

Report On
Summit Power Ltd.
Overall HRM Activities and Procedures

By

Fariha Alam Oishee
17104119

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

BRAC Business School
BRAC University
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Declaration

It is hereby declared that.

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

Student's Full Name & Signature:

Fariha Alam Oishee

17104119

Supervisor's Full Name & Signature:

Dr. Md. Mizanur Rahman

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Dr. Md. Mizanur Rahman

Assistant Professor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Letter of Transmittal

Dear Sir,

It gives me great pleasure to be able to deliver the HRM report on Summit Power Ltd. that I worked so hard to prepare. The information I gained over the internship period led to this report's creation.

To create this report, I gave it my all. Most of the material in this report is based on my own professional experience with Summit Power Ltd. Additional information is acquired from the company's official HR personnel. I put everything I had into getting this report together.

I hope the report meets your expectations and provides a clear reflection of my time spent at the company. Please feel free to contact me if you require any further clarification or additional information regarding this report.

Sincerely yours,

Fariha Alam Oishee

Student ID: 17104119

BRAC Business School

BRAC University

Date: June, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Summit Power Ltd and the undersigned student at BRAC University Fariha Alam Oishee, from BBA Department, ID No 17104119.

Acknowledgment

I owe a huge debt of gratitude to Md. Mizanur Rahman, an assistant professor at the BRAC business school, who oversaw my internship and provided essential advice and assistance. He took the time to get to know me and comprehend my aims for the internship as soon as I began writing my internship report on SPL's overall HR operations. He gave me clear instructions and expectations, and he was always ready to respond to my inquiries and offer me insightful criticism. Throughout the internship, Md. Mizanur Rahman sir, an assistant professor at BRAC Business School, gave me helpful guidance and insights that advanced my professional development.

I would also like to thank my coworkers and the personnel of SPL (Report on Overall SPL HR activities) for their hospitality and support throughout my internship. Working with a group, this creative and encouraging was enjoyable. My coworkers were ready to greet me and introduce themselves as soon as I arrived. They were patient in answering my questions and assisting me to grasp the business and industry. They were always eager to offer their knowledge and experience. Along with my coworkers, the SPL (Report On overall SPL HR activities) personnels were consistently helpful and fast in meeting any demands or inquiries I had. I appreciate the chance to work with such a committed and qualified team.

I am quite appreciative of Mr. Shoaib Ali, my mentor and adviser throughout my internship (deputy manager, SPL HR department), for His insightful counsel and direction. His knowledge of the industry helped me better grasp the business and the sector, which helped me make the most of my internship. Mr. Shoaib Ali, deputy manager of SPL's HR division, gave me helpful advice and insights that got me through my tasks and obligations throughout the internship. He was always willing to help me out and answer my queries, and his knowledge and experience allowed me to advance professionally. I'm grateful that he gave me his time, encouragement, and insightful advice.

Executive Summary

This report encapsulates the experiences, learnings and achievements that I have gained as an internee during the duration of my Human Resource Management internship training program, over three months, I have been exposed to various HRM functions including resume collection and resume screening collected from different sources, cv summary and proposal prepared for candidates, scheduling the interview and calling/texting/mailing for interview or training program, organizing meeting arrangement and make resources available for meeting, taking part in photocopying, scanning and printing important documents, preparing and updating employees personal, medical and confidential files, updating 1-9 form of foreign employees, making new ID card for new employees and keep updating the existed employees Id card. I got real-life experiences of all HRM-related activities and got close observation of the employee relationships and work culture of SPL.

I gained practical knowledge on how the human resource division of an organization operates and coordinates its activities to ensure the smooth functioning of the organization. First, this internship report provides an introductory overview of SPL by giving the company's background information, its mission, vision, the hierarchy and organogram of the organization and the overall structure of SPL. Following that information, the next section contains information about the job responsibilities during my internship period at SPL. It will also provide a comprehensive overview of HRM roles that I have played in SPL's corporate setting and highlight the significance of strategic human resource planning in contributing to the organization's objectives. This report also conveys a brief overview of the challenges I have faced during the internship such as adapting to SPL'S work culture and understanding the various HR software.

Each part of this report contains detailed discussion of HR functions with relevant examples followed by organizational practices at SPL which basically convey how things are done by the HRM department of multinational companies like SPL. The internal control system, value chain system of the company, management responsibilities and commitment to continuous improvement, management review and responsibilities are also overviewed in this report. It includes a "seven steps problem-solving process" analysis and a "PESTEL" analysis of SPL. The next part of the report comprehended a financial glimpse of SPL where we could see the overall accounting and financial practices of SPL, their financial highlights and reviews, their shareholders' information and share performance and lastly, the overall business review.

The final part of the report contains the project part of this internship report where a research analysis has been done on “EMPLOYEE BRANDING IN SPL”. It includes the problem statement, research objectives, significance and methodology of research, research design, type, all the research Data and their sample size, questionnaires, and detailed explanation of the “conceptual model” of employer branding. Finally, there is the conclusion followed by reference.

Keywords: HRM Functions; real-life experiences; introductory overviews; responsibilities; challenges; conceptual model.

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List of Acronyms

SPL	Summit Power Ltd.
BRAC	Bangladesh Rural Advancement Committee
HRM	Human Resource Management
HR	Human resource
BBA	Bachelor of Business Administration
BBS	BRAC Business School
CV	Curriculum Vitae
BSC	Bachelor of Science
EEE	Electrical and Electronic Engineering
ME	Mechanical Engineering

Chapter 1

Overview of Internship

1.1 Student Information

I am Fariha Alam Oishee from the BBS of BRAC University, ID number 17104119. In the BBA program, I have selected HRM as my prime concern, with Marketing as my minor concern.

1.2 Internship Information

1.2.1 Internship Period, Company Name, Department, Address

With the grace of God, SPL hired me as an HR intern for the HRM division on July 13, 2022. At Summit Group, my internship program had a contractual length of three months. It can be found at 18 Kawran Bazaar in Dhaka 1000.

1.2.2 Internship Company Supervisor's Information: Name and Position

Sheikh Shoaib Ali, the deputy manager of SPL's HRM department, oversaw me from the very beginning of my internship. On the first day, he introduced me to the other team members and walked me through all the details about the company. I've finished the entirety of my internship under his direction. I'm grateful I got to work in his superb direction.

1.2.3 Job Scope – Job Description/ Duties/ Responsibilities

At SPL, my duties and contributions I was offered the opportunity to work for SPL for three months from July 13 to October 12, 2022, as part of my academic program. As I opted to specialize in HRM, I learned about SPL's human resource management activities while working as an intern trainee there. Over my time there as an intern, I encountered several duties where I was treated the same as a permanent HR professional in their organization. I frequently had the following jobs given to me -

- **Resume Collection**

Although applications are occasionally dropped off at reception, CVs are frequently gathered from the Official Mailbox to appoint various level employees, including executives, engineers, factory managers, supervisors, and others. Referrals from senior management personnel are also included.

- **Resume Screening collected from different sources.**

For its power facilities located throughout Bangladesh, SPL recently hired many people. When reviewing CVs, they want to concentrate on a few specific areas. They demand the least amount of work expertise for some jobs and the most for other higher-level positions. The screening of CVs must consider a few additional factors, such as age, schooling, location, degrees from reputable schools, etc. As an illustration, when evaluating applications for engineering jobs, we typically favor B.Sc. graduates from reputable institutions who have earned excellent marks.

- **CV Summary & proposals prepared for the candidates.**

Before the interview, I had to compile an evaluation of the applicants, which included a detailed review of their past employment history, work history, and educational background. I then present my selective applicant filings to my supervisor. He then evaluates my work again and makes suggestions. Following their final clearance, interviewees are emailed a file summary on the stated date, facilitating a seamless selection process.

- **Interview Scheduling & Calling and texting/emailing for Interview & Training**

After evaluating CVs and categorizing prospects based on their roles, we call the selected candidates to confirm the date, time, and location of the written examination. The next step is to categorize the written examination questions given to applicants for the EEE and ME departments, respectively. So, we prepare an interview schedule and send it to the department head. After the written test but before the oral test or viva, the person in charge of hiring, specifically for that department, reviews the screenplays. Employees then reserve a conference room and conduct one or more rounds of interviews to evaluate applicants.

- **Organizing Meeting Arrangements & making resources available**

Meetings of all kinds are conducted at SPL. They include weekly, semi-annual, and yearly events. On short notice, emergency gatherings are also convened on occasion. I am tasked with setting up and maintaining the meeting procedure at each weekly conference along with several other individuals. (From making the room available to procuring all the necessary files, arranging snacks etc.)

I had the good fortune to plan a half-yearly audit conference while I was an apprentice. I was given some additional responsibilities along with the same job that was done in smaller

sessions. Thankfully, no emergency conference was required while I was there because work proceeded smoothly every day.

- **Take part in photocopying, scanning, and printing.**

Office work is unimaginable without the proper use of printers and scanners as details are better preserved and easier to maintain in printed form. As an intern in a renowned corporate office's HRM department, the amount of information I had to work with daily was astronomical. But by doing this job diligently every day, important information was available to higher-ups which made various decision-making easier for them.

- **Preparing personal employee files**

All businesses, regardless of sector, need to keep staff records up to date and carry out internal audits to guarantee productivity. As a general guideline, I was told to keep all paperwork associated with an employee's position in a distinct, designated file with a preset labeling pattern for simple access. Depending on the information in the records I was maintaining, it was frequently necessary to have distinct files for each employee. following are some of the files which were maintained by me-

- **Confidential file**

When an individual is first recruited, this file is opened. This includes the date of birth, social security number, and any other self-identifying information collected during the employment process. Frequently, human resources are the sole section with access to this information. We also use this information for workplace inquiries. (All disciplinary action, training, and termination documents resulting from the investigation are stored in the Personnel File). Managers and supervisors do not have access to this file since they do not require the information to review or evaluate an employee's performance or history. Most entry-level HR staff or HR interns, including myself, oversee updating these papers. Employee's file.

- **Employee personal file**

Most of the documents about the employee's time with the business will frequently be contained in this file. This file should contain all records pertaining to the employee's success. The following is the information I used to maintain-

1. Disciplinary measures or notifications.
2. Any business rules that are acknowledged.

3. Changes in compensation.
4. The executive team's recommendations for improvements.
5. Performance ratings and assessments every year.
6. Role and job definition in the business.
7. termination history.
8. Exit interviews.

When assessing prior work considering an impending promotion or internal move within the business, this file can be extremely useful. As it offers a thorough analysis of an employee's KSAs and employment history with the business, managers may request to review this file to aid in the decision-making process. Additionally, this file might include external data like suggestions and awards from clients or consumers, certificates of education and training, and more.

- **Medical file**

Each employee's medical background is kept in a distinct file. Any medical records or correspondence about a worker's leave of absence or medical inquiries would be kept here. All documents about the Family Medical Leave Act (FMLA), doctors' notes required for the permission of any prolonged leave, and even workers' compensation claims, should be kept apart from the employee's general personnel file. Once given to me, the employee's medical information is kept in this file, which the employee's manager can later view as required.

- **I-9 Form**

Lastly, there is the employee I-9 Form which must be kept separate from all other records. This is maintained a bit differently as this file is used to regulate foreign workers. I used to maintain all I-9 Forms alphabetically in a binder kept in a secure location when provided. These records are stored differently in the case the company is audited by the disciplinary committee. Having all I-9 Forms separately stored will keep SPL's liability lower as there will be less exposure to their foreign employee files.

- **Making ID cards**

Employee IDs provide rapid identification for everyone in the building. They can also be used to restrict access to certain places, including machines. In SPL we, the interns, were required to continuously maintain a Microsoft Excel sheet regarding the topic. It goes without saying that maintaining and updating this document is critical to maximizing efficiency in the

workspace. Furthermore, during my time at least 400 new employees were hired for different power plants of SPL in different positions. This required me to singlehandedly add 400 new ID pieces of information (Name, position, newly issued id number, worksite) as well as update 5000 previous ones which took me almost 3 weeks.

- **Delivery of monthly salary report which is extremely confidential.**

Although the financial section is engaged in all salary-related information, the HR team must also manage this fundamental information. These documents include information about each employee's salary as well as any extra perks provided by the Summit Power HR Department, including insurance, pension plans, and bonuses, among others. With this information at hand, the HR department can make informed decisions about salary negotiations, resource allocations, paid leave policies, and the implementation of different employee rewards.

I worked on salary records and incentive evaluation reports while I was an intern at Summit Power Ltd.

- **Enter data in HRIS software.**

The acronym HRIS stands for Human Resource Information System. It is an essential component of our work as it reduces paperwork, simplifies predictive analysis and visualizations, boosts productivity, ensures compliance, and provides security and privacy. During my internship, I effectively mastered using this software.

- **Preparing half annual holiday report of overall company staff**

1.3 Internship Outcomes

1.3.1 Student Contribution

Almost every member of our HR Team assigned me duties during my employment. Therefore, it improved my capacity for learning and effective communication. as they take care of, store, and operate on/with employees who are engaged in the business's overall function. My analysis also aided in the improved decision-making of top HR staff. I also contributed to hiring new employees. maintaining different essential papers and files using the HRIS system as well as hard copies.

1.3.2 Benefits to the Students

Recent graduates like me can join the business world through internships. I was able to successfully incorporate into the Human Resource Management sector thanks to my internship program. Additionally, by carefully carrying out my daily duties at SPL, I was able to learn new things and acquire useful experience. I've met a variety of fresh encounters during this prolonged three-month program at SPL. It has helped me in several scenarios. First off, let me state that I now have more leadership and competency. This has also provided me with the opportunity, which I previously lacked, to push my boundaries and venture outside of my comfort zone.

Aside from that, I've tried to be more careful by always being on board. As a result of my internship with SPL, my multitasking skills have also increased profusely. I thoroughly examined the way my HR staff had previously dealt with issues. I found that the secret to effectively handling work in challenging conditions is to manage projects according to their deadline and importance. Later, I applied this method to successfully finish the duties assigned to me as an intern.

On the other hand, I want to stress how this internship has broadened my perspective on the idea that asking coworkers for help is not disrespectful but rather shows others that I am eager to learn and do my best work. Particularly, my supervisor used to instruct me on how to function under pressure. My business life has benefited significantly from that experience. In the corporate realm, this awareness of things most certainly has a significant impact. The argument is that people around him or her will see how the person acts in difficult circumstances because they occur frequently in the business world. Finally, it can be said that my sense of credibility has grown because of this internship and that it had a major effect on my growth.

1.3.3 Problems and Difficulties

It is expected that certain issues or challenges may arise when putting up a credible report or research. I also want to address a few difficulties that are connected to my topic of choice, United Group HR Practices. Due to Submit Power Limited confidentiality restrictions, I was unable to obtain some of the crucial data, including strategic policies. On the other hand, managing time to balance office responsibilities and finding time for report writing was a key barrier I encountered. I was consistently given projects with strict deadlines.

Also, since my office was on the first floor and the HRM department's office was on the eighth floor, regular interactions were, to put it mildly, difficult. On certain days, I was left with little to no direction, which forced me to rely on my intuition to complete the daily tasks successfully.

1.3.4 Recommendations

After three months of internship there, I have a few suggestions for them, including:

- They ought to use HRIS software more frequently and make it user-friendly for their staff.
- They should adjust their established organizational structures for managing HR functions to increase productivity and efficiency. The Exit Process is time-consuming since employees must collect signatures and hand-fill out documents before heading to other departments.
- They may grow their HR team to reduce stress and increase productivity.
- I began working at SPL. in July of this year, amid the year. The organization was amid doing its annual report, final settlement, and other routine operations at the time. As I was directly involved in their performance evaluation system, it was thus a little difficult for me to organize and allocate enough time for producing the report. After receiving feedback from supervisors, I helped everyone on the HR Team prepare softcopies, print them, and save them in folders.
- Each department's interns should have a personal workspace on the same floor as that department. This facilitates communication, which increases efficiency and productivity.

Chapter 2

Organization Part

2.1 Introduction

This research has been done as a prerequisite for the School of Business at BRAC University to finish the BBA program. I worked with Summit Power Ltd. from July 6 to October 12 as an HR intern, during which period I made a substantial impact on management, the hiring process, and everyday managerial operations. In general, the purpose of this report is to provide a glimpse of any day at Summit Power Ltd. This research is a study of how I worked and what I learned from my superiors in relation to the recruiting process, effective management, and working conditions in the context of Summit Power Ltd. Overall, it is an overview of the complete HR operation.

2.1.1 Mission, Vision & Policies

Mission

The company's goal is to provide dependable, economical, and efficient sources of power to promote economic growth and change Asia's social landscape.

Vision

As a business, Summit Power Ltd. strives to be Asia's top supplier of energy solutions. Additionally, the business provides all its stakeholders with long-term, sustainable value.

Corporate Governance Policies

- **Environment, Health, Safety, and Social (EHSS) Policy**

This policy's objective is to give Summit Power International Limited the necessary direction so that it can conduct business in a way that ensures compliance with national laws and international best practices, good international industry practices (GIIP), and the Group's Corporate Environmental and Social Management System (ESMS), to achieve its EHSS objectives and uphold its social responsibility to its customers.

- **Code of Conduct**

The goal of Summit Power International Limited's code of conduct is to: Showcase the company's dedication to the highest ethical standards; Promote proper conduct; Prohibit misconduct; and develop an ethical culture based on such standards and conduct, led by the company's shareholders, directors, and management, and adhered to by all employees.

- **Whistleblower Policy**

Summit Power International Limited strives to operate with integrity and in good faith. All members of their staff and workforce are expected to uphold the highest standards of professional behavior and to report any misconduct that contravenes their core values. Every employee, contractor, and everyone working on company property has a duty to voice any concerns they may have about a real or suspected violation of the company's moral and legal standards, without fear of retaliation or feeling intimidated by doing so. The policy aims to:

- Encourage the company's personnel to file a complaint if they have reason to suspect someone has broken the law or rules, principles, or values.
- Describe the Company's policy for handling all reported instances of misbehavior or unethical behavior.
- help ensure that significant misbehavior or unethical behavior is discovered and effectively addressed.

- **Remuneration and Nominating Committee Charter**

The Remuneration and Nominating Committee's ("RNC") responsibility is to assist the Board in carrying out its oversight duties in the following areas:

- Assessing and advising the Board on a framework for compensation for the Board and key management people, as the Board may be required to do.
- Creating, proposing, and annually evaluating the Company's corporate governance policies and managing corporate governance issues.
- Selecting candidates who are competent to serve on the Board and proposing them to the Board for nomination and election.
- Offering suggestions to the Board about the nomination of committee members.
- Organizing annual performance evaluation of the Board and its committees.
- Maintaining adherence to the corporate governance code and the conduct code for the company.

- **Audit and Risk Committee**

The ARC's job is to assist the Board in carrying out its oversight duties in the following areas:

- Integrity and fairness of the Company's and its subsidiaries financial statements, annual reports, accounts, half-year reports, quarterly reports, and interim reports.
- Accuracy, clarity, and sufficiency of any announcement about the Group's financial performance.
- **Adequacy and effectiveness of the Company**
 - Internal control systems and risk management systems (containing the Group's risk rules, guidelines, and restrictions).
 - Internal auditing activities (resources, effectiveness, and work scope).
 - External auditing activities (qualifications, independence, engagement, and fees).
 - Procedures for regulating compliance (legal, regulatory, and Company policies) risk.
 - Techniques and processes (Procedures) for the evaluation of all Interested Persons' Transactions (IPT) and Related Party Transactions (RPTs).

- **Related Party Transaction Policy**

This policy outlines the steps that Summit Power International Limited, its subsidiaries, affiliates, and related businesses must follow to engage in a related party transaction. The goal of the company is to negotiate related party transactions at the time of the transaction and on terms that are no less advantageous than those that would be offered to any unrelated third party under the same or comparable circumstances.

- **Conflict of Interest Policy**

This policy's goal is to lay out the guidelines and processes for dealing with conflicts of interest for board members of Summit Power International Limited and all its connected affiliated, and subsidiary firms.

- **Board of Directors Charter**

Based on the applicable principles of the MAS Code of Corporate Governance 2018 (to the extent such principles are possible) and the Company's constitution, the board of directors of Summit Power International Limited adopted and put into place this Charter.

- **Anti-Bribery and Corruption Policy**

This rule makes it easier for the company to conduct all its operations honestly and morally. The business adopts a "zero tolerance" stance towards bribery and corruption and is dedicated to operating ethically, honestly, and professionally in all its interactions and financial dealings wherever the company operates. The company has also created and enforced strong anti-bribery mechanisms.

2.1.2 Objective

Bangladesh is the company's primary market, and they anticipate it to remain one of their fastest-growing markets for the foreseeable future. The nation is one of Asia's most dynamic economies and has a population of about 168 million people. Bangladesh's nominal GDP reached USD 323 billion in 2020 after expanding at a 10.8% CAGR during the ten years prior and nearly doubling in size. Although there was a significant 17% decline in exports in 2020 because of COVID-19, exports nevertheless rose to a strong 7.6% CAGR throughout that time. After China, the country is currently the second-largest supplier of ready-made clothing in the world due to steady industrial expansion. Over this time, GDP per capita increased at a 10% CAGR and is currently among the greatest in South Asia. The need for electricity is rising because of a growing population, strong economic and industrial expansion, and other factors.

As they have for the previous 20 years, the business intends to honorably serve the people of Bangladesh to the best of its ability by increasing the country's power-generating portfolio and continuing to provide competitive, dependable, and safe energy to the growing power system. Over 3 GW worth of potential new projects are in their strong pipeline. According to past performance, the firm expects to capture and achieve a respectable number of opportunities in its pipeline as it continues to expand.

By evaluating themselves against the top IPPs both locally and worldwide and optimizing the technical, commercial, and financial elements of their operations, the organization aims to consistently enhance the quality and safety of plant operations. Summit Power Ltd. measures its performance against international standards and national laws to achieve high environmental, social, and governance standards.

Beyond Bangladesh, they are deliberately pursuing regional growth in neighboring nations including India, Sri Lanka, Nepal, Malaysia, and Vietnam by drawing on their company's experience in the power sector and the knowledge of its partners. To replicate the expansion

approach used in Bangladesh, the business intends to take part in certain government bids or private sales in these nations. To position itself for expansion in the new energy economy, Summit Power Ltd. is also interested in pursuing possibilities in battery storage and renewable energy.

2.1.3 Quality Policy

- Dedicated to making ongoing efforts to take the needs of the nation into account and to achieve competitive leadership to offer top-notch service to the Govt.
- Focused on setting performance standards by upholding a safe and healthy work environment and training employees regularly.

2.1.4 Methodology

A mixed study methodology was utilized to gather rich data from several sources, both quantitative and qualitative, to complete this research. I was interested in sharing the HR team's perspective on employee rotation and the entire employee management process. Furthermore, it assisted me in gathering rich data from many sources in the sense of the research organization.

The analysis eventually embraced the descriptive style of research and employed the survey research approach. Quantitative characteristics of primary knowledge derived from survey questions. Focus group discussions and interviews with key informants provided qualitative data (FGD).

From the topic selection until the creation of the final report, the research is carried out in a methodical manner.

2.1.5 Sources of Data

To carry out such a study, the research adheres to specific guidelines. The report is descriptive in nature. A combination of primary and secondary sources is used to gather data.

Primary Sources:

- Organizational observation.
- Consultation with authorities and relevant professionals.
- In-person communication.

Secondary Sources:

- Internet
- Annual Report
- Textbook

Collection of Data:

My system of observation and direct interaction with the office staff allowed me to collect primary data. Secondary information has been gathered from documents and websites related to Summit Power Ltd. and other sources.

2.1.6 Scope of the Study

This study is an example of a real-life situation from Summit Power Ltd. That reflects the experience of working in a well-established business industry. So, the scope of this study is rather constrained. This study's primary goal is to provide readers with a realistic understanding of how businesses operate.

The research can address a range of HRM-related topics, including HR processes like hiring and a comprehensive listing of HRM activities. Studying Summit Power Ltd.'s HR operations as part of my academic coursework allowed me to get a sense of what the corporate world is really like.

2.1.7 Limitations

This report still has some flaws, but I did my best to present and explain everything with the utmost dedication and effort. Employees from the sales and marketing departments as well as the human resources department provided input for this study's formulation. Even though Summit Power Ltd. would benefit from the study, some people refused to divulge information. Those worries may have believed that the data related to them are too personal to be made public. I didn't have enough time to rehearse, assess, and carry out a substantial sample. Time restrictions presented another difficulty. My internship lasted just three months. However, this amount of time is insufficient for a reliable and thorough investigation. Certain inferences have been formed because of inadequate information. As a result, there might be some inaccuracies in the analysis. Despite a few restrictions, I made every effort to efficiently complete the study. During my internship, I encountered several typical obstacles. They resemble the following:

Lack of Time

I had a little amount of time to do this report. Therefore, it is quite challenging for the analysis's time constraint to hinder the preparation of a report within the allotted period.

A hectic work atmosphere

Due to their extensive everyday duties, the authorities only had a limited amount of time to deliver information.

Insufficient Data

Due to company confidentiality, certain desired data could not be gathered.

2.1.8 Significance of the Study

The Summit Power Ltd. Department of Human Resources, the Employees, the Business, and the Community at Large may find this report to be of interest. What can be done to improve Summit Power's current HR strategies? How well are they working? Any of the insights I'm about to provide might be beneficial to the company since they are applicable to real-world problems, function better overall, and assist in identifying flaws from the inside.

2.2 Overview of Summit Power Ltd.

2.2.1 About Summit Power & History

SPL (SPL) is a division of Summit Power International, a Singapore-based company (SPI). On March 30, 1997, it was formed in Bangladesh, and on June 7, 2004, it was converted into a Public Limited Company under the Companies Act (1994). SPL works hard to keep a good, competent, and quite well-functioning Board of Directors in place to protect corporate governance. The current chairman and vice chairman are respectively Muhammed Aziz Khan and Latif Khan. SPL'S vision is to be the leading provider of energy solutions in Asia and deliver sustainable long-term value to all our stakeholders and the mission is to support economic development and transform the social landscape of Asia through the provision of reliable, affordable, and efficient sources of electricity.

SPL currently owns and manages 15 power plants in various places around Bangladesh, with a total installed capacity of 975.96 MW. SPL provides power to the Bangladesh Power Development Board (BPDB) and the Bangladesh Rural Electrification Board (BREB) under long-term purchase agreements. ISO 9001: 2015 - Quality Management System (QMS), ISO

14001: 2015 - Environmental Management System (EMS), and ISO 45001:2018 - Occupational Health and Safety (OH&S) Management System are among the numerous certifications held by the organization.

2.3 Human Resource Management Practices in Summit Power Ltd.

2.3.1 Corporate management

A highly regarded and highly qualified Managing Director is the team leader of the Summit's qualified management group. The management consists of two senior general managers who oversee the operation and maintenance team as well as the standard, compliance, human resource, and administration teams; one general manager who oversees the procurement, inventory, and training teams; two deputy general managers who oversee the electrical & instrumentation and project development teams as well as the operation and maintenance teams; and a financial controller and company secretary. Each team is governed by a single Integrated Management System (IMS). For each job, the system includes a highly detailed Standard Operating Procedure. The management is knowledgeable in compliance and corporate governance.

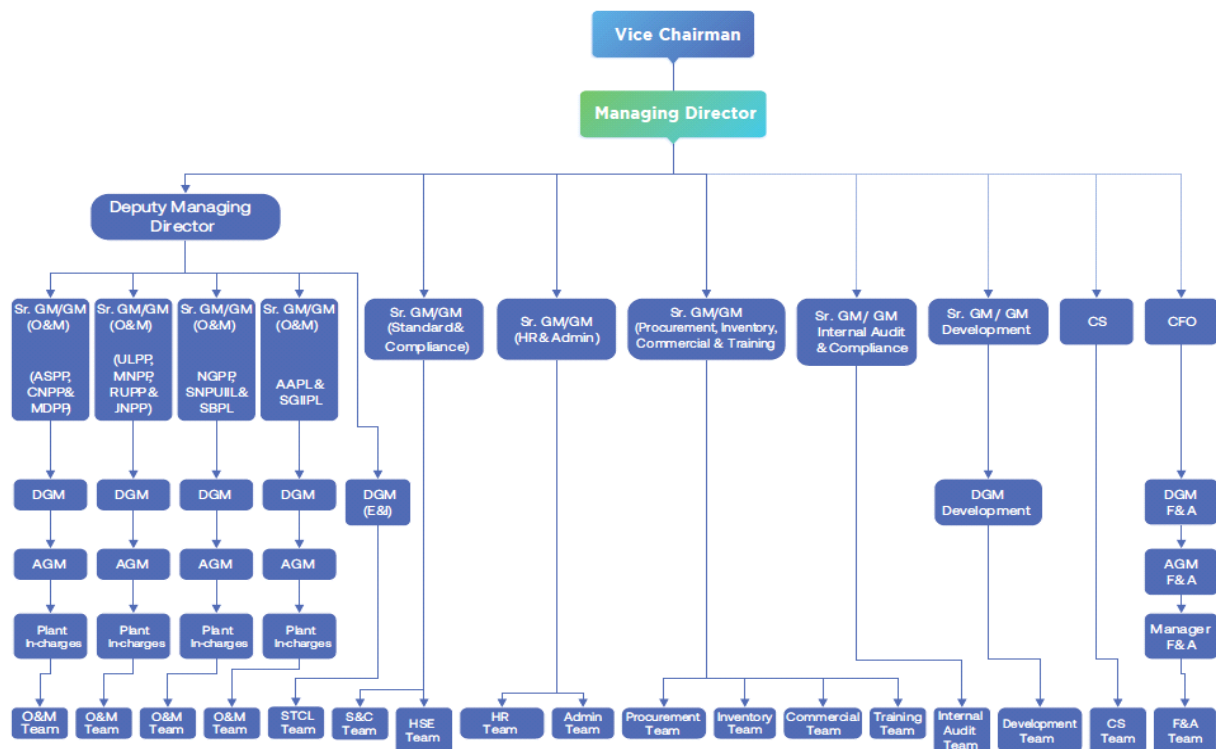


Figure 1: The Management Organogram of SPL

2.3.2 Internal Control System and the Committees to the Board

The SPL internal control system is robust in many ways. In accordance with Summit Power International Limited's internal audit policy, Summit Corporation Limited (SCL) has a shared internal audit team that oversees SPL as well as the group's parent and other subsidiaries. SPL has many committees, including the Audit Committee and the Nomination and Remuneration Committee, to oversee the execution of the Board's policies and maintain the efficiency of the Board. The Company has a comprehensive set of policies and manuals, which are detailed in the section of the annual report titled "Various Systems, Policies Manuals, and Charters," along with IMS, to ensure the efficient operation of the power plants and other logistical and administrative tasks at the corporate office.

2.3.3 Value Chain System of the Company

The "collection of activities through which it develops its product and distributes to its clients" is the SPL value chain system. Management is better able to comprehend how these elements affect a firm's cost structure and value delivery by looking at the activities throughout the value chain system. The five main value chain components of SPL and its four supporting components are listed below.



Figure 2: Components of the value chain.

2.3.4 Management Responsibility and Commitment to Continuous Improvement

The management of SPL exhibits their dedication to the creation and use of the Integrated Management System. SPL evaluates and tracks Integrated Management System performance for the Company's ongoing improvement through internal audits, PIC meetings, and Management Review Meetings (MRM).

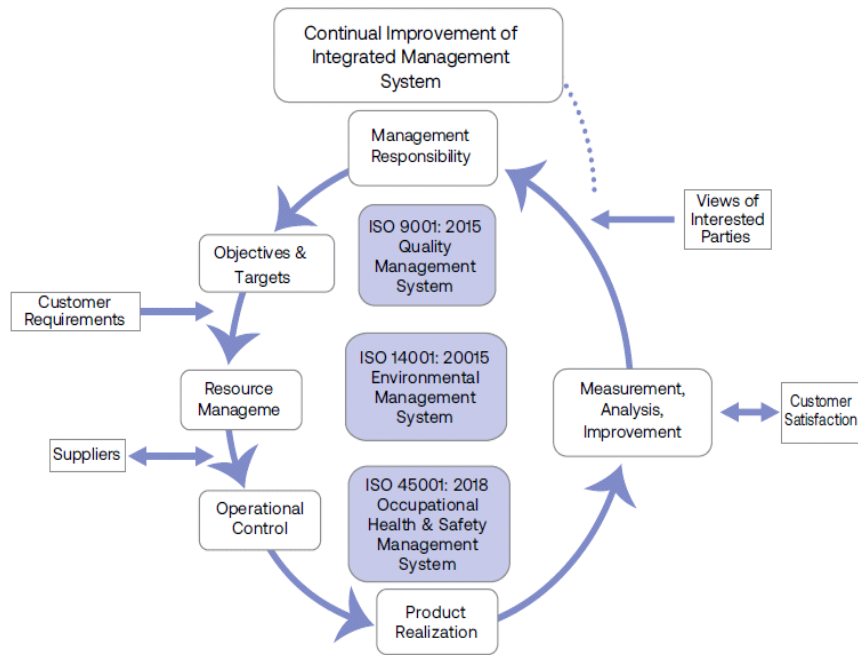


Figure 3: Continual Improvement of IMS

2.3.5 Seven-Step Problem-Solving Process

To provide an organized, uniform approach to issue resolutions across the organization, SPL has devised a seven-step process. The diagram below illustrates the Seven-Step Problem Solving Process:

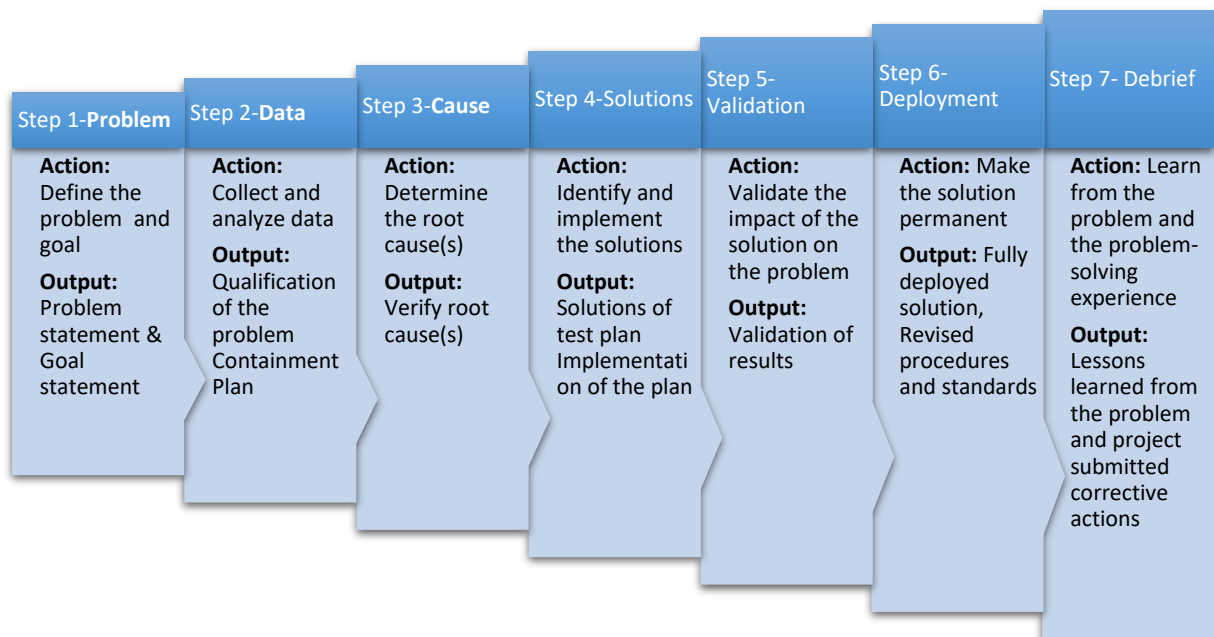


Figure 4: Seven-Step Problem-Solving Process

2.3.6 Integrated Management System

Through great customer service and technical proficiency, the company's management is devoted to acting as a leading organization in the field of power production. The management of the company is highly dynamic and works proactively in a demanding environment. As a result, the organization created an integrated management system that complies with ISO 9001: 2015, ISO 14001: 2015, and OHSAS 18001: 2007. The objective of the company's integrated quality management system, environmental management system, and occupational health and safety management system is to guarantee that its processes and products are carried out in a safe and healthy work environment as well as in a manner that is environmentally responsible and protective.

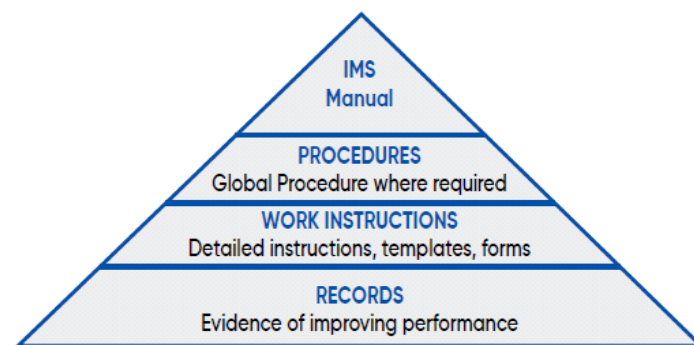


Figure 5: Integrated Management System (IMS)

Integrated Management System (IMS) is based on the following principles-

- All employees have a responsibility and right to innovate in all areas of the company.
- Individual accountability for the standard of production and supply, one's health and safety, one's influence on the environment, and the ongoing development of one's job.
- Understanding the policies for health and safety, the environment, and quality as a guide for decision-making.
- The Company is dedicated to continuously enhancing the efficacy of the Integrated Management System by the criteria of ISO 9001: 2015, ISO 14001: 2015, and ISO 4501: 2018.

Environmental Policies

The objective of SPL (SPL), which takes seriously its social responsibilities and is attentive to efforts being made throughout the world to conserve the environment, is to contribute to the nation's sustainable development. The foundation for putting this policy into practice will be the dedication of the staff, waste minimization, pollution avoidance, and continuous improvement.

Occupational Health and Safety Policy

SPL (SPL) firmly believes that commitment to the health and safety of all its workers must go hand in hand with the attainment of organizational success. The following ISO 45001:2018 Occupational Health and Safety Management System (OHSMS) Policy is a commitment made by SPL.

Social Policies

According to SPL (SPL), their objective is to contribute to the sustainable development of the nation. SPL is conscious of its social duty, sensitive to the socioeconomic well-being of society, and cognizant of its impact on the community. The premise for putting this policy into practice will be employee commitment, a grievance procedure, stakeholder participation, and continuous improvement.

2.3.7 Human Resources Manual

A member of the workforce should read the Human Resources Manual Policy document to become familiar with Summit Corporation Limited, which includes SPL, and to learn about the working environment, employee benefits, and some of the policies that may impact their employment. It defines the job duties of employees and the programs Summit Corporation Limited, including SPL, has created for their benefit. Creating a work environment that supports both personal and professional growth is one of the Policy's goals. All probationary, full-time, regular workers, contractual appointments made by the company under specific circumstances, and Third-Party Service Employees are covered by this HR Manual.

2.3.8 PESTEL Analysis

SPL makes decisions based on an evaluation of the macro (external) factors it faces regularly.

Political Analysis

- The demand for power generation must continually rise to guarantee electricity and energy security.
- The country's agricultural process being mechanized could lead to an increase in the need for power.
- Developing an energy mix to lessen reliance on erratic sources has a range of effects on industry.
- The globe would plunge deeply into the oil crisis sparked by the Russia-Ukraine war shortly after vaccine manufacturing and administration were ramped up.

Economic Analysis

- The need for electricity will increase as more massive projects are implemented.
- As more companies enter this industry, there may be healthy rivalry as they strive for even greater perfection.
- The demand for energy and electricity would rise as Bangladesh moves from being a Least Developed Country (LDC) to a Developing Country (Developing Market Economy).

Social Analysis

- Reliance on the Internet and web-based services grow the need for electricity.
- Preservation of social alienation brought on by the increase in internet entertainment caused by COVID-19.
- Gas supply restrictions are forcing homeowners to switch to electricity-powered cooking appliances.
- Because power plant workers need higher levels of education than laborers do, power plant jobs are regarded as more respectable in society.

Environmental Analysis

- Using more electricity instead of gas, firewood, charcoal, chips, sheets, pellets, sawdust and other materials helps preserve the environment.

- Endorsing electric and hybrid cars that use less fossil fuels and emit less greenhouse gases.
- Good environmental practices are valued as there is a growing demand for electricity from renewable sources.

Legal Analysis

- i. Power firms have strict legal and regulatory requirements due to their size and nature.
- ii. Initially, our power plants were exempt from taxes, resulting in a positive impact on the government's finances.
- iii. To attract educated staff, power companies must provide a positive work atmosphere and follow relevant legislation.

2.4 Communication and Media Coverage

SPL is a division of Summit Power International (SPI), the parent corporation headquartered in Singapore. It was founded in Bangladesh on March 30, 1997, and under the Companies Act (1994), it was acknowledged as a public limited company on June 7, 2004. As a PLC, SPL works directly with the Bangladeshi government and engages in little marketing, mostly to keep in close contact with its shareholders. Most of their coverage comes from both printed and digital media, social sites, the SPL website, and their regulators' website.

National and International Media

In publications throughout the world, Summit received a lot of coverage in 2022, including The Straits Times, Bloomberg, and Nikkei, to name a few. In addition, the Summit received extensive national media attention in publications including The Business Express, Prothom Alo, Banik Barta, and The Financial Express.

Social Media

Social media has drastically cut down the time it used to take to reach individual shareholders and investors, which has had a revolutionary impact on corporate communication. The Summit Power International page on Facebook serves as SPL's official page. The number of followers increased by 16%, in 2022 and the postings' combined organic "reach" totaled 700,000. Published information includes financial statements, key indicators, a compliance report, financial and non-financial data, ownership details, and price-sensitive information (PSI).

SPL Website

The SPL's consolidated webpage may be found at <https://summitpowerinternational.com/SPL> on the website of Summit Power International. They regularly update the key performance indicators (KPI), compliance reports, financial results, and other essential financial and non-financial data on their website. The SPL website had a dramatic rise in traffic in 2022, with over 100,000 "unique visitors" primarily coming from the USA, Bangladesh, Canada, and Singapore. Overall, there were 114,284 users (up 46%), and there were 374,003 page views (up 24.5%). The bounce rate has decreased by around 17%, which shows that users are staying on our website longer and reading more useful content. This year, both domestic and international websites sent lots of traffic to the website, and that increase was astounding at 29.4%.

Print and Online Newspaper

Both English and Bangla national daily as well as nationally recognized online news portals broadcast all price-sensitive information (PSI), notifications, and financial disclosures.

Regulators' Website

On the website of the regulator, one can get the most recent information since notices like the record date and notice of the annual general meeting get reported to the DSE and CSE.

Direct Communications

Over 40,000 shareholders get crucial alerts and price-sensitive information through email from their dedicated spl.investorrelations@summit-centre.com address at the shareholders' chosen email addresses. To prevent fraud, they always communicate by email using this address. In 2022, they provided answers to around 350 investor questions.

2.6 Accounting and Financial Practices

2.6.1 Financial Review

Over the years, SPL and its subsidiaries, Ace Alliance Power Limited (AAPL), Summit Gazipur II Power Limited (SGIPL), Summit Narayanganj Power Unit II Limited (SNPUIIL), and Summit Barisal Power Limited (SBPL), have been able to sustain their operational efficiency through careful planning and timely action. However, in 2022, the parameters have tended to decline, mainly due to lower dividend income, higher finance costs on short-term

local bank loans for providing SOSCL with working capital support for paying taxes and duties on imported HFO, higher foreign exchange losses, net of true-up bills provision on electricity revenue, and the shutdown of a few power plants.

Revenue

- Relative to the revenue in the prior year, consolidated revenue has grown by 34% (BDT 13,525 million) in 2021–22.
- However, the closure of the 102 MW Narayanganj Power Plant Unit-1 for 10 months, Madhabdi Power Plant Unit-2 for 1.5 months, and Chandina Power Plant Unit-2 for 2.5 months during the reporting period was primarily responsible for the 7.25 percent reduction in electricity generation and/or the 4% reduction in plant factor in 2021–22. Summit Narayanganj Power Plant Unit 1's renewal has been postponed under a new "No Electricity, No Payment" price structure. The same holds for the other two renewals, notably those of the second unit of the Madhabdi and Chandina power plants, for which pricing negotiations are now underway.

Cost of Sales

- The total cost of sales for 2021–22 climbed by 49% from the previous year.

Gross Profit Margin

- Over 2021-22, the consolidated gross profit margin fell by BDT 1,199 million.

Operating Profit

- In 2022, the combined operating profit fell by 17%.

Net Profit Margin

- Over 2021-22, net profit fell by 20% (by BDT 1,699 million).

Earnings Per Share (EPS)

- Over 2021-22, the EPS number dropped by 26% (BDT 1.38).
- The major cause of the decline was SPL and its subsidiaries' reduced profitability due to the aforementioned factors.

Equity Attributable to Owners of the Company

- The shareholders' equity rose by 4% (BDT 1,363 million) throughout the course of 2022.

- The addition of current-year net profit (retained profits), a rise in fair value of hedging reserve owing to LIBOR-based SWAP instrument, and currency translation reserve are the key causes of the increase.

Long Term Liabilities

- Due to the repayment of a long-term foreign currency loan's quarterly installments, the annual installments of redeemable preference shares, and the positive hedging reserve liabilities of a LIBOR-based SWAP instrument, the long-term liabilities have fallen by 4%.

Total Liabilities

- The Company's total liabilities have risen in value by 64% since 2021.
- The increase in trade payables for HFO supply (at a higher price than 2021) and the increase in short-term bank loans for setting up advances to fuel (HFO) suppliers for payment of customs and taxes are the major causes of the increase in the number of total liabilities by BDT 20,815 million.

Return on Total Assets

- Compared to 11.36% in 2021, the return on total assets is 7.39% in 2022.
- Due to the aforementioned factors- a bigger asset base and lower consolidated profitability over 2021-22, the ratio has fallen.

Return on Equity

- Compared to 2021, the return on equity is 11.02%, down from 15.92%.
- Due to the aforementioned factors and reduced consolidated profitability over 2021-22, the ratio has dropped.

Chapter 3

3.1 Introduction

Project Part: HR Practices in Summit Group

3.1.1 Problem Statement

This study's main objective is to ascertain how workplace branding functions within SPL. What effect does an employer's identity have on an employee's decision to remain with the company? This is the research topic. Working with such a big group of people is difficult, and HR finds it difficult to keep workers on board for a prolonged period. Employer identity is essential for keeping many employees on board. Therefore, Management should be conscious of the characteristics and variables that influence workplace branding, as well as their motivation to remain with the company for an extended period.

3.1.2 Research Objective

Broad research objective

To figure out how existing employees perceive SPL as an employer.

Specific research objective

- to determine the factors influencing employees' decision to keep their jobs at SPL.
- To gain an understanding of what people think about employer branding.

Determining the demographic and psychographic characteristics of the employees

3.1.3 Significance

The main conclusion from this study is that readers will understand the importance of employer branding. The study will provide an in-depth understanding of employee branding's efficacy as well as how employer branding works both internally and externally.

Working with numerous individuals makes it challenging, and the HR staff frequently face difficulty keeping personnel on board for a prolonged period. A strong corporate reputation is essential for keeping many personnel. As a result, human resources management should be aware of the traits and factors which impact work satisfaction as well as the employees' willingness to stay with the firm for a longer period.

3.2 Methodology

3.2.1 Research Design

This is quantitative research in which survey questions are used as a method to conduct interviews. Therefore, the findings are based on statistical and numerical data gathered during the research procedure.

3.2.2 Research Type

Exploratory Research

The following methods were applied in this exploratory study:

- **Examination of Secondary Data**

Several relevant journals were investigated for the research topic. All of them have been thoroughly considered in this strategy, including their discoveries, restrictions, and possible study scope.

- **Interviews involving subject matter experts**

Employer branding experts who know what they're discussing. SPL's Sinthia Ahmed (Junior Deputy Manager, Organization Development Department) was called and provided some fantastic employer branding recommendations and perspectives, as well as contributed to a few thoughts that aided in the formulation of some restrictions and the elimination of a few irrelevant aspects that were not important to this investigation. SPL's human resource management department deputy manager, Sheikh Shoaib Ali, discussed how they address corporate branding throughout the employment process. Due to lawful restrictions, only a small amount of classified information was disclosed. It did, nevertheless, vastly improve the tailoring of the personnel questionnaire.

- **Qualitative research**

A select group of employees, as well as industry specialists, were asked to give their thoughts on employer branding. The study also looked at what people believe and how they respond to questions. After meeting with the staff, several critical questions for the assessment were created. Naila Tasnim, Senior Deputy Manager of SPL's Supply Chain Management Department, emphasized her desire to contribute to a firm that is anxiety-free and enables her to achieve job fulfillment in her work.

- **Descriptive research**

To collect primary data, a survey questionnaire was utilized. The psychographic characteristics of the target audience were examined. The data was collected one-on-one, which means that both the participants and the interviewer were present during the responses to clear up any misunderstandings concerning the questions.

3.2.3 Sample size

The sample size included 40 people. Random sampling was implemented throughout the course of the study. As all the respondents were SPL's employees it was possible to obtain responses from individuals of various ages, divisions, and affiliations.

3.2.4 Literature Review

Employer branding is now recognized as one of the most important strategies used by organizations to recruit and retain qualified employees and place them in suitable positions within the organization.

To achieve the key aims to remain relevant in a highly competitive economy. Knox and Freeman (2006) argue in their persistent success that organizations exhibit their employer brand to potential recruits by reflecting the business's features with them and building an effective impression. Consequently, the corporate branding model may be characterized as the organization's credibility as an employer and an excellent company brand image. This professional image attracts qualified candidates. Companies and financial institutions are in a hurry to hire highly skilled individuals in a variety of specialized fields. So that they may maintain a solid market position by retaining outstanding staff. According to (Ambler and Barrow, 1996; Ritson, 2002), brand equity is one of the most important as well as complicated variables, and it is difficult to manage only through commercial or talent management.

Human resource systems are made up of HR Management tactics and strategies which are used to identify, engage, assess, acquire, equip, manage, motivate, and stimulate employees in a company. When the company's current ratio grows because of extraordinarily talented recruits, they might readily integrate into the workplace culture and lifestyle (Lievens and Slaughter, 2016). Management must analyze and utilize the environment for proper functioning, both inside and outside.

Psychology influences an employee's sense of belonging and acceptance in the workplace. As Kahn (1990) concedes, it is also about emotional survival in addition to attaining organizational goals. It is important to highlight that responsibility differs from job participation in that employee involvement focuses exclusively on continuing abilities, whereas obligation is more concerned with the entity's connection and mental issues (Schaufeli et al., 2002). A dedicated 33 person has a higher level of mental cohesiveness with the firm, helping them to make better decisions and feel more confident, as well as adopting the "image" of where they function.

O'Reilly et al. (1980) linked task and institutional enthusiasm to labor engagement. Job benefits are intrinsic delights that are directly related to activities, such as thrilling and challenging work, diversity, and the opportunity to utilize one's expertise. Organizational incentives include significant advantages that are visible to others, such as salary, growth, and an enjoyable working environment. As a result, work fulfillment is decided by a combination of situational factors and occurrences. The role itself, salary, promotion, leadership, and colleagues are often recognized as situational variables in work fulfillment, although dependent factors such as employee participation and job involvement are also vital (Crossman & Abou Zaki 2003). As a result, obtaining and maintaining high levels of motivation becomes an essential job (Quick & Nelson, 2009; Stajkovic, 2006).

One of the most important aspects of an individual's position in today's business environment involves handling the communication needs that they encounter on the job. Demands are characterized by a communication load meaning the volume and complexity of communication inputs that a person must process in a certain amount of time. Communication overload or underload greatly influences an individual's work satisfaction within an organization. Communication overload may occur when a person receives too many directions in a short period of time, which may result in unprocessed information, or when a person receives greater amounts of complex messages that can prove to be more challenging to comprehensive.

When there are more instructions than work results, a person may experience stress, which can be beneficial or detrimental to job performance, depending on their approach to work and environment. Communication underload, on the contrary, happens when the number of messages or inputs received exceeds an individual's ability to handle them. In accordance with the concepts of information exchange over-load and under-load, even if a person fails to obtain adequate insights on their job or is inefficient to acquire one such insight, they appear to be

more likely to become unhappy, agitated, and frustrated with their task, resulting in a low quality of work life.

Employee job satisfaction surveys are frequently utilized, particularly in developed countries. Malaysian researchers investigated job satisfaction among female managers in the automobile industry. Employee Job Satisfaction at SPL based on recent studies stated that work satisfaction and antecedents of demands among employees of a large company (Lew & Liew, 2006); and variables impacting job satisfaction at two colleges (Wong Heng, 2006). (2009)

Given that businesses are always looking for methods to inspire people to be physically, intellectually, and emotionally engaged in their tasks to achieve desired results, Employee outcomes include increased engagement and lower attrition (Saks and Gruman, 2014). It is frequently argued that EB may assist a company in efficiently competing for talent, increasing employee engagement, recruiting, and retention, and developing a great reputation among current, future, and past workers. The pleasant environment gives them an advantage over their competitors. Workplace culture relates to the company's facilities, interior design, and outside design. Buildings, equipment, and technology are examples of commercial facilities provided by a company. Apart from that, the job scenario includes both inside and outside work situations.

The establishment of an appropriate workplace setting will influence the corporate climate and, as a result, work engagement. Ram et al. (2011). The amount of rivalry among employees has an impact on job satisfaction. It is therefore supported by Schemerhon (2011), who showed that having a rival within an organization may result in a situation in which one party wins due to superior talent or control. If it is handled incorrectly, it may lead to unsolved conflicts. Greenberg and Baron (2008). Korman (1977) made the discovery. According to Barrow and Mosley (2007), employer branding can aid with hiring, attrition, and employee engagement. Employer branding promotes the features of the organization that set it apart from competitors both externally and internally (Backhaus & Tikoo, 2004). Employer branding has evolved as one of the crucial tactics that organizations utilize to recruit and retain skilled workers and place employees correctly inside the firm to boost desired results and survive in the market in the tumultuous business climate. However, the concept of employer branding adds a new layer to it. It entails not only knowing what makes a company appealing to present employees (job desirability) but also expressing what maintains the business appealing and wanted both within and outside. Job enrichment appears to be a method that allows consenting employees to create

scenarios and execute corrective actions on specific locations based on predetermined thresholds. Firms that adopt independence as a strategic function should focus on conveying this to potential candidates, since this may give them a major competitive advantage by increasing job interest. Based on businesses' and prospective employees' perceptions of workspace design, several essential elements of workplace pleasantness, such as corporate longevity, cooperation compatibility, and financial security, were proposed as essential components of the employer of choice (Jain and Bhatt, 2015). As a result, whether organizational aesthetics is dependent on a well-developed corporate image that produces value is required. The business philosophy of a firm helps to define its unique selling proposition, which is embodied in the brand. To be on the correct trajectory and to promote the corporate brand, an internal approach to policy is being adopted with an effective organizational culture (Vishwas, Priya, George, & Anastasia, 2017). Different management styles influence decision-making, support processes, and performance in various organizations. Factors such as the instrument of change authority (Turban & Keon 1993) and the multiple advantages have been proven to influence the best evaluation.

3.3 Conceptual Model

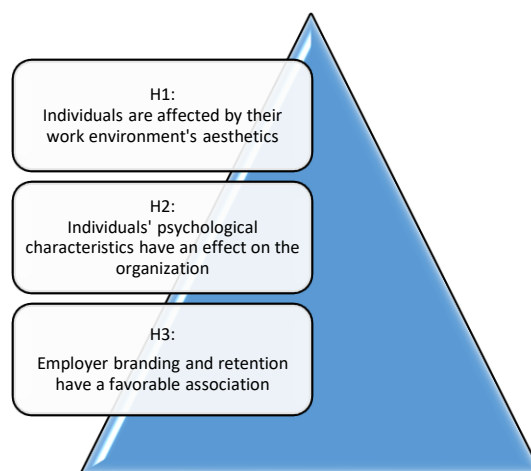


Figure 6: Conceptual Model of employer branding

Demographic profile

Gender
40 responses

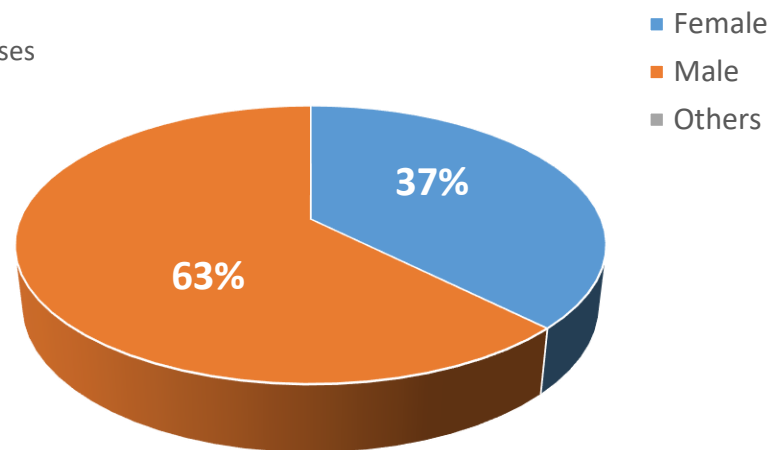


Figure 7: Ratio of male and female participants.

The number of male participants is little bit higher.

Age Group
40 responses

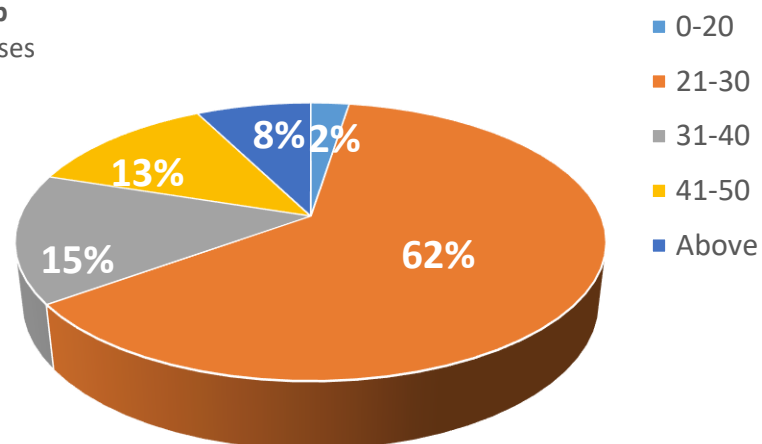


Figure 8: Age Groups

Here only 2% of participants (1 person) are from the 0 to 20 years age group and 62% of participants (25 persons) are from the 21 to 30 years age group.

Which department you are currently working in?

40 responses

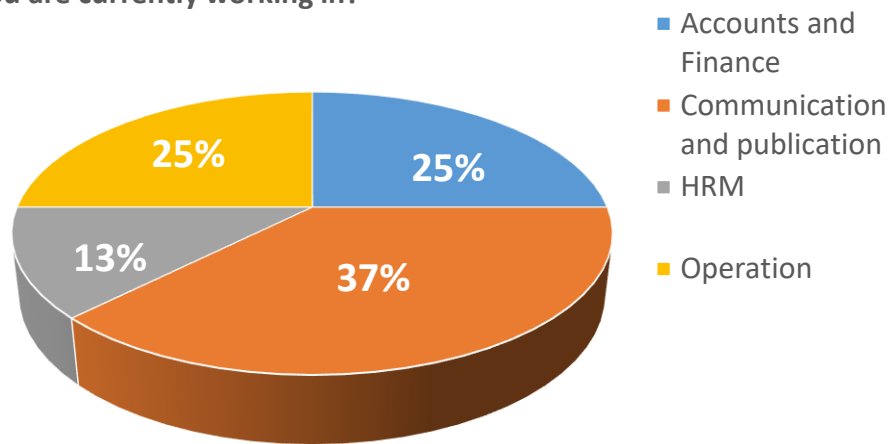


Figure 9: working positions.

Most of the people work in the communication and publication department (15 people), while the least work in the HRM (5 people).

Education

40 responses

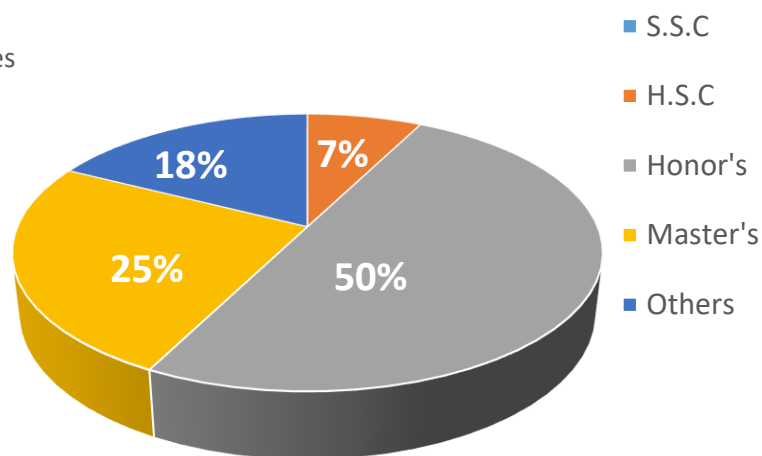


Figure 10: Level of Education

Most of the participants are done with their bachelor's (almost half) and half of the remaining are done with Master's. Only a few are only H.S.C pass.

Income Level (Monthly)
40 responses

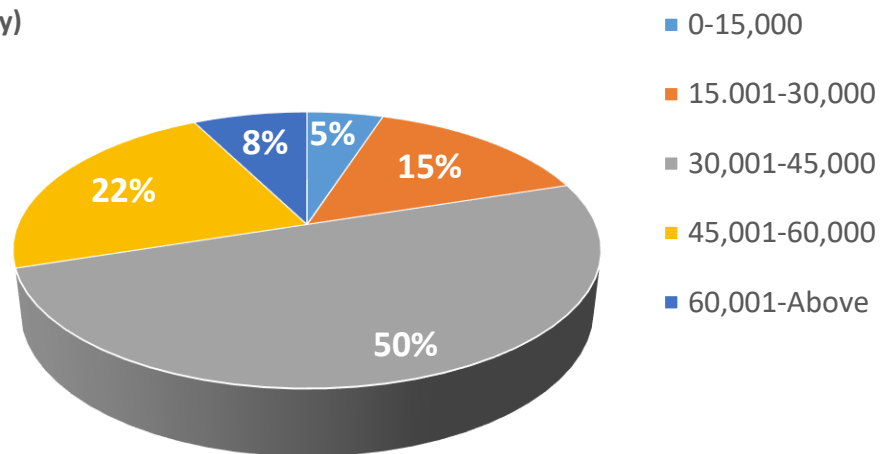


Figure 11: Level of Income

Most of the participants' income level is between 30,001 to 45,000, then 45,001 to 60,000 and 15% from 15,001 to 30,000 and 8% from 60,001 to above.

Marital Status
40 responses

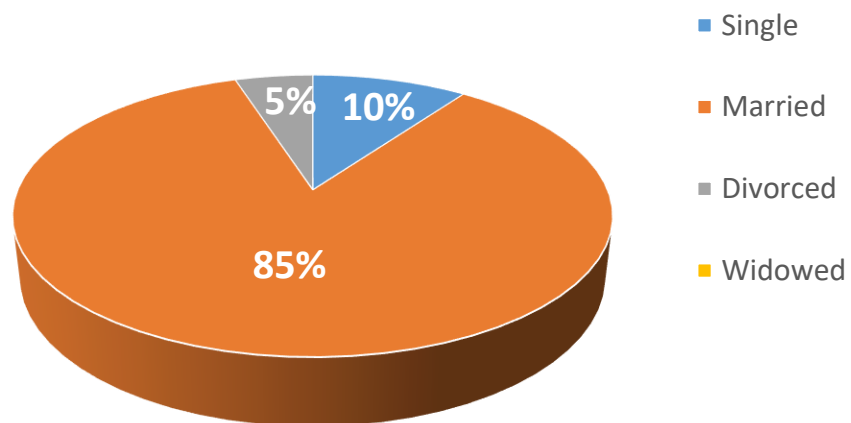


Figure 12: Marital status of participants.

85% are married, 10% are single and rest are divorced among the respondents.

- **Psychographic profile**

Which industry do you want to work in?
40 responses

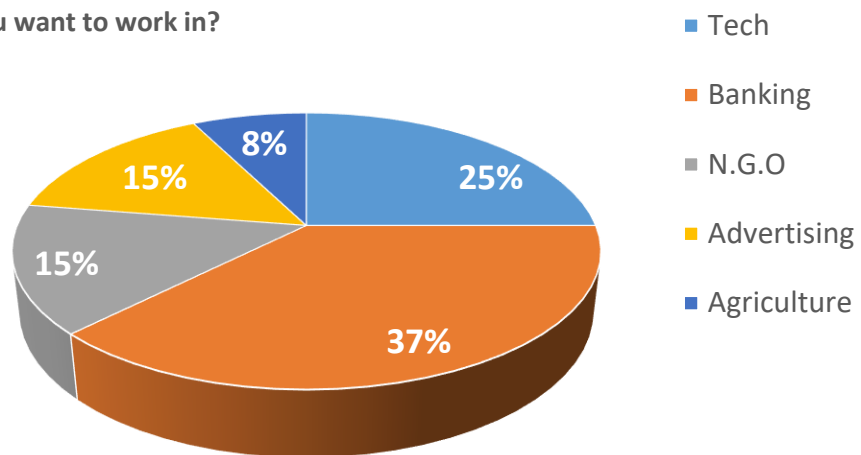


Figure 13: Industry Preference

Most of the participants want their future employment in the banking chain, 25% want access in the tech industry, 15% want to work for advertising firms and another 15% for N.G.Os and the least people want to do agriculture.

How frequently does your boss give you feedback?
40 responses

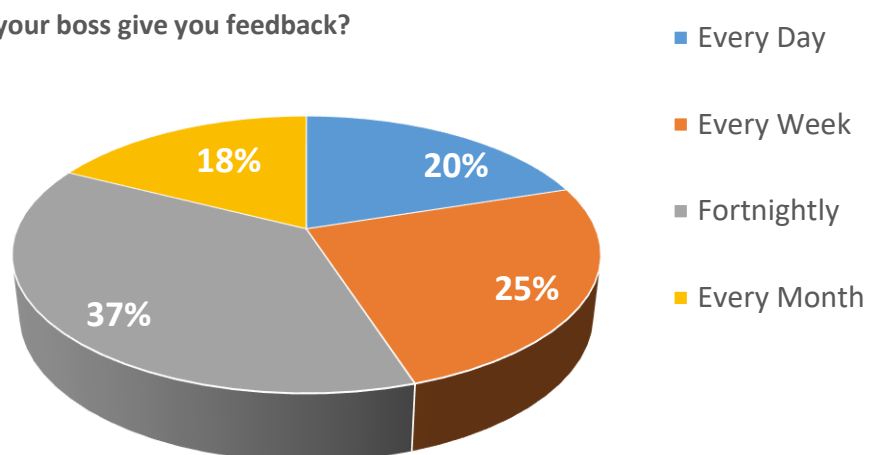


Figure 14: Feedback Frequency

From the participant's response here is the result of how frequently their bosses give feedback on their work. 37% get the feedback fortnightly, 25% by the weekend, 20% regularly and the rest 18% at the end of each month.

Work-life balance.

To Preserve a healthy lifestyle, the company supports a work-life balance

40 Responses

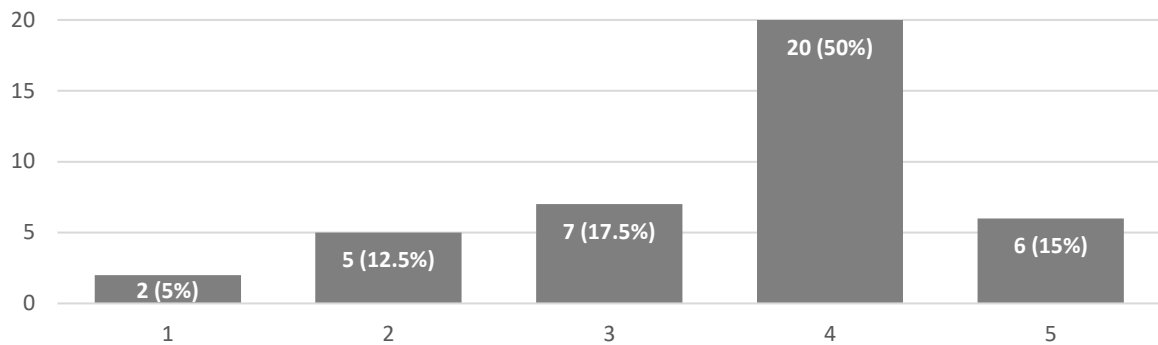


Figure 15: work-life balance.

If we look closely here most of the response are in a supporting position (50%), only 12.5% and 5% disagreed and strongly disagreed, where 17.5% and 15% were neutral and strongly agreed.

Sense of belonging

The organization gives me a tremendous sense of belonging.

40 Responses

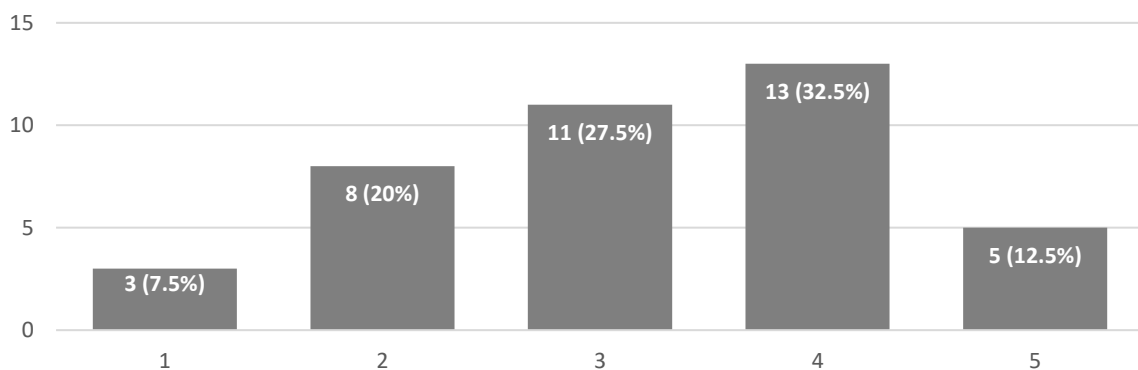


Figure 16: Sense of belonging.

Here 7.5% of people strongly disagreed that their organization doesn't provide enough sense of belonging and others are as follows, 20% disagreed, 27.5% are neutral, 32.5% agreed and only 12.5% strongly agreed.

Offering formal training programs

The organization offers formal training programs to its staffs in order to improve their productivity and personal development

40 Responses

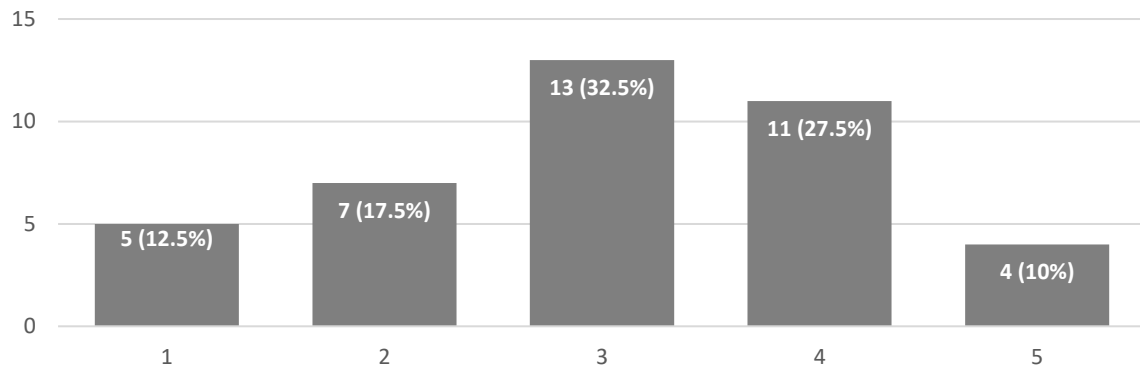


Figure 17: Offering formal training program.

In terms of providing training programs the participants are mostly neutral, then agreed and the percentages of disagreeing are less.

Effectivity of the training

The trainings are effective

40 Responses

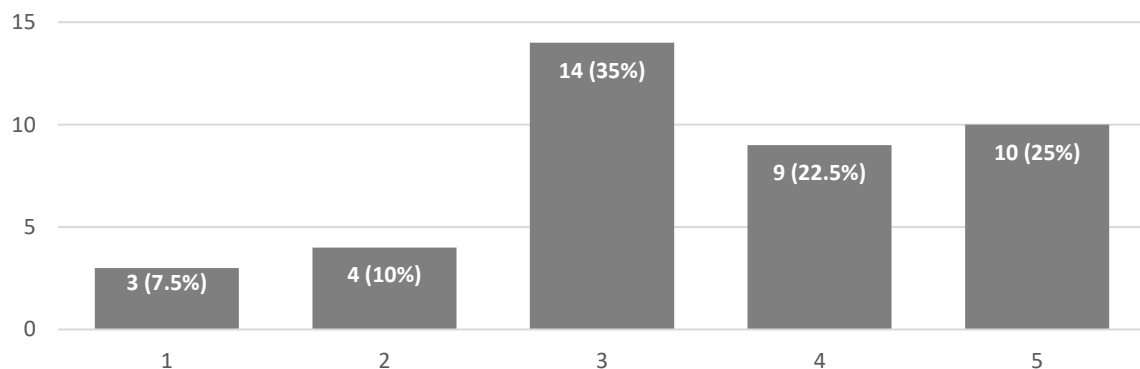


Figure 18: Efficiency of training.

From the chart the training courses are effective for them, which they get from their organization, but training should be increased.

Pushing for growth

The boss pushes you to grow as a person

40 Responses

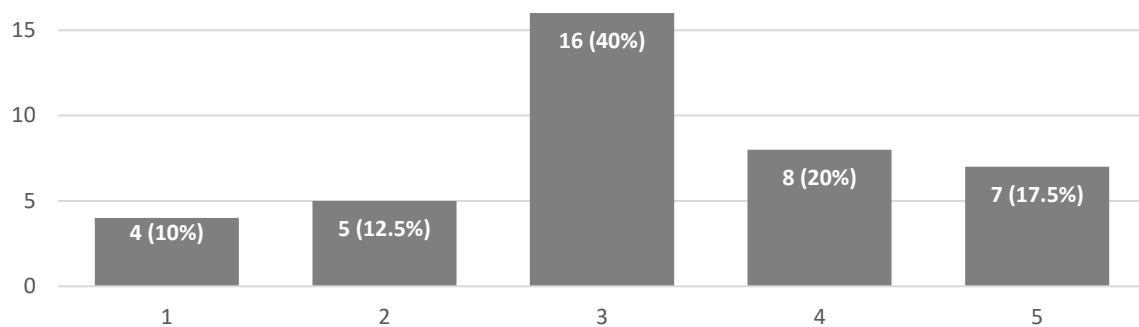


Figure 19: Pushing for growth.

Here again, the neutral section is the highest 40% then agree 20%, 17.5% strongly agreed and the others disagreed and strongly disagreed.

3.4 Findings

From the survey, these are the following realizations that I received-

- Most of the participants want to move to the banking sector, then comes the existing tech industries.
- Most of the employees are mature and well educated at Summit Power Ltd.
- There is a strong relationship between employer branding and job satisfaction.
- Training and development are important to ensure a safe and healthy work environment, and so do the potential development of the employees.
- The sense of belonging is high at Summit Power Ltd.

3.5 Summary and Conclusion

The themes of this study, conducted within SPL, were employer branding among professionals and how it enhances employment mindset. SPL has seen outstanding growth throughout the Bangladeshi corporate industry, reaching a significant number of highly skilled individuals who want to advance their careers with this recognized firm. This study shows how several factors influence office satisfaction, attractiveness, loyalty, and staff engagement. As a result,

SPL continues thoroughly analyzing these factors while taking appropriate actions so that it can continue its prosperous business model.

3.6 Recommendations

- **Pay special attention to employee perks.**

People contribute their time and talents to the success of the organization. As a result, the company must consider the employees' additional perks, both monetary and socially. Aside from incentives and compensation, there should be a pleasant atmosphere among individuals, an annual or quarterly reunion, a family picnic, and prolonged regular absences to provide time to focus on their loved ones.

- **Wage Limit Expansion**

Compared to other noteworthy rivals, the financial institution may consider a suitable remuneration level for freshly graduating individuals. This will help them attract prospective students throughout the early phases of the recruiting and selection process.

- **Versatile Form Of leadership**

SPL is a significant Bangladeshi corporate organization that sets policies while adhering to specific boundaries and rogues. These policies can become a major obstacle for professionals. Individuals will be happy and business reputation will improve if they can create a collaborative environment and appreciate varied opinions during decision-making.

For example, they can follow a democratic leadership style where higher authorities prioritize subordinate's opinions in the decision-making process . SPL can also follow a transformational leadership style where they can inspire and motivate their employees to work on projects together with passion. This leadership style gives a sense of belonging to the company to the employees.

- **Infrastructure and work environment development**

As explained in detail in my research findings, it's clear that SPL HRM department has a crucial fault in communication because of unplanned floor placement. Also, its traditional themed infrastructure should be polished into a modernized work environment so that employees can become more comfortable in their work setting and thus work more effectively.

- **Effect of the use of modern business tools**

Utilize a variety of techniques to analyze your workforce's skills. Annual evaluations and reviews, when completed regularly and appropriately, may be highly beneficial instruments for analyzing the capacity and skills of the workforce. As a result, I advocate that firms embrace a pay-for-performance culture to increase employee productivity. This, in my opinion, may inspire people to work harder, improving their ability to adapt to changes and innovations.

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Appendix A.

Questionnaire

The efficacy of employee branding

1. Which department are you currently working in?

- Accounts and Finance • Communication and publication • HRM • Operation

2. Please Specify your gender.

- Male • Female • Others

3. Is there any favorable industry for future employment?

- Tech • N.G.O • Advertising • Agriculture • Banking

4. What is your level of Education?

- S.S.C • H.S.C • Honor's • Master's • Others

5. Select your Monthly income range.

- 0-15,000 • 15,001-30,000 • 30,001-45,000 • 45,001-60,000 • 60,001-Above

6. What is your marital Status?

- Single • Married • Divorced • Widowed

7. Please select your age group.

- 0-20 • 21-30 • 31-40 • 41-50 • Above

8. How frequently does your supervisor give you feedback on your progress?

- Each Day • Every Week • Fortnightly • Every Month

9. To preserve a healthy lifestyle, the company supports a work life balance.

- Strongly Disagree • Disagree • Neutral • Agree • Strongly Agree

10. The organization gives me a tremendous sense of belonging.

- Strongly Disagree • Disagree • Neutral • Agree • Strongly Agree

11. This organization offers formal training programs to its personnel to boost their productivity and overall development.

- Strongly Disagree • Disagree • Neutral • Agree • Strongly Agree

12. The Trainings are effective

- Strongly Disagree • Disagree • Neutral • Agree • Strongly Agree

13. The boss pushed you to grow as a person

- Strongly Disagree • Disagree • Neutral • Agree • Strongly Agree