

Report On
Recruitment and Retention Process of AIDocBuilder Inc.

by
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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements
for the degree of
Master of Business Administration

BRAC Business School
BRAC University
14 April, 2025

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Declaration

It is hereby declared that

1. It is my own original work completed at
BRAC University.
2. The report does not include previously published or written third party material.
unless this is referred to where appropriate with full and true reference.
3. This report does not contain material which is accepted nor submitted for any other
degree or diploma at a university or other institution.
4. We have taken notice of all principal channels of help.

Student's Full Name & Signature:

Golam Akbar Faruquee
22264073

Supervisor's Full Name & Signature:

M. Nazmul Islam Ph.D.
Associate Professor, BRAC Business School
BRAC University

Letter of Transmittal

14 April, 2025

M. Nazmul Islam Ph.D.
Associate Professor,
BRAC Business School
BRAC University

Subject: Submission of Internship Report

Dear Sir,

I am happy to tell you that I have written a report about “Recruitment and Retention process” after I had successfully completed my internship at AIDocBuilder Inc. It has been a great gratification for me to have the opportunity to apply my academic knowledge in practical field. The theoretical knowledge is of no worth if it is not applied in reality. The report is prepared based on the theoretical and practical learning from the four months’ internship program.

I strongly believe that the report will meet the criteria and therefore, I pray and hope that you will accept the report and oblige thereby. Your benign and authoritative suggestion will encourage me to conduct further flawless research in future.

Sincerely,

Golam Akbar

Faruquee

22264073

BRAC Business School
BRAC University

Date: April 14, 2025

Non-Disclosure Agreement

This agreement is made and entered into by and between AIDocBuilder Inc and the undersigned student at BRAC University.

Golam Akbar

Faruqee

ID: 22264073

Acknowledgement

I would like to thank the people who without, the internship report would have been difficult to compile and submit in good time. First of all, all credits must go to the omnipotent God for allowing me to have enough strength and calm to finish the internship report.

I would like to thank M. Nazmul Islam Ph.D., Associate Professor, BRAC Business School, BRAC University for guiding, overseeing and giving constructive advice while making the report.

I would like to express my gratitude to Emtiaz Ahamed Emon Product Manager of AIDocbuilder Inc and his team for the necessary guidance, cooperation and opportunity towards practical working experience in the organization for the period of three months during the internship.

I end by thanking last but not the least my fellow inmates for providing me with the assistance and invaluable suggestions to complete the report.

Executive Summary

The internship report reflects my four months long experience as a junior software quality assurance intern in AIDocbuilders Inc. A company is an association or collection of individuals whose main aim is to earn profit. The Company divides its operation into several parts. Software quality assurance (SQA) is the one of the most important part of a tech company. I completed four months long experience as a Junior Software Quality Assurance Intern in AIDocbuilder Inc with the help of a team of experienced and highly skilled professionals. All this was done under the good guidance of Product manager Emtiaz Ahamed Emon's team.

The aim of the report was the analysis of AIDB recruitment and retention process, evaluation of the problem areas and proposing related recommendations built on the basis of academic learnings and practical knowledge. For the preparation of the report, both the primary and secondary data is being used. The source of primary data is my learning while working in the company from day one, and also the ones I discussed in detail with the Product manager of the company and Communications Coordinator of the company. The rest of the data is extracted from secondary sources such as the company website and its annual report, newspaper articles and scholarly journal articles.

Before conclusion, based on this report it may be noted that the report was prepared in a very short time and there is a lack in data. But still I hope that this report may be useful for designing any further study to evaluate the HR facilities provided by the Company.

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Chapter 1

Overview of Internship

1.1 Information of the Intern

Name	Golam Akbar Faruquee
Student ID	22264073
Program	Master of Business Administration
Major	Human Resources Management

1.2 Internship Information

Duration	November 2024 – February 2025
Company Name	AIDocbuilder Inc
Department	Software Quality Assurance

1.3 Internship Company Supervisor's Information Name and Position

Name	Emtiaz Ahamed Emon
Designation	Product Manager

1.4 Job Scope - Job Description/ Duties/ Responsibilities

As a part of Software Quality Assurance, the main responsibility is to provide functional support to the team and others. SQA professionals with their day-to-day SQA functions and responsibilities. The responsibilities I had in the AIDocbuilder Inc while pursuing my internship are below:

- * SQA operational support in carrying out the day-to-day SQA activities of

AIDocbuilder Inc.

- * Under the supervision of the team leader, handled the responsibility for overseeing quality assurance processes to ensure that all deliverables meet the highest standards.

- * My role involved detailed analysis and testing to identify any issues, allowing the team to resolve with accuracy. Managed the data labelling training for dataset, ensuring that data was accurately labeled by our annotators. This involved coordinating with annotators, setting guidelines and deadlines.

- * Involved in the responsibility of managing support tickets.

- * Participation in organizing meetings and training sessions

1.5.1 Student's Contribution to the Company

I have worked with the AIDocbuilder Inc in my internships which have involved undertaking several tasks. This is why functions hence, I am confident that I intentionally and unintentionally made a significant contribution to the company's success. As a Junior Software Quality Assurance intern at AIDocbuilder Inc., I contributed to ensuring the highest standards of deliverables by overseeing quality assurance processes under the supervision of the team leader. My responsibilities included conducting detailed analysis and testing to identify and resolve issues with precision. Additionally, I managed the data labeling training for datasets, coordinating with annotators, setting guidelines, and ensuring deadlines were met. I was also responsible for managing support tickets, facilitating efficient issue resolution and smooth workflow. In a nutshell, the tasks I performed in the company were significant in the achievement of the SQA operations.

1.5.2 Benefits of the Internship Program

The internship program taught me the various functions of the SQA team, which exist in the corporate world and through which I learned so many new things like:

Time Management: For the last three months, there has been a tendency to be provided with so many tasks by my supervisor and other mentors for which it was really hard for me to finish all the tasks within due time. In that way, I did understand the hierarchy of the tasks and could complete tasks in order within the due. time.

Skill Development: The role provides hands-on experience in quality assurance processes, data analysis, and software testing, fostering technical and analytical skills.

Collaborative Learning: Working under the supervision of a team leader offers opportunities to learn the best practices, enhance problem-solving abilities, and develop teamwork and communication skills.

Exposure to Innovative Technologies: Being part of a tech-driven company like AIDocbuilder Inc. allows exposure to advanced tools, technologies, and methodologies in the field of software development and quality assurance.

Project Management Experience: Managing tasks like data labeling and support tickets enhances organizational and coordination skills, preparing for leadership roles.

Career Growth Opportunities: Gaining expertise in quality assurance lays a strong foundation for pursuing higher roles in Quality Assurance, development, or project management in the tech industry.

Professional Networking: Collaborating with diverse team members, annotators, and stakeholders helps build a strong professional network within the tech industry.

Sense of Achievement: Contributing to the delivery of high-quality software products provides a fulfilling sense of accomplishment and professional satisfaction.

1.5.3 Difficulties Faced During the Internship

Lack of Manpower: Since the department suffers from lack of manpower, I had a sheer workload and was under a lot of stress due to this

Steep Learning Curve: Adapting to new tools, technologies, and workflows within a limited timeframe felt challenging.

Time Management: Balancing multiple responsibilities, such as quality assurance, managing support tickets, and coordinating with annotators felt overwhelming initially.

Data Labeling Challenges: Ensuring accurate data labeling required attention to detail and effective communication with annotators, which was time-intensive and occasionally led to misunderstandings.

High Expectations: Delivering high-quality results under supervision and meeting company standards created pressure for me as someone new to the role.

Problem-Solving in Real-Time: Identifying and resolving software issues quickly demanded strong analytical skills and the ability to work under tight deadlines.

Lack of Experience: As a fresher, limited prior experience in quality assurance processes posed initial challenges in understanding and applying complex workflows.

Technical Errors: Encountering bugs or unexpected issues in software that required in-depth troubleshooting became frustrating and time-consuming.

1.6 Recommendations on Future Internship

The following recommendations should be implemented by the company to make the internship period better for future interns:

Structured Onboarding and Training Program: To ensure this, firstly they need to develop a structured onboarding system to familiarize interns with office workflows, tools and expectations. Besides, they need to ensure training sessions on key software, testing methods and quality assurance practices. Additionally, the company can assign mentors so that they can guide the interns through their initial tasks. It will make the internship journey more comfortable.

Clearly Defined Roles and Responsibilities: Here, AIDocBulder Inc. needs to ensure that interns receive a well-defined job description which outlines their tasks and responsibilities. More, the

company should avoid assigning excessive workload due to manpower shortages as interns should receive challenging but manageable tasks.

Improved Time Management and Workload Distribution: If AIDocBuider Inc. wants to improve time management sector, they should implement project management tools such as Jira, Trello, Asana etc. to help the interns track and manage their tasks. Besides, they should encourage supervisors to schedule weekly check-ins to discuss progress and workload adjustments to improve workload distribution.

Fair Stipend and Benefits: Though interns mainly join a workplace to gain experience, the company should offer competitive stipends to attract and retain high-quality interns. In fact, it works as one kind of motivational factor. Not only that, AIDocbuilder Inc needs to consider providing additional perks such as certificates of completion, performance-based incentives or permanent job offer opportunities for high-performing interns.

Exposure to Real-World Projects: In fact, it is a very standard move to provide interns with hands-on experience in real projects instead of just supporting roles. Furthermore, they can allow interns to participate in software testing, debugging, reporting issues etc. in a controlled environment.

Career Development and Growth Opportunities: AIDocbulder Inc. can make a difference by conducting career guidance sessions to help interns understand potential career paths in Quality Assurance. For this reason, they need to organize technical workshops, hackathons, training sessions etc.

Chapter 2

Organization Overview

2.1 Introduction

The chapter gives a brief description of AIDB Inc including its vision and mission statement, management practice, leadership practice, practice in recruitment and selection, pay structure, staff development, performance appraisal system, organization promotion and sale of products, financial practice and information management practice. It also has industry and competitor analysis and recommendations which have been given based on the assessment made.

2.2 Company Overview

AIDocbuilder Inc is a registered incorporation in Toronto, Canada. Starting in 2021, with the approach of Elvir, who is a veteran in the document extraction field. After retiring from his job he thought about building a new company of his own that he can use his experience for. And over the years it has grown into a small tech company of around 30 people. Working remotely from different time-zones around the world. AIDB specializes in state-of-the-art Artificial Intelligence and machine learning aided extraction solutions that are mostly proprietary that achieves industry leading accuracy and completion rates; something the major players in the industry cannot provide.

2.2.1 Vision of AIDocbuilder Inc

The vision of AIDocbuilder Inc is to become a leader in the Document Automation industry, specializing in customized solutions for enterprise and SME clients altogether. It mainly caters to clients in North America and is trying to expand beyond the continent to clients in Europe.

2.2.2 Mission of AIDocbuilder Inc

AIDB believes innovation with concentrated focus on solving achilleas-hills of the current products is the way to go and functions in an agile way; to position itself as a leading solutions provider in the Document Automation Industry.

2.3 Management Practices

Management practices refer to the policies, actions, approaches and methods in the workplace through which managers work to improve the practicality of management and organization.(Robbins & Coulter, 2021) It is in this light that there is a need for continual practice in specific management practices in order to maintain its steady growth of a career, it is important for managers to master and apply excellent management practices. Both the Manager of the organization and the workforce need to ensure proper management is adopted to address such needs.

2.3.1 Leadership Style

Leadership style refers to the approach and techniques leaders use to influence, motivate, and guide their employees. It plays a crucial role in shaping how plans and strategies are executed to achieve specific goals while considering stakeholder expectations and prioritizing the well-being of the team. In its management, AIDocbuilder Inc. employs different leadership styles including Coercive, Authoritative, Democratic, Coaching and Pacesetting which are described below:

Coercive: This style is used when immediate solutions are needed. For instance, the team leader issued warning notices to certain employees to motivate them to reach their full potential and complete tasks effectively.

Democratic: As the most practiced style at AIDocbuilder Inc., the management values employee participation in decision-making. For example, a company-wide survey was conducted to gather opinions on implementing a two-day weekend policy.

Coaching: This style focuses on personal development, with supervisors working closely with employees, resolving queries, and offering constructive feedback to help them grow.

Pacesetting: One example of a Product Manager in the Lean style is Emtiaz Ahamed Emon who sets a high standard and leads by example. On a number of occasions, he has stayed late with his team while working, to boost morale and encourage them. Each of the leaderships is applied depending on the situation and the outcomes that are expected from the employees. AIDocbuilder Inc. has realized positive results using a combination of above-mentioned leadership styles, for example, up surging employee devotion and increasing retention rate, creating alternatives for productivity perfection, the company generates higher amount of revenue as compared to earlier in the course of time.

2.3.2 Recruitment and Selection Process

Recruitment and selection are two crucial steps in the employment process that enable businesses to identify and attract the best talent. Selection involves narrowing down the pool of candidates to find the most qualified individual. The process typically includes writing a job description, advertising the position, screening applicants, conducting interviews, administering tests and evaluations, and ultimately selecting a candidate. At AIDB, the management system was previously unstructured, and the company lacked a dedicated HR department. However, significant improvements began when the current Product Manager became a partner in the company. He introduced a well-defined recruitment and selection system by incorporating modern HR practices. Earlier, AIDB relied primarily on internal references and online platforms for job postings. Now, the company has expanded its outreach by utilizing Facebook and LinkedIn to identify and attract suitable candidates. The process begins with CV screening based on the job description, which outlines the responsibilities and required skills for the position. After the screening process, shortlisted candidates are invited for an interview. Interviews are typically conducted online via platforms like Zoom or Google Meet. For roles such as front-end developer, the process includes additional tests to evaluate technical skills. For senior positions, the recruitment process is more rigorous: the initial interview is conducted by the team leader, while the final interview and selection are handled by the Product Manager. Once the candidate is selected, negotiations are conducted, and a recruitment approval document is prepared. This document requires the approval of the respective supervisors. Following this, an offer letter is issued to the selected candidate. On the date of joining, an employment offer letter is provided, and another copy is stored in the company database for record-keeping. Through these enhanced practices, AIDB has successfully implemented a structured recruitment and selection process, ensuring a more organized and professional approach to hiring.

2.4 Employee retention

An attempt by an organization to sustain within its workplace conditions for employees that carry out their tasks in remaining with the company. Most of the employee retention policies are cutting the big expenses associated with recruiting and developing human capital and sought to meet out different needs of as a strategy for improving the employees' job satisfaction. (Hausknecht, Rodda, & Howard, 2009)

2.4.1 Why Employee Retention is Important for Organizations

Retaining employees means that a company wants to have its employees remain with the firm for a very long time. (Phillips & Connell, 2003) The best organizations in any payroll field are those that have the ability to retain their human resources. It is pivotal for organizations to maintain their employees, especially the permanent and part-time employees. High turnover rates give the wrong signal to the employees for any openings available inside the organization. Keeping of employees is very important in any organization, as it has implications on the image of the firm depending on the decision that is taken. It is therefore very difficult to decide on the right employer, especially in the tech industry where there is very frequent job hopping. Maintaining key employees and their stay at the company is a difficult task for the HR department. However, it is not very effective to focus only on high compensation in order to retain employees. Non-financial variables support positive organizational commitment. Organizations have come up with strategies and attractive incentives to enhance employee sustainability.

2.4.2 How AIDB Inc. retain their employees

With limited workforce, AIDB Inc. constantly strives to be creative in implementing fresh concepts to keep their best workers. First and foremost, AIDB Inc. provides a basic remuneration plan based on level and position. Starting pay has either decreased, stagnated, or hardly grown for the present job applicant. Therefore, when an employee is evaluating an offer, it can be crucial to identify non-monetary perks. Non-compensation advantages are therefore highly valued by AIDB in order to draw in and pool qualified applicants and keep the ones that are already there. In order to obtain a comprehensive understanding of an organization's personnel stability, it is necessary to take into account the staff turnover rate. An evaluation of the turnover ratio can reveal how many workers are remaining with the organization and what percentage are departing. Given that AIDB employs more than thirty people overall, as is already known, they are unable to provide larger salaries than other businesses. This is the sole reason why workers leave the company to pursue opportunities elsewhere, where there are less workers than at AIDB. However, this is particularly noticeable when it comes to contract workers. AIDB tracks monthly separation statistics, including the number of FT (Fixed Time/Regular), contractual, and outsourced employees that leave or are terminated. AIDB refers to the phrase as separation. One more thing that helps AIDB to retain employees is AIDB's concern for employees' mental health. AIDB organizes parties every month where all the local members join and get away from work stress. Additionally, every year AIDB organizes a grand get together program where all the local and international employees join and spends few days together. During these days, employees stay away from work and enjoy themselves. In fact, not only it helps them mentally, but also increases team bonding. AIDB believes that mental health is as important as physical health. If any member goes any kind mental issues, AIDB always stands beside him.

2.4.3 The Compensation System

In short, the compensation system denotes the arrangement or framework which an organization makes for providing monetary and non-monetary rewards to its employees in acknowledgment of the work done. It includes everything in the form of salaries, bonuses, incentives, perks, privileges and so on that ought to be given to attract, retain and motivate employees, in line with furthering the mission and goals of the organization. A compensation system needs to guarantee equity, competitiveness and compliance with labor regulations. (Milkovich, Newman, & Gerhart, 2016) Here is an elaborate discussion over the compensation system of AIDocbuildersInc.

Salary: Salary information at AIDB is strictly confidential and is shared only between the respective employee and management. Any inquiries regarding salary details must be directed through the top management personals. Each position within the organization is assigned a specific value and the salary structure is designed accordingly by factoring in the employee's grade, experience, and qualifications. Starting salaries are determined based on these criteria, with annual increments calculated as a percentage of the overall income. Beyond this point, the compensation structure becomes open-ended, with no fixed ceiling for any grade. The Pay Guidelines are reviewed and approved periodically by the stakeholders.

Monthly salaries are paid in arrears and comprise several components, including basic pay, medical allowance and other special allowances. The breakdown of monthly salary is as follows: basic pay constitutes 75% of the total salary, while medical benefits and other benefits account for 25%. Salary payments are predominantly made via direct deposit to employees' bank accounts to ensure security and transparency. Cash payments are discouraged.

Other Allowances: AIDB's permanent confirmed workers, besides monthly income, are eligible to get such other benefits as –

Festival Bonus: Employees are entitled to two annual festival bonuses, each equivalent to one month's basic pay that are distributed during Eid-ul-Fitr and Eid-ul-Azha. Besides Requests for bonuses during significant festivals of other religious groups may also be considered. To qualify for a full bonus, an employee must have completed six months of service before the festival date, as determined by the HR department based on the government calendar. Employees who have worked less than six months or whose roles are not confirmed within three months of service are not eligible for a bonus. Bonuses are disbursed at least 15 days before the anticipated festival date.

Provident Fund: AIDB does not have any provident fund policy.

Profit Share: AIDB shares a portion of its profit among the employees. Basically, at the end of year, top management decides to distribute it. Unfortunately, further details are not available as they keep it confidential and how they distribute it.

Gratuity: A permanent employee becomes eligible for gratuity payments after completing at least four years of service, provided their employment with AIDB ends due to resignation, retirement, workforce reduction, reorganization, or death. For employees initially hired on a contractual basis who later transition to permanent status, gratuity eligibility is calculated from their permanent joining date. The gratuity amount is determined using the employee's last basic salary, with one month's basic pay awarded for each completed year of service.

Salary Review: Salary reviews are conducted annually with raises determined based on a cost-of-living adjustment and a general increase for all employees, except underperformers. These adjustments are influenced by the inflation rate and additional considerations. Salary increases take effect in July each year. The team leader proposes the increment rate which requires the product

manger's approval. Employees must have completed at least six months of service to qualify for the raise. Special salary increases are granted based on the annual performance evaluation and recommendations from department heads. The managing director convenes a meeting with department heads to finalize these increments. Annual performance evaluations must be completed by December, with meetings to decide exceptional raises scheduled no later than the second week of January.

2.4.4 Leave Facilities

Next, we will discuss the leave system according to the leaves and their criteria which they follow while managing employees' leaves are listed as follows:

Annual Leave: Paid annual leave for all employees of 22 working days of the one calendar year. These 22 days shall be taken by all the employees in every year or on accumulation of such leave in one or another year. Sometimes, the person is allowed annual leave facilities of the person for a maximum of 80 days at the time of the examined person actually leaving the Company. If someone takes advance leave it will be adjusted during the final settlement period.

Casual and Sick Leave: Every year, any employees who might be unable to report to work due to an unexpected illness or urgent personal matter can get up to 12 days of paid casual leave. A maximum of four days of casual leave may be taken in a single month. More than four days of sick leave will be deemed sick leave and medical documentation will be required to substantiate this claim. The managing director may provide more than one month of medical leave with full salary and benefits in the event of a serious illness, in addition to sick and casual leave.

Maternity Leave: A maximum of four months maternity leave will be given to every female employee. In her entire period of service, an employee would only be able to gate this leave 2 times.

Leave without Pay: It sometime allows to all employees leave without pay. In fact, one employee is allowed to take this option maximum of 20 days in a year.

2.4.5 Performance Appraisal System:

At the end of each year, the performance of the members of the team in the execution of their tasks is assessed. The relevant openings will be provided if and as when they are available. An annual wage rise and chances of promotion could be granted as a form of reward for excellence at work. An evaluation of team members' performance is done annually with the following objectives in mind:

- * Assess the employees in terms of their work responsibilities that will be expected of them.
- * Explain to the worker his/her strengths and weaknesses.
- * Allow the employee the chance to disclose any hindrances that may be encountered during the achievement of the required.
- * Define and improve performance, set common targets and identify training needs.
- * Contribute to decision making on the percentage of end of the year salary increase based on individual achievement.

2.4.6 Process of Appraisal:

In every year, each of the team members is assessed at least once. The manager of the employee implicated in the case is responsible for the appraisal, they have to carry out the appraisal. The third party in the insurance appraisal is mutually selected by the appraiser and the appraisee. Additionally, they select a person who can comment to both sides of the agreement. Then assessments are nowhere as seen as contentious, and each team member is allowed to go all out to air their grievances they have. Such consultations would be about creating an enabling platform for these meetings through motivation. The appraiser and that in the best of its knowledge and belief the appraisee concur on on the objectives and training requirements. Following that, all evaluation forms are provided concern over to the corporate headquarters where upon the responsible line manager scans through all of them in order to ensure the evaluation procedure was most suitable and unbiased. The HR department receives the appraisal's section on training. On that basis, an annual training schedule is developed to help the employee as much as possible. The appraiser also provides the appraisee with a copy of the segment of the form related to entrepreneurs' future plans. Forms are checked continuously all through the year to ensure that all the necessary measures are being procured with a view to assisting an employee to achieve the set objectives of the form. It is common for a supervisor to conduct a one-on-one appraisal other than the annual employee performance review. This regarding how the exceptional circumstances would be recorded concerning the performance, both higher and lower than expected.

2.4.7 SWOT Analysis

The strategic planning instrument SWOT Analysis helps organizations assess their internal aspects combined with external elements which affect their operations. The analysis technique provides organizational insights through four components named Strengths Weaknesses Opportunities and Threats. Swot analysis uses internal strengths and weaknesses to describe organizational elements combined with external threats and opportunities to describe market conditions. Organizations achieve goal achievement through systematic analysis of these strategic components which reveals improvement needs and strong points and reveals potential opportunities and detects threats to assist decision-making.

Strengths:

- Always maintain a good relationship with the foreign buyers.
- Expert and skilled workforce.
- Strong marketing division all over the world.
- Some proprietary AI and machine learning techniques yield the highest level of accuracy and evidence of completion.
- A remote working model also means that the company can engage the best talent from various geographical locations at any time of the day.
- Strong focus on document automation with customization for SMEs and enterprise clients.
- There is appreciation from the employees of the existing organizational culture as well as the teamwork culture.
- Different types of leadership motivate and empower employees.

Weaknesses:

- Lack of communication.
- Work study department is very small.
- No medical and health facilities.
- Lack of an in-house HR department entails such inefficiencies as; recruitment of employees, retaining of employees, and other employee relations.
- Employees have time constraints with the job and even struggle to balance work with other responsibilities they have.
- Employers not providing family-oriented benefits, insurance and provident fund that make their employees happy.
- Lack of a central office affects togetherness and the organizational climate for certain staff members.

Opportunities:

- Potential to expand from current operations in North America and expand to Europe with custom products.
- AI and automation solutions that are now beginning to surface can improve services delivered and the way establishments function.
- Recruiting and placing an HR department and increasing the worth of employee benefits and can help with the recruiting of the top creams and reducing the turnover rates.

- Increased client demand for services to streamline their management of documents on the international level implies increased opportunities for new clients.
- One way forward is seeking partnership with larger enterprises or the tech firms in an effort to expand credibility and market.

Threats:

- Other large, well-funded competitors may provide similar services at lower prices, which may be chaired in a stronger brand.'
- A reduce of funds for document automation solutions is possible in clients due to economic downturns.
- If innovation stops, then it is possible for current solutions to become obsolete if technological advancements are powerfully accelerating.
- The company is highly dependent on a certain region or a certain client base exposing it to market fluctuations.

AIDocBuilder Inc.'s SWOT analysis reveals that the company has a strong competitive advantage because of its innovative AI and machine learning algorithms which assure high accuracy in document automation. One more advantage for this company is remote work style that provides access to top worldwide talents. On the other hand, it has some internal barriers such as a lack of an HR department, poor communication, work-life balance issue cause inefficiencies in recruiting, retention and employee well-being. Despite of these flaws, the company has enormous growth potential, notably in moving beyond North America into European markets and creating alliances with larger corporations to boost credibility and market reach. However, a lack of medical, health and family benefits may affect employee

retention by making it critical to establish structured incentives and well-being initiatives. Besides, there are well-funded competitors offering similar services at lower costs, along with reliance on a specific client base and regional market. As a result, it increases vulnerability to economic downturns. To maintain its competitive advantage, AIDocBuilder Inc. should prioritize internal operations such as developing an HR department, upgrading employee benefits, communication and pursuing strategic market expansion prospects.

2.4.8 Porter's Five Forces Analysis

Five Forces Analysis by Michael E Porter is a strategic framework, which can be used to analyze industry forces that shape an industry's competitive dynamics and resulting profitability potential. It examines five key forces: the threat of new entrants, the bargaining power of suppliers, the bargaining power of buyers, the threat of substitutes and the intensity of competitive rivalry. They analyze these forces in order to find the opportunities and then alleviate the threats by positioning the business strategies to enhance their market position.(Porter, 1979) This tool assists the organizations to comprehend their competitive environment dynamics and strategize appropriately to gain sustainable growth.

Here, Porter's Five Forces Analysis for AIDocBuilder Inc:

1/ Threat of New Entrants

Impact: Moderate

The document automation industry in which AIDocBuilder operates is moderately threatened by new entrants. However, the higher cost and time to develop these advanced AI and ML capabilities necessary in this niche market act as strong barriers to entry for anyone interested while AIDocBuilder

has also built a strong reputation for really high accuracy and specific solutions that breed customer loyalty. Yet the fact that there was no physical office or HR infrastructure, opens the door for new competitors able to offer lean operations to both talent and their clients.

2/ Bargaining Power of Suppliers

Impact: High

Here, the impact is high because AIDocBuilder relies heavily on critical suppliers including AI tools, cloud services and skilled labor which are indispensable to its operations. The dependence on some AI platforms and the presence of such professionals grants these suppliers great bargaining power. Even though suppliers might have a larger base because of the working style along with controlling a diverse and widely distributed workforce in a manner that enables effective resource management becomes all the more demanding, which gives further bargaining power to suppliers.

AIDocBuilder has suppliers for AI tools, cloud services and skilled labor and all of them are indispensable for the company's operations. The importance of skill-based dependency also means an increased bargaining power of talent by reliance on skilled professionals. Furthermore, the scale and scope of the company's dependency on a particular AI platform or tool reinforces an already very critical supplier relationship. However, even though AIDocBuilder chooses remote working, it increases the diversity of its supplier base but creates new difficulties in controlling resources across a dispersed workforce.

3/ Bargaining Power of Buyers

Impact: High

The impact is high because AIDocBuilder's buyer base is concentrated in enterprise and SME clients in North America and Europe by giving these buyers significant leverage. If AIDocBuilder fails to differentiate itself, clients can easily migrate to competitors with low switching costs. Competitors are basically companies like DocuSign, PandaDoc, Adobe Sign etc. which offer similar AI-powered

document solutions. However, AIDocBuilder's proprietary solutions and superior accuracy help reduce the buyer's power.

Buyer concentration is greatest in enterprise and SME clients in North America and Europe where it usually can provide buyers with significant leverage when the client base is limited. Moreover, low switching costs make possible that clients can migrate to competitors that provide a similar service, in case AIDocBuilder fails at differentiation. The buyer power is mitigated, however, as these proprietary solutions are highly valued by clients and the company's superior accuracy.

4/ Threat of Substitutes

Impact: Moderate

AIDocBuilder's solutions are substitutes for the alternative document automation tools or manual processing methods that could be cheaper or more comprehensive for the clients, so switching is relatively easy. Even though AIDocBuilder has a technological edge with AIDocBuilder's proprietary AI, it must continuously innovate to keep that advantage up over its competitors and to ameliorate the threat from its substitutes.

5/ Industry Rivalry

Impact: High

AIDocBuilder faces competition from well-funded industry leaders like DocuSign, Adobe Sign, Microsoft. Because they have strong brand recognition and extensive resources for innovation and marketing. Besides, numerous agile startups are entering the market, leveraging AI advancements to provide competitive alternatives. This intense competition pressures AIDocBuilder to differentiate itself through superior accuracy and proprietary solutions.

There is no room for error in the document automation industry and there are both big money players and small startups vying for market share. AIDocBuilder may be able to spend less than its larger, well funded

competitors on marketing and innovation. Moreover, high employee turnover and low resources may impact on the productivity and competitiveness of the company. However, market opportunities abound and competition in the sector increases as more and more demand for AI powered solutions grows.

Chapter 3

The Project

3.1 Introduction

The report is produced in order to fulfill a prerequisite for my Master of Business Administration degree through the internship program, which was authorized by BRAC University's Business School. This internship program's primary goal is to give students practical experience and an opportunity to use their academic knowledge before compiling a report and submitting it to the appropriate department. To meet the above indicated standards, I became a permanent employee of AIDB Inc. Following my conversation with my supervisor, "Recruitment and Retention Process of AIDocBuilder Inc." has been selected as the subject for my internship report. Dr. M. Nazmul Islam, my supervisor, has been incredibly helpful in guiding and supervising the report's preparation and completion.

3.1.1 Theoretical Background

Human Resource Management has to do with the recruitment and selection process, the most important because of the fact that it affects the performance of the company. (Karim, Bhuiyan, Nath, and Latif, 2021) The recruiting and selecting process takes place to see if candidates possess the skill and capability and makes selection on those candidates that those who fit with the requirements of newly created jobs or open positions by getting and utilizing ways to get and attract most competitive candidates. Human resource functions have also been impacted by rapid urbanization and industrialization as reflected (Vasile and Zhan, 2020). New techniques are being made from old

methods. According to A.Saranda, 2018, companies are resorting to social networks and technology to recruit new employees, and this trend will grow in the future. A recent study finds that internet recruitment and selection processes reduce costs and time, but reduce companies' confidence in the amount of information. But for many companies, social media is still being treated as an addendum to traditional hiring and people selection processes. (Silva and Machado, 2023)

3.1.2 Objectives

The report's major goal is to evaluate AIDB's recruitment and selection procedures and activities, as well as identify areas that need to be improved or changed.

The following secondary goals must be fulfilled in order to fulfill the primary objective:

- * To identify flaws in AIDB's recruitment procedure.
- *To relate and apply academic learnings to AIDB's present HR practices.
- *To provide ideas and proposals for improving the company's present recruitment procedures.

3.1.3 The Management

There is the core management of AIDB Inc.

Serial	Name	Designation
1	E**** Sinanovic	CEO
2	R****b Noor	Partner & Chief Data Scientist
3	Emtiaz Ahamed Emon	Partner & Product Manager
4	N**** Talukdar	Backend Developer
5	Sidratul ***** S***y	Jr. Backend Developer
6	***** Islam S****l	Project Manager

7	Ali ****	Frontend Developer
8	***** Amin Emon	QA Lead
9	Golam ***** Chowdhury	Quality Analyst
10	***** Rahman S*****b	Quality Analyst
11	***** Mahmud	Quality Analyst
12	***** Ashrafi	Python Developer
13	Md. *****l Asik M**i	Python Developer
14	Ab*****h Al N***b	Data Scientist
15	Mohammad *****h	Frontend Developer
16	**** Sikora	Director,Operations
17	***** Hurley	Business development Manager
18	***** Seta	Devops Engineer

3.2.1 Analysis: Recruitment and Selection Process of the Company

A company's performance is heavily reliant on its recruitment and selection processes. Though AIDB Inc. does not have a separate HR department, it pays close attention to the hiring process to ensure that it is in line with the company's vision, mission, and strategy. Here, the product manager, chief data scientist along with all the department heads, take the responsibility of HR activities. People are assigned to oversee talent management processes in order to find the right talent that can help the company be more successful. The first thing that we do in the recruiting and selection process is to solicit and understand from the head of the corresponding department as well as details

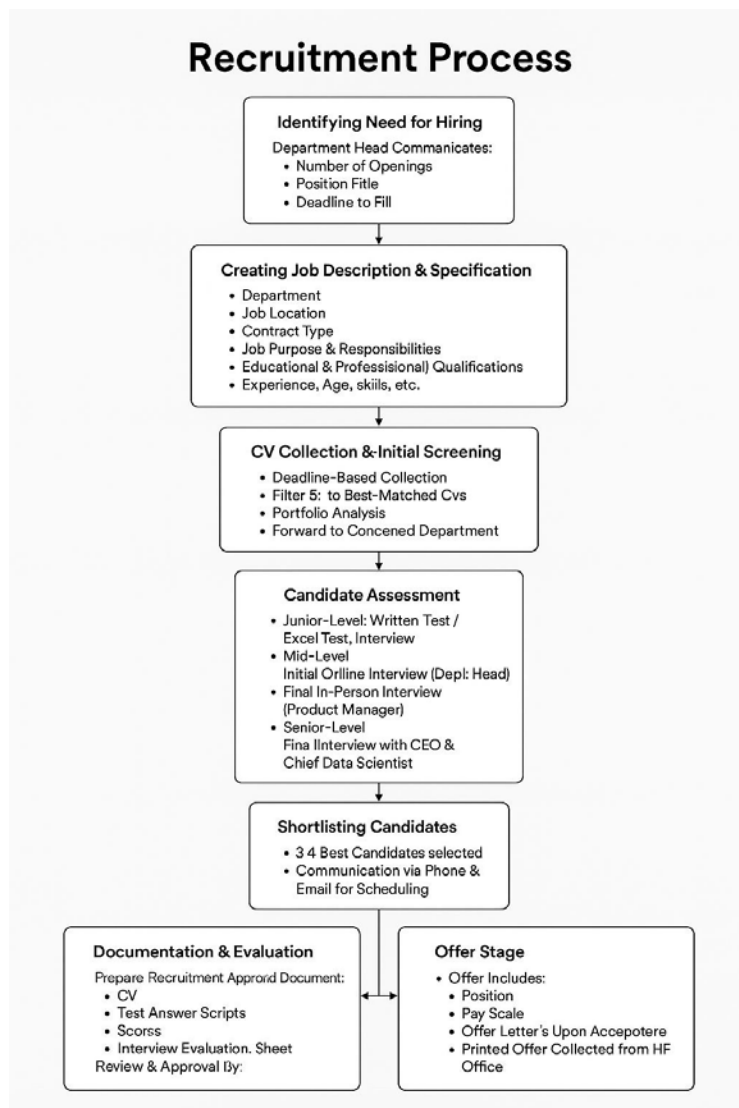
including the number of openings, position name and deadline to fill empty positions. The second step is to make a job description and job specification for the vacant positions; at this stage there will be important things like department, job place, job contract type, job purpose, job responsibilities, education qualification, professional qualification, experience, age group and other required job skills. Once the essential information is available, the recruiter uses both internal and external sources to find suitable candidates. Employee advancement and transfer are examples of internal sources of talent, whereas external sources include employee recommendations, headhunters and adverts distributed through various job vacancy posting platforms such as LinkedIn, Facebook and so on. Following that, CVs are collected by a deadline and initially checked against the given specifications. Around 5 to 10 CVs that best match the requirements are given to the relevant department, along with a portfolio analysis, and the department evaluates them again before inviting the best ones to an interview or written test.

Only junior-level posts are subjected to a written or Excel test; qualified candidates are then invited to an interview. For mid-level posts, the department head conducts early interviews online via Zoom, while the product manager does the final interviews in person. However, for senior-level positions, a final round interview is done with the company's CEO and Chief Data Scientist. Representatives from the department contact candidates by phone and email to schedule a written exam or an interview, and based on the results, around 3 to 4 candidates are shortlisted for the next round of interviews.

A CV, answer script, score and interview evaluation sheet is prepared in a recruitment approval document. After the hiring team approves the hire, the document is submitted to the appropriate supervisor, department head, Product Manager, Chief Data Scientist, and CEO.

The candidate is next presented with the employment offer, which includes information about the position, the pay scale, and the notice period. The candidate receives an offer of employment letter on the day of joining, and an offer letter is created for him to pick up from the head office once he

confirms acceptance of the job offer. On the joining date, basic documents such as proof of identification, proof of address, certificates of education, certifications for any particular skills, profiles of the current and former organizations, and information about pay are recorded. In the last phase, the worker is turned over to the appropriate department to finish the hiring and selection procedure.



3.4 Conclusion

The recruitment and retention processes at AIDocBuilder Inc. showcase a well-thought-out approach that emphasizes both organizational efficiency and employee satisfaction. Despite the absence of a dedicated HR department, the company has managed to implement effective strategies for attracting and retaining talented professionals. The findings of this report highlight significant strengths, such as a positive working environment, fair compensation practices, and ample opportunities for career growth and development. However, there are some areas for improvement, including the establishment of an HR department, enhanced insurance and family-oriented benefits, and a more structured promotion system. By addressing these aspects, AIDocBuilder Inc. can further strengthen its position as an employer of choice and achieve its vision of becoming a leader in the document automation industry. Ultimately, the integration of academic insights with practical observations has provided valuable recommendations that can help the company optimize its recruitment and retention strategies, ensuring long-term success and sustainability.

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