Internship Report On

Duties And Activities of Public Relation Department of Meghna Bank and Enhancing Its Performance

By

MD. Nafiul Bari Chowdhury

ID: 20364054

An Internship Report Presented to the BRAC Business School in Partial Fulfillment of the Requirements for the Degree of Masters of Business Administration

BRAC University

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Declaration

The following declaration is made:

- ✓ I submitted this report which was fully completed by me and this report is my own unique work
- ✓ In this report no material is accepted for a separate degree at a university as well as any institutes that is not included in this report.
- ✓ The report does not include any previous publication or written content by a third party.
- ✓ I have recognized all kind of vital sources as an assistance.

Student's Full Name & Signature:

MD. Nafiul Bari Chowdhury

ID: 20364054

Supervisor's Full Name & Signature:

Dr. Mohammad Shahidul Islam

Assistant Professor

BRAC Business School

BRAC University

Letter of Transmittal

Dr. Mohammad Shahidul Islam

Assistant Professor

BRAC Business School

BRAC University

Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka 1212

Subject: Submission of Internship Report

Dear Sir,

I am expressing my great pleasure to existing this internship report. It is a part of my MBA program at BRAC University Business School. I have done my three months internship program from Meghna Bank PLC. Over three months I was working as an intern at this bank, and I was able to distinguish between real-life working condition and theoretical concepts. Moreover, the internship opportunity gave me a fantastic opportunity to learn about corporate life. In this report you will find that this report is more appreciated and also reliable. The report was composed rapidly due to the internship's brief three-month duration and significant workplace pressure. Consequently, the report may exhibit certain inconsistencies. I politely request your consideration regarding this subject.

I want to take this chance to express my gratitude for all of your assistance and advice, which I expect to continue receiving in the future. Meanwhile, if you have any questions, I am always available.

Sincerely,

MD. Nafiul Bari Chowdhury

ID: 20364054

BRAC Business School

Acknowledgment

First and foremost, I would want to express my sincere thanks to Dr. Mohammad Shahidul Islam, my academic supervisor, for helping me finish my report and making sure my progress stayed on track. Thanks to Sir's invaluable insights throughout the process, the report was finished without a hitch.

Second, I would like to express my gratitude to Emtiaz Shahariar Emon, my supervisor on-site at Meghna Bank PLC, for giving me the expert help and information I need to do my task. I want to express my profound appreciation to each and every one of my coworkers at Meghna Bank PLC for their steadfast support during my employment.

Executive Summary

This report details my three-month internship activities with Meghna Bank PLC's Public Relations Division. In order to help the bank choose qualified applicants for the role, this document provides thorough study on the critical human capabilities for long-term banking services. I was given responsibilities that immersed me in the business world and improved my understanding of how private commercial banks in Bangladesh efficiently manage their public relations efforts to develop an ideal workforce throughout my internship, which ran from January 1, 2024, to April 2, 2024. I give a quick summary of my internship at Meghna Bank PLC at the start of the report. It also gives a summary of the bank's PRD division, including its origin, history, and other relevant details. It then outlines the several operational roles that the bank plays. The goal of the article is to determine the fundamental human skills needed to provide sustainable financial services. The bank's weaknesses can also be found and chances for development can be presented by an industry and competitive study. The bank may improve its organizational efficiency and goals by using this study to help find the best individuals. Finally, by drawing in a pool of outstanding employees, it can help the bank gain a competitive edge and surpass its rivals.

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Chapter 1
Overview of Internship

1.1 Student Information

Name: MD. Nafiul Bari Chowdhury

ID: 20364054

Major: Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

I joined as an intern at the Meghna Bank PLC Head Office on January 1st, 2024. I have worked in their Public Relation Department and more specifically, I have worked for the different task of the Public Relation Department. The internship duration at the Meghna Bank PLC was three months and it ended on April 2nd, 2024. The location of the office was Suvastu Imam Square, 65 Gulshan Ave, Dhaka-1212.

1.2.2 Internship Company Supervisor's Information: Name and Position

My on-site supervisor during my internship at Meghna Bank Limited was Emtiaz Shahariar Emon. He works in the Bank's Public Relations Department as the Public Relations Officer. For the duration of my internship, I have been guided by him. He is principally responsible for Meghna Bank PLC's PRD activities.

1.2.3 Job Scope – Job Description/Duties/Responsibilities

At the Meghna Bank PLC, I was assigned as an PRD intern, and I used to help them in conducting the bank's day-to-day PR activities such as internal and external communication. Moreover, I have worked on creating various press release write up. Furthermore, I am completing various branch opening matter, event management. For example- Meghna Bank Noajishpur sub branch, Shah Makdhum Sub Branch, Lalbag sub branch, Mirpur sub branch etc.

1.3 Internship Outcomes

1.3.1 Students Contribution to the Company

I was given daily or weekly tasks to do when I was an intern at Meghna Bank PLC. I had already completed those tasks, which helped the PR segment go more successfully and efficiently. Additionally, by doing the tasks, I relieved the normal employees of the bank of some of their workload, allowing them to focus on other important initiatives.

1.3.2 Benefits to the Student

First and foremost, my internship at Meghna Bank PLC gave me a deep insight of corporate life, which will help me in my future career. I also learned more about the PRD division, its many operations, and how they affect the bank's PRD efforts. Furthermore, I was able to work with seasoned professionals and acquired knowledge about how a company's public relations department functions. I gained expertise in a variety of public relations topics, such as writing press releases, processing bills, organizing events, and creating paperwork for branch openings.

1.3.3. Problems/Difficulties

During the internship at the Meghna Bank PLC, I faced some difficulties/problems there. The problems are given below:

Firstly, the office was very far from my home and there was a large traffic jam and a lot of time and money went squandered for this reason.

Furthermore, the bank imposed significant work pressure, making it challenging for me to adapt, as I am merely a student unaccustomed to such demands.

Moreover, the brevity of the internship duration impeded the data collection procedure for my internship report.

In the initial phase of the internship, I was concurrently enrolled in my semester, which made it challenging to balance my academic classes with the work.

1.3.4 Recommendations for Future Internships

After doing the internship at the Meghna Bank PLC for three months, I have come up with some recommendations to the bank on future internships. The recommendations are provided below:

- ✓ The interns' access to resources has to be improved.
- ✓ Inadequate resources can occasionally hinder an intern's motivation and output.
- ✓ Employees are also required to follow the dress code.
- ✓ The bank should maintain strict office hours between 10 a.m. and 6 p.m.

Chapter 2
Organizational Part

2.1 Introduction

In 2013 Meghna Bank was established, which is a dynamic and rapid growing commercial bank in Bangladesh. Meghna Bank aim is to provide an exceptional financial service through its innovation, work efficiency as well as customer-centric strategies. The Meghna bank offers a wide range of products and services with a strong focus on technology-driven banking resolutions. This will include corporate banking, SME banking, retail banking, and also digital banking. Because of its dedication to quality, the bank has been able to establish a strong presence in Bangladesh's cutthroat financial industry.

In shaping the bank’s image and also ensuring effective communication with its stakeholders Meghna bank’s public relation department plays a vital role. To maintain a positive brand image, managing all media relations, along with developing relation within the community this PR department is liable. This department must be more transparent and also consistent in communication. PR department serving as a channel of a bank and its clients, as well as its investors, workers and others.

Now the banking industry are highly competitive, and this PR department’s activities are very crucial to build reliability as well as customer trust. PR department has various activities as their CSR or corporate social responsibilities. These initiatives may be new product or service development, media relation to others, as well as crisis communication management for the bank. Meghna Bank's public relations department utilizes both traditional and digital media to enhance its reputation, attract, and retain clients.

In this report I highlighted Meghna Bank’s public relation department how helps the bank project for more positive image as well as provide strategies for boosting productivity. The PR department's operational dynamics within the larger organizational structure are crucial for Meghna Bank's development and success.

2.1.1 Objective

Meghna Bank's public relations division aims to enhance its inclusive brand image and position it as a customer-focused organization in the banking sector. The department focuses on building strong relationships with media organizations to ensure accurate coverage of the bank's operations and managing crisis communications to protect its reputation during challenging times. The PR department also promotes Corporate Social Responsibility initiatives, focusing on social welfare and community development. Top priorities include customer loyalty, involvement, and effective complaint handling. The PR team aims to improve the bank's long-term growth, increase customer satisfaction, and cultivate a positive public image by tackling both core and secondary goals.

2.1.2 Scope

When I wrote this report I did an analysis about our bank’s PR department’s role. This is observing how to manage stakeholder communications, how to enhance our bank’s reputation, at the same time how our bank responding on the basis of customer needs or queries. In this report this was also examined that the current PR strategies and suggests methods how to improve various performance, like media engagement, customer feedback mechanisms, and enhanced digital presence. This study also evaluates how the PR division has helped Meghna Bank grow, position itself in the market, and maintain public trust.

2.1.3 Limitations

To preparing this report I faced some limitation and this may affect the comprehensiveness of the findings of the report. Most of the information of this report collected from various secondary sources, and that might not properly represent the PR department of Meghna Bank internal overall activities. Basically, these sources include various marketing brochures, annual reports of Meghna Bank, as well as that information that are publicly accessible. There are some confidential laws and those are restricted. And because of this our PR team faced a lot of challenges. Additionally, time constraints limited the investigation's completeness because a longer period of time may have allowed for interviews with management or PR department staff to gain firsthand knowledge of operating procedures and performance issues. Due to the lack of industry-specific data and the study's emphasis on Meghna Bank's PR efforts, it lacks a thorough grasp of contemporary market dynamics and PR trends. This might restrict benchmarking and contextual understanding and make it less applicable to other bank divisions or the broader banking sector. When assessing the outcomes, these constraints must be taken into account.

2.2 Overview of the Company

2.2.1 Company Profile & History

Meghna Bank was established on March 2013 and on May 2013 this bank has launched its formal banking services. This activity was permitted by Bangladesh Bank. With a broad variety of financial services, the bank has now established itself as a scheduled commercial bank. Its extensive statewide consumer outreach is made possible by its 51 branches, 10 Islamic banking windows, and 18 agents. 18 ATMs that are positioned thoughtfully across the bank's network also make it easy to access its services. Additionally, MGB PLC provides free access to a vast countrywide network of 12,000 ATMs, further demonstrating the bank's dedication to provide smooth and all-inclusive banking services. The bank's reputation as a major force in Bangladesh's financial industry is highlighted by its commitment to quality and innovation. MGB PLC has steadily expanded its footprint in Bangladesh's financial industry by prioritizing customer-focused services and innovation.

2.2.2 Vision and Mission

Vision:

To become one of the industry's top service providers by ensuring client satisfaction by nursing, professionalism, and technology.

Mission:

- To be acknowledged as Bangladesh's "Best Quality Bank"
- To deliver outstanding and consistent banking services to every client.
- By creating and sharing value, we hope to become a long-term partner with all stakeholders, particularly consumers.
- To act as a trustworthy and legitimate financial trust mark.

2.2.3 Products and Services

- Loan and credit facilities
- Islamic banking services
- Trade finance services
- Payment services
- Foreign exchange services
- NRI banking services
- Treasury and investment services
- Remittance services
- E-banking and technology services
- ATM services

2.3 Management Practices

Meghna Bank PLC's leadership style is very similar to that of other companies in our nation. At the top of the structure, a manager and an assistant manager are in charge of each branch. In addition to additional committees including the Executive Committee, the Board Audit Committee, and the Risk Management Committee, the organization is made up of a board of directors, a vice-chairman, a chairman, a director, and a managing director. One Managing Director, eight Deputy Managing Directors, and a corporate secretary make up the management group. All employees are required to follow a strict hierarchical framework in their workplace.

MGB PLC's departmentalization serves as an example of the following leadership style:

Under the direction of an officer, an executive officer, and an additional managing director, this department is in charge of all general banking operations. In this situation, transactional leadership predominates as it includes planning, goal-setting, and careful performance monitoring. Client service is maintained, everyday operations run well, and any operational issues are dealt with quickly thanks to this management.

Meghna Bank follows a blend leadership style, and that aspect of strategic and transformational leadership. These transformational leaders encourage employees in various ways and they also motivate them to achieve and focus on long-term goals. Strategic leadership is crucial for optimizing profitability for banks and customers, involving a clear investment plan, efficient resource allocation, and constant monitoring of market trends.

Managing director of this bank control and give guidance to the employee, and this sector is in charge of all international exchanges, remittances along with transactions. This includes developing cross-cultural communication skills, encouraging cross-border cooperation, and staying up to date on global laws and market trends.

2.4 Marketing Practices

To develop a company's marketing strategy there is a basic framework. Basically, 4Ps strategy are use and that is known as Marketing Mix. 4P refers product, price, place and promotion, and these are the main components. The components offer a comprehensive roadmap for executing effective marketing campaigns, each representing a unique aspect of a company's marketing strategies. By implementing this 4Ps it will help to engage customers, increase sales, as well as overall business success in the marketplace. The following is an outline of the 4Ps plan as seen by MGB PLC.

- **Product:**

MGB PLC always provide to its customer a wide range of financial solutions. This will help to meet its customer's demand. As usual like other bank MGB PLC also provide to its customer credit cards, fixed deposits, personal loan along with commercial and agricultural loans. Besides these banks also provide the facilities to its customer by help them create savings and current accounts, and many more services like that. MGB PLC are always dedicated to its customer and always try to meeting their customer demand for both individual customers and businesses. By offering customers a wide range of services catered to their unique goals and financial situation, MGB PLC's well-structured product portfolio increases client satisfaction and loyalty.

- **Place:**

To ensure an accessibility to its customer MGB PLC strategically open a lot of branches and ATM booths to all over the Bangladesh. With 18 agents, 10 Islamic banking windows, and 51 locations, the bank aims to guarantee financial inclusion for all societal groups. By MGB PLC’s digital initiatives they can easily solve all banking problems that faced by their customer.

- **Price:**

Our bank is always transparent and also follows competitive pricing systems. This is for its financial products and services as well. That ensure fees, interest rates, and taxes along with industry norms. By doing this customer are much more confidence and they have a trust on MGB PLC, at the same time customer can take a decision about their banking options. MGB PLC's pricing strategy strengthens its position as a customer-focused institution and demonstrates its commitment to equity.

- **Promotion:**

Our bank employs various promotional tactics, which includes print media, radio and television, advertising, social media. All these things help to engage and attract the customer. Proactive advertising by MGB PLC enhances consumer engagement, brand awareness, and highlights new products and services, effectively conveying its value proposition and educating clients about the latest financial solutions.

2.5 Porter’s Five Forces Analysis

By analyzing market attractiveness, competition, and performance, Porter's Five Forces is a competitive framework that helps organizations assess the attractiveness and competitiveness of an industry and identify the market leader.

- **Threat of new Entrants:**

Many more bank in Bangladesh faces sufficient risk from new competitors and that is because of accessibility. Each bank faces a lot of challenges when new entrants come to this sector. This new entrant needs to build a branch network, as well as they want to increase brand recognition, at the same time they also invest in technology. Still, well-established organizations, client loyalty, and governmental clearances pose challenges, while new entrants need to build a branch network and increase brand recognition.

- **Bargaining Power of Suppliers:**

For financing, MGB PLC, a significant financial organization, mostly depends on suppliers. It can maintain a healthy loan portfolio and make money because of its solid reputation, sound financial standing, and loyal customer base, which provide it considerable negotiating power with investors and depositors.

- **Bargaining Power of Customers:**

If any customer moves his or her account then it will be costly and the existing relationship may be hampered while the overall banking sector offers a vast range of banks. Increased consumer knowledge and the introduction of digital banking have improved information availability and service comparison, which may have an impact on consumers' choices.

- **Threat of Substitute:**

There are various alternatives of banking systems. We can mention mobile money services, non-banking financial institutes, and fintech businesses. This may be a great threat of banking services. Now customer are more advance and they doesn’t like traditional banking systems and so on. The rise of digital financial services poses a growing threat to traditional banking methods, prompting customers to explore efficiency and convenience alternatives. In that case MGB PLC must be innovative and also provide competitive digital solutions.

- **Competitive Rivalry:**

In Bangladesh's banking industry, Meghna Bank is up against a lot of competition from both traditional banks and fintech firms. The bank must solve long-standing bank issues and set itself apart through technology, customer service, and product offerings in order to remain competitive and grow its market share.

2.6 SWOT Analysis

Strengths:

- ✓ Always maintaining a strong financial place at banking sector over the year. And that is signifying stability with progress.
- ✓ By making investments in pioneering financial technology, the bank has enhanced customer satisfaction, digital banking offerings, and operational effectiveness.
- ✓ MGB PLC provides various kinds of services as well as products to meet the satisfaction of the client.
- ✓ There is a group who is expert in banking sector as well as professionals and they run the whole banking process very strategic way and make any decision very carefully.
- ✓ With a strong countrywide branch and ATM network, MGB PLC is more accessible and has a wider customer base.

Weaknesses:

- ✓ Despite various benefits, MGB PLC could not have as much brand awareness in Bangladesh as other well-known banks. And that would make it more difficult for it to attract new customers.
- ✓ The bank's client base and market penetration may be limited since its branch network may not reach every area of Bangladesh.
- ✓ There are many banks fighting for market share in Bangladesh's competitive banking industry. This could force MGB PLC to successfully set itself apart.
- ✓ The bank may continue rely on conventional banking practices in spite of its technological investments, which would limit its ability to serve tech-savvy customers.

Opportunities:

- ✓ The usage of digital banking is growing in Bangladesh; MGB PLC has the potential to improve its online services and expand its market share.

- ✓ To increase its clientele, the bank may investigate underserved or untapped sectors in Bangladesh, especially in rural and semi-urban areas.
- ✓ Creating distinctive banking services and solutions for particular customer groups can help the bank stand out from the competition and attract new customers.
- ✓ The increased demand for financial goods that adhere to Sharia law can be met by MGB PLC by expanding its Islamic banking offerings.

Threats:

- ✓ Unfavorable changes in Bangladesh's economic climate might have an impact on the bank's overall operational effectiveness, loan quality, and financial performance.
- ✓ Profitability and compliance may be at risk if the bank has modify its operations and services due to changes in banking legislation and policies.
- ✓ The bank will face increased cybersecurity risks as a result of the growth of digital banking, which might jeopardize customer information and service confidence.
- ✓ Interest rate fluctuations may have an impact on the bank's interest revenue as well as the customer attraction of its loan products.

2.7 Summary & Conclusion

In conclusion Meghna Bank is one of the largest banks operating their business in Bangladesh and create a great effect in our economy sector. This bank use various strategical frameworks, and they offer a comprehensive interpretation in the market. In this chapter the swot analysis highlights this bank’s advantages and that includes MGB PLC vast area of branch network, with this they give first class customer services to their clients, along with creative digital projects. By growing digital services and enhancing customer interaction MGB PLC can increase their revenue. The inquiry also identifies shortcomings, such as operational problems and regulatory restrictions, to improve efficiency.

On the other hand, in porter’s five model the competitive environment of MGB PLC as well as the significance of strategic differentiation are also described. MGB PLC’s new innovation provide their customer according to their needs by reducing industry rivalry. A vast area of products, a transparent pricing policy, and extensive availability with effective marketing operations all these are outlined in 4Ps method.

By integrating evaluation results, MGB PLC intends to increase its competitiveness, reduce its weaknesses, and capitalize on its strengths in order to improve market position, profitability, and brand equity in Bangladesh's vibrant financial sector and achieve sustainable development and customer-centric excellence.

Chapter 3
Project Part

3.1 Abstract

This study looks at how well Meghna Bank's Public Relations (PR) division might improve its standing, increase involvement of stakeholders, and match with strategic business objectives. By means of in-depth interviews and thematic analysis among qualitative research techniques, the study reveals deficiencies in crisis management, stakeholder perspective, and communication efficacy. Important results underline the requirement of a proactive strategy in digital engagement, data-driven initiatives, and tailored communication to increase brand loyalty and customer trust. The report provides practical suggestions for using contemporary PR techniques—including sophisticated analytics, social media interaction, and strategic crisis management—to improve the department's effectiveness and flexibility in response to changing needs of the market. The results

offer insightful analysis on how to raise PR performance, thereby guaranteeing the bank's competitive posture and sustained development in Bangladesh's financial sector.

Keywords

Public Relations Strategy
Stakeholder Engagement
Digital Media Analytics
Crisis Management
Banking Reputation Management

3.2 Introduction

To communicate with MGB PLC valuable client's public relation department create a great impact. This department also fostering their connection with their stakeholders as well as their clients. Simultaneously, to forming the banking operation this department also work which helps to enhance bank's reputation. The division oversees corporate communications, media relations, community involvement, and public image for a bank, focusing on strategic messaging, crisis communication, branding, and customer reachability through press releases, social media management, and event planning. To enrich MGB PLC public engagement via their Public Relation department they need to collect variety of data along with public opinion. This data also includes public perception and their own valuable opinion as well. MGB PLC can create a poll in various groups to take an information which is basically an opinion of any type of public about their thinking of banking sector. In this report basically I was always much more concern about how to improve via digital engagement, technology use, as well as data analysis integration. It makes suggestions for enhancing the department's effectiveness and understanding of what the public expects.

3.2.1 Problem Statement

Public Relations (PR) is essential in influencing the reputation and communication tactics of organizations. Within Meghna Bank, an entity pursuing expansion in a competitive financial landscape, the efficacy of its PR department directly impacts its public perception, client confidence, and market standing. Nonetheless, despite its significance, the efficacy and impact of the PR department on the overall success of Meghna Bank have not been thoroughly examined.

The alignment of the department's actions with the bank's strategic goals and the perception of its efforts by internal and external stakeholders are poorly understood.

The fundamental issue is the absence of an evaluative framework to measure the PR department's efficacy in enhancing the bank's image, fostering partnerships, and addressing public requests. Moreover, there exists a deficiency in comprehending how public relations operations can be optimized to more effectively align with the bank's business objectives and its dedication to openness, trust, and customer-centricity.

This research aims to analyse the current public relations strategies and practices at Meghna Bank, identifying critical areas for enhancement, particularly in communication efficacy, stakeholder involvement, and crisis management. The primary objective is to improve the performance of the PR department and support the bank's long-term growth and sustainability.

3.2.2 Research Objectives

This study investigates how well Meghna Bank's present public relations initiatives shape its public image and thereby influence its reputation among stakeholders. It looks at the key operations of the PR department, with an eye toward how they support the strategic objectives and complement the organizational goals of the bank. In order to evaluate the effectiveness of PR communication and suggest areas for development, the study also intends to examine stakeholder viewpoints—that of consumers, workers, and investors. Apart from assessing these aspects, the study looks at the challenges the PR department encounters, including limited resources, communication barriers, and constraints in crisis management protocols, therefore compromising its performance. At last, it offers specific actions to raise the performance of the PR department so that it fits the strategic goals of Meghna Bank and can change with the needs of the financial market.

3.2.3 Significance

Serving as the link between the institution and its stakeholders—including consumers, investors, and regulatory authorities—the Public Relations (PR) department of Meghna Bank is essential for the general performance and reputation of the bank. The capacity of the PR department to create and carry out successful initiatives defines the degree of confidence stakeholders have in the bank in a competitive financial market. The department improves the bank's reputation as a forward-looking, socially conscious company by increasing brand awareness and supporting friendly relationships. Beyond branding, its responsibility includes maintaining the bank's reputation by skillful crisis management that guarantees quick, open answers to problems so avoiding financial losses and damage of reputation.

Meghna Bank's PR staff has to constantly adjust to evolving stakeholder needs and new communication trends as the banking sector changes. Using digital technologies and data-driven methods lets one engage the public more individually and powerfully. Moreover, funding staff development helps the department to negotiate challenging communication requirements, thereby assuring the bank stays strong and aggressive. In the end, a functional PR department not only enhances Meghna Bank's public image but also supports its long-term development, sustainability, and capacity to flourish in a dynamic and competitive financial environment.

3.4 Literature Review

Meghna Bank's Public Relations (PR) division is rather important in improving the institution's standing and increasing its ties to its stakeholders. Maintaining consumer trust and developing a strong business identity are absolutely vital in the very competitive banking sector. Aligning communication strategies with customer expectations depends on public relations, which also helps to develop trust and corporate credibility by means of this alignment (Ahmed & Hossain, 2020). Good reputation management, crisis communication, and building customer connections all depend on using several media outlets. These platforms also provide useful instruments for involving stakeholders meaningfully (Hassan & Akhtar, 2021).The growing importance of digital media in public relations has changed consumer interaction with banks. Especially appealing with millennials and tech-savvy audiences, it promotes a two-way dialogue that helps to increase communication, effective complaint handling, and openness (Khan & Iqbal, 2022). Social media channels give PR departments a special chance to interact with consumers in real time, giving updates and encouraging active participation that improves brand loyalty and customer satisfaction by means of updates.In banking, public relations still revolves mostly on crisis management. Maintaining confidence and consumer loyalty depends critically on quick and strong answers to crises including data breaches or financial mismanagement (Kim & Park, 2019). Rahman & Islam (2023) claim that data-driven insights have become very essential for contemporary public relations tactics since they help companies to properly target their messaging and grasp public attitude. Moreover, community-driven projects assist corporate social responsibility (CSR) programs by strengthening customer loyalty and hence supporting trust and brand impression (Johnson & Chen, 2021).

The public image and performance of Meghna Bank have been enhanced by a digital and data-driven strategy adopted by its PR division. This approach raises adaptability and involvement, therefore establishing the bank as a contemporary, customer-oriented company.

Banking Services in Bangladesh: Driven by technological developments, legislative changes, and an emphasis on financial inclusion, Bangladesh's banking industry has seen transforming changes recently. Credit cards, loans, and remittance services among other offerings are provided by a mix of domestic, international, and commercial banks. Promoting economic activity and satisfying the several demands of people and companies depend on these services. Driven by smartphone apps like bKash, digital banking has emerged to let consumers conveniently access loans, check balances, and complete transactions. Increased internet availability and government financial inclusion programs have sped this digital transition (Rahman & Hossain, 2020). Notwithstanding these developments, problems including insufficient financial literacy, cybersecurity threats, and restricted access in remote communities still exist. To face these problems in an increasingly competitive environment, Bangladeshi banks are concentrating on enhancing customer service, implementing creative technology, and broadening their product offers.

Banking Public Relations: Building and maintaining good connections with key stakeholders

depends critically on public relations for banks. It covers media contacts, business communications, CSR projects, and reputation building. Good public relations help banks stand out in a crowded market, therefore strengthening customer loyalty and confidence.Because of increased competitiveness and government scrutiny, PR has become strategically significant in Bangladesh. To keep confidence, financial institutions have to be open with public, investor, and customer audiences. In crisis management, PR also is rather important since it guarantees quick reactions to possible disturbances. Furthermore, CSR projects started by banks raise their social profile and promote goodwill (Islam & Ali, 2021).
Modern PR techniques enable banks to properly contact and impact their audience by means of social media, press releases, and events. Particularly social media helps banks dynamically change public perception and direct interaction is made possible.

Marketing of Social Media: For banks trying to reach their target market, social media marketing (SMM) has become a really effective instrument. The general acceptance of cellphones and internet services in Bangladesh has given banks fresh chances to interact with clients using sites like Facebook, Instagram, and LinkedIn. These systems enable banks to answer questions, handle problems, and compile comments by means of two-way communication, therefore empowering them. By use of focused advertising initiatives, banks can customize their messaging depending on consumer behavior, demographics, and preferences.

SMM depends heavily on content marketing, which lets banks use pertinent financial advice, news, and tools to educate and inform their audience. On social media, positive interactions usually convert into brand advocacy—that is, satisfied customers evangelizing the bank to others. For banks in Bangladesh, SMM has become essential component of marketing plans as digital connectivity keeps expanding (Rahman & Huq, 2020).

Customer satisfaction:

In the banking sector, customer happiness is a major factor determining corporate performance; it shapes loyalty, retention, and brand reputation. Customer experiences are much influenced by elements including service quality, responsiveness, and convenience. To satisfy changing needs, banks in Bangladesh are giving user-friendly digital interfaces, effective branch services, and 24-hour customer support top priority. Customized services including reward programs and individualized financial guidance improve customer happiness even more. Extending fair access to financial services in remote areas—where digital literacy and internet connectivity are rare—remains difficult, though. To close these gaps, banks have to make infrastructure development and training program investments. By use of surveys and reviews among other regular feedback systems, banks can answer client issues and improve their offerings (Ali & Shamsuddin, 2019).

Brand loyalty: For banks functioning in a competitive market, brand loyalty—defined by regular client interaction and long-term relationships—is absolutely essential. A devoted clientele guarantees consistent income sources and market stability. Developing brand loyalty in Bangladesh calls for a concentration on client satisfaction, constant quality of services, and customized banking experiences. Value-added services help to develop the relationship between banks and their clients by means of tailored financial solutions and appealing reward systems.

Still the foundation of brand loyalty is trust. Stronger client relationships result from banks known for dependability, security, and openness. Building confidence and loyalty also depends much on social media participation and community interaction (Sultana & Hossain, 2021). Often serving as brand champions, loyal consumers help the bank to grow in reputation. Banks in Bangladesh may properly foster consumer loyalty and establish themselves as leaders in the financial industry by combining contemporary PR methods and digital engagement tools.

3.5 Methodology Emphasizing Meghna Bank's Public Relations (PR) Department's responsibilities, functions, and possible performance-improvement paths, this study employs a qualitative research technique The study aims to find present practices, evaluate their effectiveness, and point up areas for improvement by looking at both qualitative and numerical elements. This analytical approach ensures a thorough awareness of the policies, difficulties, and flaws influencing the effectiveness of the department.

The study uses methods of both primary and secondary data collecting. The main data source is semi-structured interviews with both internal and outside stakeholders, which provide understanding of the policies, issues, and effectiveness of the PR department. Examined to improve the source data are secondary data includes annual reports, marketing campaign logs, public relations activity reports, and consumer comments. This combination offers a whole picture of Meghna Bank's public relations policies and practices.

Sampling:

Participants with relevant ability and experience were found by use of a purposive sample approach. Department heads, public relations directors, and other bank staff members who interact with the PR team are among internal stakeholders. Incorporated to provide a complete viewpoint are outside stakeholders such media representatives, advertising agencies, and clients. Depending on availability and desire, the sample consists of five to ten external stakeholders and around ten to fifteen internal stakeholders. This concentrated approach ensures the collecting of thorough, qualitative data necessary for in-depth topic investigation.

Data Collection:

Semi-structured interviews targeted at learning about participants' experiences, difficulties, and suggestions on the operations of the PR department help to generate primary data. Observations of the regular operations of the department provide further background. Examined are secondary data sources including newsletters, social media posts, and press releases to understand the department's branding and communication strategy. With permission, all interviews are recorded, transcribed, and categorized for later use.

Data Analysis:

Using a thematic analysis approach—which identifies and interprets recurring themes or patterns—the data are reviewed. Methodically categorized into categories like communication efficacy, stakeholder involvement, and crisis management are observational notes and interview transcripts. Themes are evaluated concerning the goals of the research to underline the strengths, shortcomings, and future directions of the department. This methodical yet flexible one ensures a complete understanding and helps to expose fresh ideas.

Ethical Issues:

The scientific method depends on ethical integrity absolutely. All participants, who fully understand the goals of the study, data use, and their right to withdraw at any point, have informed permission. De-identifying participant data guarantees anonymity; all gathered data is securely kept to respect confidentiality. Correct attribution of secondary data guarantees respect to standards for academic integrity. The studies follow ethical guidelines set by Meghna Bank, therefore ensuring that no private or sensitive information leaks.

This study approach combines secondary data analysis with stakeholder insights to offer a whole framework for understanding and enhancing Meghna Bank's public relations strategies. The findings will produce useful suggestions to improve the department's performance in building a positive public image, so strengthening stakeholder confidence, and so furthering the bank's strategic objectives.

3.6 Findings and Discussion

The findings reveal important new perspectives on the efficiency and areas of development inside the Public Relations (PR) Department of Meghna Bank. The study emphasizes how mostly the department uses newsletters, social media, and press releases as means of communication. Although these initiatives are well-organized, their lack of adaptation reduces their potency. One participant observed, "More customized and targeted messages are needed, especially for different customer groups." This suggests a great demand for segmented communication techniques to improve relevance and interaction with various audiences.

For the bank's public relations efforts, social media becomes clearly important, especially on sites like Facebook and LinkedIn. Nonetheless, as a responder said, "Most involvement is passive, with little in the way of in-person interaction and customer-focused efforts." The results imply the possibility of using more interactive approaches to establish a more dynamic and interesting presence: Q&A sessions, customer reviews, and interactive postings.

With regard to its branding initiatives, the department rightly stresses Meghna Bank's financial soundness and client confidence. Still, many of the respondents pointed out a chance to increase the bank's appeal by emphasizing digital transformation and innovation. "Highlighting innovation and digital transformation could improve the bank's appeal," one participant said, stressing the need of matching the branding with the expectations of younger, tech-savvy customers.

The results also suggest a reactive approach in the crisis management strategies of the bank. Press announcements and updates during negative events form part of the present plan. One caller said, "The current approach is reactive rather than proactive." By means of a systematic crisis communication plan with set roles, deadlines, and pre-approved messages, the bank would greatly improve its capacity to handle crises, thereby strengthening consumer confidence and safeguarding of its brand.

The application of digital analytics is also another important area needing development. The department's capacity to extract practical insights is limited since it mostly evaluates involvement using crude measures. One member noted, "Advanced analytics tools can provide meaningful insights into customer preferences and habits." Combining measures of campaign performance and consumer sentiment research would help to improve the efficacy of PR initiatives and enable data-driven decision-making.

Media relations-wise, the department mostly pays attention to conventional channels and pays little regard to digital partnerships. "Digital media partnerships could extend the bank's reach and appeal to online audiences," one respondent said. Working with reliable websites and influencers will raise profile and draw a larger audience, especially younger consumers who rely on digital media for information.

The audit also points up disparities in the department's programs for employee and community participation. Though sporadic CSR activities and community outreach initiatives are carried out, these endeavors lack consistency. One attendee pointed out, "Consistent initiatives improve employee morale and public view." By means of consistent CSR initiatives and employee development programs, the bank might establish itself as a socially conscious company and enhance its own internal culture.

At last, the lack of a disciplined feedback system reduces the capacity of the PR department to fairly assess public opinion. As one member noted, "Feedback systems would enable proactive responses to customer concerns." By means of surveys and online review systems, the department can handle complaints, improve its policies, and raise consumer satisfaction.

Table 1. Summarized findings

Theme	**Key Quote**	**Implication**
Communication Effectiveness	“More customized and targeted messages are needed, especially for different customer groups.”	Tailored messaging enhances relevance and stakeholder engagement.
Engagement Strategies	“Most involvement is passive, with little in the way of in-person interaction and customer focus.”	Interactive social media strategies foster stronger customer relationships.

Brand Positioning	"Highlighting innovation and digital transformation could improve the bank's appeal."	Emphasizing innovation attracts younger, tech-savvy customers.
Crisis Management	"The current approach is reactive rather than proactive."	Proactive crisis strategies enhance trust and reputation during critical events.
Digital Analytics	"Advanced analytics tools can provide meaningful insights into customer preferences and habits."	Data-driven strategies optimize PR campaigns and stakeholder understanding.
Media Relations	"Digital media partnerships could expand the bank's reach and appeal to online audiences."	Collaborations with digital influencers strengthen visibility and modern identity.
Community Engagement	"Consistent initiatives improve employee morale and public perception."	Regular CSR and employee programs enhance organizational culture and societal impact.
Customer Feedback	"Feedback systems would enable proactive responses to customer concerns."	Structured feedback mechanisms improve satisfaction and guide communication strategies.

3.7 Conclusion

This report offers an all-encompassing assessment of Meghna Bank's Public Relations (PR) Department, stressing both its strengths and areas needing work. Although the department uses methods such press releases, newsletters, and social media to build a basis of good communication, its influence is restricted by lack of customizing and creativity. Dependency on passive social media techniques and generic message reduces the department's capacity to interact successfully with many stakeholder groups. Furthermore underlining the need of modernization and proactive measures are the reactive approach to crisis management and little application of advanced analytics technologies. Notwithstanding these constraints, the department has effectively underlined in its branding initiatives financial stability and trust-building, so laying a solid basis for next developments. The PR department has great opportunity to become much more effective, improve stakeholder connections, and better match itself with the strategic objectives of the bank by concentrating on innovation, digital transformation, and community involvement.

3.8 Recommendations

Several focused suggestions have been made to handle these issues. The department should first implement more specialized communication plans meant for various consumer groups and preferences. Separated messaging guarantees more relevance and connection with several groups. Second, the PR team should go from passive social media use to interactive methods involving live Q&A sessions, customer feedback, and dynamic material encouraging closer interaction with stakeholders. Third, proactive crisis management strategies have to be created using pre-approved messaging, assigned response teams, and well defined deadlines. This will help the bank to keep client confidence and reputation by enabling quick and open response during crises.

To support data-driven decision-making, advanced digital analytics technologies including sentiment analysis and campaign performance measures should also be included into recommendations. These instruments can maximize PR initiatives, raise consumer satisfaction, and offer practical understanding of audience behavior. The department should also widen its media coverage by working with credible internet sites and digital influencers. This approach will strengthen the bank's reputation as a forward-looking organization and increase its visibility among younger, technologically driven consumers.

Constant community involvement and staff development programs are crucial to help the bank to establish its reputation as a socially conscious company. Frequent CSR events like community outreach and financial literacy initiatives can help to raise public opinion and boost employee morale. At last, putting in place organized feedback systems including online review sites and questionnaires will enable the PR staff to actively compile public opinion. This approach will assist to resolve issues, improve general stakeholder satisfaction, and simplify communication plans.

3.9 Limitations

This study admits various constraints that can compromise the generalizability and comprehensiveness of its results. Although the small sample size—10–15 internal and 5–10 external stakeholders—offers rich qualitative data—not the breadth required for a larger representative study. Furthermore limited the study's capacity to include quantitative measurements like customer satisfaction ratings and social media interaction statistics by depending so much on qualitative techniques such thematic analysis and interviews. Lack of quantitative data restricts the comparability of results among different institutions.

Another restriction was the extent of data collecting since it concentrated mostly on current PR techniques without looking at past or longitudinal data. This method limited the capacity to examine patterns and the change of the PR department's policies over time. Furthermore, time restrictions limited a closer examination of some elements, especially the long-term effects of the department's projects. More complex understanding of the sustainability of its approaches could have come from a longer research period.

3.10 Directions of Future Research

Building on our findings, next studies should investigate numerous important areas to enhance the knowledge of PR efficiency in the banking industry. Objective and quantifiable assessment of PR campaigns would come from quantitative research including measures including media reach, customer satisfaction ratings, and social media participation figures. Comparative research of other banks in Bangladesh or similar markets could find best practices and creative ideas, so providing Meghna Bank with important standards.

Another crucial path is long-term consequences of PR tactics on brand perception, customer loyalty, and stakeholder trust tracked in a longitudinal manner. This strategy would offer understanding of the sustainability and changing influence of public relations campaigns over time. Investigating the function of new technologies such artificial intelligence (AI), chatbots, and advanced analytics in PR operations could also help to clarify chances for efficiency and creativity.

Another interesting subject for research is the effect of staff engagement on PR success. Knowing how internal communication, staff morale, and outside stakeholder involvement interact can help one to have a whole picture of how internal elements support PR success. Lastly, future studies should look at stakeholder-specific PR methods, with an eye toward customizing engagement and communication efforts for different groups like millennials, rural consumers, and high-net-worth customers. This focused approach will enable strategies to satisfy the particular requirements of several stakeholder groups to be improved.

Meghna Bank's PR division can improve operational efficiency, establish ties with stakeholders, and change to fit the ever-changing needs of the financial market by following these suggestions and exploring future research paths. These actions will help the bank to be a leader in creative and ethical communication, therefore promoting long-term development and sustainability.

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