## **Chapter 2**

### **Organization Part**

#### **2.1 Introduction**

PLAAS Tech Industries Ltd is a global provider of high-quality IT and software solutions Company. The firm provides software development solutions, both on-site and offshore. It participates in the creation of electronic program guides (EPG) and stream guard digital rights management (DRM) systems. Ashis Kumar Khan, the Managing Director, has a wealth of expertise in the technology sector and is at the helm of the organization. Plaas Tech Industries Ltd, including a group of seasoned experts, is dedicated to delivering inventive solutions that cater to the requirements of its customers. In spite of the fact that the company's title suggests a concentration on IT business, it isn't a trailblazing substance within the rural innovation segment. In any case, it basically works as a program improvement firm, advertising arrangements to numerous divisions, such as Digital Cable TV Solutions. The company's primary objective is to supply high-quality computer program arrangements and cutting-edge innovation to cater to the prerequisites of its clients over assorted divisions.

PLAAS Tech Businesses Ltd is an innovative company that offers a variety of services and solutions aimed at enhancing efficiency, improving Digital Cable TV products and facilitating data-driven decision-making in various sectors, such as TV Set top box. The company utilizes cutting-edge technologies such as artificial intelligence (AI), Internet of Things (IoT), and blockchain to provide precise asset management solutions and seamless supply chain integration on digital platforms. Despite the organizations name implying a focus on Digital Cable TV Solutions, it does not have a prominent position in the IT sector. By the by, its fundamental center is in the field of software development explicitly customized for the IT area as well as different areas. The company is dedicated to providing high-quality software solutions and cutting-edge technology to meet the demands of its customers, and its products are tailored to meet the changing requirements of the contemporary professional environment.

PLAAS Tech is a cooperative organization that collaborates with academics and industrial players to promote an IT system that is both sustainable and effective. The primary focus of the organization is on conducting research and development with the intention of developing novel solutions to meet current IT Product needs and address upcoming challenges. PLAAS Tech intends to change horticulture by improving effectiveness and long haul suitability to help people in the future. The company helps costumer

goods fairly by acting as a digital marketplace platform for IT products. The goal of this initiative is to boost the prosperity of Bangladesh customer and raise their incomes. Besides, PLAAS Tech handles a scope of worries in the rural business, for example, ensuring transparency in the supply chain, checking record as a consumer, approving agreements, preventing contamination, and controlling costs. Through the use of smart contracts and data capture technology, the IT sector can achieve transparency, fair trading, and user-friendly transactions.

## **2.2 Overview of the Company**

### **2.2.1 PLAAS TECH INDUSTRY LIMITED**

Plaas Tech Industries Limited is a leading technology company based in Bangladesh that was founded in 2014 by a group of young entrepreneurs. The organization spends significant time in assembling excellent mechanical items, with an emphasis on giving high level programming answers for the worldwide market. Plaas Tech has a solid history, including being Bangladesh's sole manufacturer of DVB set-top boxes and optoelectronic goods. The company has produced and distributed millions of set-top boxes and has more than a decade of experience in digital cable TV solutions. Plaas Tech is devoted to conveying top-level mechanical items and administrations, offering programming improvement arrangements both on location and from a distance.



***Source:** Plaas Tech- Index. (n.d.). [Www.plaastech.com](http://www.plaastech.com). Retrieved April 23, 2024, from <https://www.plaastech.com/>*

Collaboration with the Telecast Company of China exemplifies the company's ongoing technological progress and demonstrates its dedication to quality and innovation. Ashis Kumar

Khan, the Managing Director of Plaas Tech Industries Ltd, has extensive experience and skills, which he uses to guide the firm. Plaas Tech is committed to revolutionizing several industries, such as Digital Cable TV, by adopting a customer-centric strategy and prioritizing sustainability. Their goal is to enhance efficiency, sustainability, and profitability within these sectors. The company's dedication to research and development, together with its cooperation with many stakeholders, demonstrates its aspiration for a sustainable and successful future.

## **2.2 Management Practices**

As per the admin (2021, August 24), management practices include methods and processes aimed at improving corporate productivity and sustainability. The components include strategic planning, allocation of resources, executive oversight, growth initiatives, performance metrics, and fostering a favorable work atmosphere for both supervisors and staff members.

PLAAS TECH INDUSTRY LIMITED uses modern management techniques to promote innovation, adaptability, and environmental consciousness in the technology field. The corporation promotes a horizontal organizational structure to foster transparent communication and expedite decision-making, enabling prompt responses to market fluctuations and technology progress. PLAAS TECH places a strong emphasis on collaborative cooperation, investing in ongoing staff development and using a wide range of experience to further its objective. The company's strategy incorporates sustainability and ethical issues, which are essential for ecologically responsible product development and operations. PLAAS TECH maintains its competitive advantage and dedication to enhancing Digital Cable TV solution practices worldwide by giving priority to customer input and using data-driven tactics.

### **2.2.1 Autocratic Leadership**

Autocratic leadership, commonly referred to as authoritarian leadership, is a managerial approach characterized by limited employee involvement in the decision-making process. An autocratic leadership style is characterized by a hierarchical structure where a single leader or senior

management have ultimate authority in making all business-related decisions (Kendra Cherry, Mse, 2023)

### **2.2.2 Democratic Leadership**

Democratic leadership fosters collaborative decision-making, resulting in enhanced productivity, innovation, and engagement. It promotes transparent communication, objective establishment, performance assessment, and self-motivation, with a focus on collaboration. (Kumar, A. 2023, April 6)

### **2.2.3 Participative leadership**

According to Indeed Editorial Team, (2021, February 23) Participative leadership is a leadership style that prioritizes collaboration and cooperation in the decision-making process. Management teams cultivate a democratic leadership style, commonly referred to as participatory leadership, among all personnel.

### **2.2.4 Laissez faire leadership**

Cherry, K. (2022, November 14) stated that Delegative leadership, commonly referred to as laissez-faire leadership, is a leadership approach where group members are given the autonomy to make their own choices. However, this style generally leads to decreased productivity.

PLAAS TECH is implementing a "Democratic Leadership Style" that promotes employee trust and respect. This strategy promotes employee engagement in the organization's strategic direction, cultivating creativity and critical thinking abilities. This technique further enhances employee trust and esteem, facilitating transparent discussions and cooperation. Adopting this strategy is essential for preserving morale in periods of alteration or disturbance. Nevertheless, it may be difficult to engage the whole team in the process of making choices, particularly when important matters need quick action (Councils, F. 2022, September 28)

### **2.2.5 Human Resource Management Practices**

Effective HR management is essential for achieving optimal performance and success, since it enables the efficient oversight and control of personnel processes. PLAAS TECH is contemplating using Human Resource strategies to enhance employee productivity, performance, and growth.



*Source: Mygrowth. (2023b, November 1). <https://rb.gy/w8w9bs>*

### **Recruitment & Selection:**

Recruitment entails managers working along with their marketing team to advertise available openings inside a company. The recruiting process starts with a compilation of a select group of competent candidates, which is then followed by a comprehensive assessment of the talents and capabilities of each individual (Surbhi, S. 2018, July 26)

### **Training and Development:**

Training and development include instructional activities conducted inside an organization with the goal of enhancing workers' knowledge and abilities, while also offering assistance on achieving optimal performance. Executive development is a proactive process aimed at enhancing the skills and abilities of executives, while training is a reactive event launched by management to address the present and future requirements of employees (Darwinbox. 2021)

### **Compensation & Benefit:**

Compensation and benefits play a vital role in the management of human resources, as they are crucial in recruiting top-performing individuals, promoting motivation, ensuring employee retention, and cultivating a great work atmosphere. Compensation include remuneration such as

salaries, salary, commissions, and bonuses, while benefits refer to further advantages or incentives, sometimes having monetary worth (Bester, V. 2021, January 5)

### **Job Satisfaction:**

Hoppock (1935) defines work satisfaction as the amalgamation of psychological, physiological, and environmental elements through which an individual shows contentment with their employment.

Job satisfaction, in the context of the 20th century, pertains to the favorable or unfavorable emotions and sentiments that workers experience in relation to their employment (Joshua Bourne, P, 2023, May 12)

### **Motivation:**

Motivations are the driving forces that trigger conduct. They are derived from the Latin phrase "motives," and psychologists analyze motivating elements to explain observable changes in people's behavior (*Encyclopædia Britannica, inc, 2023a, April 27*)

## **2.3 Marketing Practices:**

Marketing research facilitates the connection between marketers and consumers, customers, and the public by providing information. It helps in finding opportunities and issues, developing and evaluating strategies, measuring performance, and understanding the marketing cycle. It also aids in discovering the required information for effective decision-making (American Marketing Association, 2017)

### **Marketing Strategy:**

A marketing strategy is a thorough blueprint that outlines how a company can effectively convey its unique selling proposition to consumers. It includes the firm's business goals, the specific market it aims to target, the profiles of potential buyers, its rivals, and the incentives it offers (CoSchedule. 2022, December 22)

### **Target Customer, Targeting & Positioning Strategy:**

Targeting, in the context of marketing, refers to the strategic process of identifying certain market segments to focus marketing efforts on and assigning them a higher level of importance. After



doing segmentation, a corporation must make a strategic decision about the specific market sectors it should focus on targeting (Admin, 2023).

Positioning in marketing refers to the strategic process of defining and achieving the targeted market position of a brand or product, distinguishing it from its rivals. (Admin, 2023).

### **Marketing Channels:**

Marketing channels serve as conduits that facilitate communication and message dissemination between organizations and their target audience. These channels provide diverse platforms to enlighten certain interest groups about the products or services offered, thereby stimulating consumer engagement (CoSchedule. 2020, November 13).

### **Product/New Product Development and Competitive Practices:**

Product development encompasses the generation of novel concepts and the enhancement of existing things via innovative and strategic methodologies. Nevertheless, the task of merging strategy with creativity might prove to be difficult in the absence of a well-defined structure (Raeburn, A. 2021, September 17)

### **Advertising and Promotion Strategies:**

Advertising is a targeted marketing technique that uses customized communications to sell a product or service to certain groups, whether they be specialist or mainstream audiences (Corrigan, K. 2019, January 23).

A promotional strategy refers to the overall plan and tactics used to promote a product. It consists of the goals for your progress and the strategies you will use to maximize the profitability of your product (Corrigan, K. 2019, January 23).

PLAAS TECH INDUSTRY LIMITED utilizes digital engagement and thought leadership in Digital Cable TV technology to illuminate and include its intended audience. The organization utilizes social media, content marketing, and SEO strategies to give information and data to Customers, IT businesses, and industry stakeholders. PLAAS TECH participates in worldwide IT cultural exhibitions and meetings to display state of the items and draw in with planned clients. They keep areas of strength for a presence by keeping their crowd very much educated about patterns, merchandise, and sustainable digital techniques.

## **2.4 Finance Performance**

Financial performance indicators assess a company's capacity to efficiently use resources and create revenue. These measurements are employed by analysts and investors to evaluate comparable organizations operating in diverse industries or sectors (Kenton, W. 2022, June 1)

Due to the rising demand for digital Cable TV technology solutions, PLAAS TECH INDUSTRY LIMITED is anticipated to experience robust financial growth. The organization's state of the art labor and products endeavor to upgrade rural efficiency, in this manner getting a significant part of the market. Expected factors like vital designations towards innovative work, effective expense the executives' methods, and entrance into expanding markets are projected to work with significant expansions in pay. PLAAS TECH has a vigorous monetary condition, set apart by steady income development, cautious sending of assets, and a solid reason for supported extension in the IT-tech industry.

## **2.5 Operation Management and Information System Practices and Supply Chain Management (SCM)**

Operations management involves the effective oversight and control of business processes inside a company, with the goal of optimizing profitability by effectively transforming labor and resources into products and services (Hayes, A. 2023, March 28).

Lean management practices are used by PLAAS TECH INDUSTRY LIMITED to cut down on waste and increase productivity in its Set top box manufacturing operations. The factory utilizes sophisticated analytics to estimate demand and optimize inventories, ensuring a deft reaction to showcase necessities. The emphasis on continuous interaction improvement and sustainability features the commitment to harmless to the ecosystem and economically proficient operations.

Supply Chain Management entails overseeing the flow of labor and product development, integrating several stages to convert raw materials into finished goods, and optimizing processes to improve customer value and gain a competitive edge in the market (Fernando, J. 2022, July 7) PLAAS TECH INDUSTRY LIMITED has a transparent supply chain management system that prioritizes collaborations with suppliers and distributors to ensure prompt delivery of top-notch digital technology goods. Blockchain technology is used to provide traceability and promote

sustainable sourcing methods in order to mitigate environmental consequences. A virtual market platform facilitates customers in exchanging information about output, monitoring the whole supply chain, and ensuring the acquisition of future contracts. PLAAS TECH's marketing approach include the use of social media, market reports, and other venues for disseminating Digital Cable TV Solutions news and events.

## **2.6 Industry and Competitive Analysis**

### **2.6.1 Porter's Five Forces Analysis**

By utilizing Porter's Five Forces framework to PLAAS TECH INDUSTRY LIMITED, we can comprehend the competitive dynamics and market pressures that impact the IT business technology industry.

#### **Threat of New Entrants:**

New Digital Cable TV solutions technology market entrants face challenges like high research costs, specialized technical knowledge, and strict regulations. PLAAS TECH's strong brand recognition and established client ties mitigate these risks. The sector's high capital requirements, advanced technology, specialized skills, and labor-intensive nature pose significant barriers. The company's approach to managing its supply chain is improved by incorporating blockchain technology to guarantee traceability and sustainable sourcing.

#### **Bargaining Power of Suppliers:**

PLAAS TECH INDUSTRY LIMITED is reducing its bargaining power with major Digital Cable TV solutions technology suppliers by shaping vital associations, expanding its provider base, putting resources into elective materials and technologies, and using its online platform for customers. This procedure plans to upgrade production correspondence, monitor the supply chain, secure future arrangements, and draw in with its audience through social media. The organization's procedure likewise incorporates allocating resources to elective materials and technologies, improving its online presence.

#### **Bargaining Power of Buyers:**

PLAAS TECH's focus on development and modified solutions in the IT business area is fortifying client dependability and reducing the effect of cost awareness, even areas of strength for

notwithstanding arranging power. This system keeps a fair distribution of force with clients, consequently relieving the impact of cost factors.

**Threat of Substitute Products or Services:**

PLAAS TECH INDUSTRY LIMITED has a generally safe of being supplanted by choices in the Digital Cable TV solutions technology area because of its exceptional incentive, which incorporates maintainability and artificial intelligence joining. The organization's emphasis on development and customized solutions upgrades client faithfulness and decreases cost awareness. To keep an upper hand, PLAAS TECH can broaden its provider base by establishing essential connections and putting resources into elective materials and technologies.

**Rivalry Among Existing Competitors:**

PLAAS TECH, a main Digital Cable TV solutions technology firm, keeps up with its competitive edge by focusing on development and client care. Its products focus on sustainability and utilize trend setting innovations like simulated intelligence and IoT. To remain ahead, PLAAS TECH should screen competitors' activities and remain informed about market advancements. To keep up with its benefit, PLAAS TECH can improve its provider network by producing strategic alliances and apportioning resources towards investigating elective materials and technologies.

## **2.6.2 SWOT Analysis**

**Strengths:**

The firm has many notable characteristics, such as a robust brand, a devoted customer base, significant areas of expertise, and pioneering solutions that distinguish it from rivals (Kenton, W. 2023, April 21)

PLAAS TECH, a leading Digital Cable TV solutions technology company, has a strong brand recognition and strong client relationships, reducing potential competitors' risks. The company emphasizes sustainability and incorporates cutting-edge technology like AI and IoT to differentiate its products. PLAAS TECH manages its supply chain transparently, establishing strong connections with suppliers and distributors for punctual delivery. Blockchain technology ensures traceability and sustainable procurement techniques reduce environmental impact and improve operational efficiency.

**Weaknesses:**

The presence of weaknesses inside an organization might impede its ability to achieve optimum performance. These weaknesses may include factors such as a high rate of employee turnover, substantial debt, an insufficient supply chain, or a lack of capital (Kenton, W. 2023, April 21).

The Digital Cable TV solutions technology market poses significant obstacles to entering, including as substantial research and development expenses, technical proficiency, and adherence to regulatory compliance standards. PLAAS TECH encounters substantial negotiating power from suppliers of crucial components and technologies as a result of the industry's specialized nature.

**Opportunity:**

Opportunities refer to favorable external circumstances that may provide an organization a competitive edge (Kenton, W. 2023, April 21)

PLAAS TECH is prioritizing sustainability and innovation to meet the growing demand for cost-effective, efficient, and sustainable solutions in the Digital Cable TV solutions sector. With rapid technological advancements, new entrants can enter the sector. PLAAS TECH can diversify its supplier base by forming strategic alliances and exploring alternative materials and technologies, reducing reliance on any single supplier.

**Threats:**

Threats are elements that has the capacity to inflict damage upon an organization (Kenton, W. 2023, April 21) Managers use proactive risk management and threat detection to foresee and reduce possible impediments, such as financial limitations, political or legal complications, competing initiatives, or shifts in business sectors.

In the Digital Cable TV solutions technology sector, fierce competition is rampant, with enterprises using innovative strategies, effective pricing, and superior service. Sustaining innovation is crucial for a competitive edge against alternatives with similar requirements or technologies. PLAAS TECH must monitor rivals' behavior and stay updated on market developments to maintain its position.

## 2.7 Conclusion

PLAAS TECH INDUSTRY LIMITED is a prominent advocate for technical progress and sustainability, specializing in cutting-edge software solutions for Digital Cable TV industry. The corporation competes in an intricate environment marked by notable hurdles to entry, considerable supplier negotiating power, intense rivalry, and changing market dynamics affected by technical breakthroughs and sustainability trends. The company's strong market position is emphasized by its well-established brand awareness, cutting-edge product offerings, and strategic alliances. Nevertheless, it is also exposed to risks, including reliance on a restricted supplier network and the difficulties presented by fast technical advancements and fierce market rivalry. The organization's foundation, Plaas, works with a digital marketplace center for Digital Cable TV solutions, giving capacities to checking and confirming the inventory network, and further developing the market by means of the utilization of forward agreements. PLAAS TECH upgrades effectiveness by working with the coordination of vital drives, merchandise, markets, innovation, and authoritative obligations. The procedure utilized is the use of a Product offering as a Framework way to deal with unequivocally portray the cosmetics of the product offering framework and its key constituents. The firm recognizes its merchandise by stressing sustainability and utilizing state of the art innovation like simulated intelligence and IoT, hence reducing the risk related with elective decisions. In any case, to support a competitive advantage, the firm must persistently deliver creative ideas and intently notice the activities of its opponents and market patterns.

## 2.8 Recommendations

- PLAAS TECH, Digital Cable TV solutions technology organization, ought to grow its supply chain, establish strategic partnerships, and focus on supportable practices. This will reduce costs, reinforce inventory network strength, and advance development. Plaas Technology, a digital marketplace, can work with inventory network checking. Persistent labor force preparing and item expansion can additionally upgrade competitiveness.
- PLAAS TECH INDUSTRY LIMITED, a Bangladeshi Digital Cable TV solutions technology organization, uses simulated intelligence, IoT, and blockchain to improve effectiveness and seriousness in agriculture. Their foundation, Plaas, offers a virtual market for supply chain following and future agreements. Established in 2014, they produce top-level technology products.
- PLAAS TECH INDUSTRY LIMITED uses an inventory network following stage for sustainable works on, zeroing in on sustainable power, agricultural techniques, and environmentally friendly goods. The stage coordinates artificial intelligence, IoT, and blockchain, improving PLAAS TECH's competitiveness in the Digital Cable TV solutions technology area.
- Plaas Tech is extending its item range through digital platforms and customizing them to satisfy market needs. The organization expects to upgrade its Digital Cable TV solutions technology initiative by integrating AI, IoT, and blockchain advancements, giving development opportunities and a competitive edge by expanding its item range.
- PLAAS TECH ought to put resources into ongoing training and development drives to keep up with its administrative role and guarantee work force have the essential abilities, including remaining refreshed on innovation headways, upgrading specialized aptitude, and expanding leadership abilities.

PLAAS TECH INDUSTRY LIMITED is a main Digital Cable TV solutions technology organization that upgrades market position, handles industry challenges, and maintains development and natural obligation. Their Plaas technology upgrades production network checking and market effectiveness through futures contracts. PLAAS TECH leverages cutting-edge technology like artificial intelligence (AI) and the Internet of Things (IoT) to differentiate its products and reduce alternative choices. The firm actively interacts with its audience via social

media and market reports, with a specific emphasis on promoting sustainable and equitable utilization of TV, Network and IT resources. The study examines production systems of several scales, including small-scale, medium-scale, and large-scale. To remain at the forefront of technological innovations and retain a highly qualified staff, it is essential for the organization to allocate resources towards ongoing training and development initiatives.



## **Chapter 3**

### **Human Resources Management Practices in PLAAS TECH INDUSTRY LIMITED**

#### **3.1 What is Human Resource Management?**

According to Barney, Chai, & Sutner (2023, October 4) Human resource management (HRM) refers to the process of acquiring, selecting, assigning, and overseeing an organization's workforce. HRM is often known as human resources (HR). The HR department of a corporation or organization is often tasked with formulating, implementing, and supervising rules that regulate the workforce and the organization's interactions with its employees. The word "human resources" was first used in the early 1900s and gained broader usage in the 1960s. It refers to the collective individuals employed by an organization. HRM refers to the practice of managing workers, with a particular focus on seeing employees as valuable assets of the organization. Within this specific structure, employers of an organization are once in a while assigned as HR. Like different resources within an organization, the goal is to effectively utilize people, limiting risk and enhancing return on investment (ROI). Huge and medium-sized organizations frequently utilize the term human capital management (HCM) to refer to HR technology.

#### **3.2 Human Resource Practices by PLAAS TECH INDUSTRY LIMITED**

Human resource management (HRM) procedures at PLAAS TECH INDUSTRY LIMITED are deliberately designed to align with the company's goal of innovation and sustainability in the Digital Cable TV Solutions technology sector. The most important aspects of their Human Resource Management (HRM) practices are as follows:

##### **Strategic Recruitment and Selection:**

PLAAS TECH INDUSTRY LIMITED selects employees with technical expertise and a commitment to environmentally friendly technology solutions through a rigorous hiring procedure. This involves a variety of tests, such as behavioral interviews, technical tests, and situational analyses, to assess one's capacity for problem-solving, collaboration, and commitment to sustainability. PLAAS TECH puts incredible accentuation on ability securing and lining up with hierarchical objectives and moral qualities. This approach cultivates a workplace that urges creative answers for sustainability issues, encouraging areas of strength for a forward-thinking workforce focused on the organization's central goal.

#### **Continuous Employee Development:**

PLAAS TECH INDUSTRY LIMITED focuses on employee development through continuous education and expert learning experiences. They offer extensive training, accreditations, and administration improvement projects to keep their group refreshed with the most recent specialized and modern progressions. This devotion to employee development improves individual abilities as well as adds to the association's development and seriousness. The organization develops a culture of information procurement and execution improvement, empowering it to adjust to arising difficulties and profit by valuable open doors for development in the consistently changing innovation area.

#### **Performance Management and Recognition:**

PLAAS TECH INDUSTRY LIMITED has executed a transparent performance management system to survey employee performance and development. Staff are made aware of the goals and requirements of their roles by the system, which employs explicit performance metrics and regular evaluations. Regular evaluations assist the organization with checking progress, distinguish regions for advancement, and recognize outstanding commitments. PLAAS TECH's emphasis on perceiving and remunerating extraordinary accomplishments motivates a culture of outstanding execution and responsibility. In addition to recognizing individual efforts, this strategy bolsters the organization's commitment to valuing and recognizing its employees. The organization cultivates a sound workplace and rouses representatives to seek after development through acknowledgment and prizes. The fact that the business has decided to implement this performance management system demonstrates its dedication to fostering an enthusiastic and productive workforce.

**Employee Well-being and Work-Life Balance:**

PLAAS TECH INDUSTRY LIMITED has executed a transparent performance management system that tries to set clear execution measures and regularly assess employee development.

The organization intends to encourage a careful perception of every employee's performance and development. The organization ensures staff's consciousness of the objectives and measures for their business through the utilization of characterized execution markers. Occasional appraisals upgrade the organization's ability to follow progress, distinguish regions for development, and perceive exceptional commitments and accomplishments.

The company's emphasis on recognizing and rewarding exceptional accomplishments aims to inspire and engage employees and cultivate a culture of outstanding performance and dedication. In addition to recognizing individual efforts, this strategy strengthens the organization's commitment to recognizing and valuing its employees. PLAAS TECH develops a helpful work air and rouses people to persistently take a stab at self-improvement and achievement by means of the arrangement of affirmation and prizes. As a general rule, the execution of this exhibition the board and acknowledgment framework shows the organization's devotion to developing a useful and propelled labor force. It evaluates' comprehension workers might interpret their presentation models and guarantees that they get affirmation and motivations for their endeavors, so advancing the development and thriving of the firm.

**Inclusive and Diverse Work Culture:**

PLAAS TECH INDUSTRY LIMITED is dedicated to creating a professional environment that encourages creativity, teamwork, and diversity. The company's mission is to uphold respect for all employees, promote egalitarianism, and eradicate bias. This is as per the Employment Equity Act of 1998, which tries to address verifiable variations and ensure equitable representation of specified groups. Diversity and inclusion at PLAAS TECH not only ensures compliance with legal requirements, but it also benefits the company by fostering a diverse workforce, enhancing problem-solving skills, and increasing creativity. According to research, teams that include people with a wide range of experiences and points of view are better able to overcome obstacles and foster creativity, which ultimately leads to the achievement of a company's objectives. PLAAS TECH is effectively chasing after drives to wipe out inclination and advance fairness, to meet

legitimate necessities as well as to exploit the benefits of having a different and comprehensive workforce.

### **Open Communication and Feedback:**

PLAAS TECH INDUSTRY LIMITED promotes a culture that energizes open correspondence and input, esteeming and valuing representative commitment. The organization promotes frequent meetings, questionnaires, and thoughts from its laborers, encouraging continuous improvement in HR processes. Implementing this procedure is essential for laying out a work environment air in which workers feel recognized and enabled, in the long run prompting elevated levels of engagement and efficiency.

PLAAS TECH exhibits their commitment to openness and ongoing improvement by forcefully requesting and executing worker input. Research has shown that organizations that advance open correspondence and input have more noteworthy degrees of representative fulfillment and are better situated to settle challenges and adjust to change. Additionally, this methodology might work with the disclosure of novel ideas and cures, as faculty at each progressive level are given a potential chance to offer their thoughts and add to the headway and win of the association. To sum up, PLAAS TECH's emphasis on transparent communication and helpful criticism supports employee satisfaction and inclusion as well as goes about as a main impetus for progressing improvement and development inside the organization.

## **3.3 Methodology**

### **3.3.1 Literature Review**

HR methodology are pivotal for the progress of any firm. In 2022, a systematic literature review (SLR) completed by the Budapest International Research and Critics Institute-Journal (BIRCI-Journal) concluded that HR practices and strategies play an imperative part in guaranteeing the drawn-out reasonability of a firm. The exploration found a few parts of HR practices and strategies ordered into macro, meso, and micro levels of measurement. The majority of research techniques used in the papers were qualitative. It is anticipated that future researchers would integrate quantitative and qualitative approaches to enhance comprehensiveness and expand the

study sample. A separate survey performed in 2020 by Taylor & Francis Online investigated the viewpoint of employees on HR procedures. The survey revealed that workers highly appreciate human resources policies that foster a harmonious equilibrium between work and personal life, facilitate professional growth, and provide acknowledgment and incentives for their efforts. The research also emphasized the significance of effective communication and constructive criticism in establishing a favorable work environment. The importance of innovation in HR practices is highlighted by a comprehensive literature analysis undertaken by Emerald Publishing Limited in 2022. The research revealed that HR practices are not only innovative themselves, but also contribute to fostering innovation inside enterprises. The research highlighted the significance of the correlation between HRM practices and innovation, demonstrating that the implementation of HRM practices by firms has a favorable impact on innovation. Human resources strategies are also essential in establishing an inclusive and diverse work culture. Research undertaken by PLAAS TECH INDUSTRY LIMITED, as mentioned earlier, discovered that advocating for diversity and inclusion not only ensures compliance with legal obligations but also positions the organization to reap the benefits of a workforce that is varied and inclusive.

In summary, HR practices are crucial for establishing a favorable work atmosphere, stimulating creativity, and cultivating diversity and inclusivity. SLRs have recognized the significance of effective communication and feedback, maintaining a healthy work-life balance, fostering professional growth, acknowledging and rewarding achievements, and promoting innovation in human resources strategies. In order to enhance comprehensiveness and expand the study sample, future investigations should integrate both quantitative and qualitative methodologies.

### **3.3.2 Employee Survey**

For my report purpose I use anonymous questionnaires to gather employee feedback on various work environment issues. The surveys cover topics like employee satisfaction, human resources policy understanding, training effectiveness, and performance equity. Anonymity is essential for promoting candid input. The surveys were distributed using an employee engagement platform, ensuring a non-disruptive and easy approach. They should be conducted before and after significant organizational changes to assess the progression of views and attitudes. To optimize the survey's effectiveness, the aims and objectives should be clearly communicated to workers, emphasizing the benefits of the results. The findings should be disseminated to participants and

strategies for action based on the feedback, fostering openness and validation among employees. Pulse surveys, shorter and more regular, can be used to quickly gather employee feedback on new projects or changes, enabling immediate adjustments. This comprehensive survey method could help PLAAS TECH understand employee satisfaction, identify areas for improvement, and foster an environment that encourages transparent communication and ongoing input. This could lead to increased employee involvement, a better working environment, and improved organizational effectiveness.

### **3.3.3 Management Interview**

I conducted semi-structured interviews with HR managers and department heads during my internship at PLAAS TECH to learn more about strategic planning, implementation challenges, and how HR strategies align with the company's goals. I concentrated on the organization's HR approaches, hierarchical design, and key objectives, and utilized questions that could go either way to animate elaborate responses. I looked for data on the essential vision for HR, arrangement of HR rehearses with organization goals, and difficulties looked in executing HR projects. I likewise tried to comprehend the moves made to guarantee HR plans were productively lined up with the organization's objectives and techniques to conquer any obstructions. Through these interviews, I learned a lot about the HR procedures of the company, found areas for improvement, and helped make HR initiatives that were more strategic and efficient. The data collected from these interviews also evaluated the organization's readiness to deal with HR difficulties and open doors, upgrading overall performance and employee satisfaction.

### **3.3.4 Sample Strategy and Sample Size**

The methodology for accomplishing a delegate test in an exploration concentrate on involve considering a few components, for example, the target population, the actual example, the examining outline, qualification rules, consideration and prohibition measures, representativeness, sampling designs, potential biases, sampling error, power analysis, effect size, and attrition. Comprehending these ideas is fundamental for researchers, since they could concur all through the inspecting methodology. The methods used to select samples are specifically covered in this document (Landreneau, K. 2005)

In statistical surveying, a sample size is a subset of people chose from the general population to effectively reflect the whole population in the study. To estimate the response of a population to a

specific thing, we lead a preliminary on a delegate sample size, which is concluded by the size of the population inside that particular age section (Omni Convert. 2019)

During my internship at PLAAS TECH INDUSTRY LIMITED, I arranged a complete report that included analyzing the organization's HR processes. This study contained a distinct methodology and a carefully chosen sample size to ensure precise findings. The methodology included directing semi-organized interviews with HR directors and division heads to get bits of knowledge into strategic planning, the challenges experienced during execution, and the degree of alignment with business objectives. The sample size was established depending on the accessibility of HR managers and department heads. Employees from different departments and levels were given anonymous questionnaires to assess their work happiness, comprehension of HR policies, efficacy of training programs, and perception of fairness in performance reviews. The sample size was chosen based on the total count of full-time workers employed at PLAAS TECH. The paper furthermore included a literature review on HR practices, highlighting the significance of thorough and all-encompassing procedures that give priority to employee well-being, encourage innovation, and establish an inclusive work culture. The research offered a thorough comprehension of PLAAS TECH's HR processes, pinpointed areas requiring improvement, and led to the formulation of more efficient and strategic HR initiatives.

### **3.3.5 Thematic Analysis**

A qualitative method for analyzing data, thematic analysis focuses on the researcher's own personal experiences in order to identify patterns and themes. Thematic analysis is many times utilized in qualitative research. The essential goal is to uncover, examine, and understand patterns within qualitative data. This examination is a procedure used to look at subjective information, as a rule comprising of texts like meetings or records, determined to recognize repeating themes or ideas (Villegas, F. 2022, July 28).

As a HR intern at PLAAS TECH, I played out a thematic analysis of the organization's HR strategies by looking at a scope of writing sources. The review incorporated the distinguishing proof and assessment of recurrent themes and examples relating to HR the executives, remembering the impact of HRM practices for organizational performance, the employee perspective on HR practices, and the alignment of HR practices with key objectives. The writing sources were extensive writing audits, diary articles, and research papers, which offered significant bits of knowledge into the numerous parts of HR practices and strategy. The study also looked at

employees' perspectives on HR procedures, highlighting the importance of things like work-life balance, career advancement, and recognition in creating a positive work environment. I gained a thorough understanding of the main themes and patterns in HR management by combining these numerous sources. This, in turn, guided the creation of strategic HR initiatives within the firm.

### **3.4 Data Analysis**

As an HR intern at PLAAS TECH INDUSTRY LIMITED, I conducted interviews with HR managers and executives to understand the company's HR practices. The interviews focused on strategic planning, implementation challenges, and alignment of HR strategies with company objectives. Thematic analysis identified recurring HR management themes, emphasizing work-life balance, career development, and positive work environment recognition.



According to my observation the questionnaires are given below:

|                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>How do PLAAS TECH INDUSTRY LIMITED's recruitment and selection processes ensure the alignment of new hires with the company's core values and mission?</i>                     |
| <i>Can you describe the specific employee development programs in place at PLAAS TECH and how they contribute to both individual career growth and organizational objectives?</i> |
| <i>How does the performance management system at PLAAS TECH facilitate transparent evaluation and recognition of employee contributions?</i>                                      |
| <i>In what ways does PLAAS TECH promote work-life balance, and how effective have these strategies been in enhancing employee well-being and satisfaction?</i>                    |
| <i>Could you provide examples of how PLAAS TECH fosters an inclusive and diverse work culture? What impact has this had on team dynamics and productivity?</i>                    |
| <i>How does open communication within PLAAS TECH influence employee engagement and the overall decision-making process?</i>                                                       |
| <i>What strategies does PLAAS TECH employ to continuously assess and improve its HRM practices in response to evolving industry trends and employee feedback?</i>                 |
| <i>How does PLAAS TECH's compensation and benefits package compare with industry standards, and what role does it play in attracting and retaining top talent?</i>                |
| <i>Can you discuss in short, any challenges PLAAS TECH has faced in its HRM practices and the steps taken to address these issues?</i>                                            |
| <i>What role do leadership and management styles at PLAAS TECH play in shaping the company's HRM practices and employee experiences?</i>                                          |

According to the above questionnaires participant responses are given below:

- **How do PLAAS TECH INDUSTRY LIMITED's recruitment and selection processes ensure the alignment of new hires with the company's core values and mission?**

*PLAAS TECH INDUSTRY LIMITED employs meticulous recruitment and selection procedures that evaluate applicants' behavioral characteristics and compatibility with the company's values and objectives. This ensures new employees possess technical expertise and demonstrate the company's commitment to sustainability and innovation in the technology industry, using behavioral evaluations and value-based interview questions.*

- **Can you describe the specific employee development programs in place at PLAAS TECH and how they contribute to both individual career growth and organizational objectives?**

*PLAAS TECH provides various personnel development programs, such as technical instruction, leadership seminars, and mentoring, to enhance individual careers and contribute to the organization's goals by fostering a highly trained and creative workforce prepared to meet the evolving needs of the technology sector.*

- **How does the performance management system at PLAAS TECH facilitate transparent evaluation and recognition of employee contributions?**

*The performance management method used by PLAAS TECH incorporates a clear assessment procedure based on certain criteria, along with frequent feedback sessions. This guarantees that workers fully understand how their efforts are evaluated and recognized. Accomplishments are acknowledged and rewarded in a public manner, which helps to cultivate a culture of gratitude and encourages consistent exceptional performance.*

- **In what ways does PLAAS TECH promote work-life balance, and how effective have these strategies been in enhancing employee well-being and satisfaction?**

*PLAAS TECH offers employees flexible working hours, remote work, and wellness initiatives to promote a healthy work-life balance. These methods have reduced burnout rates, increased productivity, and loyalty, resulting in lower employee dissatisfaction and satisfaction, as per employee surveys.*

- **Could you provide examples of how PLAAS TECH fosters an inclusive and diverse work culture? What impact has this had on team dynamics and productivity?**

*PLAAS TECH fosters a comprehensive and diverse work environment by unbiased recruiting practices, celebrating cultural differences through events, and forming committees that stress inclusivity. This strategy has improved team interactions by including a range of perspectives and ideas, hence enhancing creativity and problem-solving abilities. The diverse workforce has significantly boosted productivity and creativity, as teams feel valued and empowered to contribute their unique viewpoints, hence pursuing the company's objectives more efficiently.*

- **How does open communication within PLAAS TECH influence employee engagement and the overall decision-making process?**

*At PLAAS TECH, elevating open communication prompts expanded employee engagement by ensuring that colleagues feel recognized and appreciated. This, in turn, fosters a strong sense of inclusion and dedication to the company's goals. It works with the democratization of the decision-making process, empowering the fuse of changed sources of info and cultivating cooperative critical thinking. This eventually brings about more very much educated, comprehensive, and fruitful authoritative decisions.*

- **What strategies does PLAAS TECH employ to continuously assess and improve its HRM practices in response to evolving industry trends and employee feedback?**

*PLAAS TECH utilizes employee feedback surveys, industry benchmarks, and HR analytics to evaluate their human resource management strategies. These strategies assist the organization in staying updated on changing market trends and workforce requirements, enabling ongoing enhancements in HR policies, training initiatives, and employee perks that are in line with industry norms and employee expectations.*

- **How does PLAAS TECH's compensation and benefits package compare with industry standards, and what role does it play in attracting and retaining top talent?**

*PLAAS TECH offers a compensation and benefits package that exceeds the standard practices in the industry. This encompasses a generous salary, extensive healthcare benefits, as well as distinctive perks including adaptable work hours and ongoing prospects for career advancement. The attractive remuneration plan serves as a crucial factor in both recruiting and maintaining*

*highly proficient personnel, therefore establishing the organization as a desirable employer in the technology industry.*

- **Can you discuss in short, any challenges PLAAS TECH has faced in its HRM practices and the steps taken to address these issues?**

*PLAAS TECH is facing human resource management (HRM) difficulties as a result of globalization, a varied workforce, and technology improvements. In order to tackle these challenges, the organization has prioritized efficient leadership, handling diversity, using technology in HR operations, and fostering a global perspective within its HR staff.*

- **What role do leadership and management styles at PLAAS TECH play in shaping the company's HRM practices and employee experiences?**

*The leadership and management styles of PLAAS TECH considerably affect the organization's HRM practices and the encounters of its employees. Positive HR results and employee satisfaction have been related with transformational leadership, engaging administration, and participatory methodologies. These styles play a part in making a work air that is both strong and connecting with, which thusly influences HRM practices and further develops the whole employee experience.*

### **3.5 Discussion about Analysis**

The data analysis led at PLAAS TECH INDUSTRY LIMITED showcases a careful way to deal with human resource management, with a strong focus on guaranteeing that recruiting and selection processes are in accordance with the organization's basic principles. The firm utilizes cautious and careful recruiting strategies to ensure that new employees have both the fundamental specialized abilities and a strong dedication to sustainability and development. This is fundamental for supporting a brought together corporate culture and accomplishing the organization's objectives.

PLAAS TECH provides various staff development programs, including technical training, leadership development, and mentoring, to promote individual career growth and achieve organizational objectives. These programs emphasize the importance of staff as a valuable

resource in the innovation business. PLAAS TECH also employs a clear performance evaluation framework, fostering a culture of recognition and commitment to employee commitment, thereby encouraging employees to contribute to increased efficiency.

PLAAS TECH's HR strategies put a high need on executing measures to promote a good overall arrangement among work and individual life, as well as developing a comprehensive and fluctuated workplace. The organization has enhanced employee prosperity and satisfaction by embracing adaptable working arrangements, wellbeing drives, and a resolute dedication to variety and incorporation. The endeavors considerably affect group elements and generally speaking efficiency, featuring the need of a supporting work environment. PLAAS TECH focuses on team dynamics and progressing appraisal of HR methodology, permitting the organization to promptly conform to changes in the area and effectively answer employee input. The organization's proactive involvement and flexible strategy enable it to remain responsive to both internal and external events.

PLAAS TECH INDUSTRY LIMITED's HR strategies show an arranged and complete way to deal with dealing with its labor force. PLAAS TECH has laid out a strong starting point for accomplishing its main goal and establishing a dynamic and steady workplace by giving need to arrangement with organization values, employee development, performance management, work-life balance, diversity, open communication, and continuous improvement.

### **3.6 Findings and Recommendations**

Over the course of my experience as a HR intern at PLAAS TECH INDUSTRY LIMITED, I mentioned various critical objective facts on the organization's HR processes. These perceptions shed light on both the organization's strong points and regions that might be gotten to the next level. After carefully analyzing these data, I have developed recommendations to further develop HR management inside the organization:

- ✓ PLAAS TECH's recruiting practices ensure that newly hired staff fully align with the organization's core values and goals. This fundamental structure fosters a robust work environment and promotes a culture of sustainability and growth.
- ✓ The company offers a wide range of workforce development programs that greatly enhance both individual career success and the attainment of business goals. In the future, there is a possibility to further revise these processes of growth to cater to the diverse needs and expectations of employees.
- ✓ The presentation the board architecture of PLAAS TECH fosters openness and effectively acknowledges employee endeavors. However, by doing more traditional and timely feedback, employee motivation and dedication may be further enhanced. The success and happiness of workers are influenced by efforts focused on fostering a harmonious blend of enjoyable and important activity. Advancements in this discipline have the potential to improve employee retention and attract highly skilled individuals.
- ✓ The organization's endeavors to develop a different and comprehensive work culture fundamentally affect group elements and efficiency. Executing continuous instructive drives and awareness campaigns can possibly upgrade and keep up with these endeavors.

#### **Recommendations:**

At PLAAS TECH INDUSTRY LIMITED, we focus on development and quality in our products as well as in our most significant resource: our employees. Considering the crucial significance of Human Resource Management in developing a prosperous workplace, we put out a bunch of key ideas with the target of further developing recruitment, growth, engagement, and well-being within our group.

- PLAAS TECH might upgrade the application experience and further develop principles for reliability by modifying the recruitment cycle to better adjust individual career objectives to organizational requirements, as well as effectively incorporating new colleagues into its

main goal. Leading clear work evaluations and including rival career objectives into conversations may be beneficial.

- The organization ought to adjust proficient goals to the organization's targets by thinking up customized profession improvement techniques for every employee, including specialized training, cross-functional project opportunities, and mentoring programs. Carrying out a continuous criticism framework among supervisors and groups can assist with resolving issues immediately, perceive accomplishments all the more much of the time, and keep up with employee commitment and motivation.
- Take part in investigating and carrying out savvy fixes to promote a superior balance among significant and enjoyable activities, like emotional wellness days, help with childcare, and greater adaptability in work arrangements. Regular surveys may be utilized to determine the preferences and requirements of employees in this specific domain.
- Implement frequent training sessions focused on social skill, comprehensive administration, and unconscious bias to upgrade current variety and consideration endeavors.
- Use HR innovation solutions for smooth out HR strategies, traversing from recruitment to performance management. Using progressed HRIS (Human Resource Information Systems) may improve the organization of information, work with investigation for informed navigation, and increment the general productivity of HR operations.

By carrying out these ideas, PLAAS TECH INDUSTRY Limited can improve its HR works on, ensuring that the organization keeps up with its administrative role in the innovation area and is likewise recognized as a preferred employer known for its obligation to employee development, commitment, and prosperity.

### **3.7 Summary and Conclusion**

Strategic HR practices are used by PLAAS TECH INDUSTRY LIMITED, with an emphasis on employee development and goal alignment between the individual and the company. The organization makes certain that new hires have the technical know-how required and that they are as excited about sustainability and innovation as the company is. This promotes a culture of group growth in line with the objectives of the organization. A high-performance culture is fostered and employee motivation is increased via PLAAS TECH's performance management system, which is distinguished by transparency and acknowledgment. The organization fosters a work environment that is inclusive and diverse by striking a balance between vital and fun tasks. In order to respond to the changing needs of its staff and the particularities of the IT sector, PLAAS IT keeps lines of communication open and actively solicits input. Maintaining the company's leadership position in the industry will depend on its continued dedication to enhancing HR procedures in order to draw in, nurture, and keep exceptional personnel. All things considered, PLAAS TECH INDUSTRY LIMITED is a prime example of how crucial efficient HR procedures are to achieving organizational success and creating a work environment that promotes creativity, cooperation, and advancement.



## References:

- Akhtar, S., Ding, D. Z., & Ge, G. L. (2008). *Human Resource Management: Published in Cooperation with the School of Business Administration, The University of Michigan and in alliance with the Society of Human Resources Management*. 47, 15–32.
- Armstrong, M., & Taylor, S. (2023). *Armstrong's handbook of human resource management practice: A guide to the theory and practice of people management*. Kogan Page Publishers.
- Barney, N., Chai, W., & Sutner, S. (2023, October 4). *What is Human Resource Management (HRM)?* HR Software; TechTarget.  
<https://www.techtarget.com/searchhrsoftware/definition/human-resource-management-HRM>
- Bondarouk, T., Parry, E., & Furtmueller, E. (2017). *Electronic HRM: four decades of research on adoption and consequences*. *The International Journal of human resource management*, 28(1), 98-131.
- Boxall, P., & Purcell, J. (2022). *Strategy and human resource management*. Bloomsbury Publishing.
- Collings, D. G., Wood, G. T., & Szamosi, L. T. (2018). *Human resource management: A critical approach*. In *Human resource management* (pp. 1-23). Routledge.
- Cooke, F. L., Dickmann, M., & Parry, E. (2020). *IJHRM after 30 years: Taking stock in times of COVID-19 and looking towards the future of HR research*. *The International Journal of Human Resource Management*, 32(1), 1-23.
- Mahmood, M., & Absar, M. M. (2015). *Human resource management practices in Bangladesh: Current scenario and future challenges*. *South Asian Journal of Human Resources Management*, 2(2), 171–188.
- Rahman, M., Akhter, R., Chowdhury, S., Islam, S., & Haque, R. (2013). *HRM practices and its impact on employee satisfaction: a case of pharmaceutical companies in Bangladesh*. *International Journal of Research in Business and Social Science*, 2(3), 62–67.