

Report On  
**An Analysis of Automation in Recruitment Process at  
ShopUp**

Submitted To:  
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Date of Submission: 27<sup>th</sup> September, 2020

## Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing 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 referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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**LETTER OF TRANSMITTAL**

27<sup>th</sup> September,2020

To,

Mr. Mohammad Atiqul Basher

Lecturer, BBS

BRAC University

**Subject:** Submission of Internship Report.

Dear Sir,

I would like to convey to you my heartiest thanks for your precious guidance and support for me to prepare my internship report. With immense pleasure, I am submitting my internship report on “Shop Up” which was assigned me as a part of my BBA Program. I have tried my level best to complete this report with the necessary information and suggested proposals that you have provided me with.

I hope that the report will meet your expectations and would really appreciate it if you would enlighten me with your thoughts and views regarding the report. I will be always available for answering any query related to this paper.

Thank you for your support and patience.

Yours Sincerely,

.....

Ibna Shad Anik

ID: 16304083

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## Acknowledgement

This report would have been impossible without the valuable contributions and limitless help of several individuals. I have been benefited by many people in the completion of this report. They have generously supplied insightful comments, helpful suggestions, and contributions all of which has progressively enhanced the quality of this report.

First, my thank goes to the Almighty Allah for giving me the grace to finish this report. I would like to thank all the authors of the journals, books and articles that are secondary sources from where we have collected necessary information regarding this project.

I would like to thank my respectable supervisor Akif Raihan Rahman for giving me the opportunity to perform my internship program under his supervision in the ShopUp. I would also like to express my humble gratitude to all of the colleagues of my team who not only helped me to prepare this report but also helped me with their guidance and by sharing their valuable knowledge. During my preparation, I did not face any major difficulty rather I enjoyed my each & every moment.

I would like to express my deepest gratitude to my respected internship supervisor Mr. Mohammad Atiqul Basher, Lecturer of BBS in BRAC University, for giving me the proper guidelines to prepare this Internship Report. Without your help, this report would not have been possible to complete properly. Your support and guidance gave me the courage to make this report.

Finally, thanks to BRAC University for arranging an excellent opportunity to make an internship course work where the students are getting the ultimate benefit to make their academic learning into the experience.

## Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

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

## Executive Summary:

Human resource management, developing concern of every business enterprise. Human resource management is a continuous method of talent searching, recruiting, maintaining, schooling, growing, attractive them with the company, keeping strong employee relation, compensating and preserving fair rules and regulations inside the organization to make sure of fair work environment. As for the developing need of HRM control and complexity of it, the realistic have a look at on human resource management of an organization can supply greater insight in this issue. To gain practical understanding on human useful resource management, I have worked with human resource department of Shopfront Limited. The report is a fully qualitative and descriptive studies. The maximum statistics collected for the report derived from specifically number one assets. The statistics was accumulated the usage of interview and remark methods. The sample size is extra than 2 hundred. It is the number of human beings get hired at some stage in my working as an intern. I actually have discovered and labored with the teams immediately involved for recruitment and choice of the employees. Currently, in Shopfront Limited (ShopUp) greater than 3000 employees are hired in various positions. Besides, the enterprise which initially begins as a pure click is moving into brick-and-clicks. It is likewise increasing its distribution commercial enterprise aggressively via signing as a distribution channel with massive multi-national corporations. For which, the organization is going via large expansions and requiring to hire a wonderful number of personnel to deal with the expanding scopes of the organization and helps it in attaining the dreams and targets and to reach out its vision where it desires to attain.

In this report, it is showed that how to carry out all the human resource management practices and how automation in those practices are being operated at ShopUp. As there is no or very little information of the organization available as secondary data, I had to collect most of the data primarily. I tried to focus on describing how the organization is driving their human resources management function. Including that how the company is bringing new automations to the department for increasing efficiency in their daily activities. Also, I talked about how this department is adapting to the “new normal” in times of Covid-19 pandemic situation. The report describes the conceptual framework of human resource automation for e-recruitments and focuses on the methods and trends of e-recruitment adapted by the company as well as the significant advantages of the procedure. Different scope for automation practices in HR operations are also discussed descriptively while mentioning benefits that can be achieved through these techniques. Findings on the automation system used for recruitment, assessment and interview and other functions of the human resource department are also mentioned very clearly in this report. The effects of covid-19 pandemic situation on these procedures also the new adaptation that have been made to their system is a significant focus of the report. An analysis and comparison of the existing system with the conceptual framework has been provided to highlight areas that can be improved in their practices.

The department is also putting greater importance on how to make the workforce more engaged and effective in their efforts. Though the recruitment and selection process and other functions of Shopfront Limited s(ShopUp) getting well-structured, it still need to focus on various automation processes and systems that will boost the organization efficiency. For which it is suggested to ensure rechecking on the requirements on new employee hiring through automated ATS system, performance appraisal of the newly hired employees through automated employee database management system and to pull out the best candidate, I suggested to maintain applicant tracking id system.

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## List of acronyms

HRM= Human Resource Management

CEO= Chief Executive Officer

CTO= Chief Technical/Technology Officer

CFO= Chief Financial Officer

COO= Chief Operational Officer

AGM= Assistant General Manager

IT= Information Technology

E-Commerce= Electronic Commerce

F-Commerce= Facebook Commerce

E-Business= Electronic Business

IES= Institutions of Education Science.

ATS= Applicant Tracking System

# Chapter 1

## 1. Introduction:

Human resource management is a continuous process of personnel recruiting, selecting, orienting, training, compensating, and appraising. An organizations' success mostly depends on its' personnel. So, acquiring and managing this most valuable property of the organization is a task of prestige with great difficulty, as Sir Kenneth Robinson, a British author, speaker and international advisor on education has said, "Human resources are like natural resources; they're often buried deep. You have to go looking for them; they're not just lying around on the surface."

In 2016, ShopUp, started its journey, which is growing very fast is also getting fat in number of employees. Though being an online startup, it has a well functioned human resource department continuously working for the betterment of the human resource practices in the organization. The Internship program is an incomplete prerequisite for the level of Bachelor of Business Administration (BBA). It is the practical implementation of theoretical knowledge. This program helped us to implement the theoretical knowledge into practical work environment which will ultimately increase the quality and effectiveness of students. This program also helped us a lot to learn the practical situation of an organization. In practical life, we applied our acquired theoretical knowledge. The theoretical knowledge will be meaningful if we apply it in practical life and for this implementation, an internship program is necessary. Our conceptual understanding, learning will be successful if we apply that knowledge in our practical work environment, otherwise the knowledge we acquired will be meaningless. To make the customer satisfied with their service, ShopUp is continuously trying their level best to improve their service quality since their foundation. They have the highest level of integrity in service providing.

### ***1.1. Background of the Study:***

E-commerce industry of Bangladesh is an emerging and a growing sector. By gaining practical knowledge on an organization belonging to the e-commerce industrial sector which is recently being transferred into brick-and-click, I can able to gather experience on how human resource practices changes frequently to be more efficient. Besides, the report "An Analysis of Automation in Recruitment Process at ShopUp" is prepared to fulfill the partial requirement of BBA program. During my working as an intern, I got greater opportunity to get detailed practical knowledge on the human resource functions and how the department adapt changes frequently on its' operations.

### ***1.2. Objective of the Study:***

*The primary objective:* of the study is to fulfill the partial requirement of BBA program to complete graduation from the department of Business Administration, BRAC University.

*The secondary objective:*

- To get practical knowledge on human resource management functions of an e-commerce business
- To get insight on how human resource management practices changes to adapt with frequent changes and tremendous growth in operations

- To find out the problems human resource department faces on its' day to-day operations and its' approach towards these problems
- To find out how they can improve their operations more effectively

### ***1.3. Methodology of the Study***

This report is made on the basis of my practical knowledge which I acquired from my internship period. Both of my theoretical and practical knowledge I have applied to complete this report. Most importantly, some of permanent employees and my office supervisor help me in terms of gathering most of the secondary data and also provide me many important information through their experience and knowledge by which I got benefitted in preparing this internship report. So basically, I got and used the secondary data here, as some internal information are confidential and not available.

The report is a fully qualitative and descriptive research. In this report, I have showed all the human resource management practices and how automation in those practices are being operated at ShopUp. As there is no or very little information of the organization available as secondary data, I had to collect most of the data primarily. I tried to focus on describing how the organization is driving their human resources management function. Including that how the company is bringing new automations to the department for increasing efficiency in their daily activities. Also, I talked about how this department is adapting to the “new normal” in times of Covid-19 pandemic situation. The report describes the conceptual framework of human resource automation for e-recruitments and focuses on the methods and trends of e-recruitment adapted by the company as well as the significant advantages of the procedure. Different scope for automation practices in HR operations are also discussed descriptively while mentioning benefits that can be achieved through these techniques. Findings on the automation system used for recruitment, assessment and interview and other functions of the human resource department are also mentioned very clearly in this report. The effects of covid-19 pandemic situation on these procedures also the new adaptation that have been made to their system is a significant focus of the report. An analysis and comparison of the existing system with the conceptual framework has been provided to highlight areas that can be improved in their practices.

***1.4. Sources of Data:*** The sources of data that have been used are:

1.4.1. **Primary Source:** The data collected for the report is mostly from primary source.

- The practical knowledge I gained while working as an intern
- From other employees and upper management
- From observation of various organizational issues

1.4.2. **Secondary Sources:** As the organization has been launched very few years ago, there is very little information available on the internet. But I tried to collect relevant information from various sources.

- Previous report on “Effect of Selection on Organization Development: Case of ShopUp”
- Company website
- Other relevant internet sources with the study

### ***1.5. Sample Size:***

The sample size of the report is 200 (Two Hundred) plus. While my working as an intern I have observed the whole recruitment and selection process of more than 200 employees.

***1.6. Data Collection Method:*** Two types of data collection method I have used to collect primary data. These are:

- Personal Interview Method: To get more insight on the topic and the overall organization, I have carried out personal interview with Human Resource Business Partner (Manager) and other Sr. Executives of human resource department of ShopUp.
- Observation Method: Most of the data collected are from my observation of the work the human resource department executed and also practical experience I gained there while working.

### ***1.7. Scope of the Study:***

This report covers the human resource management department of ShopUp. Though there is already an existing study on the human resource management practices at Shopfront Limited, the study is not well-structured, did not disclose various issues; as operations at the organization has gone through vast changes. This report will help to give more insight on the latest human resource practices at the organization and has a huge scope for future studies.

### ***1.8. Limitations of the Study:***

Though I got a greater learning opportunity from ShopUp, due to information being confidential there arose greater difficulty to prepare the report. Because, I had to maintain the fullest confidentiality in using the information I gathered while working in the organization. The limitations I faced while preparing the report:

- Due to matter of confidentiality, I could not share many resourceful information regarding the topic and the organization
- Due to lack of time, I was not able to gather detailed information on the operation of other departments
- As there was very poor amount of secondary data regarding the organization, I had to collect most of the information primarily

## Chapter 2

### 2. Conceptual Framework:

#### 2.1. *Concept of Human Resource Automation:*

Automation is the process where it increases the efficiency of the work. It helps employee to do their work faster without sacrificing the quality of work. But It does not mean that it will reduce the job in job sector, it will enhance its progress by removing some particular job which is time consuming and difficult for employees.

- Importing documents into a digital archive, whether on paper or in a digital format.
- Arranging data in such a way where approved workers can search, recover and alter them.
- Keeping records in a standard configuration that can be effortlessly shared across any device.
- Filing records as non-editable documents and organize them in proper way so that it can be found easily by employees.
- Data can be organized in a way that it can be found during a review or records demand.

#### 2.2. *E-requirement:*

There are two parts in E recruitment. “E” stands for Electronic & other one is recruitment. Doing online recruitment, internet recruitment, social recruiting etc., task can be defined as e recruitment. It is basically a process of advertising job, attracting potential candidates, assessment, interview, and selection via internet. The e-Recruitment System is an online framework that will assist the organization to choose the right/ideal person for their job. Enrollment issues can be fixed by the data mining procedures. The fundamental Goal of this e recruitment is that recognizing capable people by analyzing their past experiences & knowledge on their filed. At the point when a large number of the People go after a position in any organization it will hard for any organization to choose the right person for the specific post. By then the site will keep the records of each worker, groups the individual with the assistance of his past experience and abilities, and foresee the best individual who is ideal for work. Workers will enroll on to the site and include the best skill with their experience. The site will decide the Best Talented Employees with DMA method for Job assignment.

#### 2.3. *Methods of E-recruitment:*

There are three most common methods of online recruitment is functioned by different organizations which can be defined as e-recruitment.

- *Corporate Web site recruiting methods:* Its mainly the basic recruitment. Posting job online to receive the applicants resume is the main purpose of it. While posting Job vacancy in the website, it encourages candidates to apply to the company by email.
- *Online Job Boards:* Another method of recruitment over the Internet is on-line job boards. Candidates sometimes post their cv/resume to the company’s website matching with their skills & needs. Also, they sign up in the website so that job opening notification goes to them when a vacancy gets opened Like BAT (British American Tobacco)

- *Source Strategies:* A third and, less common method which is known as source strategies is to recruit passive candidates those are not looking for job actively over the Internet. On-line recruiters use their strategies & network to find out potential candidates.

#### **2.4. Trends in e-recruitment:**

There is developing proof that organizations are utilizing web innovation and the World Wide Web as a stage for enrolling and testing applicants. The IES study of 50 associations utilizing E-recruitment announced that the main reason to follow the e recruitment process are:

- Improve corporate picture and profile
- Reduce enlistment costs
- Reduce regulatory weight
- Employ better instruments for the enrollment group.

#### **2.5. Significant Advantages:**

E-enrollment is offering a significant amount of boost and efficiency to the recruitment process. Recruitment gets easier and a lot faster than it would be when it is done manually. There are a lot of advantages but some significant ones can be-

- o *Lower cost:* E-enrollment is offering minimal cost compared with the other recruitment process. It is simpler to use web than giving ads in the paper for the enrollment.
- o *No mediators:* E-enrollment system requests no mediator. Organization can directly add career option in their web site & or post in any job portals.
- o *Time sparing:* It saves both applicants time along with organizations time
- o *Ease of access:* It is accessible for 24\*7. Candidates can apply at convenient time.
- o *Centralized stage:* It gives ventral stage to each the applicant. Everybody can apply with no discrimination.
- o *Reduced desk work:* E-enrollment helps in decreasing desk work and huge pressure related to it.

#### **2.6. Scope of Automation in Different HR Tasks:**

2.6.1. *Scope:* Recruitment is presumably one of the most business-basic elements of a HR personnel. The process of recruitment includes sourcing and recruiting new workers to fill empty employment positions in an organization and has countless sub-measures inside it.

Recruiters can store & be aligned with applicant information through auto updated system. To attract top talent, it's critical to have a multichannel recruitment marketing strategy in place, consistently share content about employer brand and build relationships with prospective candidates. But managing all recruitment and candidate communication across multiple channels can be time



consuming and tedious. Recruitment automation enables HR and business leaders to streamline steps in the recruitment process that are often managed manually. Leveraging predictive analytics, recruitment automation matches employers and their open jobs with the most qualified talent in their markets. Instead of a hiring manager coordinating each step of the recruitment process on their own, such as sharing open roles and communicating with prospective applicants, recruitment automation does the work for by itself, automatically engaging with quality talent during each step.

Generally Speaking, an automated recruitment system contains actions that span the following core areas of the hiring process:

- *Sourcing*: For example, programmatic recruitment ads that are automatically uploaded to targeted websites based on specified job requirements. Or, automated social media posts that target niche groups and topics and work alongside a wider outreach and engagement strategy.
- *Career Page*: Along with Bdjobs, In the website an organization can add a resume form or application form for candidates. Candidates may have to open an account in the respective organization's website and they may provide with a passport for their further Login. Each Candidate has to fill that form with their information along with this they may have an option to drop their CV there. In this way applicants may explore the job opportunity in the respective website and they may also apply for any post with this Login ID. For example, Currently British American Tobacco and Eastern Bank Limited using their career page/website in the recruitment purpose.
- *Automated Screening*: The number of applications normally received against any vacancy is really huge. To obviate such problems an automated screening of the candidate who does not meet the criteria for a particular position before proceeding with the selection process is an easy solution. BATBC use this kind of screening system.
- *Applicant tracking*: Applicant Tracking Systems (ATS) are one of the most common types of recruitment automation technology. These systems are used by recruiters to collect and track the recruitment process in a hiring database. ATS manage the entire recruiting process from career page hosting to interview scheduling. These systems help recruiters reduce the time spent reading resumes and screening potential applicants by collecting, sorting, and organizing applicant resumes.
- *Talent Pool*: A talent pool is a group of individuals that are not eligible for a role right now but have the potential to be considered for a position in the future. This could be because there is no current vacancy that suits their skills and experience, they were unsuccessful in a recent application, or simply because the candidate has qualities that an organization can benefit from in the future.
- *Candidate pre-screening*: Candidate pre-screening tools can rank and grade candidates to pre-qualify those who are a fit to move forward in the hiring process. For example, intelligent resume screeners contextually evaluate a candidate's experience, skills, and characteristics based on their resumes and other information and automatically identify the most qualified applicants. Built-in chatbots, or virtual recruitment assistants, are also becoming increasingly common for pre-screening.

- *Email automation:* The recruitment team of any organization have to interact with the numerous candidates in a day, confirming an application or informing the unsuitable candidates. Thus, the recruiters will have more free time if the interaction with all candidates can be automated. The recruiters solely need to know what stage a specific candidate belongs to, then proceed to choose from the collection of email templates, use logical analysis to personalize every email and send away. All is done with just a few mouse clicks. Email automation is also useful for sending reminder emails to hiring managers or interview confirmations to the candidates.
- *Data Migration through API from Bdjobs.com:* In general, recruitment team of different organizations'' collect applicant's CV from Bdjobs site and make a spreadsheet in excel by their own with the information that is required for them. Which is really time consuming and troublesome. To make this process easy companies can hire an outsourcing company which will migrate all the data from the bdjobs site as per company's requirement. This can be done through API process. By using Application Tracking Interface this migration of data can be done.
- *Candidate Relationship Management (CRM):* Candidate Relationship Management (CRM) is an approach HR professional use to encourage the Candidate Engagement and enhance the Candidate Experience. In other words, A CRM can help automate the recruiting process and process you with the information you need to make smart hiring choices. A CRM can integrate with the other tools you use and can help you access your candidates' information in one place.
- *Call and Text to the applicants via Link:* Typing all the number one by one in cellphone and contacting with applicants to let them know about interview scheduling is really tough. Using link to reach and communicate with the applicants make the recruitment process easier for the recruitment team.
- *Implement evaluation process:* Set-up talent workflows that include online and mobile evaluations to reduce the amount of time required to collect interviewer feedback. Assign evaluations to interviewers and automate follow-up reminders to interviewers to ensure evaluations are completed promptly. Interview evaluation can be done in mobile or tab through a personalize software, which will reduce the cost of hard copies.

2.6.2. **Onboard:** Creating a formal onboarding process. Automating the employee onboarding process with workflow software helps companies retain new employees by ensuring the correct process is followed each time a new employee is on-boarded. By using workflow software to automate the employee onboarding process, companies have the tools to track the success and productivity of each new hire. Workflow software automatically maintains a record of what was done for each new employee as they entered the company.

- sending and tracking contract
- creating IT accounts

employees require a multitude of software tools to complete their tasks. This means that when new employees are onboarded, IT is in charge of assigning a number of accounts for each person. Creating accounts manually results in mistakes and headaches for the IT department when their resources could be put towards more valuable tasks. Getting access to all the software tool needed in a new position spells out frustration for both new employees and the IT department. For the automated system recruiter can send confidential documents, waivers, and different structures to fresh recruits and, when it is finished to collect data, it is stored in the safe place where there will be less chance of manipulation.

2.6.3. **Benefit:** Track when representatives become qualified for benefits enlistment.

2.6.4. **Data analysis & risk management:** In organizations, there is a huge amount of information that HR measures, makes, and gathers. Automation process helps us to categorize huge sets of data. By examine the information, workers can bring a dynamic outcome.

2.6.5. **Offboarding:**

Offboarding of employee can be deceitful. At the point when an employee is terminated or leaving the job, employees documents and assets must be assembled and handled properly, the arrival of hardware must be managed and steps must be taken to verify that the leaving employee is done accepting compensation and advantages. Automation of the offboarding cycle can make finishing these assignments a lot simpler and help to forestall issues that could free an organization up to lawful issues.

2.6.6. **Leave Applications:**

Employees demand leaves for a wide range of reasons. Sometimes arranging this leaves become time consuming to process it all. Sometimes employees don't get their leave approval in time just because this procedure is lengthy. HR automation of leave request process can assist with making sure about getting authorization a lot quicker while likewise permitting the worker's leave records to be updated right away. It helps HR to track & manage leaves.

2.6.7. **Performance appraisal process:**

HR authorities sometimes just don't have the opportunity/time that is needed to updated the performance records of employees. Not getting criticism from administrators and not having great measurements increase the rate of mistakes among the employees. At the point when automation is utilized, approving execution assists with guaranteeing that the records are efficiently updated and can permit organizations to observe how their employees are performing.

2.6.8. **Payroll:**

- *Exact Calculations:* Rather than entering charges, derivations, after some time, commissions, and different disparities, automation will consequently figure all the unique numbers for you and distinguish the right outcomes.
- *Finance Records:* The IRS commands that workers' assessment records are held for at least 3-4 years. Having these recorded carefully versus in document organizers in different areas spares a ton of time and migraines if there is an audit.

**Better Time Management:** Reduce mistakes physically of takes huge time, doing it by automation will save the time and energy.

### ***2.7. Advantages through automation in Human Resources Practices:***

Enrollment is one of those regions that isn't only a check box work out. It contains a large number of various undertakings and process. Huge numbers of these include a place of accomplices and partners from possible contender to line supervisors and 3rd party suppliers, for example, enlistment organizations and promoting organizations. This computerization will add esteems to the association in such a manner,

- Adds consistency and quality to recruitment.
- Improves the efficiency of HR group
- Saves time by facilitating the remaining burden
- Reach Passive Candidates
- Improving the nature of recruits
- Enhances recruitment strategies
- Data information collection
- Enables company to locate the correct personnel

### ***2.8. Application Programing interface:***

Applicants must put his/her Passport/NID number on the Application form provided in the Career page. Except this applicant won't be able to have a tracking ID. Through that Tracking ID System will migrate all the data required for Recruitment team to screen any candidate.

Applicant tracking systems gather and store resumes in an information base for employing experts to get to. Resumes may likewise be put away long after the first activity you applied for is filled.

Corporate employee or hiring manager would then be able to look and sort through the resumes in various manners, contingent upon the framework they're utilizing.

***2.9. Automated screening:*** Who doesn't match the criteria screen out them before proceeding further.

### ***2.10. Large volume of recruitment- ATS:***

Tracking starts when an applicant applies for open job and proceeds all through the employing process so that recruiters can all effectively get to start to know on which stage a candidate is in and collaborate in the recruitment process

The ATS parses a resume's substance into classes and afterward checks it for explicit keywords to decide whether the employment form ought to be passed along to the recruiters.

***2.11. Email Automation:***

Recruiters need to understand what stage a particular applicant has a place with then continue to browse the collections of email formats, utilize consistent analysis to customize each email and send away. Everything is finished with only a couple of clicks.

***2.12. Multi-session and panel interview:***

Dispose of planning confusion or double-booked appointments with interview scheduler software that enables all questioners to set their own accessibility or sync their schedules.

- Gmail and Outlook constant schedule sync
- Interview accessibility configurable by staff
- Alternate and discretionary questioner rule

## Chapter 3

### 3. Organization's Profile

#### 3.1. Company Overview:

Shopfront Limited Aka ShopUp, the well-known name to all the micro-entrepreneurs in F-Commerce industry, stands as a brand name.

Shopfront Limited is the largest FinTech company in Bangladesh with a mission to enable millions of micro-entrepreneurs to grow. (Shopfront Limited, 2020) ShopUp, initially began with an aim to bring a revolutionary change in the F-Commerce industry of Bangladesh through providing the industry stakeholders access to finance along with a range of services which were exclusively designed for the stakeholders. But as the company grows with time, it had included various services for big giant organizations as well. ShopUp is now also working as a distribution channel for many big giant organizations. And it does not want to limit its' services to only for the F-Commerce merchants, it wants to spread all over Bangladesh. It wants to bring all the microentrepreneurs who are spread all over Bangladesh in one platform, to get all the resources needed to smooth their day to day business. It is Bangladesh's leading full-stack B2B platform for small businesses. ShopUp provides easy access to B2B sourcing, last-mile logistics, digital credit and business management solutions to small Businesses. ShopUp is currently supporting over 500k MSMEs to grow their businesses.

ShopUp is funded by **Sequoia Capital** and **Omidyar Network**.



Figure 1: Figure of Shopfront Limited

#### 3.2. Startup History:

ShopUp started their journey in 2016 and the idea of ShopUp was from Afeef Zubair Zaman along with him there were Ataur Rahim and Sifat Sarwar. These are the people who established ShopUp in our F-commerce industry. From 2016 ShopUp has tremendous business growth and it is still

developing day by day. As a startup company ShopUp creates a remarkable contribution in the e-commerce industry and providing Facebook online sellers a platform where they can run their business smoothly.

### **3.3. Company Achievements:**

The best achievement for ShopUp from its' commencement period, is getting funded by Sequoia Capital, an American venture capital firm, as stated by one of its' cofounder Mr. Afeef Zubaer Zaman. But the achievements have not yet ended here. Recently, ShopUp has achieved the award of being, "The Best Startup of the Year-2019, Bangladesh".

Besides these achievements, ShopUp has also crossed the borders of the country of origin and spread over its' business in Singapore and India, recently. ShopUp has purchased Voonik, a giant online marketplace site based on Bengaluru, India.

### **3.4. Services Provided:**

ShopUp initially started with services exclusively designed for only F-Commerce merchants. As it is growing up, it is including service for big giant organizations as well. And it has also opened up the exclusive F-Commerce services for the merchants who are not directly involved in F-Commerce industry. Services provided by ShopUp,

- Delivery services for merchants, both who are directly or indirectly involved with F-Commerce
- Promotion and boosting for F-Commerce merchants
- E-Loan facilities for F-Commerce merchants
- Product sourcing for merchants, both who are directly or indirectly involved with F-Commerce
- Free website facility to source and sell products
- Distribution facilities for F-Commerce merchants, merchants who are not directly involved with F-Commerce industry and for giant organizations

### **3.5. Vision:**

ShopUp does not have any publicly stated vision statement but it has an augmenting inner vision shared with the personnel to make them more connected with it. Though ShopUp has a great intrinsic value and a passion for smoothing out a wide range of complexity in the day-to-day business of the micro-entrepreneurs, it has the simplest vision of being a "Unicorn".

A unicorn is a privately held startup that valued over \$1 billion. (Wikipedia, 2020)

As there is no "Unicorn" in Bangladesh yet now, ShopUp wants to be the first one in Bangladesh.

### **3.6. Mission:**

The underlined missions of ShopUp are:

- To enable the micro-entrepreneurs to grow faster and better
- To make it easy for entrepreneurs to get access to a wide range of services
- To establish a bridge between big giant organizations and micro-entrepreneurs
- To act as a superior distribution channel for big giant organizations

- To create a great positive impact in the economy through youth empowerment and Financing.

Besides above all general missions, it also has shared missions within individual teams and departments for execution of the general ones.

### ***3.7. Slogan:***

“One stop platform for small business”.

### ***3.8. Shared Values at ShopUp:***

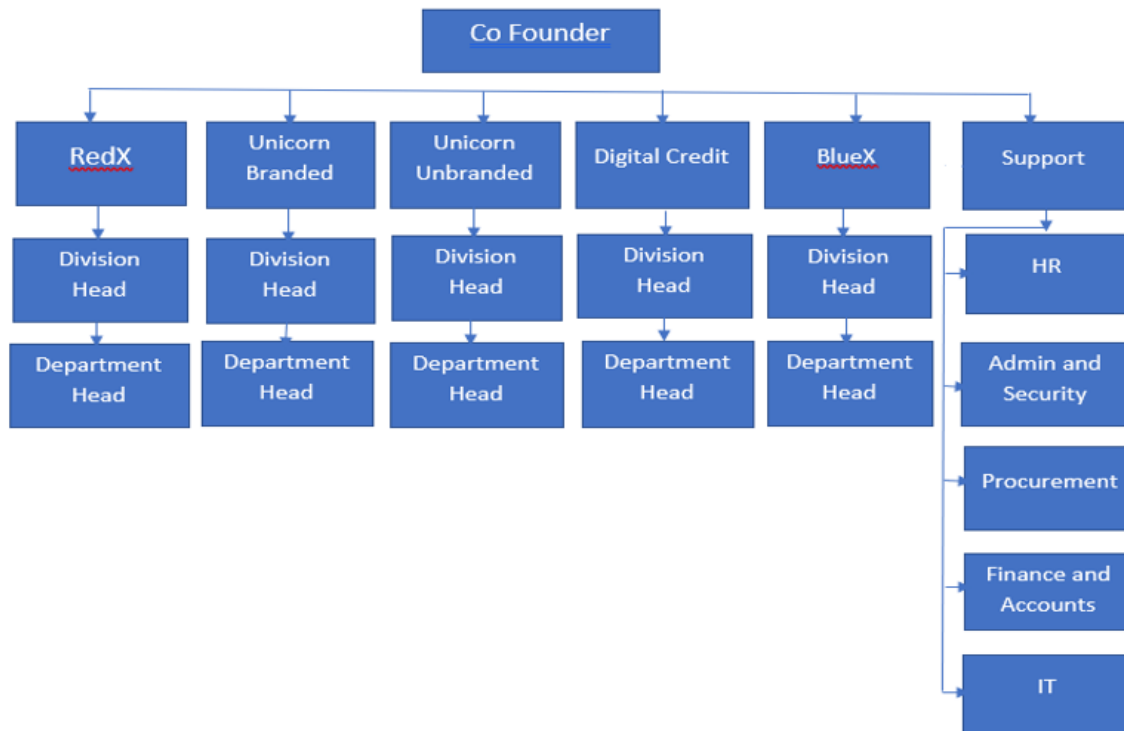
At ShopUp, co-founders, higher management and all employees put a greater importance towards the organization’s shared values. Values here are:

- Merchant First
- Think 10x.
- Pace over perfection
- Own your number
- Disagree & commit

### ***3.9. Organizational Structure:***

The current organizational structure or chain of command at ShopUp is as follow:





*Figure 2: Organizational Structure of Shopfront Limited*

Above figure shows the general hierarchy of ShopUp which may change from individual departments' functional hierarchy. At ShopUp, there are twelve (12) departments working right now. These departments are:

- Fulfillment
- Logistics
- Retail Distribution
- Commerce- Supply
- Commerce Demand Online
- Commerce Demand Offline
- Credits
- Finance & Accounts
- Human Resource
- IT
- Admin & Procurement

### ***3.10. Organizational Culture:***

ShopUp has a great organizational culture. The work culture at ShopUp is very friendly and employee engaging. The personnel working there are highly committed towards the work and organization. Anyone can talk to the chief officers without hesitation. The chain of command and flow of information is very smooth. Though there exists a hierarchy, the organizational culture evolves flat organization where flow of information is very fast and smooth.

The values, the organization established, are inherited in the culture of the organization. The work culture here is very merchant centric. The upper management and the employee uphold a friendly-relations; so that employee can feel encouraged to share his/her creative ideas

### ***3.11. Different Wings of Shopfront Ltd.:***

- ShopUp E-loan:



Digital Credit (DC) Unit works for financial inclusion of CMSMEs by providing embedded nano credit using digital platform. Some of the ongoing initiatives of DC: Scorecard based financing for online merchant Embedded retailer financing for FMCG retailers Supplier financing initiative Distributor based retailer financing for Unicorn Branded.

- RedX Logistics:



One-stop solution providing countrywide logistics support using technology. REDX not only ensures maximum delivery mileage, but also makes fulfillment, invoicing, live tracking and other necessary tools a matter of few clicks. As a Tech-first logistics partner for the businesses, it offers:

1. Countrywide logistics support 24/7

2. Real time order tracking
3. Next Day Payment - Get direct payment through
4. Bank/BKash on the next day of a successful delivery.

- ShopUp Store:



ShopUp store is the ultimate platform for MSMEs, the main goal of which is to help businesses succeed. It covers several parts and arenas of small businesses, including- Sourcing and Catalog Management, Marketing, Social Media & Customer Management, Finance & Accounting, Technology development & Integrations, Data, Report & Analytics.

- Unicorn:



**1. Branded:** Unicorn Distribution Limited (UDL) is the tech first Distribution Company for FMCG retailer Distribution. The main goal of UDL is to develop an efficient distribution channel for Manufacturer Companies and for end retailers. Retailers can order from the Mokam app from various manufacturers in a single platform according to their needs. UDL is designed with a 360 Degree solution for retailers with financing solutions for the retailers in order to drive sales growth by pushing the right products to the right retailers at the right time.

2. **Unbranded:** Unicorn Unbranded team is a market place partner between buyer and seller. Unbranded team is working with all open sourced grocery products. This team is reaching out wholesaler, retailer, corporate client to sell grocery products. Unbranded team is introducing Mokam App (retailer's buying platform of ShopUp) to retailers and getting orders from them through it.

- BlueX:



BlueX is a reseller dropship business ecosystem where the resellers can choose from the wide range of products of various wholesalers and generate sales for those. With the effective and efficient operations and logistics support, BlueX then processes those orders and delivers to end customers.

## Chapter 4

### 4. Findings of Human Resource Practices of ShopUp

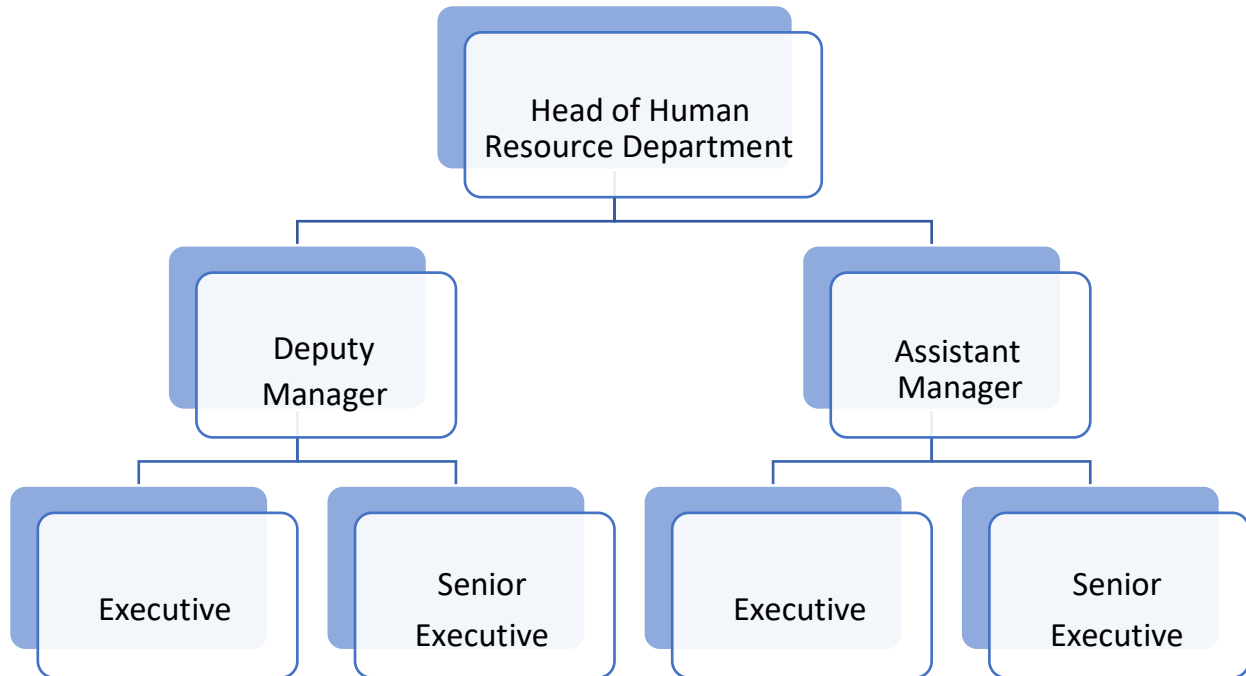
#### ***4.1. Human Resource Department of ShopUp:***

Human resource is the most important property within any organization as the success and image of any organization depends on it. To handle this most important property and smoothen out the execution of human efforts, Human Resource department plays an important role within any organization. At ShopUp Bangladesh, the Human Resources department consists of 20 personnel who are assigned to handle the recruitment and selection process, training and development, compensation and appraisal, employee engagement and human resource policies. As ShopUp has been launched few years ago and is a growing company, the Human Resource department is becoming more structured in their operation recently. And the department is undergoing through various significant changes in its' operational activities recently.

The Human Resource department in Shopfront Limited Bangladesh also oversee the human resource practices of its' India wing until full hand over of the task to the designated personnel assigned to handle the Human Resource department of India.

#### ***4.2. Human Resource Department Functional Structure:***

The functional structure of Human Resource department of ShopUp is as follows:



**Figure 3: Human Resource Department Functional Organogram**

#### **4.3. Human Resource Management Functions:**

ShopUp has been launched few years ago and is growing with a great velocity. Many significant changes are taking places within every departments, as well as in human resource department. The functions that are employed in the human resource practices at ShopUp are:

- Recruitment and selection
- Compensation
- Performance appraisal
- Training and development
- Ensuring employee engagement

These practices have been described precisely in the subsequent sections.

The human resource practices at ShopUp is not well-structured right now. But the human resource department is working tremendously to make the functions more structured and include other human resource practices required to help employee to adapt the changes within the organization and to ensure employee performance efficiency.

#### 4.3.1. Recruitment and Selection Process:

Among all the functions of the Human Resource practices, recruitment and selection part is the most significant one. As selecting the best candidate out of a pool of best candidates highlights the future success of the organization.

The recruitment and selection process of ShopUp consist of several stages that magnifies the importance of the process. The steps involved in the before hiring process are:

*Employee/Personnel Requisition:* Employee or personnel requisition from departments, created by either replacement, resignation or due to expansion of operational scope is the first stage of recruitment and selection process which encompasses the human resource planning stage.

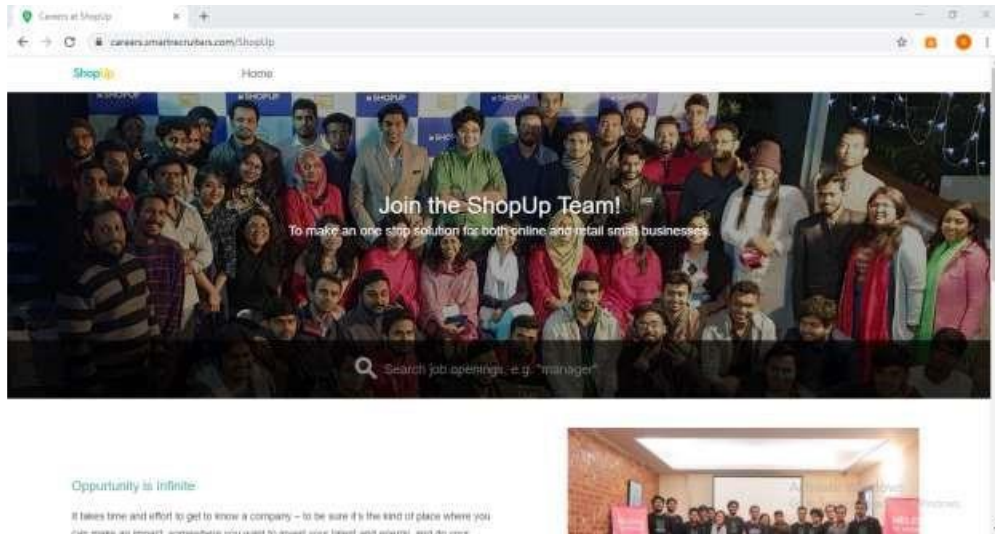
At this stage, ShopUp Human Resource department maintains an “Employee Requisition Form” for new hiring from the respective departments.

In employee requirements forecasting, both bottom-up and top-down approaches of managerial judgements and trend analysis tools are used.

*Job Description Preparation:* A JD (Job Description) is prepared for the respective job need created. To prepare JD, assigned HR personnel do a job analysis on the job position. For which the assigned do a discussion session with the supervisor of the job position or similar personnel working at the position. Job description also helps personnel assigned in every stage to screen out the effective candidates for the position. A job description includes:

- Key performance indicator
- Job responsibilities
- Supervisor
- Requirements for the position

*Job Post Publication:* A job post is published in various job posting platforms. ShopUp uses various platforms for job post publication. Smartrecruiters is the main platform used for job posting. Besides, BD Jobs, Careerjet and Glassdoor are also used as job posting platform. Recently, LinkedIn is also being used. Social media platform (such as-Facebook) is also used for job post publication to connect to young generation. ShopUp has both career site and Facebook-career page through which anyone can get information about the available job.



**Figure 4: ShopUp Career-Site (Smartrecruiters)**



**Figure 5: ShopUp Career-Page (Facebook)**

*CV Pool Creation:* A CV pool is created through collecting CV from various job platforms.

*Initial Screening:* Initial screening is done by CV sorting by designated human resources personnel. At this stage job description plays a significant role for initial screening as it helps to guide in understanding the role the candidate will play in the organization.

The human resources department follows a structured process for initial CV screening and thus, they can find out the best potential candidates' pool for the respected position.

They put importance on four (4) things,

- Experience
- Relevant experience
- Education Relevance



- Organizational values and expectations of the particular candidate.

Shortlisted CV pool is then sent to the respective departments for further screening.

*Initial Interview:* Initial interview is done either by Assistant Manager or Head of Human Resources department or Senior Manager of the respective departments.

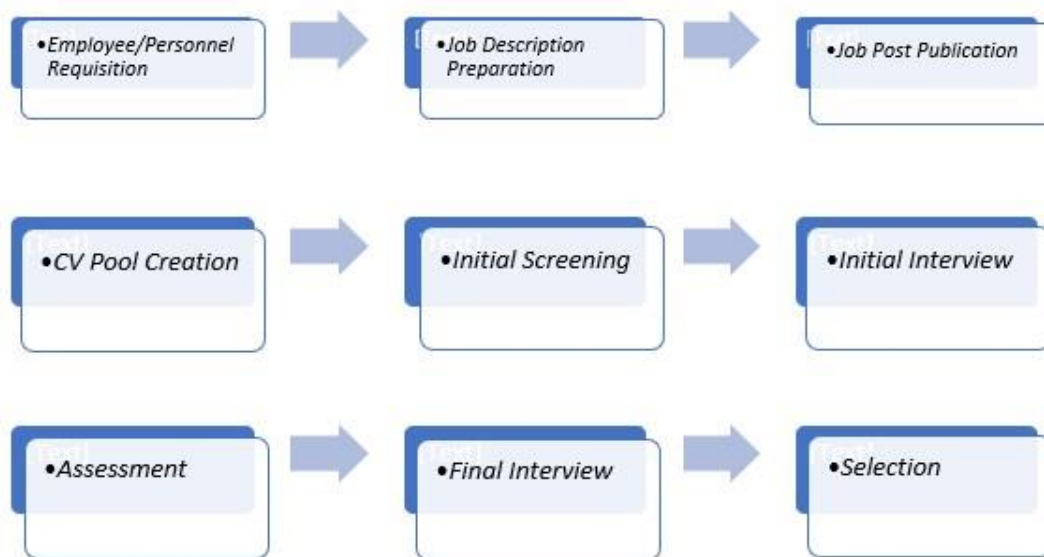
For lower positions which do not influence the strategic decisions of the organization, only initial interview is the last stage of the recruitment and selection process.

*Assessment:* Assessment was initially done for fewer positions. Recently, for many positions influencing strategic decisions either directly or indirectly assessment is becoming compulsory.

Various types of assessment practices are followed at ShopUp. Typing speed test, GLA (Leadership Growth Assessment), personality test, aptitude test, excel test, case study, group-discussion and role-play are some of the assessment tools used in ShopUp.

*Final Interview:* Candidates passing out the assessment are set for the final interview with respective department head and CEO (Chief Executive Officer).

*Selection:* Finally, candidate crossing all the stages and proving his/her potentiality is get selected for hiring.



**Figure 6: Before Hiring Recruitment Process**

After hiring process steps are:

- *Offer Letter*: An offer email is sent to the selected candidate with an “Applicant Information Form” to fill out the form with his/her required information for joining.
- *Confirmation and Other Required Task*: After getting confirmed from the respective candidate, it is informed to every required departments (such as- IT, Admin & Procurement) to know about the joining of the new hired personnel; so that they can ensure the asset and other requirements needed for the new hired personnel.
- *On-Boarding*: Contract/appointment paper signing, documents collection and making acquaintance of the newly hired personnel to his/her respective department.
- *Recording*: Personal employee file recording with the information provided by the personnel.
- *Orientation*: For every newly hired personnel, orientation program is held to let him/her know about the organization thoroughly; so that he/she can get more insight on the organization affairs.

Through this full rigorous-process a new employee is hired:



Figure 7: After Hiring Recruitment Process

#### 4.3.2. Compensation Policy:

At ShopUp, personnel are paid on grade basis. A salary grade is a predetermined compensation level for a given position within an organization (Mighty Recruiter, 2020). The compensation level depicts a salary range that is set within each organization. The salary grade of one organization differs from other. A sample salary grade followed at ShopUp is:

Grade	Track
A	Assistant Manager
B	Deputy Manager
C	Manager
D	Senior Manager
E	Assistant General Manager
F	Deputy General Manager
G	Additional General Manager
H	General Manager
I	Director
J	Executive Director
K	Managing Director/CEO/CFO/CTO/COO

*Figure 8: Sample Salary-Grade at Shopfront Ltd.*

#### 4.3.3. Performance Appraisal System:

Performance appraisal provides every employer to get insight on the performance of every individual employee. Recently, ShopUp has included the appraisal system in its' human resource practices. Very recently the Human Resource department has concluded their first employee performance appraisal successfully. At ShopUp, performance appraisal is done on half-yearly basis; so that they can keep a track on employee performance more frequently. Two methods have been used in the recent performance appraisal. The methods they followed are: KPI (Key Performance Indicator)-based system and peer-to-peer review system.

*KPI-Based Appraisal System:* For every job position, some predetermined quantifiable metrics are set as KPI (Key Performance Indicator) for the responsibilities that are executed in each position. These metrics are expressed in percentage. During appraisal, individual predetermined KPI's are checked against the actual outcome of his/her performance. Thus, individual employee is appraised on the basis of his/her performance. Here in this process, three steps are followed:

- First, some quantifiable metrics are set against the key responsibilities/performances that are executed on individual job position.
- Second, individual employee performance is compared with these KPI set earlier
- Third, feedback is given towards the individual employee and either reward is given or other necessary measure is taken as per the result

*Peer-to-Peer Review System:* Here in this process one or more peer of an individual employee within a work team review his/her behavior and other ethical issues. Thus, it helps to evaluate that individual employee's personality at work.

Besides these two methods of appraisal, human resource department at ShopUp also celebrates value-week monthly. Wherein individual employee is appraised against the values of the organization; how well each employee inherits these values is measured and reward is also given. The value-week is held monthly to make the value more connected with every employee working in the organization.

#### 4.3.4. Training & Development:

Till now from the commencement date of the organization, there is no formal training sessions have been arranged for the personnel. Rather they are provided on-the job trainings and get chances to have one-to-one mentoring from their respective supervisors.

But, ShopUp Human Resources department has a future plan for employee training and development which is confidential.

#### 4.3.5. Employee Engagement:

Employee engagement is far difference and from employee satisfaction. While employee satisfaction depicts an employee's contentment, employee engagement depicts an employee's motivation level, connection with and commitment towards the organization.

At ShopUp, employee engagement is put high importance. As human resource practices are undergoing through significant changes recently. Human resource department is establishing various employee engagement practices for the personnel who are tremendously working for the growth of the organization to connect them more with organizational shared vision,

mission and values it upholds. Annual picnic to reenergize personnel from monotonous work life, values-week to connect personnel with organizational shared values, quarterly held townhall to share organizational updates are some of the tools the human resource department uses to ensure high employee engagement within the organization.



**Figure 9: ShopUp Annual Picnic**



**Figure 10: Values-Week Rewards for Employees**

#### ***4.4. Recruitment Procedure During Covid-19:***

During Covid-19 pandemic situation many organizations halt their recruitment process but ShopUp focused on the massive business transformation keeping pace with the unexpected global crisis. To cope up with the crisis moment and keep the recruitment functional it transferred to E- recruitment and onboarding. The entire recruitment process and onboarding of newly joined employees was conducted through different online media.

##### **Step 1- Job Circular:**

Whenever there was any job opening in any department of any business unit, attractive job posts were prepared and posted in job search engines like LinkedIn, Glass door & Bdjobs. Besides these the job circulars were also posted in different job vacancy announcement Facebook groups. All these platforms were convenient to find the best candidate for during this pandemic situation.

##### **Step 2- CV Sorting:**

When an applicant applies for a job position at Shopfront Ltd. They fill up a google form with required information. Recruiters go through that form and look for the suitable pool. Other than that, recruiters also sort CVs from different search engines like Kormo, BDjobs, Facebook and all other platforms they use to post their job vacancies.

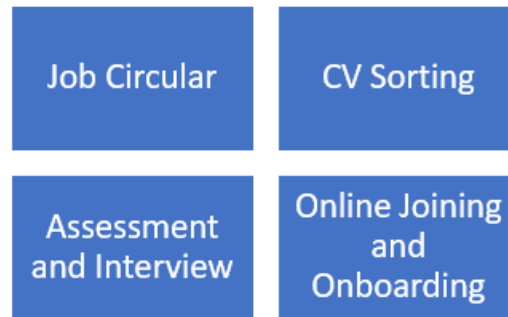
**Step 3- Assessment and Interview:** After creating a potential pool and CV sorting, the responsible person in the recruitment team calls each candidate and set up a preliminary written test online thorough google form. After scheduling the test, the responsible person e-mails every candidate and send the google form for the assessment. After assessing and recruiters make results and schedule an online interview session with the selected candidates. Recruiters conduct the interview via “Google Meet”. Responsible person books the schedule of each Interviewer through Google Calendar and create a meeting. After that responsible person communicate with the candidates over phone about the interview schedule and then e-mail or text them the meeting link. After conducting the final interview online, recruiters take decision and hire the best suit for the position.

##### **Step 4- Online Joining and Onboarding:**

After selecting a candidate for the vacant position, recruitment team sends an offer mail to the selected candidate with google form link and communicate the candidate to fill the “Google Employee Information Form”. Once the candidate fills up the form HR team gets all the necessary employee information for that particular selection. After getting all the information from the form the responsible person issues a joining letter and appointment letter for the new hire. Then recruiter sends it through mail and communicate the new hire to download and sign the appointment letter and then send back the signed PDF version of the appointment letter via e-mail.

After all the joining process the particular employee gets onboard and the HR department arranges an orientation program online, again through “Google Meet”. The department shares an onboarding Power Point slide prior the orientation meeting with the new employee which carries all the introductory information about the organization. That is how an employee gets onboard with the company.





**Figure 11: Online Recruitment Procedure During Covid-19**

#### ***4.5 Recently Launched Automation Systems in Human Resource Function:***

There are two new launched automation systems that are implied for conducting human resource operations after the pandemic situation. During the covid-19 situation the organization has worked dedicatedly to make sure that they can maintain and run their department's functions and operations smoothly and effectively without any hinderances. Hence, they adapted two new automation system for distributing work load and operate fully during these times.

These automation systems are:

- **TalentX:**

It is an employee data management system. It is basically a Human Resource Information System for the department to maintain data of their employees. Every necessary information of an employee is stored in this system. The responsible personnel can check from the confirmation date and to every required record of each and every employee. The system provides an auto reminder after a certain time to update the information about the employees which needs to be updated or added by the personnel manually. This system is of restricted access only by a few responsible personnel of the system as this system contains sensitive and confidential data.

- **CaptainX:**

This system is dedicated to only the riders of their sister concern company REDX Logistic Ltd. This system has two parts. The first part is for the department to run their operation and the other is for the riders to accumulate their necessary information. Applicants apply through the online platform which occurs in the dashboard of the system as applicant database which is accessed by the HR personnel. Once the applications are approved the system automatically transfers all the information to the employee database and creates a rider ID. There are few sections in the system which helps to run the operations easily. One section is for training materials in CaptainX dashboard. There is also a payroll section where the salary of the employees is automatically calculated through the system which helps the payroll team to disburse the salary.

The second part of the system is the rider app. Riders can check their salary details, performance grade, parcel history and customer address from their app. The system is developed in a way so that the company as well as the stakeholders can maintain transparency among each other.

## Chapter 5

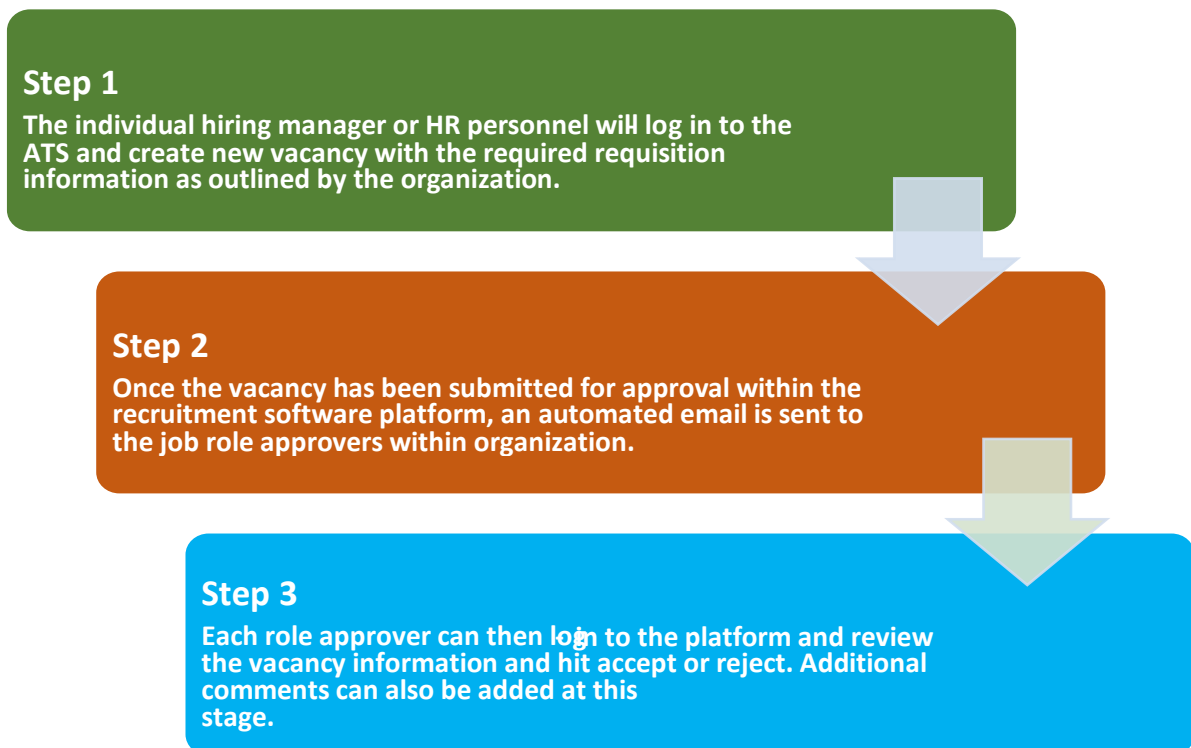
### 5. Analysis and Discussion:

#### 5.1. Areas to Introduce Further Automation in Existing Recruitment Process:

##### Step 1- Requisition:

From the discussion above, it is visible that ShopUp can improve their requisition procedure techniques to adapt to more reliable and standard policies for more efficient operation. Requisition can be done through Mass email distribution or Internal software input.

- The individual hiring manager or HR personnel will log-in to the Applicant Tracking System (ATS) and create new vacancy with the required requisition information as outlined by the organization.
- Once a vacancy has been submitted for approval within the recruitment software platform, an automated email is sent to the job role approvers within the organization.
- Each role approver can then log-in to the platform and review the vacancy information and hit accept or reject. Additional comments can also be added at this stage.



**Figure 12: Requisition Automation Steps**



## Requisition Creation & Management

Allow HR and hiring managers to create requisitions in the system and create approval workflows to streamline and document decision to hire.

### Add New Requisition

**Job Template** ?

**Proposed Job Title:**

**Job Description**

**Number of Positions:**

**Department**

### Requisition Questions

#### Standard Positions

**Why is the position open?\***

**Into what salary grade does the position fall?\***

**Will this position require a signing bonus?\***

**Are there any unique aspects to this requisition request?\***

### Requisition Approvers

**Regional Manager**

**District Manager**

**CFD**

Access Control Permissions saved successfully. X

Assign the form, field and action permissions for the roles you defined.

Security permissions for: Job Requisition

Permission	View	Edit	Add	Delete	Action Permission	Field Permission
Support Manager	View all records	Edit all records	Allowed to add records	Delete all records	<input checked="" type="checkbox"/> Clone <input checked="" type="checkbox"/> Export <input checked="" type="checkbox"/> Archive	No Specific Actions
BDM	Own/Approved/Waiting for Approvals	Edit all records	Allowed to add records	Approval/Waiting for Approvals Records	<input checked="" type="checkbox"/> Clone <input type="checkbox"/> Export <input type="checkbox"/> Archive	No Specific Actions
Technical Recruiter	Own records	Own records	Allowed to add records	Cannot delete records	<input type="checkbox"/> Clone <input type="checkbox"/> Export <input type="checkbox"/> Archive	No Specific Actions
Senior Recruiter	Own records	Edit all records	Cannot add records	Cannot delete records	<input type="checkbox"/> Clone <input type="checkbox"/> Export <input type="checkbox"/> Archive	No Specific Actions
Recruiter	Own records	Own records	Allowed to add records	Cannot delete records	<input type="checkbox"/> Clone <input type="checkbox"/> Export <input type="checkbox"/> Archive	No Specific Actions

**Figure 13: Demo of Requisition Dashboard**

### Requisition Approval Workflows

Assign approvers manually or configure assignment rules to fully automate the process of gathering pre-requisite approvals for each requisition.

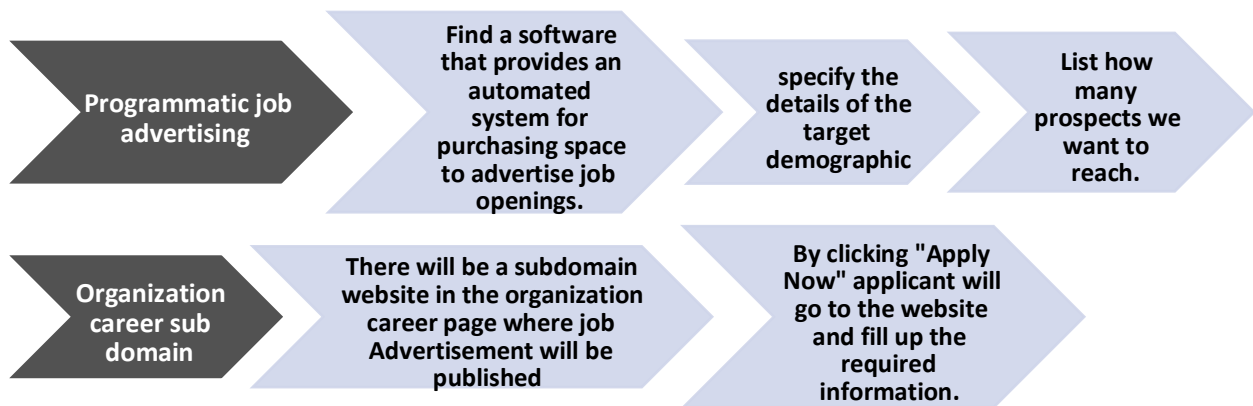
**JOB REQUISITIONS** ▼ 🌐 ↻ New

Job Code	Position Title	Client	City	Recruitment Manager
JRC-71	Java Developer	Paramount	Rochester	Carren Grey
JRC-72	Business Analyst	Smart Talent Inc	Rom	Michelle Hue
JRC-73	PHP Developer	Recruiting Inc	New York	Stanley Francis
JRC-74	UX Analyst	Best Talent Inc	Dublin	James Brown
JRC-77	Angular JS	Paramount	Chicago	Peter

**Figure 14: Sample of Requisition Workflow**

### Step 2-Job Advertisement:

Though ShopUp performs advertisements through search engines and social media platforms, better policies are available for them to adapt to their system. Programmatic occupation promoting, which is the buying, distributing, and improving of JOB advertisements by electronic programming instead of real individuals. Automating putting the promotions will permit you to focus on the ideal competitors everywhere on the web and get a good deal on advertisements with low degree of profitability. It reduces cost-per applicant



**Figure 15: Methods of Job Advertisement**



**Figure 16: Demo of Job Advertisements Dashboard**

### Step 3-CV Sorting:

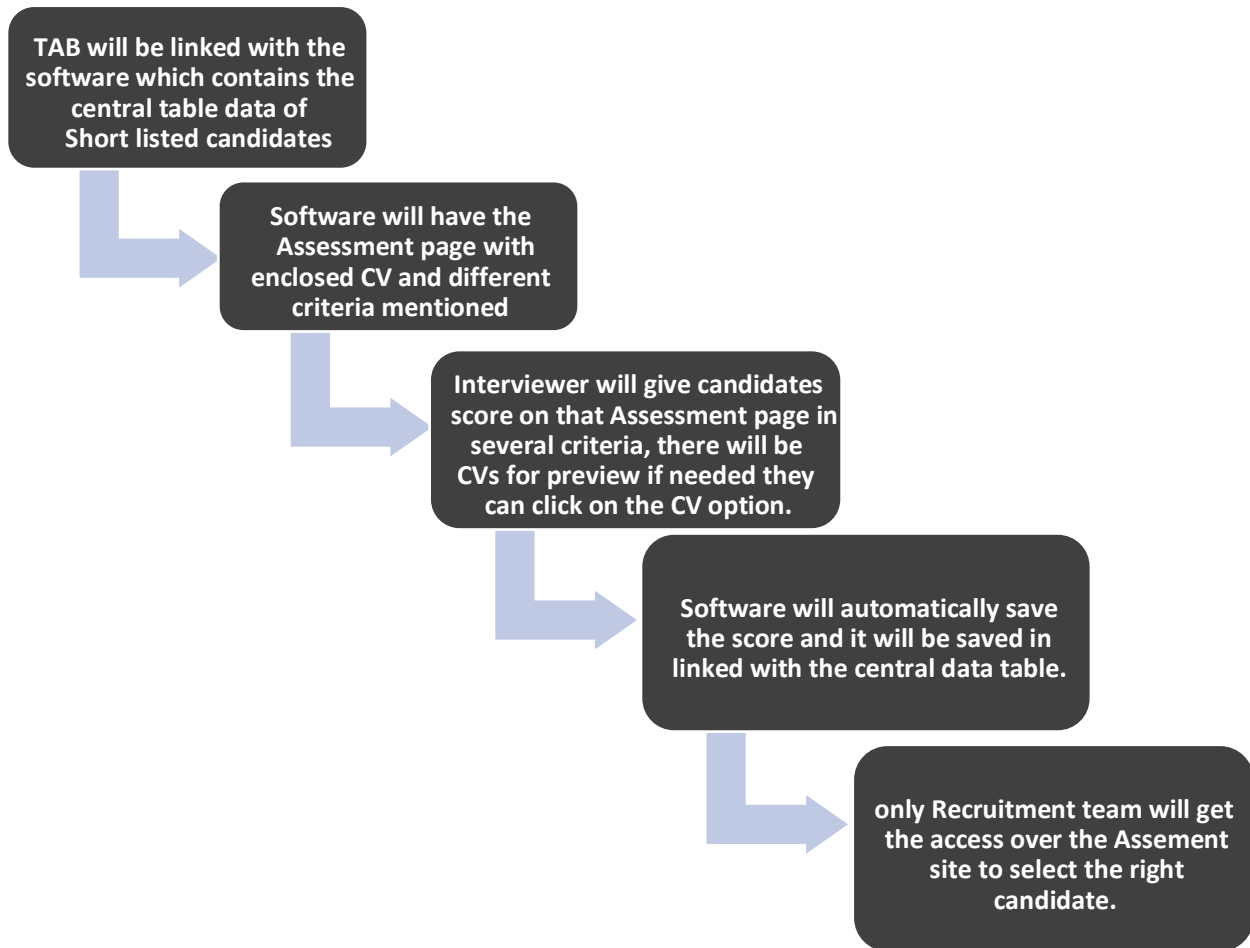
ShopUp conducts their CV sorting operation from different social media platforms, job posting tools and google applicant form. Their existing CV sorting method is smart but other techniques may prove to be much reliable options with coherence to their existing method. One technique can be that the Bdjobs will carry a link which leads to organization Career page – Applicant will register on that website to apply on any job – Applicant will get a tracking ID after completion of the enclosed form - Data migration through API, Application tracking interface from that individual tracking ID - Only Required data of employees will automatically come to the Recruitment team.



**Figure 17: Flow of CV Sorting**

#### Step 4- Interview Assessment:

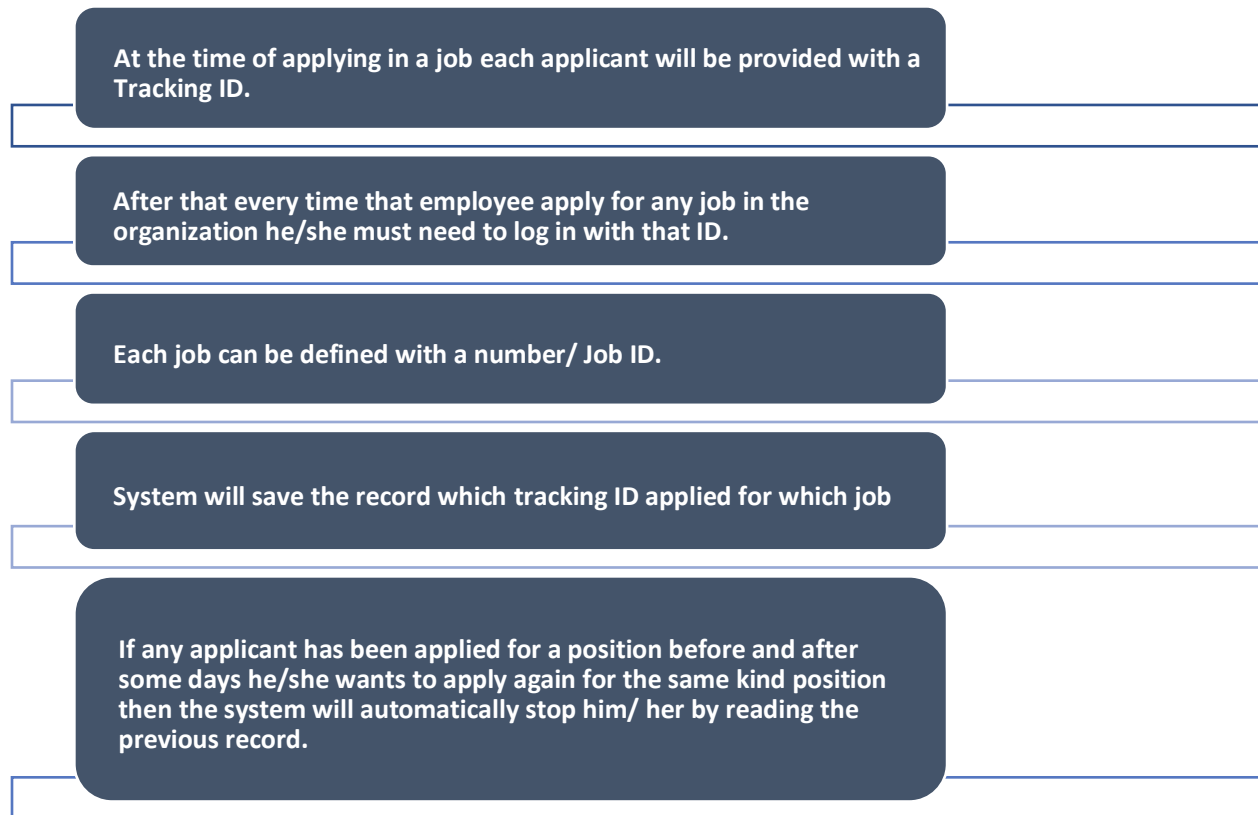
ShopUp even though uses E-requirement process for their assessment and interviews. It is still a significantly time-consuming procedure. Interview assessment can be done easily and more efficiently with automated system which can save time and labor and make the assessment more accurate and original.



**Figure 18: Procedure of Automated Interview Assessment Technique**

## Step 5- To Stop repetition of applicants:

It is evident in many organizations that candidate tend to repeat their application for the job which create hassle for the recruiters. In situation like because of the repetitions potential pulls can be missed by the recruiters. To make the process error free and stop the repetition, automated can system can be generated in a way which will keep a track of each application and make the application system more fruitful for both recruiter and candidates. Since ShopUp is a fast-growing company and has a very high recruitment rate, maintaining a tracking ID is a smarter option for them to avoid these hassles and run smooth operations. Repetition can be easily stopped through below mention automated flow-



**Figure 19: Auto generated System Flow to Avoid Application Repetition**

## Chapter 6

### **6.1. Recommendations:**

As ShopUp has become the largest FinTech company in Bangladesh and along with this, it is also moving to become one of the largest distribution-channel for the giant organizations in the country, the number of personnel is also increasing to accomplish the augmented mission of ShopUp. From my observation while working with ShopUp as an intern, I would make some recommendations for the organization which are as follows:

- To recheck before they go for hiring whether the need for personnel has been actually created or it is due to negligence or any other technical issue. For that the organization can go for the smart requisition automation system like ATS. That automated system will definitely be more accurate and efficient.
- To make monthly or at least quarterly inspection on the employee getting hired; to ensure that the personnel getting hired are actually fulfilling the needs required to fulfill by them. For the inspection employees need to tracked. This company already have a Human Resources Information System (HRIS) to keep tabs on the employees. They should always be updated with the system and they can go for even smarter systems update in the upcoming near future.
- Though the personnel working there are very committed and connected with the organization; still evaluating employee satisfaction and feedback on improvements on half yearly basis or at least yearly basis may make the connection stronger and will help to improve the functions effectively. It can be done with automation as well. They can develop an automated system where employees' performance measurement and appraisal can be done automatically. It will save lots of time and would be more error free.
- ShopUp definitely should go for applicant tracking ID system. Since, it is very fast-growing company and huge load of recruitment applicant tracking ID system will easily eliminate unnecessary repetition and bring out the best pool at a time.
- Again, as it has high recruitment tendency, auto generated pre-screening and after screening assessment system automation will boost its operational efficiency and a huge amount of time and labor. It will bring a smoother and faster operation system.



## **6.2. Conclusion:**

Shopfront Limited is one of the fastest growing fintech company of Bangladesh. The management team of the company are skilled, experienced and dynamic executives who have been contributing in the continuous growth and progress of the company over the years. The HR Team and the recruitment process is very much similar to other companies. From my observation on ShopUp, it is realizable that the greatest strength of the organization is the highly committed workforce who are highly customer centric. And there exists a strong relationship between the work force and the organization. The human resource department tremendously works for more employee engagement and more efficiency of the human resource practices. Recently, the department has started working on making the practices more structured and employee friendly.

The internal mission of the human resource department is to make the personnel more connected with the organizational values; so that they can best serve the customers and also to ensure fair play policy and friendly work culture; so that the personnel can easily share their innovative ideas.

ShopUp always look for the right talent & that is the reason behind following competency-based interview assessment because competency-based interviewing removes the risk of personal bias and makes the hiring process fairer, helps interviewers from assessing interviewees on the basis of characteristics that are not relevant to the job. Recruiting automation can truly enhance the organization's high-volume recruitment process and help ShopUp to make it more efficient and pleasant for everyone involved. It is not meant to replace recruiters, but rather to free them from manual tasks and let them refocus their attention on getting to know candidates and fully utilizing their interpersonal skills. And in a job market that requires recruiters to find creative ways to compete for top talent, these are obvious perks that you should start taking full advantage of.

## 7. Appended

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