

Report on

Understanding the Perception and Experience of Job Seekers' Online Recruitment

By

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17104046

An Internship Report submitted to **Brac Business School** in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (**BBA**)

Brac Business School

Brac University

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Declaration

It is hereby declared that,

1. The internship report submitted is my/our 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 that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:



Shams Hasan

17104046

Supervisor's Full name & Signature:

Saif Hossain

Assistant Professor, Brac Business School

Brac University

Letter of Transmittal

Saif Hossain

Assistant Professor

Brac Business School

Brac University

66, Mohakhali, Dhaka - 1212

Subject: Submission of Internship report of Fall 2021 Semester.

Dear Sir,

I am pleased to submit my internship report with all the necessary information and details during my internship period. I joined Labaid Diagnostics on November 18th, 2020 as an Intern in the Information Technology (IT) Department. After joining I tried my level best to implement the learnings that I received from Brac Business School. This internship report gave me a really good learning experience which I believe will help me in the long run of my career.

I made sure that the report I prepared is able to serve its purpose. For any sort of queries/ questions, I am always available for explanation.

Sincerely yours,

Shams Hasan

ID: 17104046

Brac Business School

Brac University

Date: March 5th, 2022

Executive Summary

Recruitment is one of the functions of an organization. To seek out and hire the desired candidate for the job that was recruited for. Before the internet came, it was all about the in-person meeting, interview, and then getting selected for the job. But now, in this 4th Industrial Revolution, where digitalization is in every aspect and globalization is a continuous process, online recruitment is already at a good pace alongside offline recruitment. COVID-19 pandemic has already opened remote work opportunities and so many organizations have adapted well to the change. And so is the online recruitment has too increased with time. It was not that before the pandemic, it was not happening, rather online recruitment was also taking place at some organizations. But now many companies are adapting to hybrid work methods (*both online and offline*), the work process has also shifted and thus many job seekers are going through the online recruitment process. Now, since it has increased in recent times, surely the assessment and the technicality has also increased. And the assessment that is being conducted is well relevant to the academics that the job seekers have acquired. The importance of online recruitment is not just about cost reduction from the organization's end, but also, a representation of globalization that is taking place in this 4th Industrial Revolution.

Keywords:

Industrial Revolution, COVID-19, Pandemic, Online Recruitment, Hybrid Work Method

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List of Acronyms

<i>BMD</i>	Bio-Medical Department
<i>DD</i>	Doctor's Discount
<i>LCH</i>	Labaid Cardiac Hospital
<i>LSH</i>	Labaid Specialized Hospital
<i>OT</i>	Operation Theatre
<i>rRT-PCR</i>	Real-Time Reverse-Transcriptase-Polymerase Chain Reaction
<i>SCM</i>	Supply Chain Management
<i>VBA</i>	Visual Basic Application

Glossary

Internship Report

A report highlighting the internship experiences by giving a brief description of the responsibilities taken as an Intern.

DD Report

Doctors when they refer to any test (CT, MRI, X-ray) to any patient, a certain percentage of that test fee is added to their income. The percentage is either fixed from the Hospital or, the doctor can also claim by himself/ herself.

Diagnostic Centre

It is a facility center where various tests are conducted to run a medical diagnosis on an individual

Chapter 1: Overview of Internship

1.1 Student Information:

<i>Name</i>	<i>ID</i>	<i>Program</i>	<i>Major/ Specialization</i>
Shams Hasan	17104046	Bachelor of Business Administration (BBA)	<ol style="list-style-type: none">1. Computer Information Management (CIM)2. Marketing

1.2 Internship Information:

1.2.1 Period, Company Name, Department/ Division, Address

I joined Labaid Diagnostics in November 2020 in the Information Technology (IT) department. Labaid has 26 active diagnostic centers all over the country, fortunately, I got to sit in the main diagnostic branch at Dhanmondi. It has been 1 year and 3 months since I have been working here as an Intern.

1.2.2 Internship Company's Supervisor's Information: Name and Position

My supervisor's name is Nadia Shahrin Chandni, she is the Senior Executive of Information Technology (IT) Support of the Information Technology (IT) department.

1.2.3 Job Scope - Job Description/ Duties/ Responsibilities

In my job roles as an Intern, I had to go through various sorts of responsibilities. The duties I have taken are described below.

- I was given to create a report of doctors share in every test they refer. We are quite familiar with the tests, the ones that are counted are CT-Scan (*Computed Tomography - Scan*), MRI (*Magnetic Resonance Imaging*), Pathology, X-Ray, Cardiology test. The report primarily consists of total sales, net sales, any discount given of the test(s), and remarks. The final report that was submitted was of the 26 active branches' total sales of the tests referred by the doctors. This report is called the "*Referral Report*" or, "*DD (Doctor's Discount) Report*".
- I went for an audit of the Labaid Cardiac Hospital (*LCH*) and Labaid Specialized Hospital (*LSH*) building to have a count on Computer Items, their status whether they function properly or not, or any other technical issue they are facing. We had to make a list of the items and submit them to the higher authority so that they could take necessary action.
- I was told to learn the basics of the PHP programming language. Within 2 weeks, I was assigned to create an online job application form which I did in the PHP programming language. The form consisted of the basic biographical information, a section to input their work experience(s) if any they have, a section of educational background(s).

- There was a report-making task I had to do of the diagnostics, That report consisted of patient details and information and their availed medical tests from the diagnostic branches they have taken. This is particularly the patient invoice report that has been generated for 2018, 2019, and 2020.
- Presently, I am working in the COVID-19 data entry work. You might have noticed that after you have taken the rRT-PCR test, you get the result via SMS from the hospital you have taken and another SMS from the DGHS. This SMS from DGHS comes from the data entry that is given on their official site. I have started with non-Traveler patients and now I am working in the Traveler section. Traveler entry is the section where I have to be agile in updating the patient's information.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

At Labaid, I made sure to use my knowledge acquired in the way I could. Since I was in the IT department, I made sure to implement my technical knowledge in my work. With the proper use of the Microsoft Office suite, I tried my level best to execute the work that was assigned to me.

1.3.2 Benefits to the student

I joined Labaid at the time of the coronavirus pandemic, which impacted all sorts of life. Well, until and unless we work in the health sector, we will never understand how the health sector is. I would like to state the fact that, the health sector is one of the robust sectors where being agile about every aspect is important. This robustness and agility have helped me a lot to organize myself and my work. Where I have learned is to prepare myself for any sort of situation and stay organized as much as I can. I also have gotten to get a glimpse of the medical information system, its functionality since I wanted to know more about MIS. I also got to know how much the hospital system is very interconnected not just in terms of technicality and also in its internal and external operations.

1.3.3 Problems/ Difficulties (faced during the Internship Period)

Initially, when I joined Labaid, I faced difficulties understanding the technical works I was assigned. The main reason was that I could not understand how the operations work in terms of the Sales report and what exactly I have created the report on. This issue happened while I was working on the “*DD Report*”. I could not understand how the doctor's share is calculated and also other important factors to look for such as whether any doctor is having the share for the tests he/she is referring to. Also, there have been challenges that some doctors claim a certain percentage of the tests are referred to. So those criteria and conditions are also being kept an eye on to work on the report making. Another difficulty I faced was while I was working on the Job Application form for the Labaid Group's official website. Since I am a business student from that part to the technical part completely was a different transition. So, working on the coding section (***VBA or Visual Basic Application in Excel***) from start to the end took a good time to complete that project.

I had to learn PHP and then I went to make the job application form for the company's website. These were the main challenges I faced when I joined Labaid Diagnostics.

1.3.4 Recommendations (to the company on future internships)

Some of my findings I think during my internship that I need to convey to the company. Those are mainly,

- IT department is the one I attended for Internship, I believe the department can also raise the opportunities for the new coming IT interns as per their relevant skills and expertise. Thus, with such opportunities they can find out their potential employee who can be an asset to the organization.

- A well-organized HR department for their branch division would give them more functionality in their medical services. Since they have a diverse set of medical services, a proper human resource management will manage any internal issues faced by the hospital(s) or the diagnostic center(s). Although they have one already, but a much organized HR department will enhance their business operation(s).

- Since the company is a healthcare service provider, they also a good reliability on their suppliers. For more smooth operations in their service(s), a well-organized database of their suppliers will be beneficial for them. Since in this business, reliance on the suppliers is more, and a robust efficient operations is necessary, hence a well-organized supplier database will make sure of their smooth and robust operation.

Chapter 2: Organization Part

2.1 Introduction:

The Healthcare sector is one of the rising sectors in Bangladesh. It can be said, in recent times, the sector is still untapped and has a lot to offer. In Bangladesh, a patient receiving the proper treatment is a blessing in this country. And every private and public health care sector is eyeing that. Especially the private healthcare companies, where they are raising their treatment standards and constantly trying to reach the global market.

2.2 Overview of the Company:

Labaid is one of the pioneering names in the healthcare industry of Bangladesh. 20-25 years ago, the healthcare industry was not that big of a name in Bangladesh. A patient had to go through various places in order to get a medical test. Labaid removed the barrier of such hassle opening their diagnostic section and extending towards cardiac treatment. In 2005, Labaid achieved excellence in Cardiac Treatment in Bangladesh and they have also achieved success in Hospital treatment. On the other hand, they also have extended their treatment facilities in order to extend and improve cancer treatment in Bangladesh. On March 2nd, 2021, Labaid inaugurated the Cancer Hospital and Super Specialty Centre ("*LabAid Cancer Hospital launched*", 2021). Labaid is also eyeing extending their services towards special children too.

2.2.1 Vision of the Company

"Excellence through innovation" ("*Labaid Group*", 2022) is the core concept of Labaid. Customer satisfaction and persistent leadership is the core concept of Labaid's corporate culture.

2.2.2 Value(s) of the Company

Labaid has established itself as a company of quality, trust, and care. The company prioritizes value creation and customer satisfaction over everything ("*Labaid Group*", 2022). The core values that Labaid follows are,

Integrity:

Making efforts to ensure the highest integrity in conducting business considering honesty, truth, and fairness the building blocks of doing business.

Excellence:

With the belief of endless excellence, Labaid makes sure they are ensuring the highest possible quality in their businesses.

Respect for Individual:

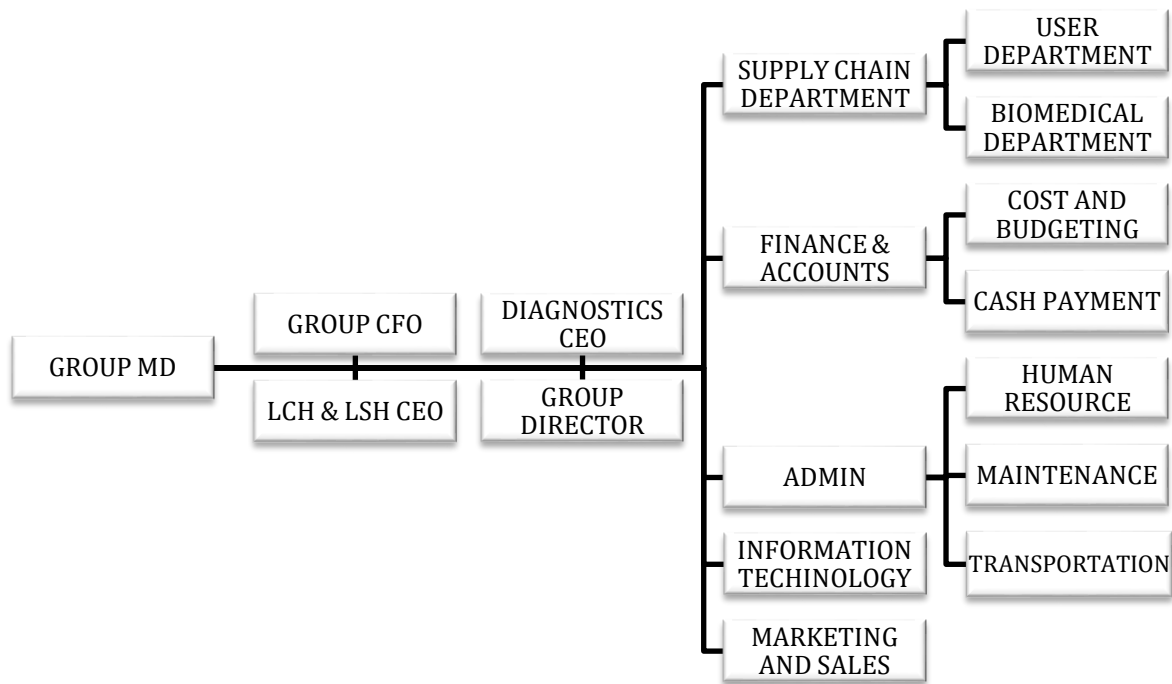
Equality is ensured in Labaid, respecting the employees, partners, suppliers, and communities. Labaid maintains an environment where diversity is accepted in spite of what every individual is.

2.3 Management Practices:

Labaid follows the participative management model. In participative management, employees work in teams in every department. Labaid is a healthcare organization, so from the corporate level to the healthcare division, they have to work in teams to make sure that the patient service is ensured with 100% effort(s).

2.3.1 Organizational Organogram

Here is the organogram of Labaid Hospitals and Diagnostics (*One, 2022*)



i: Organization Organogram (With reference to https://www.academia.edu/42814854/Strategic_Report_of_Labaid_Hospital_)

2.3.2 Admin

The Admin is mainly responsible for 3 functions, Human resource management, and maintenance and transportation services. Admin makes sure of the companies' resources are well utilized.

2.3.2.1 Human Resources:

The Human resource of Labaid is responsible for the recruitment and selection process, also to ensure that the employees are getting their necessities for the work purposes. The HR department is also responsible for the preparation of salary list of the employees and also the collection of the employee information when they are being recruited in the organization.

2.3.2.2 Maintenance:

The maintenance department is the one that ensures that the electrical connection(s), sanitation system(s), office material(s) are in good function. If any of the office item(s) faces any issue mentioned, the maintenance department makes sure of that the issue is being cleared out.

2.3.2.3 Transportation:

Transportation department is the one that handles the transportation of the employees and of the patients. The transportation to the employees is given through the pick-up and drop services via sedan(s) or, employee bus system that has a fixed time of departure. Some of the employees have been given a fixed car for their travel purposes, this privilege is particularly for someone who is at the top management.

2.3.3 Recruitment & Selection Process

Well, recruitment is being carried out through both offline and online interviews. As it is a healthcare organization, most of the employees are being hired as per their skill set and their academic qualifications. Job vacancies are being posted through online job portals (***LinkedIn, BDjobs.com***). The further process is being carried out after sorting the CV's collected. And then through an interactive interview process, the recruitment is being carried out. Since now the COVID-19 pandemic is going on, online interview(s) are being conducted and then if they find the right candidate, he/ she is being selected. Based on the years of experience and the work the applicant has gone through they are being interviewed and later on after being selected, they are being recruited to the company (***Collected information from the organization***).

2.3.4 Employee Training and Development

Labaid has on-the-job training for its employees who are newly recruited. For freshers who have just started their job life, a 3-month average time span is needed to supervise and train well for the job assigned. As time progresses, the employee is being given the task he/she is being hired for. For the experienced employees, who have been working for more than 5 years, the organization organizes a “*Corporate Seminar*” every 2 weeks on Saturday. The seminar is held at the State University of Bangladesh situated at Kalabagan. The session lasts for 4 hours starting from 8 AM sharp till 12 PM. The main speakers for the sessions are faculty members from well-known universities, industry experts, sometimes the top management personnel from Labaid. Here, the topics that are being discussed are related to the healthcare industry, corporate etiquettes, and many more (*Collected information from the organization*).

2.4 Marketing Practices:

The marketing department is now probably one of the inactive departments in the group. Here, digital marketing has currently taken over which is handled by a digital marketing agency. The promotion that Labaid currently is doing now is in the digital platform. Facebook is now the active medium they are promoting themselves with various interactive informative posts.

2.4.1 Initial Branding and Promotions:

The initial approach of labaid was for the mass audience, they came up with 2 TV commercial ads, 1 for the Cardiac Hospital and 1 for the Diagnostic. Both of the commercial jingles were sing by Habib Wahid.



ii: Labaid TV Commercial(s) (Source: Labaid's official Youtube Channel

https://www.youtube.com/channel/UCEqbM_uQt9HVNhv5D2CJvhA)

2.4.2 Digital Promotion

Labaid has acknowledged the importance of digital promotion and they are now promoting themselves on social media. The promotion includes all kinds of updates, recent news of the organization, live session announcements, and any new additions in their medical services. *ire* is the name of the Facebook page through which they are posting their update(s). Below here is a glimpse of the promotional activities conducted online in Labaid.

☎ 10606

LABAID
Diagnostics
...Home of Trust

ঘরে বসে কোভিড-১৯ টেস্ট করাতে নিম্নোক্ত ধাপসমূহ অনুসরণ করুন

- ১ হটলাইন ১০৬০৬ এ কল করুন
- ২ ঘরে বসে আমাদের সূক্ষ্ম টিমের কাছে
আপনার স্যাম্পল দিন
- ৩ ঘরে বসে অনলাইনে বা অফলাইনে
রিপোর্ট গ্রহন করুন

- ১২ ঘন্টার মধ্যে রিপোর্ট প্রদান
- অভিজ্ঞ ডাক্তারের সাথে পরামর্শের সুবিধা



জরুরী প্রয়োজনে চিকিৎসাসেবা নিতে
ল্যাবএইড স্পেশালাইজড হাসপাতালে
যোগাযোগ করুন ☎ ০১৭৬৬৬৬১১১১

iii: COVID-19 Promotional Post (Source: Labaid's official Facebook Page
<https://www.facebook.com/LABAID>)

10606

LABAID

যে কোন ইমার্জেন্সি সেবায় আমরা নিয়োজিত **24/7**

ল্যাবএইড ইমার্জেন্সি সেবা

জরুরি রোগীর চিকিৎসাসেবা দ্রুত শুরু করার লক্ষ্যে
ল্যাবএইড হাসপাতালের ইমার্জেন্সি সেবা



iv: Emergency Services Promotional Post (Source: Labaid's official Facebook Page
<https://www.facebook.com/LABAID>)

2.4.3 CSR Activities

Apart from providing their medical services, Labaid also plays a good role towards the society. By various CSR activities the company showed a good commitment in providing the best service towards mankind. It started with providing *free treatment* to the underprivileged people who are not able to have a good treatment of their health. Also, bearing educational expenses Shefali, an underprivileged girl who got an opportunity to study in medical college. Omar Ali, one of the famous poets in Bangladesh, his treatment expenses have been given free of cost by Labaid. And lastly, Sonia, a disabled girl, with 1 leg she was living her life. Labaid stepped up and gave her an artificial leg with which she is happily living her life now.



v: A Glimpse of CSR activities by Labaid (Source: Labaid's official YouTube Channel

<https://www.youtube.com/watch?v=hm-fuxMzI38>)

2.5 Financial Performance and Accounting Practices:

The finance department is one of the core departments in any organization. For labaid, it is no more a different case. The finance department is continuously working in financial analysis and they are also carrying out the necessary financial tasks. On the other hand, the finance department is also responsible for the preparation of financial transactions and annual reports of the year-end.

2.5.1 Cost and Budget

Cost and Budget is one of the subsections of the finance department. This particular section is mainly responsible for monthly budget analysis prepared by the SCM, calculating ROI, KPI of the organization. The cost and budget section singularly handles the overall medical sector's budget by itself.

2.5.2 Cash & Payment:

Cash and Payment is the section of the finance and accounts that bears the responsibility of paying salaries to the employee(s), clearing bill payment(s) to the vendor(s) who are supplying various item(s) to the organization. Since they have the payment responsibility of the vendor(s), their section is placed beside Supply chain department.

2.6 Operations Management and Information System Practices:

2.6.1 Operations Management

Operations management is one of the most important departments in the corporate sector of Labaid through which the hospital materials rely upon. Starting from the equipment for OT (*Operation Theatre*) to materials for corporate personnel the operations management is linked with a lot of departments and sections.

2.6.2 Supply Chain Department

The Supply Chain Department of Labaid is considered as the heart of Labaid Hospitals and Diagnostics. The entire supply chain operation is being carried out in the Labaid Diagnostic Dhanmondi branch. The department is mainly responsible for buying, negotiating, and sourcing various medical items and others. The items that the supply chain mainly deals with are,

- OT Equipment(s)
- Office Inventories
- Technical Inventories
- Diagnostic Test Kit(s)
- Construction Material(s)
- Pharmaceutical Medicine(s)

Apart from the above-mentioned items, supply chain management is also responsible for the monthly budget of the items the hospitals (both LCH & LSH), the diagnostic branches will need. At the last 10 days of the working week (*from the 20th of every month*), the supply chain starts working for the budget. They collect the requisition from the branches and they set up the total estimation they need to have in order to serve the patients. Later on, the top management mainly consists of Group MD, Group CFO, Hospital CEO, Diagnostic CEO, Director(s), they go through the budget with the manager of the Supply Chain and discuss how to cut the expenses and later get it approved. Following that, the supply chain department gets in touch with the suppliers and places the monthly requisition(s) of the item(s) they need.

Apart from that, Supply Chain also handles any sort of product crisis. It is sometimes seen that, though the supply chain has placed their order for the month, for the immediate need of any medical equipment they have to call their supplier at the end of the office hour to deliver it as early as possible. In the time of surgery, such a crisis usually takes place which becomes a hassle for the department to carry out. In that case, it is seen that the people from the department have to go and buy the equipment on their own. So leaving the fixed budget, sometimes such crisis management is also being taken care of by the supply chain.

2.6.3 User Department

There is also a user department that evaluates the performance of the item(s) bought. After the supply chain department purchases the product that was requisitioned, the user department gets a firsthand experience and they provide their feedback to the supply chain for any sort of queries. On the other hand, the user department also gives their preference(s) for any specific product they think would be better for the company.

2.6.4 Biomedical (BMD) Department

The BMD works in the purchase, maintenance of the machine kits that are used for diagnosis purposes. The machines mainly include MRI Machine, CT Scanner, Blood Bank Analyzer, Clinical Chemical Analyzer, Chromatography, Bone Densitometer, and many more. Apart from the machinery, BMD is also responsible for purchasing other hospital items such as medical masks. In 2020, BMD purchased medical masks worth 120 million takas for Labaid Hospitals and Diagnostic. It is estimated that around 150 million Taka is annually budgeted for machinery and other items by BMD (*Collected information from the organization*).

2.6.5 Information Technology (IT) Department

The IT department is responsible for the operations of the hospital and diagnostic branches. Labaid uses a dedicated software named “*Medicare*” that is used for various information updates. The information mainly includes patient information, their treatment information, doctor’s information, their share of every test they refer to, every patient’s bill information. Medicare is the core software that the employees of Labaid use and they gather the necessary information to work on as per their department and assigned tasks. Especially, the finance department and the cost and budget division work due to the software. Every employee of Labaid uses the premium Microsoft mail services i.e. Outlook mail. The format for the employee’s email address is “*first name. second name@labaidgroup.com*”. Through this email, the employees maintain their communication throughout all the branches of Bangladesh. And they also access the software by logging in with their email IDs. In the COVID-19, they prepared their own system to COVID-19 information of the patient’s rRT-PCR test. Labaid promises to provide the rRT-PCR test result within 12 hours after the sample is collected. And with that consistency, the IT department right after getting the file of the result(s), connects to their system and sends the SMS to the patients.

2.7 Industry and Competitive Analysis:

For the analysis, 2 tools that we will go through to check the competitiveness and the state of the industry. These are Porter's 5 forces and SWOT Analysis.

2.7.1 Porter's 5 Forces

We will analyze the market position of Labaid using the above-mentioned tool. Here it is described below.

Power of Buyers: Labaid has established itself in the market as a pioneering healthcare organization where a proper patient diagnosis and appropriate treatment according to the health issue will be treated under one roof. And with that motive, the service is being ensured in that system. So, with the patient service, they are ensuring their utmost effort since the service is taken by the middle class, upper-middle-class, and high-class people. And due to this, the power of patients is comparatively low in the service that is provided by Labaid.

Power of Suppliers: Labaid's healthcare service is being ensured by its suppliers since it is a healthcare provider. For this, there is high power of suppliers. It has been stated enough how the supplier is needed to provide the medical items. Depending on the product type, there is a power of both the supplier and Labaid. A power shift takes place depending on the state. But if it is seen that a supplier has more power to practice on Labaid, Labaid will eventually go for another supplier to ensure its products.

Competitive Rivalry: Labaid Hospitals which is located in the Dhanmondi area back then was an uprising commercial area. With time, many other healthcare companies have emerged. Some prominent names have also made their mark in the healthcare sector and they are now coping up and advancing themselves in the healthcare sector. Hospitals like Anwar Khan Modern, Green Life, Central, BSB, and Square are noteworthy mentions in terms of competitors. So yes, there is good competition in terms of geographical location.

Threat of Substitutes: There is less threat in terms of substitutes when it comes to providing patient care services. Because in spite of such a number of hospitals, based on the quality of treatment, Labaid has managed to uphold its reputation and they have also made sure in this current COVID-19 pandemic to give the best treatment to cure COVID-19 and other diseases.

Threat of New Entrants: Observing the market scenario geographically, even though there is already competition and they are well established, if a new entry is taken in healthcare, personally I do not think it will affect Labaid's performance and quality. Because, to ensure proper performance, a good investment is required and experience is a big factor when it comes to healthcare as it is all about a person's life everyone involved has to deal with it. Hence, the new entry moved by anyone would not affect Labaid.

2.7.2 SWOT Analysis

SWOT carries the full form of Strengths, Weaknesses, Opportunities, and Threats. In this framework, we are going to observe the internal (*strength, weakness*) and external (*opportunity, threat*) factors of Labaid Hospitals and Diagnostics.

INTERNAL FACTORS	
<i>Strength</i>	<i>Weakness</i>
<ul style="list-style-type: none"> ● Labaid is carrying out a quality healthcare facility, especially in cardiac treatment having the best doctors in the country (<i>One, 2022</i>). ● For hospital logistics and treatments, Labaid has their own agros project, from there they are providing quality meal for their admitted patients and due to their own pharmaceutical business, they have also ensured good quality medicine towards their patients. ● For emergency blood in any adverse situation, Labaid has made its own blood bank. Here, the blood before collection is being tested and then made sure that after blood collection they are well maintained. 	<ul style="list-style-type: none"> ● In its corporate division, Labaid is lacking a proper HR department responsible for all the HR activities (<i>One, 2022</i>). And this is why it is seen that a lot of employees are not having a place to share their queries even if they are having any issue(s) in their work environment. ● The information system has not been updated yet for its functional purposes (<i>One, 2022</i>). It is seen that the software has been developed but apart from that the organization is not working in expanding their information system purposes. ● Interns who are new to this organization are not being given a significant amount of tasks here that should've been given for their betterment. Rather than, they are being handed over very tiring and

	<p>manual work which seems very boring for the Interns who work here.</p>
EXTERNAL ENVIRONMENT	
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> ● Labaid should focus more on investing in the mental health sector. They have extended their service in cancer treatment. Now, it is time they should look for mental health since it is becoming an alarming issue worldwide. ● Online consultation has now increased a lot due to digitalization. It is seen that in COVID-19, along with COVID-19 patients, others who are diagnosed with other diseases have also started in an online consultation. Labaid needs to set up a robust system for such service. ● As SCM, BMD is the core department of Labaid, they need to make a separate system, if not expand their system for the list of products they need. Through this system, they can manage their hospital and diagnostic inventory in a computerized way. 	<ul style="list-style-type: none"> ● Competitor hospitals are making their price schemes and there are some hospitals that are more cost-effective than Labaid (<i>One, 2022</i>), whether their service is good or not. Here, Labaid is facing competition in this part. ● After medical equipment is purchased, it gets directed to the user department. Now, an issue that can arise from the user department is that if they are being persuaded by suppliers, then there is a chance that the user department will recommend any other brand of a certain product that the one required. This will affect the service of Labaid in its medical treatment facility. ● External Competitors are now promoting themselves in various platforms regarding their treatment facilities, which to some extent is affecting Labaid, resulting in their sales drop. So, external competitors are making their positions strong in market.

Chapter 3: Project Part

3.1 Introduction:

COVID-19 pandemic has increased the dependability of technology. Remote communication, work, education, and other work have increased a lot in this pandemic. So as online recruitment. It is seen from 2020, that due to work from the home culture that has increased, many businesses are recruiting via online recruitment. Recent graduates and ongoing students who are about to graduate are now facing an online recruitment process. But many are not sure about the quality of recruitment and what is the general perception of people about online recruitment. In Bangladesh, there is a rising number of internet scribes that has reached already 112.713 million as of 2021 in a total of ISP + PSTN and Mobile Network (*BTRC, 2022*). And so, the importance is can be seen in the current pandemic.

3.1.1 Literature Review

Internet emergence in Bangladesh has played a good role in developing the country. Nowadays, the importance of the Internet is increasing at a good rate and its importance is seen in various sectors. From logistical support to daily office activities, its importance is enormous. Online recruitment is one of such major implications. It is the process through which potential applicants are being recruited and selected for a specific work. Recruitment has also changed with time. Nowadays, fresh graduates are now looking for job opportunities through online portals (*Hosain et al., 2022*). Various mediums are now opening their windows to highlight job opportunities. The importance of online recruitment is now increasing so is the implementation. Many organizations are now going for online recruitment and selection procedure with effective online advertisement alongside the targeted audience. Mostly, job applicants are now looking for job opportunities online, organizations should improve their information systems and make effective strategies for online recruitment systems. For this, it is much needed to improve the recruitment system and improve company's online portals which mainly notes about website. On the other hand, it is seen that HR managers in some organizations negatively perceive online recruitment, they are not being positive about utilizing the company's website for recruitment purposes. It is also argued that cost and time saving are related to online recruitment. Alongside the cost and time saving, it is also noted about responses from around the world with quality responses.

3.1.2 Objective(s)

For the above project that has been proposed and has been worked on, the objectives for the topic are mentioned below.

- i. To understand the awareness of online recruitment by job seekers.
- ii. To get to know about job seekers' experience while having an online assessment/ interview.
- iii. To compare the recruitment system both online and offline faced by job seekers.

3.1.2 Significance

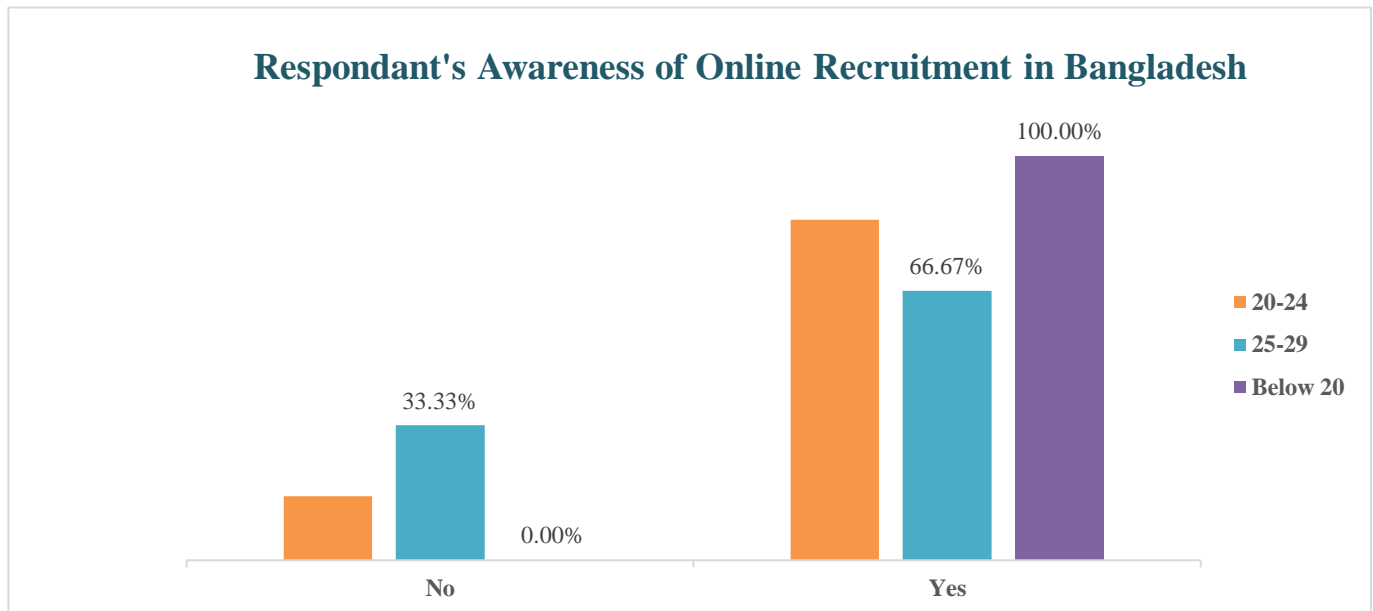
To be very honest about the report, the significance was to understand the digital behavior of job seekers and to find out the quality of online recruitment in this current pandemic. The notion of going remote in every aspect, especially in work and other sectors has shown how much online recruitment has increased. In the international job market, it is seen that 70% of managers have achieved success in social media recruiting ("*Surprising Social Media Recruiting Statistics (2022) | Apollo Technical*", 2022). More than 90% of recruiters are now eyeing LinkedIn for potential job seekers ("*Surprising Social Media Recruiting Statistics (2022) | Apollo Technical*", 2022). So, these 2 pieces of information are already giving the vibe how much the importance of online recruitment has increased. Even many organizations in Bangladesh are also considering hybrid recruitment methods and they are now going for a better recruitment and selection process. BdJobs, one of the biggest online job portals of Bangladesh has launched a section to submit "Video Resume" which means candidates can submit a video presentation introducing themselves and highlighting their skills and abilities along with relevant experiences they gained ("*Recruitment during a pandemic*", 2022). So, it can be seen how much technological growth has occurred in this pandemic and how much it is relevant to have a better work-life.

3.2 Methodology:

To find out the perception and experience of online recruitment, an online survey was conducted targeting job seekers who are currently working as undergrad students and those who are in full-time employment. Since every year graduates are joining the job market, this pandemic it had a major impact on them. Hence, it was necessary to target those who have been working as a student and those full-time employees who are working or have gotten a job in this pandemic. The survey has been conducted in 3 sections. The 1st section has the questions regarding awareness of online recruitment followed by the 2nd section talking about the experiences that the job seekers have faced. The 3rd and final section of the questionnaire asked about the differences between offline and online recruitment. The methods that have been used are due to the quick access of the targeted respondents and since they are the ones who have a good online presence, the survey was conducted successfully.

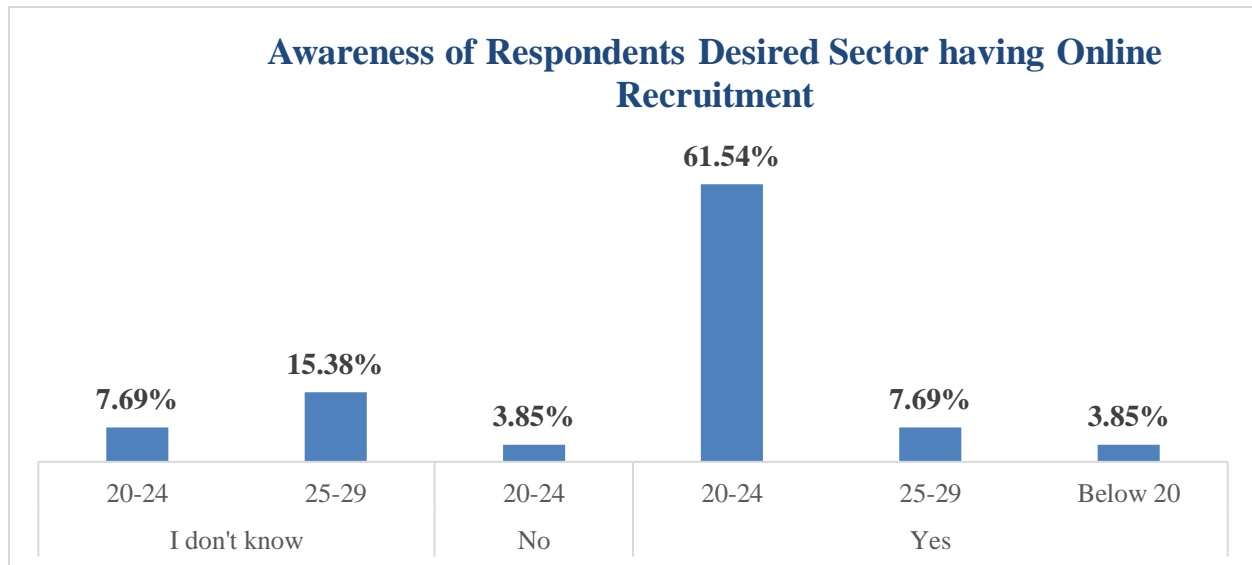
3.3 Findings and Analysis:

There have been several findings and analysis that has been conducted regarding the project. Here is the brief analysis.



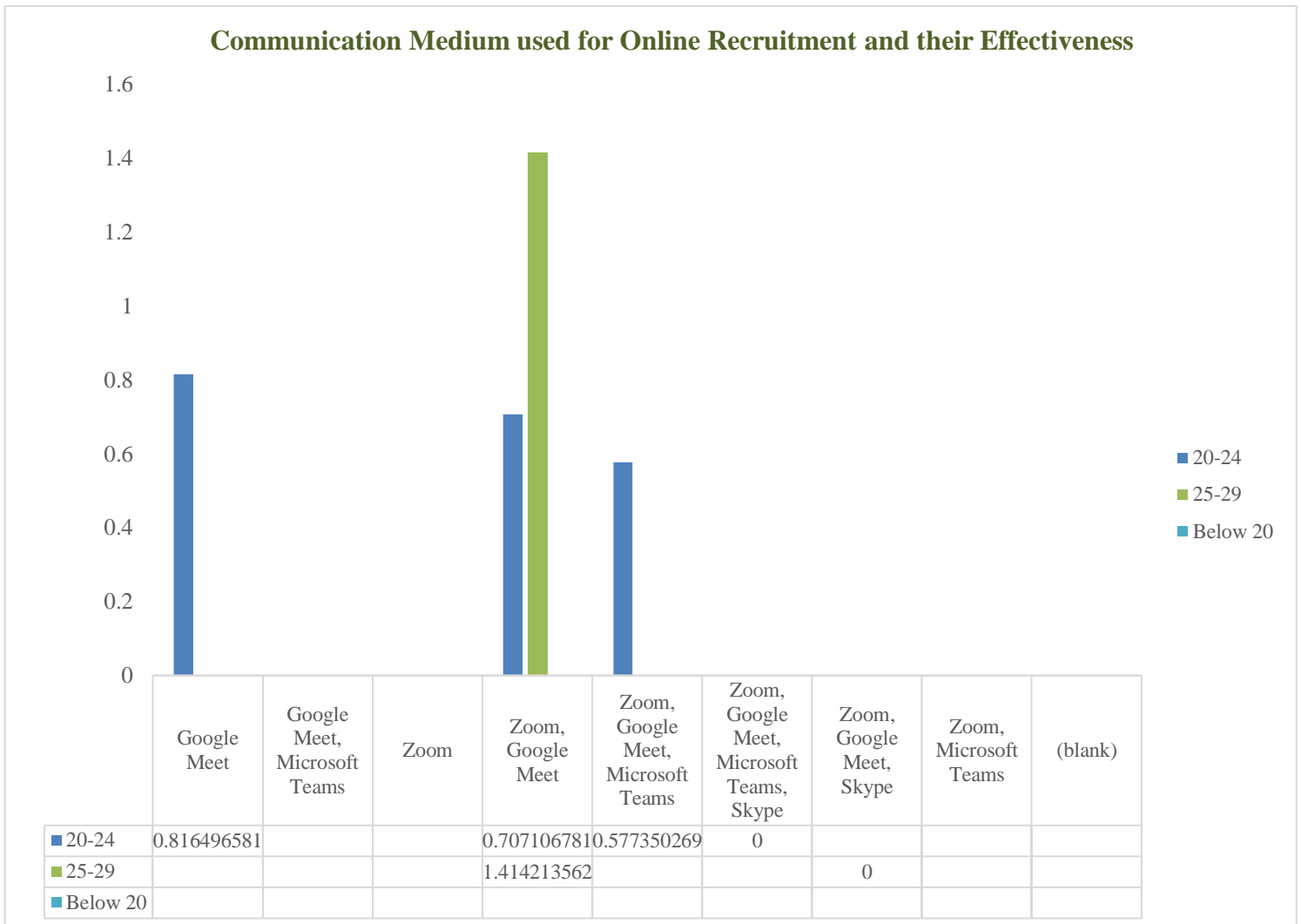
vi: Awareness of Online Recruitment in Bangladesh

As we can see that 66.67% of age range (25-29) respondents are aware of online recruitment in Bangladesh. From the respondents count as per their age, it can be seen that majority of them are aware of it.



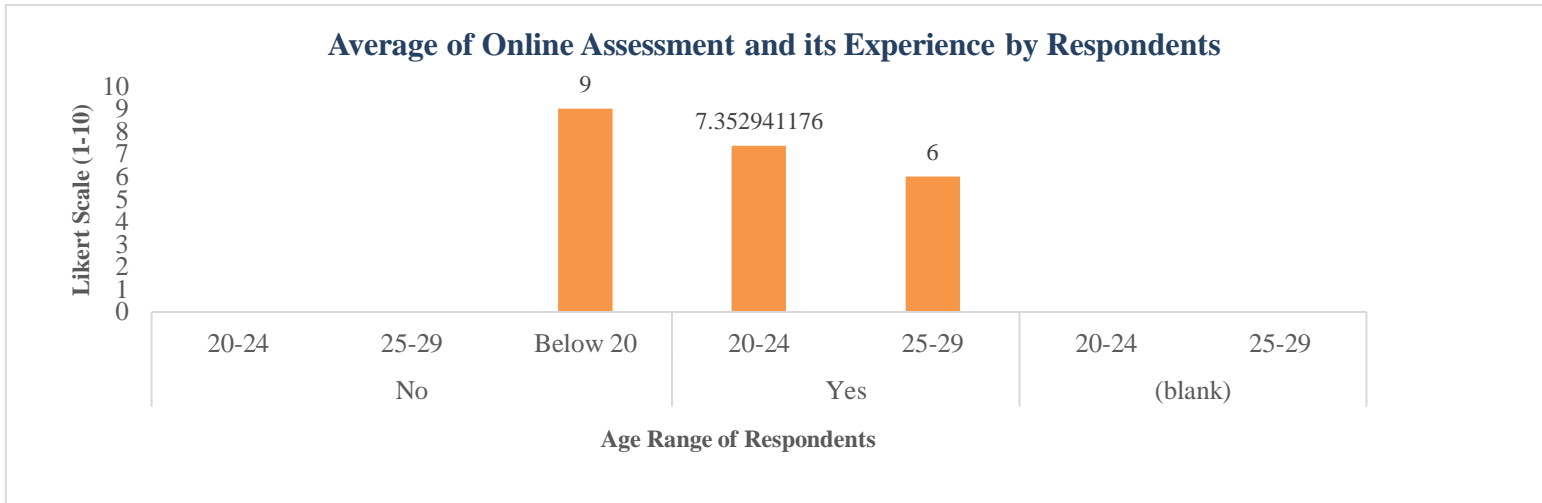
vii: Awareness of Respondents Desired Sector having Online Recruitment

It is also observed that 61.54% of respondents are aware that their desired organization has an online recruitment system. While it is observed that the participants of age range 20-29 in total are not aware of their desired sectors having an online recruitment system. A very few of them (3.85% to be exact) know that there is no online recruitment for their desired sectors.



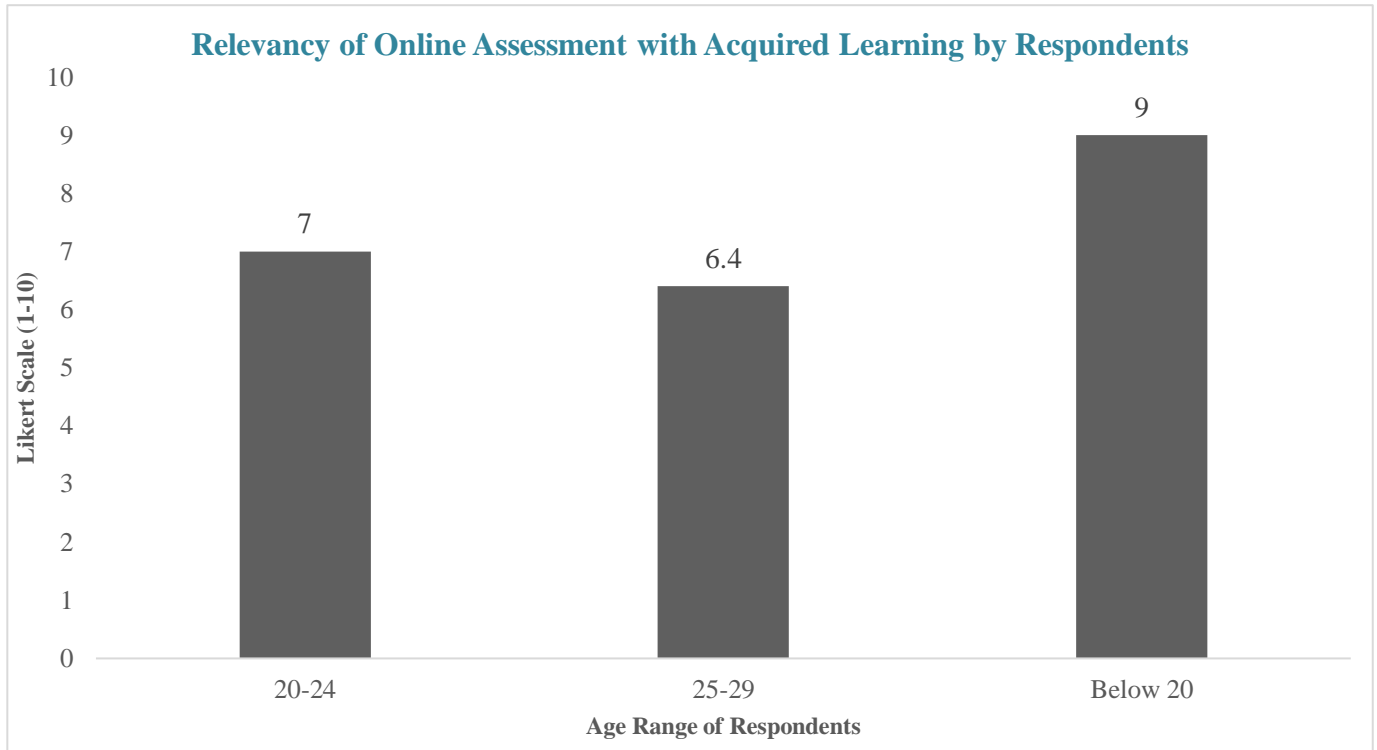
viii: *Communication Medium used and its effectiveness in Online Recruitment*

Respondents who have experienced online recruitment have used mainly 3 communication medium(s). Zoom, Google Meet and Microsoft Teams. But it has been found out that mainly Zoom and Google Meet stood out in terms of usability, stability and availability. In the above chart, the standard deviation has been conducted where it is found out that zoom and google meet have been the 2 communication medium that are well in terms of their performance in online recruitment communication.



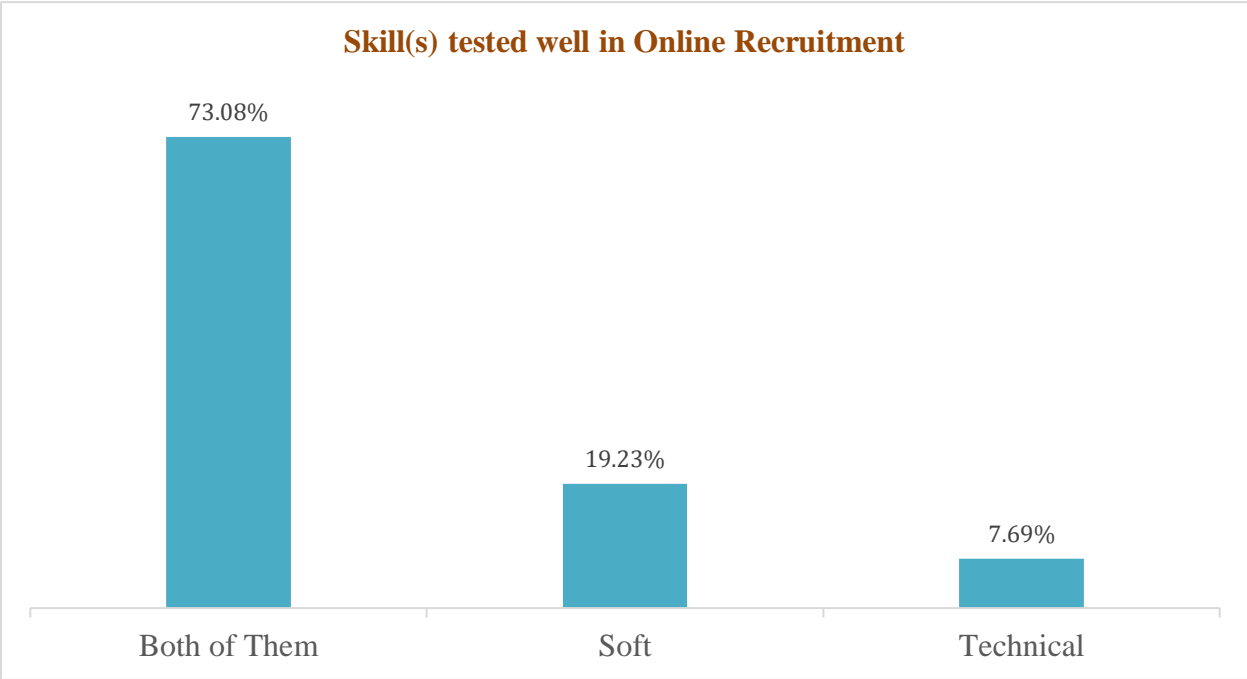
ix: Average of Online Assessment and its Experience by Respondents

The assessment respondents have faced online, it seems that they had a fair and good assessment to the place they applied online. It also seems that, on an average, they rated the online assessment experience in Likert scale out of 10. On an average, we can see that the responses came more than 5 from the Likert scale. It indicates that organizations are having well organized online recruitment system for its potential candidates.



x: Relevancy of Online Assessment with Acquired Learning

Results in the analysis has also shown that the online assessment is well relevant with the academic learning that they have acquired. The scale in the above chart is giving the results and also highlighting the average rating of the responses provided by respondents.



xi: Skills tested in Online Recruitment



xii: Skills tested in Offline Recruitment

Looking at figures ix. and x., it is seen that respondents equally have prioritized online and offline recruitment.

3.4 Summary and Conclusion:

From the survey, It can be seen that the impact and importance of online recruitment is increasing and so is the quality of the interview. Now, here we can understand the absolute implementation of technology in every aspect and how we are already blending ourselves in the 4th Industrial Revolution. Nowadays, people are not working in their own motherland companies, nowadays even a slight bit of technical skillset many people are setting their foot in the international job market either by remote working or, in person. So, such changes are already taking place. Labaid is also transforming itself, the organization I am currently working into digital healthcare service and they are taking necessary steps to establish that.

3.5 Recommendations:

Well, Labaid is now one of the pioneering names in the Healthcare sector of Bangladesh and they are now already making themselves an International standard healthcare service provider. To achieve that level of position in the future, here are the recommendations I would insist to focus on and imply accordingly.

- Labaid has 26 active diagnostic branches all over Bangladesh, to ensure a well operation throughout the country, an organized information system will enhance their diagnostic operations. Through this, they will have a central system which will cater to their patients' and their needs.
- Since, it is a healthcare business, a well set inventory management will also make their work faster and also will help them set their monthly budget of both corporate and medical equipment(s). With the increasing importance of analytics, the inventory management will also provide them good statistical analysis for their monthly budget including cost, number of item(s) needed and more.
- Digital healthcare is one of the uprising concept that is gradually growing, Labaid also tapped into it too. With the rise of remote work culture, digital healthcare is also at the pace. Though Labaid has started their digital healthcare with mobile application LifePlus BD, its enhancement will give them an edge in the healthcare sector of the country. Hence, it is still not fully tapped, Labaid has an opportunity to utilize it.

Appendix:

Section 1: Understanding the Perception and Experience of Online Recruitment

1. Your age range

- Below 20
- 20-24
- 25-29
- 30-35
- Above 35

2. Your Gender

- Male
- Female
- Prefer not to disclose

3. Your desired sector(s) you want to work in?

- Digital Business
- Agency
- Banking
- Development
- Educational Institution
- Financial Service
- Healthcare
- Research Firm

4. How do prefer to know about job opportunities?

- LinkedIn
- Newspaper(s)
- Online Job Portal(s)
- Relative(s)
- Friend(s)

5. Do(es) your desired sector(s) have online recruitment system(s)?

- Yes
- No
- I don't know

6. Are you aware that Popular Companies like Burger King, McDonald's, Walmart, Disney have online recruitment system?

- Yes
- No

7. Are you aware that Local Companies in Bangladesh have online recruitment system?

- Yes
- No

8. Did you ever apply for any jobs Online?

- Yes
- No

Section 2: Experience of Online Recruitment

9. The sector(s) you applied for job opportunity?

- Digital Business
- Agency
- Banking
- Development
- Educational Institution
- Financial Service
- Healthcare
- Research Firm

10. Which communication medium(s) was/were most commonly used for interviews?

- Zoom
- Google Meet
- Microsoft Teams
- Skype
- WhatsApp
- Viber
- Slack
- Other

11. On a scale of 1-5, Rate the communication medium you used for interview.

Worst 1 2 3 4 5 Best

12. Did you attend any online assessment/ test?

- Yes
- No

13. During the Online Assessment, rate your experience on a scale of 1-10

Worst 1 2 3 4 5 6 7 8 9 10 Best

14. Did you face any technical issues while giving the assessment/ test online?

- Yes
- No
- Not Applicable

15. On a scale of 1-10, rate the questions/ scenarios/ cases that were relevant with your academic knowledge.

Worst 1 2 3 4 5 6 7 8 9 10 Best

Section 3: Differences between Offline Assessment and Online Assessment.

16. What skills do you think are tested well in online recruitment mainly?

- Technical
- Soft
- Both of them

17. What skills do you think are tested well in offline recruitment mainly?

- Technical
- Soft
- Both of them

18. Rate on the basis of differences in offline and online recruitment process.

Worst 1 2 3 4 5 6 7 8 9 10 Best

19. In this current pandemic, how much you think online recruitment should be considered a major part of every organization?

<i>For the Pandemic, it should be considered a Safe Approach</i>	1 2 3 4 5 6 7 8 9 10	<i>No, I support fully to implement online recruitment one of the important part of the organization</i>
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20. If you have been asked to select any one of the recruitment methods, which one would you choose?

- Offline
- Online
- Hybrid (A combination of Offline and Online)

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