



Report On Efficiency of Robi Axiata's Job Portal

By

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

**BRAC Business School
Brac University
November,2022**

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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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.

Student's Full Name & Signature:

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Supervisor's Full Name & Signature:

Mr. Riyashad Ahmed
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Mr. Riyashad Ahmed
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report for course BUS400

Dear Sir,

With great respect. I want to state that I have completed my internship report on “Efficiency of Robi Axiata’s Job Portal” under your sincere supervision. I have tried my utmost to assemble this report on the basis of my experienced and findings.

I successfully finished a three-month internship placement. I learned a lot, developed my abilities, and acquired experience within three months. My people skills have increased as a result, which will help my career advancement in a favorable way. In compliance with BRAC University guidelines, I have detailed all of my internship-related information and experiences in my paper. I humbly ask that you consider this as my internship report.

Sincerely yours,

Nasiba Rafia
18104023
BRAC Business School

BRAC University

Date: 18th November,2022

Non-Disclosure Agreement

I do hereby assure, not to disclose any information about Robi transaction, business affairs or policy matters that I will come to know during my internship here with this organization.

Name of the Intern: Nasiba Rafia

Date of Joining : 17.05.2022

Division : HRBP, Human Resources

Signature

Nasiba Rafia

Acknowledgement

Learning the similarities and distinctions between a practical task and theoretical concepts through this research has been a terrific experience. It aided me in developing my interpersonal abilities and comprehension of the workplace culture within the international firm.

First of all, I want to thank my Almighty for giving me the ability to prepare the report successfully. Secondly, I want to thank Robi Axiata Limited for choosing me to be an intern. Through the knowledgeable workers, I had the opportunity to learn more about the Bangladeshi telecommunications sector.

Thirdly, I had the chance to learn more about work in-depth at Robi Axiata Limited from my line manager, Nahid Islam Bithi, Manager, Organization Change & Employee Experience (HR). I would especially like to thank my line manager, Mr. Sabah Al Jahan for helping me choose the issue and providing an insightful perspective on it.

Last but not least, I want to thank my esteemed supervisor, Mr. Riyashad Ahmed, Assistant Professor, BRAC Business School, BRAC University, for giving me the right direction and helping me to finish the entire internship report.

Executive Summary

The main objective is to state the efficiency level of job portal in the recruitment process of Robi Axiata. The organization can post for the vacant positions and candidates can apply for those positions according to their eligibility. Consequently, job portal is playing a vital role for the organization to find right people on right time. Robi job portal is effective for recruiters and candidates equally. The recruitment process initiates with the help of job portal. Also, it's simpler for recruiters to check job applicants resumes online rather than paper printed resumes. Filters of the portal can filter jobs for a particular career. The portal holds the company's recognition for making the job process less

complicated. The functionalities have lessened the timeframe for searching a job and made the recruitment process faster and more effective for the employers. Furthermore, some important findings and analysis have been mentioned here so that it can be more flexible and user friendly to the employers and candidates. The job portal is helping the job seekers to Last but not the least, this report covers the productivity and cruciality of job portal of Robi Axiata. It also shows the gaps and solutions for the employment portal.

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List of acronyms

GSMA Global System for Mobile Communications Association

PSTN Public switched telephone network

Chapter 1: Overview of Internship

1.1 Student Information

Name: Nasiba Rafia

ID: 18104023

Program: BRAC Business School

Major/Specialization: Finance & HR

1.2 Internship Information

Beginning Date: 17th May, 2022

Ending Date: 16th August, 2022 Company

Name: Robi Axiata Ltd.

Department/Division: HRBP, Human Resources

Address: Robi Corporate Office 53 Gulshan South Avenue Gulshan-1, Dhaka, 1212.

Internship Company Supervisor's Information Name- Mr. Sabah Al Jahan

Position- General Manager, HRBP

1.3 Job Scope – Job Responsibilities

- Personal file management in digital platform
- Coordinate with hardcopy personal file preparation

- Work with large number of data base
- Coordinate post and pre onboarding activities
- Coordinate to call candidates for interview
- Support with new joiners and reassignment announcement
- Support with digitization activities
- Any other work assigns by any member from HRBP team

1.4 Internship Outcomes

1.4.1 Student's contribution to the company

During my internship period I have worked with almost 2600 personal files. I have updated the data of employees and tracked those using a tracker. Also, made assessment sheet and calls for the interview and assisted in operational works. I assisted in onboarding processes and looked upon new joiners' information. Moreover, I worked with digital activities. Last but not the least, I have done every task successfully which have been instructed by HRBP Team. I have also done data attrition from the data given data base. Last but not the least, I have made summaries from the employees' CVs.

1.4.2 Benefits to the student

Robi Axiata Ltd. has always been an excellent organization where individuals learn and grow with progress to perform extra ordinary and to work professionally in their own departments. Furthermore, being in Robi has made me to utilize digital data platform effectively. I have also learnt about the recruitment process, how interviews are done and the capabilities I should have entailed. Lastly, this internship period has flourished my communication, data analysis and personal file management.

1.4.3 Problems/Difficulties

First of all, Robi was a fantastic experience for me. However, I still have faced difficulties with some processes. For example, sometimes it was very hard to deal with some employees while collecting their information. So, the process for my project has become slower. But time by time I was able to deal with it. Also, initially it had become hard for me to work with a bulk of files because there was less assistance. But, talking with my line manager it has been solved. There are some other procedures where Robi can bring changes Also, the company doesn't want to disclose some of information because of the confidentiality.

1.4.4 Recommendation

Robi is a well-known for their workplace environment and employee branding. Moreover, it's an organization where people can learn and grow with great opportunities. For the company, I want to suggest that they can work on the internship program. They can increase the pay rate if they can't arrange food or vice versa. They can also develop their assistance system for their interns. The processing time of salary should be lessened. Lastly, the company is keeping pace with the advancement in the telecommunication industry. Hence, it will be better if they can keep their eyes on the employees wants and needs.

Chapter 2: Organization Part

2.1 An outline of the telecommunication sector in Bangladesh

The telecommunications and information systems industries have experienced tremendous development as a result of the nation's progress to realizing its ambition of "Digital Bangladesh." Bangladesh seems to be currently the eighth-largest cellular marketplace globally by active users, and the industry presently makes up nearly 1.8% of the country's GDP. The "Phone Calls" and "Online Data" packages are two of the main telco options. While audio call income remains the mainstay of the marketplace, data profit has increased significantly with Bangladesh's adoption of 3G. Moreover, Bangladesh's telecom sector is rapidly becoming into something like a commercial hub with plenty of opportunity for domestic and foreign financial supporters. Contrary to the majority of countries, this region is still evolving swiftly and as a result is yet to hit a level of progress. Over through the last ten years, the telecommunications sector in Bangladesh has grown quickly, with 157 million users' subscriptions and more over 85 million active subscribers. Because of the fast uptake of telecom operators, the percentage of unique subscribers in Bangladesh increased from 1% in 2003 to 55% in 2018. The sector has emerged as the fifth-substantial marketplace in the Asia Pacific Region, according to GSMA. As per Grameenphone, pre-paid subscribers make up about 98% of all subscribers in Bangladeshi cellular industry. Despite the enormous market saturation measured in terms of subscriptions, a sizable share of customers has multiple subscriptions active simultaneously (Haque,2018). Nevertheless, Bangladesh's sluggish adoption of wireless communications technology like 3G and 4G was due to timeline issues. Bangladesh was among the final nations in South Asia that grant permits for the advancements since the 3G and 4G frequency bids, which were held in February 2018 and September 2013 respectively, both were prone to several disruptions. Bangladesh's transition to mobile broadband technologies is anticipated to continue over to 2025 due to a mix of rising availability (led by declining smartphone rates), expanded broadband service, and technological advancements (using the introduction of 4G networks). However, the 3G service life still has a long road ahead to go until it is fully developed. In 2020, 3G links are anticipated to overtake 2G connectivity, accounting for 46% of all connections, necessitating infrastructure improvements

and upkeep on the part of cell phone carriers. As a result, it is anticipated that the deployment of 4G would originally fall behind that of 3G in the months that follow the debut of operations, but it is expected to pick up speed by 2025, when 4G will comprise partly interconnections. There are currently four telecommunication companies in Bangladesh. Which are:

- **Grameenphone Ltd**
- **Robi Axiata Ltd**
- **Banglalink Digital Communication Ltd**
- **Teletalk**

At the ending of July 2022, there were 184.45 million cellular phone subscribers. The pie chart below illustrates the rate of subscribers of 4 most renowned telecommunication companies:

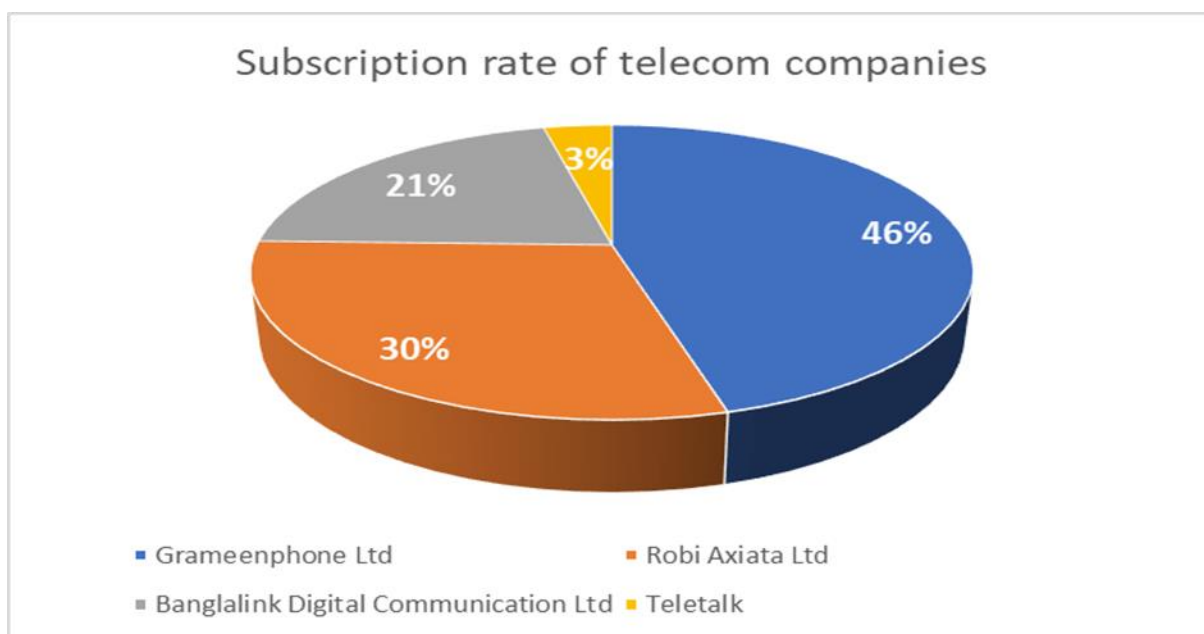


Figure 1 Subscription rate of telecom companies

According to the pie chart, it illustrates that the highest rate 46% of total subscription is owned by Grameenphone, the number of GP's subscribers is 84.08 million. Then in the second position, it's Robi Axiata limited having 54.77 million subscribers (30%). Moreover, the subscribers of Banglalink are 38.48 million and Teletalk is 6.7 million.

In terms of revenue, audience reach, and patronage, Grameenphone Ltd. represents Bangladesh's largest multifaceted telecom company. The company was incorporated as a private limited company on October 10th, 1996. On June 25, 2007, Grameenphone fully converted to a publicly

controlled corporation. The company registered its stocks and started trading on November 16, 2009, at the DSE and CSE. The two contact stockholders who make up the majority of the form of ownership are Grameen Telecom (34.20%) along with Telenor Mobile Communications AS (55.80%). The wider public and other entities make up the remaining 10% of the stock. Since about December 2017, the organization provided 2G operations to about 92% of Bangladesh's population, and quick 3G arrangement to a greater level. On February 19, 2018, the company received a license for 4G/LTE mobile phone services. Recently, Grameenphone Ltd. has made contributions totaling further than BDT 313 billion to the basis of the corporation.

Secondly, Axiata Group of Malaysia owns the guiding in Robi Axiata Limited, with a stock of 61.82%, followed by Airtel in India with a share of 28.18%, and the public in general with a stake of 10%. On December 24, 2020, the firm began trading on the country's two stock exchanges, located in Dhaka and Chittagong. Functioning of the corporation began in 1997 under the name Telekom Malaysia International (Bangladesh) using the company label "Aktel." During 2010 it was renamed as 'Robi' and the corporation altered its identity to Robi Axiata Limited. With 54.5 million members, Robi is the second-greatest cellular network provider in the nation. As the latter of the second quarter of 2022, almost 26.3 million of those users used 4G, accounting for 48.3% of all participants, while 65.1% of all data users utilized 4G. The business also overstates about owing the sector's highest rate of internet users (74.2%).

Robi Axiata Limited (Robi), the combined business that resulted from the merger with Airtel Bangladesh, began conducting business on November 16, 2016. This is currently both Bangladesh's largest amalgamation to date and the nation's first and foremost merger in the cellular communication industry.

Moreover, with 33.69 million members and a market share of 21.55%, Banglalink is the third substantial telecommunications provider in Bangladesh. With extraordinarily intelligence and sincere purpose of "Giving Cellular Phone to The Public," it set out on its adventure in February 2005. This merely entails creating telecommunication services available to the majority of Bangladeshis, regardless of class. This difficult yet successful endeavor enabled Banglalink to achieve its current powerful and fierce position. By providing an inexpensive choice for individuals within different market sectors, Banglalink was capable of successfully alter the

perception of the people who previously thought of telecommunication systems as a privilege. Citizens in Bangladesh, a developing economy with a large middle-class population, were incredibly pleased when such an economical telecommunications provider emerged and met a demand. Previously named as VempelCom, VEON is the sole owner of Banglalink.

2.2 Overview of Robi Axiata Ltd.

Robi is an authentically populist company from Bangladesh. The champion of the people, this company is always available to the Bangladeshi citizens, working on their needs and demands. Robi advances with invention and originality while keeping the traditional practice at the center of its operations. Axiata Group Berhad of Malaysia and NTT DoCoMo Inc. of Japan have partnered to form Robi. Axiata and DoCoMo Inc.'s global prowess is used by Robi. Features include fast broadband network, 2G and 3.5G voice, CAMEL Phase II and III, and 3.5G Data/GPRS/EDGE offering. Its GSM solution is supported by trimming technologies and a fast connection architecture. The organization connects 600 networks in further 200 countries, making it the provider with the broadest global roaming covered in Bangladesh. Value-added services, superior client service, electronic information monitoring and variable tariffs are all parts of Robi's client-centric offering.

Vision:

The major vision of Robi Axiata is to lead the field as a telecom provider in Bangladesh.

Mission:

Robi's goal is to provide their customers more freedom. They always try their best for the customers. Regarding their client assistance, they are constantly available.

2.2.1 Subsidiary companies of Robi Axiata Ltd.

Joint venture partners Axiata Group Berhad (70%) and NTT DOCOMO INC. (30%) formed Robi Axiata Limited.

1) AXIATA GROUP BERHARD:

One of the major businesses in Asia and an expanding telecoms provider is Axiata. Axiata, which was founded in Malaysia, has victoriously penetrated Bangladesh and has thrived in numerous Asian nations, including Malaysia, Sri Lanka, and Cambodia. The Malaysian-based corporation has both deliberate and non-strategic properties in Pakistan, Iran, India, Singapore, and Thailand. There are actually about 120 million subscriptions in Asia for Axiata Berhad, including its affiliates and collaborators. It is also traded on the Malaysian Stock Exchange as a result of its broad market exposure and dividend yield.

Subsidiaries of Axiata Berhad include:

- **Smart Axiata Co., Ltd (72.48%)- Cambodia**
- **Robi Axiata Limited (61.82%)- Bangladesh**
- **Celcom Axiata Berhad (100%)- Malaysia**
- **Dialog Axiata PLC (83.01%)- Sri Lanka**
- **Ncell Axiata Limited (80%)- Nepal**
- **PT XL Axiata Tbk(66.60%)- Indonesia**

2) **NTT DOCOMO INC**

NTT The highest smartphone telecommunications firm in Japan and the leading cellular mobile company globally both go under DOCOMO INC. In addition to the 44 million subscribers to FOMATM, which DOCOMO introduced in 2001 as the first 3G mobile phone assistance on the basis of W-CDMA, the company has nearly 56 million consumers in total. Additionally, DOCOMO provides a huge range of cutting-edge mobile assemblage services, including as i-modeTM, the most well-known mobile mail and broadband service in the world, utilized by 48 million people. The inclusion of credit-card payment as well as e-wallet features has transformed DOCOMO mobile phones into incredibly functional instruments for everyday living. With cutting-edge innovation and creative services, DOCOMO is quickly turning into a top lifestyle option, steadily gaining in popularity across Asia, Europe, and North America.

Robi's functional departments are:

- Market Operations
- Human Resources

- People & Corporate
- Finance
- Digital Service
- Corporate Regulatory Affairs
- Enterprise Business
- Internal Audit
- Corporate Strategy
- Technology
- Risk & Compliance

2.3 Management Practices

Robi delivers a straightforward, pristine leadership style to every particular office. Each individual employee delivers the advice via highest authority. The hierarchy is given below:

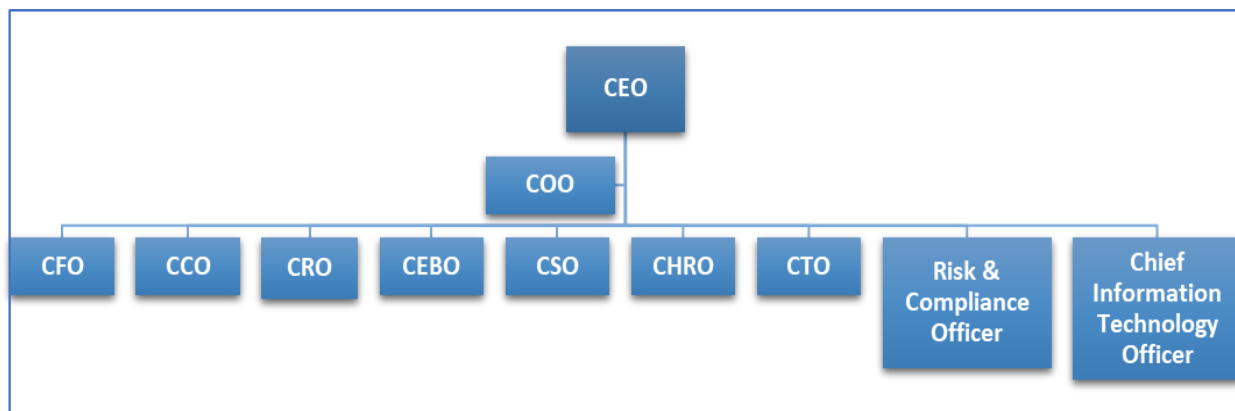


Figure 2 Robi Axiata's Managerial Hierarchy

The Robi Axiata Limited corporate structure is a lofty one. The Management Board and Chief Executive Officer, who is currently the primary regionally appointed CEO of any international telecommunication company in Bangladesh, is responsible for the oversight. Moreover, CFO, Chief Corporate and Regulatory Officer (CRO), Chief Commercial Officer (CCO), Chief Enterprise Business Officer (CEBO), Chief Strategy Officer (CSO), Chief Human Resources Officer (CHRO), Chief Technology Officer (CTO), Risk & Compliance Officer, and Chief Information Technology Officer are the individuals reporting to the Chief Executive Officer (CEO) and Chief Operating Officer (COO).

Each corporate position executive is responsible for a number of units, each of which is supervised by an Executive Vice President or a VP. The Company level official is solely responsible for the Executive Vice President (EVP). A line manager or general manager who sincerely works under the direction of VP or EVP. The departmental teams are given functional specialists and officers (entry level).

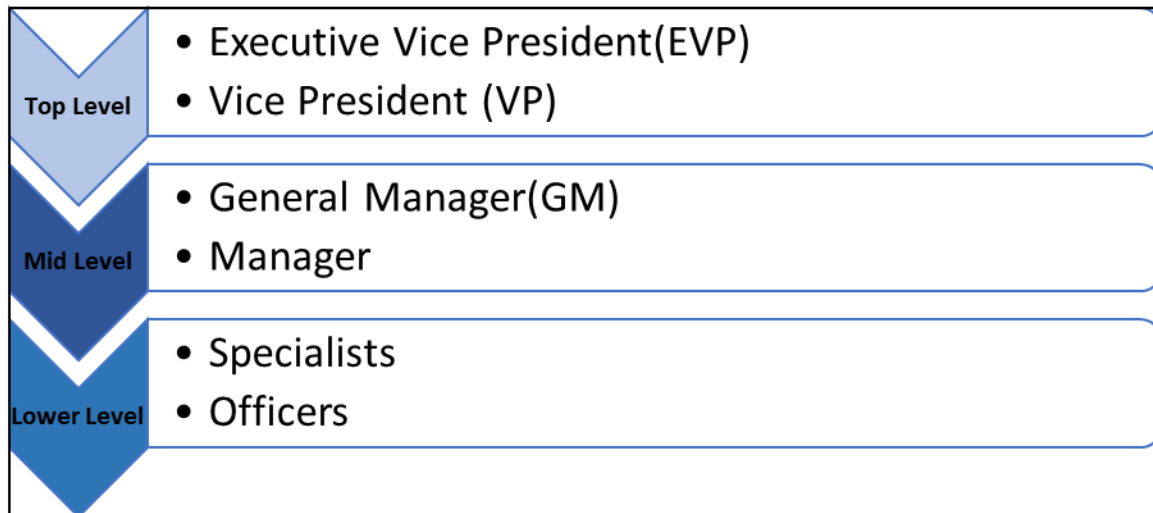


Figure 3 Departmental Hierarchy

2.3.1 Principles of Robi Axiata Ltd.

The company's key principle is its unwavering dedication to "Outstanding Performance and Unyielding Integrity " in generating desirability for clients by placing them first. The business works hard to catch up with Bangladesh's growing technological scene and offer customer-focused digital capabilities. Be adaptable, encourage innovation, cooperate to achieve, and do digital are its four core principles (Mahmud,2018)

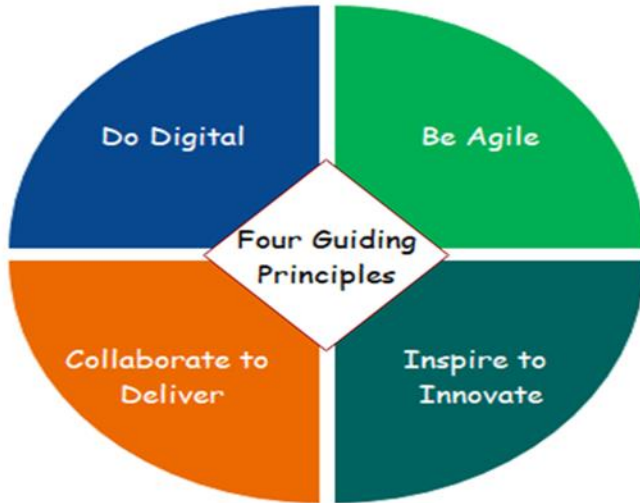


Figure 4 Core Principles of Robi Axiata

There are more concepts Robi follow which make the organization unique and distinctive from other telecommunication companies, such as:

- **Emotional:** In the work, Robi emphasizes ardent people, ingenuity, consideration, and receptivity.

Receptivity in the workplace was particularly evident during the organizational reconstruction of Robi in 2010, while 2 additional office concepts— electronic office and the open office culture—were introduced. Making a computerized office was of utmost importance to Robi to uphold the principles of its globally established parental businesses because it is one of the top companies in Bangladesh's incredibly severe media telecoms sector. In keeping with Robi's steadfast dedication to its CSR initiatives, this choice was made. Robi is a generally intelligent alliance, thus they were essential for its workplace environment. In addition to lowering costs, it supports the organization's eco-friendly policies.

- **Functional:** Robi adheres to the four beneficial traits:

- ✚ **Moral**
- ✚ **Basic**
- ✚ **Transparent**
- ✚ **Possession**

Additionally, Robi manages their clients in accordance with these organizational ways of thinking.

- Being humble to everyone.
- Being reliable in your actions. putting enthusiasm and creativity into every task we undertake.
- Maintaining things straightforward in all that we do.
- Being straightforward and trustworthy.
- Displaying both individual and group ownership.
- Fostering an atmosphere of openness in interactions and conversations.

2.3.2 Departments & Divisions

Robi Axiata Limited is divided into 10 major divisions, each has a number of departments depending on the division's needs and company's structure. CEO and MD oversees the company. Each unit is led by an EVP or VP, however occasionally an EVP is responsible for several departments. Moreover, CXOs lead each and every division. The role of general managers is to facilitate communication between workers and department seniors. Particular tasks, strategies, projects, or analyses are assigned to managers to complete. Officers and Specialists are first-level employees that carry out various tasks assigned by managers or GMs. The following is a summary of each division.

Market Operation:

This unit is in charge of receiving monthly authorized offers from senior management. Furthermore, the division works to support market communication and brands deals with corporate and company goods, maintenance of connection emphasis, and participation in creating the assessing process of new goods.

Enterprise Business:

Deals are made between corporate companies via enterprise business. They are in charge of pitching Robi Axiata Limited's technological services, goods, and offerings to other companies and closing deals.

Finance:

As they are responsible for financial management, finance seems to be the foundation of any corporate capacity. Robi Axiata Limited's financial unit is in charge of providing assistance for numerous solutions, commercial collaboration and the development of emerging products. Accounting for money, creating annual salary sheets, maintaining conformance etc are all under the jurisdiction of finance. Additionally, finance department includes the following divisions: Financial Accounting & Management, Corporate Finance, Financial Conformance, Supply Chain, Process & insurance, Fraud Management & Revenue Assurance, Business Partnering and Media Buying, Office Secretary and Transformation Office.

Corporate Strategy:

This team's primary task is to analyze monthly revenue, growth, and KPIs while also fostering new deliberate alliances for Robi. Also, It takes care to foresee the growth of hierarchies.

Human Resources:

HR primarily focuses on hiring new employees, preparing current employees, paying employees timely, inspiring employees, and managing managerial shifts. Likewise, HR is responsible for maintaining positive working relationships across all employees.

Corporate Regulatory Affairs and Legal:

This department, identified as CRL, is in charge of all CSR activities approval, examination of event executives and sponsoring, maintenance of press, and handling of real government issues. etc. The division is being consolidated by two distinguished appearances.

Technology:

All of Robi's departments and subsidiaries receive IT support from this division. Moreover, technology division's primary responsibilities include maintaining regional IT operations along with establishing BTS, monitoring focal organizations, ensuring creative consistency, assisting employees by providing necessary tools and software, focusing on support service, and so forth. Handling the Robi site, in addition to intra-division and administrative sites, is another important innovation task.

Enterprise Program Management:

The CXOs and EPMO collaborate thoughtfully on the creation of various regulation initiatives. The EPMO establishes corporate determination, aims, and guidelines for company and aids in the execution of various initiatives in conjunction with the strategic planning section.

Internal Audit:

The internal audit section of Robi works to guarantee the value of processes, the accuracy of financial & accounting reporting, identifying and looking into deception and better financial situation in compliance with the law and policies.

Administration:

It makes an effort to regulate the structure of the workplace, employee participation and welfare, effective monitoring to the panel of employees, personnel executives, and so on. Additionally, managing optional position for crisis evacuation is another departmental task.

2.3.3 Details of Appointed Division

The allotted division for my internship was Human Resources. Robi HR team works with people and organization, recruitment, compensation and payroll system, administrative, organization's culture and so on. I worked under HRBP team during my internship period. The HR division is divided into 5 departments, such as:



Figure 5 The crucial departments of HR

HR Technology & Talent Development:

The preparation and training of the Robi staff falls under the purview of this section. The major goal is to support personnel in advancing their careers inside the company by recognizing their aptitude and improving their abilities. Additionally, by offering projects and seminars that take a whole day to prepare from various viewpoints, such as faith and morality, computing and its use in the workplace, presentation skills, etc. This cultivates highly competent workers, who are seen as assets by the company. Moreover, they also arrange training programs for the employees of the corporation.

Compensation & Agile Rewards:

This department deals with suggestions made by staff members, both financial and non-financial. In the end, this section deals with the compensation and benefit structures for the Robi officials, along with their work performance. This department adequately compiles and preserves the personal information of the workers. Additionally, as a result of measuring staff performance, awards are given.

Organization Change & Employee Experience:

The unit in responsibility of organizational change and employee experience is in charge of hiring the ideal candidate for the job. By remaining involved in all aspects of the recruiting process and

personnel branding, from associates to general heads, they are maintaining a connection with each and every person of the department. In order to expand and widen their field of prospects, they also keep in touch with certain universities and staffing firms. Additionally, this section is totally dedicated to office morals, representative involvement, and motivating events; this ensures that all Robi people operate in a vibrant and comfortable atmosphere. They organize a variety of celebrations and initiatives to motivate their staff.

Administration & Modern Facility:

This departmental unit mainly focuses on employee's flexibility and facilities. It works on the employees' health, transportation and security advantages. Furthermore, it also develops the administration of the organization. The administrative and modern facility group delivers immersive experience for staff members while providing a secure and ecologically responsible working atmosphere. For instance, using thermal flask, keeping pots of plants on the desk, keeping central AC for saving electricity, using e-business card and so forth.

HR Business Partnering & Digital operation:

HR business partnership serves as a link with other departments and the HR department of the company, which deals with the issue in relation to the specific division. Market Operations, IT, Finance and Accounting division, Technology, Corporate & Regulatory Affairs division, Enterprise Business, EPMO, Internal Audit, Risk & Compliance unit are inter connected with this department. Each unit is inclined with a HRBP member to provide their important personal and official information. Furthermore, this team concentrates on strategic hiring, hiring management, digitalized operations, HRBPs, Employees' relation & experience and so on.

2.4 Marketing Practices

2.4.1 The division of marketing

The marketing division is divided into 6 departments. The following is a brief summary of each unit:

- 1. Item advancement**

Similar to a company's R&D unit, the product improvement team is in charge of developing new products and services. Strong ties exist between this department and the advertising experimentation center.

2. A&P and Brand:

Brand and A&P stands for branding, promotion, and publicity. This department oversees the company's growth initiatives, management, and overall brand. The standard covers both internal (electronic and print) and outdoor (news releases, billboards, and so forth) multimedia.

3. Incorporated Sales:

This department oversees the sales of goods and services to various companies. The team decides to reach agreements with numerous businesses to become Robi's corporate users and only conduct the sales at the corporate strategy.

4. Worldwide Roaming:

ISD, international SMS, and other services are under the purview of the worldwide or international roaming (IR) department. This department's primary task is to negotiate with new telecom companies in order to increase global participation by building.

5. Direct Selling:

It is in charge of marketing goods and services to the general public via customer service centers.

6. Vendor Administration:

The executive section of vendor oversees the company's sellers across the nation.

2.4.2 Promotions & Advertisement

Robi GSM is striving to convert all non-clients to customers of cell phones with an emphasis mostly on benefits of GSM offerings and with the aid of Robi that always simplify their lives. Their targeted audience will also be divided up based on psychographic segmentation and commercial locations to best represent the market. They will continue in their efforts to develop a better product indefinitely. At regular times, analytical surveys will be led. Based on the data they will gather from reviews; they will use their expertise to create fresh products. In this way, the product will be made to satisfy the needs of the customer. Robi engages in a variety of promotional

activities. Television, radio, newspapers, magazines, fliers, brochures, and other media are all used in promotional campaigns. Additionally, Robi has placed panels at key locations to attract customers and promote their goods and services in order to expand their clientele. For Robi to attain its impression consciousness, branding has been communicated. In order for Robi to stand out from its competitors, they are working to establish it as a unique product in this way, Robi can effectively hinder obtaining its objective by promoting their products and services through these mass channels, electronic along with press ads, leading to a greater supporter base and therefore a higher prospective share of the comprehensive industry. The Commercial Sector distributes fliers, brochures, or pamphlets to potential customers so they can learn information about Robi's various packages and compare them.

2.5 Industry & competitive analyzation

2.5.1 Analyzation of Porter's five forces model

The components of the competitive marketplace between enterprises must be understood by a company in order to survive in a sector, grow, assist in competition, and differentiate. A framework called the 5 Forces Design was promoted by Mr. Michael Porter. His approach focuses on the five factors that influence competitive landscape:

Threat of new entrants:

- There are currently four enormous telecom operators in Bangladesh.

They have developed a strong strategic marketing and cost reductions in network & connectivity coverage, which also serves as a roadblock to entry.

- Government policies and procedures, such as the hefty tax imposed on SIM cards and the ministry's strict tariff supervision, can indeed make it challenging for newbies to enter the market.
- However, some businesses are figuring out alternative ways to get into the market. For instance, when Airtel entered the Bangladeshi market, Bharti acquired a 70% interest in Warid Telecom organization.
- Therefore, it appears that the risks posed by new entrants to the telecom market are average to nonexistent.

Threat of substitutes:

- An elevated industry is cellular telecommunications.

- The substitutions that would take the placement of the items or offerings that are currently offered are closely tied to the extraordinary factors.
- The substitutions that would take the placement of the items or offerings that are currently offered are closely tied to the extraordinary factors. Alternatives to Robi and Bangladeshi telecom operators include PSTN providers, VOIP assistances like Google Talk, Skype and WIMAX, among others. Because of this, Bangladesh has less risk from replacements

Bargaining power of buyers:

- Customers in Bangladesh have access to four mobile telecom companies, each of those companies is attempting to offer a lower rate than the others.
- Clients have the chance to pick the finest firm. Bangladeshi users enjoy the strongest advantage in the telecommunications sector.

Bargaining power of suppliers:

- Relying on the company recognition, strategic relevance, and scale of the organization, suppliers' negotiating leverage or the power of bargaining differs in the mobile sectors.
- For instance, companies like Siemens, Ericsson, Nokia in the transportable telecom equipment sector are the sort of suppliers that value reliable power in the workplace.
- Grameenphone, Banglalink, Airtel, City Cell, Teletalk, Robi, and BTCL were some of its notable users.
- Recently, Huawei advancement played a big role in updating the network architecture on the emerging 3G phase.
- Therefore, the industry's source negotiating power is medium to weak.

Rivalry Within Established Firms:

The term "contention" refers to the competition advantage among businesses in a certain sector to take market share from each other through the use of pricing, changes in its product, unique product offerings, marketing expenditures, after-sales management, and reserves. The intensity of rivalry between companies in a given sector affects the way a market is constructed to be competitive, as well as the degree to which business exit barriers exist.

i. Framework of Industry Competition –

It refers to the quantity and size distribution of businesses within that sector. In Bangladesh, a small number of extremely large companies, such as Grameenphone, Robi, Banglalink, and Teletalk, are included in a combined field.

ii. Eliminate the barriers

Eliminating Barriers concerns hardware, financial dependence on industry, huge fixed costs, and desire in fixed resources. Each business hit the marketplace with a sizable first speculative investment and a strong market accountability strategy. As a result, the leaving obstacle is really significant.

iii. Demand Circumstances-

The intense participation in seeking affiliation is very significant. Every corporation often sends out new products or extensions on a regular basis. Cost-conscious customers are actually switching relationships every time a new package is released.

2.5.2 SWOT Evaluation of Robi Axiata Ltd.

Each company has certain domestic strengths and weaknesses as well as some outer opportunities and threats throughout the course of its existence. The following is a comprehensive SWOT analysis of Robi Axiata LTD.

Strength:

- Powerful brand perceptions to the general public via advertising, posing, and sponsorships, etc.
- Offers high-quality goods and services. Robi always encourages entrepreneurs, hence the company has products specifically for them called Uddokta & Easy Load Tariff.
- Robi is adopting improved tools to provide their consumers with enhanced support. For the finest network standard, Nokia-Siemens is currently used rather of Alka-tell.
- Strong ties to the retailer.
- Additional value solution, entire network, lower call volume wonderful production concept, innovative marketing initiatives, huge quantity of devoted Client
- Stable HR & recruitment process
- Enlarged labor force

Weakness:

- Customers of Robi have network issues both within and beyond Dhaka.
- Users are dissatisfied with the corporation's inability to completely reach rural areas with their coverage.
- The regular income from a user's personal lifetime is almost completely identical towards the SIM tax. As a consequence, it is extremely challenging to turn a profit from the business.

Opportunity:

- Bangladesh's cell phone adoption rate is always rising, giving Robi the chance to grow their audience base.
- Robi's usage of Bangla names for their items makes them easier for customers to comprehend.
- They grasp the significance of the products extremely well, therefore they know which tariff is ideal for them. They consequently purchase more of it. This is primarily appropriate for Bangladesh's ignorant population as well as for rural residents.
- The income of people is rising. Regardless of how much they make, they must use a mobile device to meet their employment obligations.

Threats:

- Limitation of Government policies & regulation
- There are currently three potent rivals for Robi in Bangladesh. Robi must therefore compete fiercely to keep clients.
- Due to the aggression of the rivals and the relationship with the clients
- Robi's sales volume is continuously declining due to their shifting behavior. If it persists, maintaining the business would be very challenging.
- Due to current call rate rises, a subscriber may change to other operators.

Summary of the organization

It is noticeable from the explanation above where Robi Axiata Limited occupies a substantial to important commercial presence in the Bangladeshi telecom industry. Robi Axiata Limited's current management and its business units contribute to the positive attitude of our nation. According to the competition analysis, Robi has a sizable company opportunity in the marketplace with a healthy quantity of gain for its shareholders.

Chapter:3 Project Part

3.1 Introduction

The foremost focus of this report is on the effectiveness of job portal in Robi Axiata. Job portal is the main source of recruitment in this organization. It performs a crucial role in the recruitment and selection process easily. Robi job portal has become huge storage of fruitful job hunters and resumes which influence people to go after jobs. Moreover, recruiters find their right people on right time. This online job portal is made to aim at assisting job seekers to make online job application for their desirable job position. The portal can be utilized anywhere with correct login approval.

3.1.1 Background

Technology and innovation have bought many media to make this job application way easier. Job portal is an online podium which is bestowed with job onboarding remedies and assists job hunters to look for their desired position (Ansari, n.d). Moreover, It's the most effortless way to expand scope for the job seekers. Companies always want talented employees to fill their void position using it. Candidates can go for their desired job position and division. Moreover, this website helps candidates to get preferred job location, functionalities of the jobs they are applying for. It is highly recommendable in today's job world to make the process in the lowest time with lowest cost. The job portal is working on both ways, providing services to make the customers attracted and posting job circulars for the ease of job seekers. Online job portal has also brought various opportunities to the candidates, they will also be noticed by the company recruiters. Candidates can check their suitable domain according to their qualification and experiences without any kind of hesitation (Aziz,2018). To make job portal more efficient there should be adjustable recruitment settings. For example, the recruitment and selection phase for entry level position is totally different than the managerial position. The entry level hiring includes screening, assessment, interview and selection process. On the contrary, in the managerial there are more phases to select the right one (Younas,2018). Also, a job portal should run smoothly on cellphone's screen and should have multilingual capacity. Last but not the least, Job portals may provide you with access to a more efficient and successful hiring procedure that will take care of all the grunt work so you can focus

on the more important aspects (Ansari,n.d).

3.1.2 Objective

The primary goal is to assess the effectiveness of Robi's job portal in hiring process. With the service of this portal, people can apply for open vacant positions which the organization offers. So, it is crucial to assess if the job portal is effective for the organization or not.

3.1.3 Significance

This study will help to acknowledge the importance of job portal. Also, the organization can look upon their drawbacks and work on it. Therefore, using job portal can be helpful for recruiters as well as candidates.

3.2 Methodology

Firstly, I have used my survey questionnaire and face to face interview as primary source for data collection. Also, HRBP team members Mr.Sabah al Jahan and Ms.Wordina Islam have assisted me in collecting the correct information for my report.

Furthermore, in accordance with my report's topic some of the information were restricted so I took the help from some blogs and articles as my secondary data source. I have cited those sites in the referencing list.

Also, for the accurate answers for my questionnaire I have collected the data from company's employees, job seekers, freshers and other people using random sampling. My sample size for this data collection is 50.

3.3 Findings and Analysis

3.3.1 Analysis

3.3.1.1 Present job portal of Robi Axiata

The comprehensive information on the basis of Robi job portal will be discussed that will identify the steps to finalize the process of creating an account.

Robi follows the paces to get into career website are given below:

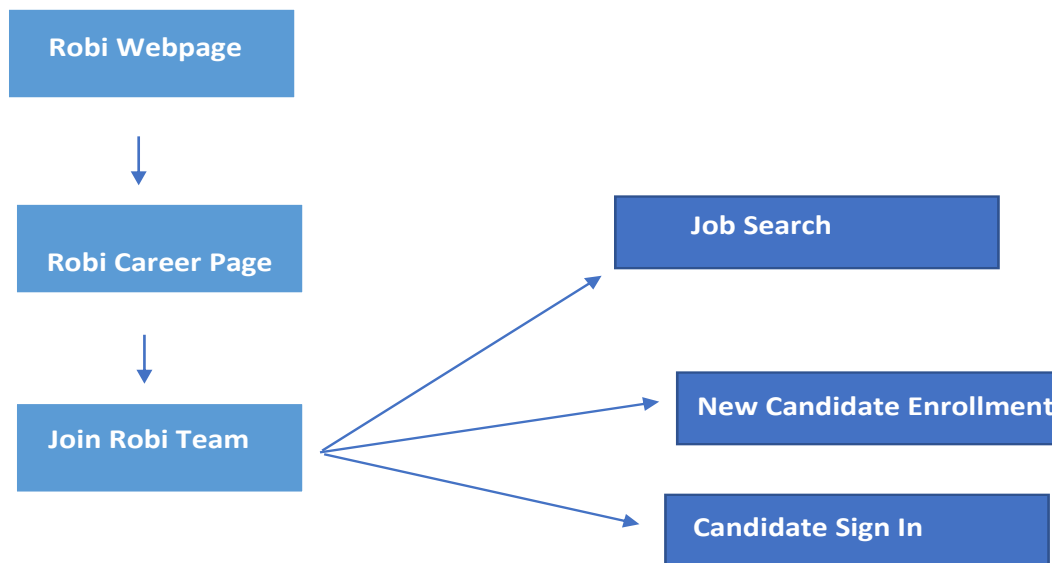


Figure 6 Instructed Phases to enter Robi Career Portal

First of all, Robi is always on the lookout for motivated, skilled new hires who can contribute to the business's development. If a candidate who is new to the job portal and has not created an account yet can only see the job circulars on the basis of her requirements in the career page. Therefore, they can go through the “Join Robi Team” to seek their opportunities. By clicking the job search label, they can view the list of job vacancies at Robi. Furthermore, following the next step the candidates may choose their preferable division and job type. Also, the job openings will include number of vacancies, experience requirement, deadline and job details. Secondly, the candidate should create an account following e- recruitment process. The applicant needs to fill up the blank spaces with his information for the account. The process is given below:

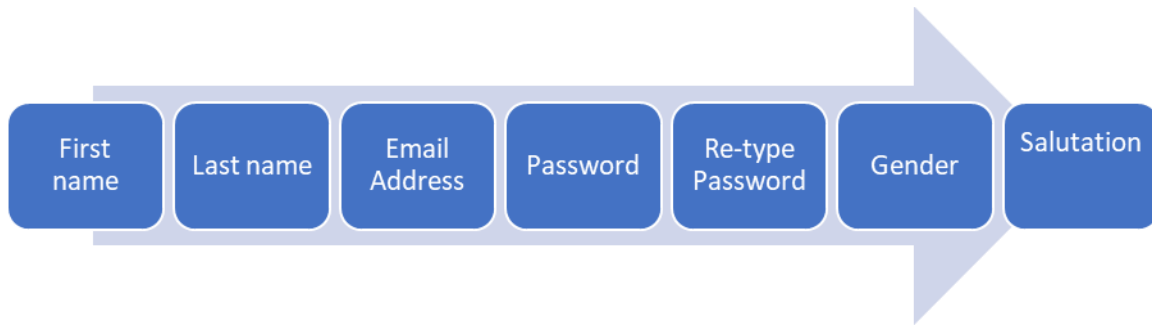


Figure 7 New Candidate Enrollment

There are also some notification options which are mandatory to mark. After the completion candidate registration, the next phase is to edit or update the whole profile of the candidate to get the employment opportunity. Though a candidate does not get any preferable job, he can just create an account for employment opportunity at Robi. If Robi needs candidates for their vacant position, they will get in touch with the registered profiles.

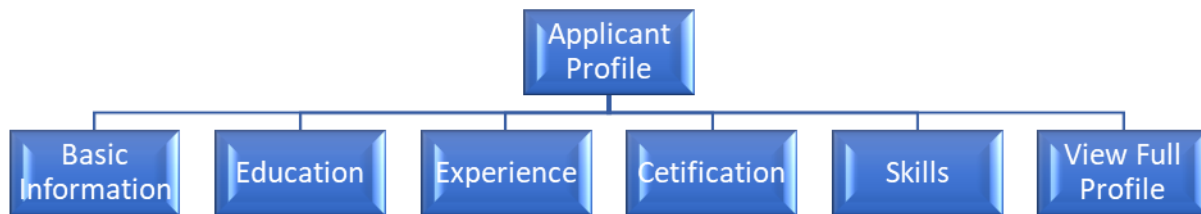


Figure 8 Complete profile of a candidate

Finally, if the applicant is registered, he can use his updated password and email ID to login and can apply for her desired vacant post

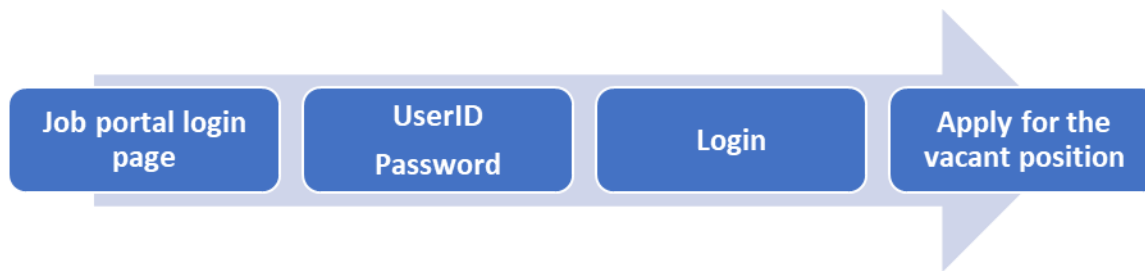


Figure 9 Followed system for applying to a job

To conclude these are all the phases a candidate has to go through to apply for their desired position. The completion of creating account in job portal leads candidates to go ahead towards their employment opportunity.

3.3.1.2 Effective functionalities of Robi job portal

Keeping the modernized virtual word, it is kind of tiring to go through the newspaper, rushing from companies to companies for job circulars. Consequently, there are multiple perks by applying through Robi job portal, such as:

- Firstly, operating job portal is such a budget friendly and cost-efficient method. Robi job portal is cost efficient and affordable media because this site assists job hunters to reach the vacancies in the shortest way possible through online browsing efficiently. If we see the traditional system, the candidate had to go pages after pages to look for the companies' vacancies. Nowadays, candidates can create their account in job portal without any cost and find jobs across any departments or divisions without any monetary system. They also don't need to skim newspapers for a new job. Additionally, Robi does not use any headhunter or third-party companies to recruit candidates because this portal is doing the work.
- It is very easy to get the information and easy to navigate. Once a candidate creates account for himself, he starts getting notifications if job requirements complement with his profile. The job alert is always on when a new job post appears.
- The most distinctive feature of Robi job portal is candidates can see their progress using the portal. Also, it is end to end hiring featured.

- This online job portal media can help candidates to get many jobs at the same time. People can filter their job according to their skills, knowledge and experiences. This builds attractiveness of employees, candidates' satisfaction, value creation and so on.
- The job portal always ensures confidentiality and reliability when candidates provide their personal details in it. People can trust the portal because the information won't get disclosed anywhere as per the instructions of privacy. The profile accounts and search history are kept safe completely in the database. Consequently, a candidate doesn't need to worry about look for the job opportunities through job portal.

3.3.1.3 Recruitment process using job portal

Robi always follows a rigorous process while recruiting their right person for the right position. The portal helps to continue the process smoothly. The steps are shown below:



Figure 10 Recruitment process using job portal

The Recruitment Process:

Step1: Vacant position

Firstly, Robi deals with the number of vacancies. If the need for new vacant position arises, the company seeks candidates to fulfill it. They always focus on innovative and talented people who can make some changes to the company and fulfill the required demand. A valid document called personnel requisition form has to be accepted by senior management which gives permission the company to fill up a particular employment position. Afterwards, the particular department which wants new employees sends a manpower appeal form to HR department. This is the stage where the need for recruitment appears.

Step2: Job advertisement on job portal

Then the organization posts job advertisement on the job portal for the vacant position. The job description includes required skills, educational background, responsibilities, salary and so on. Moreover, Robi mainly focuses on the CGPA which should be above 3.00, roles of the desired job position and universities. While applying the candidate has to give video presentation too. The job advertisements also get posted on Facebook job pages, LinkedIn also through campus ambassadors. On average 300-400 people drop their CVs for a particular job using job portal. The recruiters collect their CVs from the portal. Robi recruits approximately 70% internally, 20% from the same industry and extra 10% from outside of the industry.

Step3: Case study or psychometric test

The next step states about case study or psychometric test. This is totally optional and mandatory for some required positions such as: GT, business analyst and others. It also includes aptitude and functional test.

Step4: Interview:

The company lists selected individuals after screening CVs and evaluating them. Manager from the specific department, hiring manager choose applicants for upcoming interview phase. Selected candidates are examined through interviewing. Line manager of the vacant position, HR, cross functional team and an external individual who is expert about that division take this interview. The recruitment ratio in Robi is 7:1. This interview will measure the competency level of candidates.

Step5: Assessment

Following the steps, the candidates go through assessment, the total mark of the assessment is 60. The assessment criteria are divided into three categories, for example: Functional/Leadership, culture & commitment and others. The scale rate is 0-5. People who get the highest score out of 60 gets selected, some of the candidates get shortlisted if the selected candidates does not want to join, other candidates who are almost match for the job can be kept in pool and excess candidates get rejected.



Position: _____

Interviewer: _____

Date: 8/16/2022

Rating Information/Scale of 0-5*
 0 - Not applicable/Not tested
 1 - Not competent in the area; requires substantial development
 2 - Marginal skills in this competency; some development considered required to bring the person up to acceptable standard
 3 - Adequate skills in this competency; no additional development is needed at this time
 4 - Strong in this competency; above-average skills in this area
 5 - Superior excellence in this competency; could represent an excellent role model in this area

Broader Category	Functional/ Leadership										Culture & Comment				Other		Total	Decision	Remarks
	Business Acumen	Results Achievement	Coalition Building	People Management	Organization & Innovation	Change Agency	Situational Based Operations	Integrity	Exceptional Performance	Resourcefulness	Cultural Adaptability	High Service of Adherence	Appearance	Continuity					
Explanation	Business Acumen & Financial Acumen	Results Achievement (How for action & results, implementing critical & strategic changes)	Coalition Building (Partner, coalition, stakeholder relationship management)	People Management (Team building, managing high performing team, managing stakeholders)	Organization & Innovation (Business process improvement, change management)	Change Agency	Situational Based Operations	Integrity (Honest, integrity, ethical)	Exceptional Performance (Exceeds high standard but consistent credit with positive, embrace change, at excellence, team player)	Resourcefulness (Positive, determined, high achievement)	Cultural Adaptability (Cultural awareness, diversity)	High Service of Adherence (Being positive, respectful, strong desire to deliver)	Appearance (Grooming, body language, eye contact)	Continuity (Strong, engaging, ability to handle tough questions)					
Time																			
Name/email/phone no																			
Time																			
Name/email/phone no																			
Are you related to any candidate of this session?	No																		
If yes, please name and mention relationship																			

*Rating includes husband, wife, mother, father, stepmother, stepfather, maternal law, paternal-in-law, sister, brother, step sister, stepbrother, half sister, half brother, son-in-law, brother-in-law, daughter-in-law, stepdaughter, stepson, daughter-in-law, son-in-law, aunt, uncle, JRF, cousin, step-cousin, etc.

Figure 11 Assessment Sheet

Step6: Finalizing candidates’ selection:

The final candidates are chosen on the basis of interview and assessment score. After the selection of a candidate, they look over references and do a full background check.

Step7: Salary negotiation

If everything goes as expected, next step salary negotiation start in compliance with the company’s rules and policies. They offer an entry-level beginning salary that is usual for the industry. For higher-level positions, they require the chosen applicant to mail them a copy of his latest pay slip of his present role. They review his financial statement before emailing him a letter of offer. The chosen candidate must get in touch with the HR Department if he acknowledges the offer. HR closes the opening of the particular position after the salary negotiation is finished. Later, they write a note of endorsement. CHRO and the Divisional Head both approve this authorization document.

Step8: Medical Test

For the next phase, the selected candidate has to go for medical checkup, if he passes the test, he will be offered an acceptance letter. A new applicant is selected from the panel if the first applicant does not meet the physical requirements.

Step9: Onboarding

Once a candidate has been selected, they get informed about the joining date. The new recruited employees are welcomed and officially presented to the company during the orientation. On this day, individual laptop, Robi sim card, email and password are also provided. They give their personal information and sign a few confidential agreements. The new hires are led to their designated desks to visit their supervisors and colleagues when the formalities are finished.

3.3.1.4 Comparative inspection on the job portal of Grameenphone Limited

Till now the discussion was about Robi Axiata’s job portal and how it assists in the recruitment process. The steps which are followed by Grameenphone’s job portal are given below:

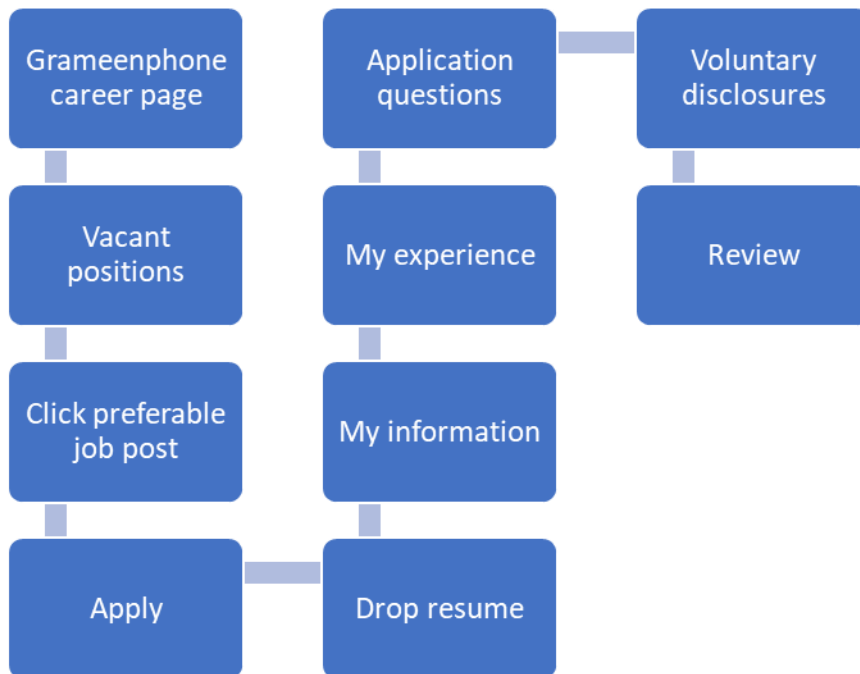


Figure 12 Steps taken to finish the job application process of Grameenphone

It can be seen from the above chart that Grameenphone doesn't require many procedures while enrolling using the portal. First of all, by creating an applicant profile and requesting all the personal details, the company is not wasting time. An applicant will apply if they are interested in a position straight with some fundamental details. Additionally, it is observed that when an

applicant approves a job posting, the following move is to drop a résumé, from which the data is gathered and the empty boxes in the upcoming step are immediately filled. Therefore, the applicants do not have to complete it directly. That demonstrates how fewer stages make a candidate's tolerance easier.

3.3.1.5 Data depiction

1. What's your gender identity?

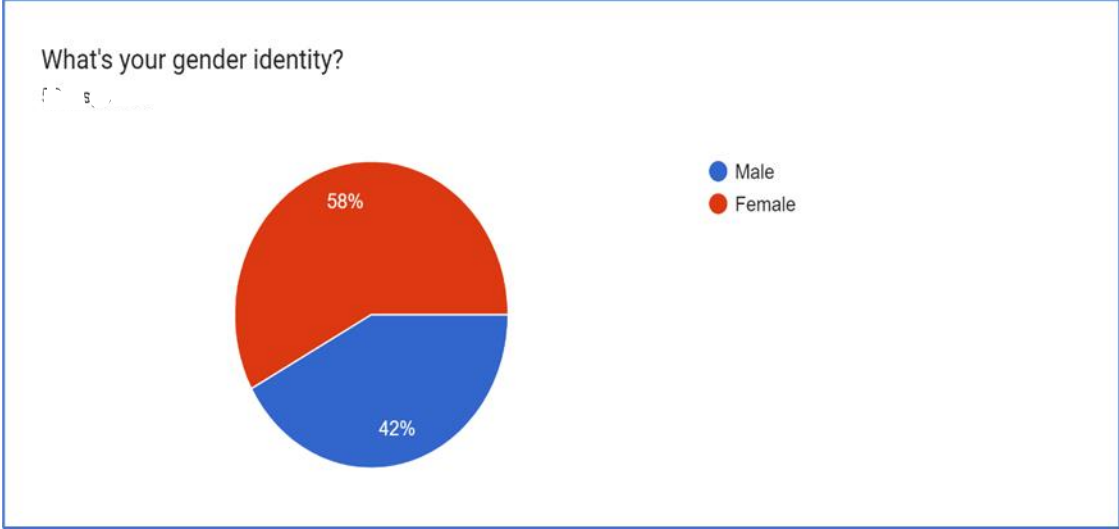


Figure 13 Gender Identification

Following the survey's completion, the data displayed in a pie graph, showing that 42% of participants are men and 58% are women have expressed opinions on the quality of the job portal.

2. What age are you?

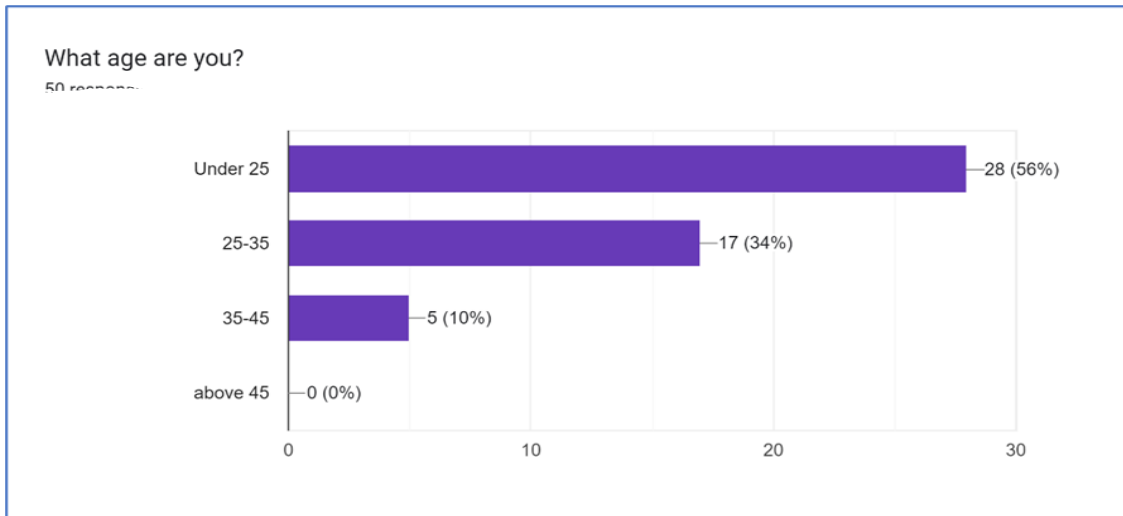


Figure 14 Age

According to the study, 5 informants are aged within 35 and 45, 17 people are in the stage of 25-35, and 28 respondents are under the age of 25. Based on the research, respondents under 25 are doing internship and freshers, whereas respondents over 25 are employed. There are no respondents who are above 45.

3. Are you familiar with Robi job portal?

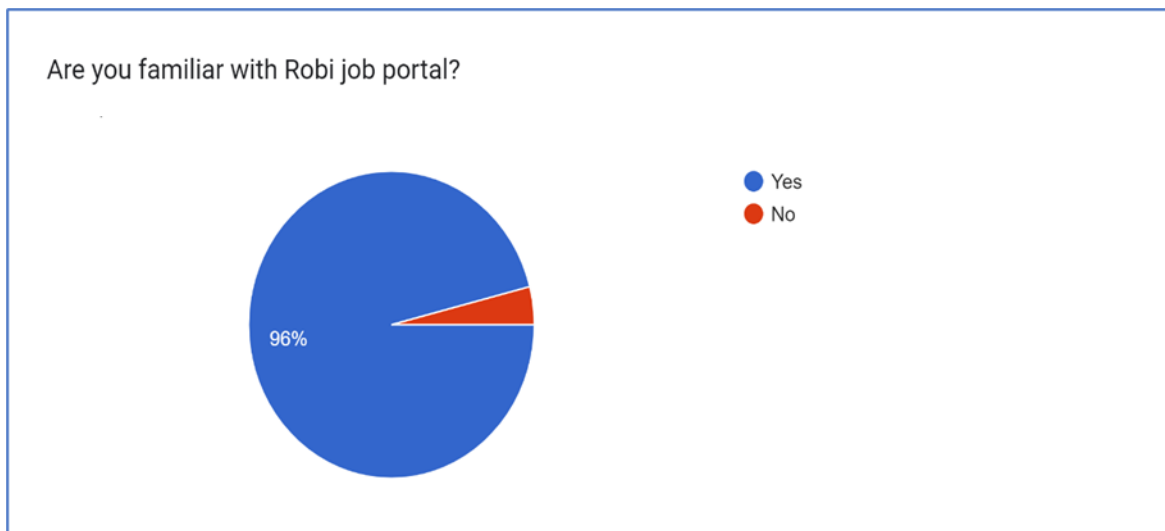


Figure 15 Familiarity with job portal

After gathering the replies from the respondents, the data is displayed in a pie graph, showing that 96% of the respondents are familiar with Robi employment portal and other 4% are unaware of it. Out of this, it can be inferred that individuals who are aware of the employment portal have undoubtedly relied on it to seek employment.

4. Which kind of contract do you favor?

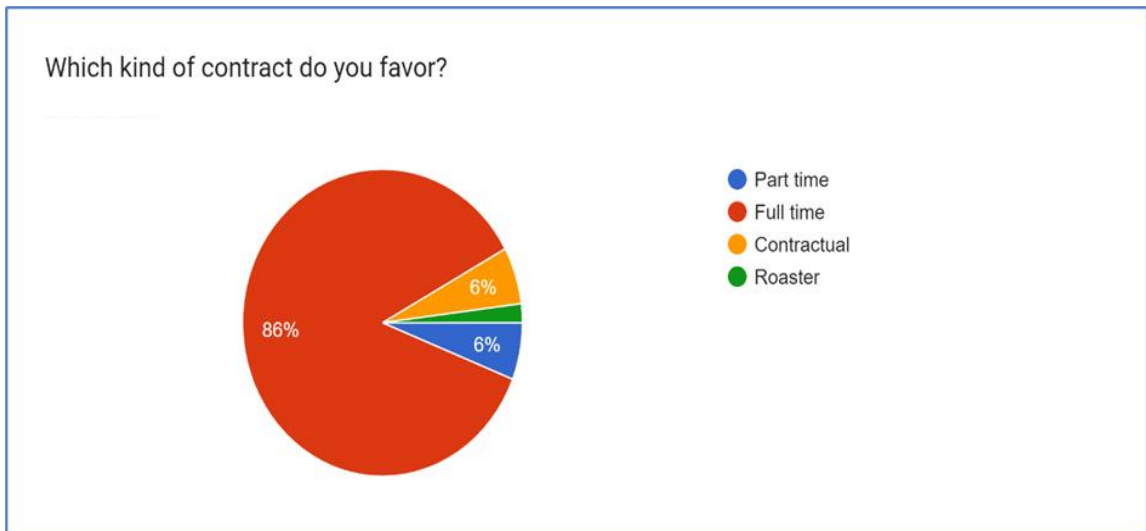


Figure 16 Favorable Contract

The pie chart depicts that the 4 categories of job status are full-time, part-time, contractual, and roaster. Respondents who selected to work as roasters scored 2%, the percentage of contractual and part-time is the same 6% and the highest rate is 86% which goes under full-time. We assume that those who opted in favor of full-time employment are primarily freshers or job hunters who may be aiming for a solid employment situation. Additionally, we are predicting that individuals who have expressed their opinion for contractual employment may have additional long-term plans, such as travelling overseas for subsequent research studies or hands on experience for a work opportunity. Also, they may want to get a chance for coping up with the company's culture without being committed. The other two, part-timers and roasters, are looking for jobs based on the work timing's compatibility. Students who are still doing their undergrad prefer part-time opportunity.

5. Have you ever attempted to use job portal?

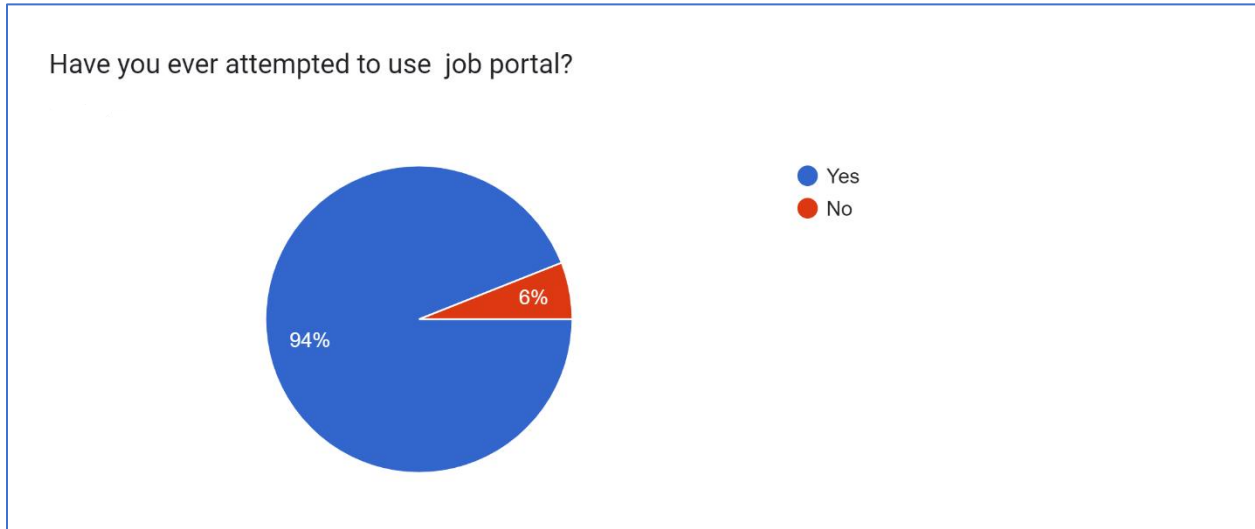


Figure 17 Usage of job portal

In accordance with the report, 94% of respondents have used the portal to apply, whereas the remaining 6% still haven't

6. What's your thought on the page design of job portal?

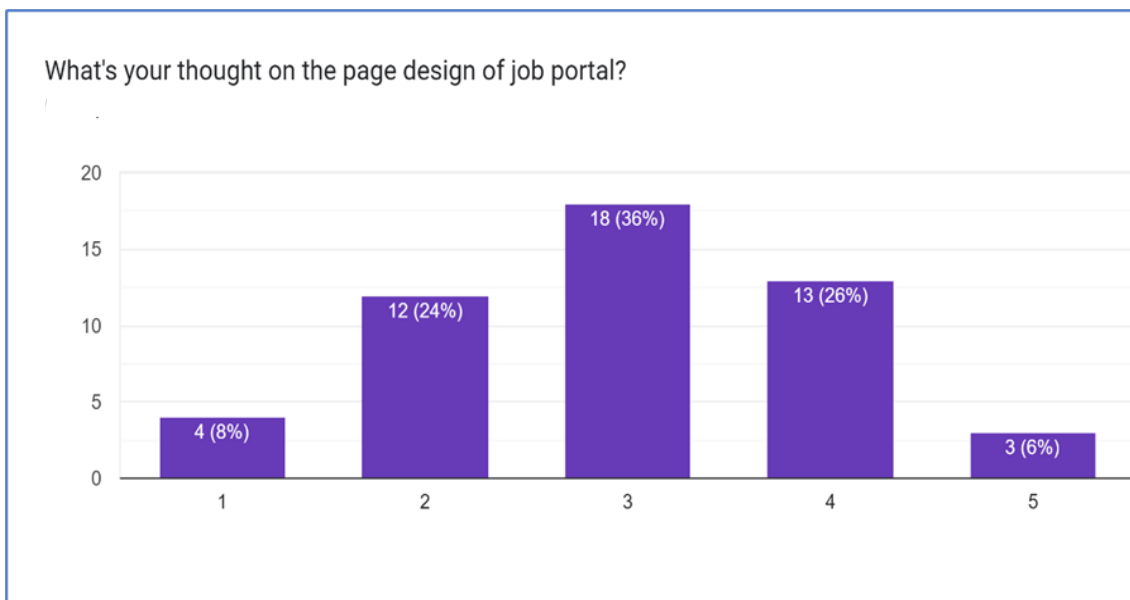


Figure 18 Thoughts on page design

According to the survey report, it has been showed that not everybody is pleased with the job portal's format. Only 3 people have showed their satisfaction and rated 5. On the contrary, 16 respondents (4 people have rated 1 and 12 people have rated 2) are totally discontented with the structure of the portal. Also, 18 informants are indifferent about the portal design.

7. Do you think the job platform is user-friendly?

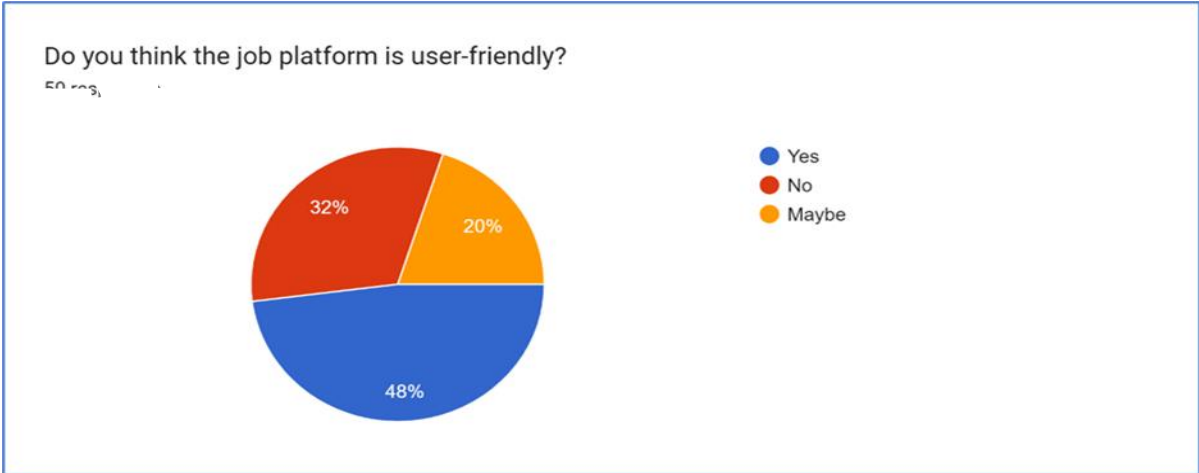


Figure 19 User Friendliness of Job Portal

The pie chart shows the convenience rate of the portal. According to this chart, 48% which means most of the people think that the portal is user-friendly. It's a positive sign for the media. However, 32% people think, it doesn't give much flexibility. Additionally, 20% respondents are unbiased about it.

8. Have you faced any technical glitch or trouble while applying?

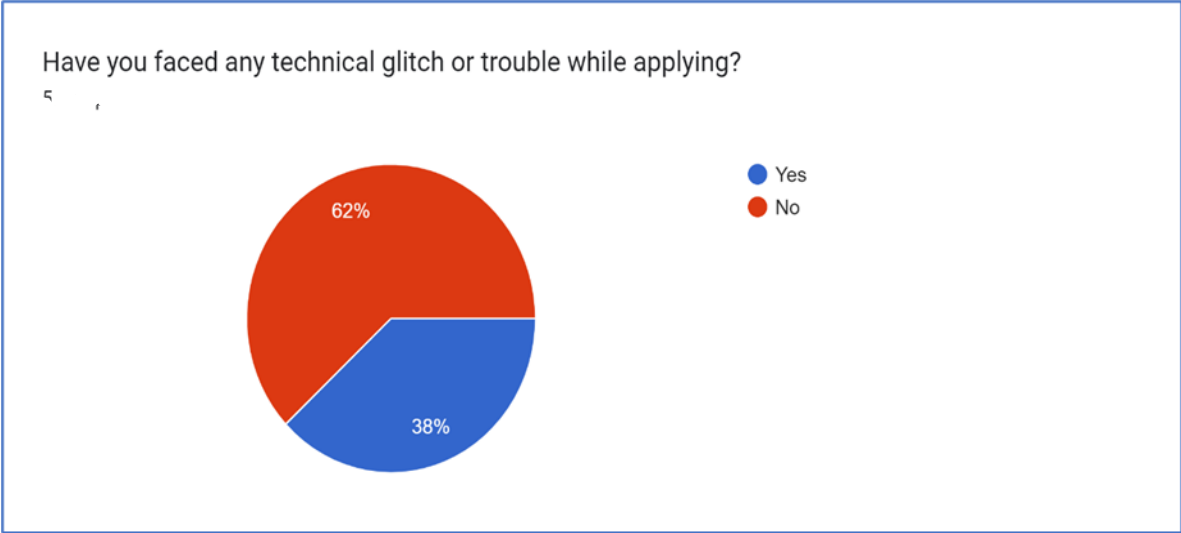


Figure 20 Facing Technical Glitch

Here, the research says that, 38% participants have met technical glitch or any kind of obstacle while applying for their desired job position. They faced problem with CV uploading, missing information, disappearance of job openings and so on. However, most of the participants 62% have used the portal smoothly while applying.

9. Is it time consuming to create an account in job portal?

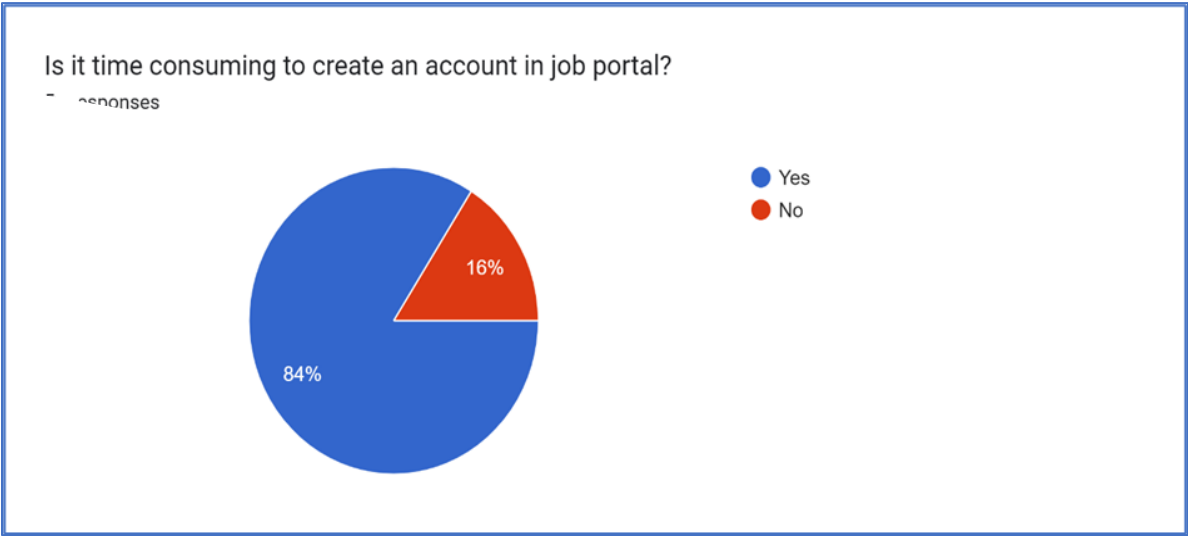


Figure 21 Duration for creating an account in job portal

In accordance with the observation, the pie graph depicts that 84% people have stated that the steps are very lengthy for which individuals lose their tolerance while applying for their preferred post. Nonetheless, 16% people don't think that the steps are taking much time.

10. How much time does it take to get verification for creating an account in job portal?

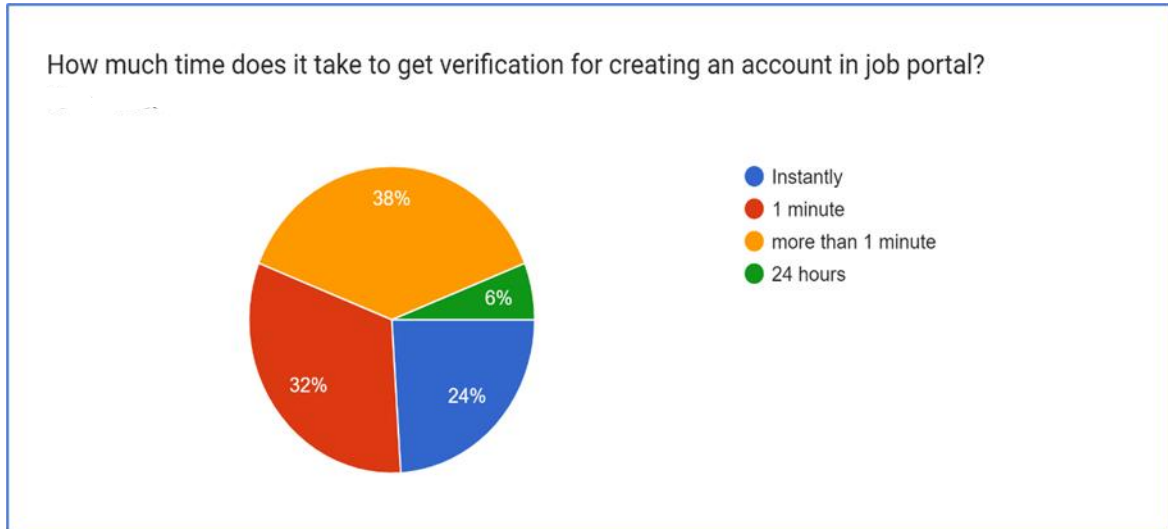


Figure 22 Verification

Based on the questionnaire, 32% argued that it needs one minute to receive a reply of the profiles of qualified applicants. 24% of the respondents claimed they received it right away after finishing the applicant profile procedure, while 38% of the respondents stated it required longer than a minute to receive the confirmation message. The remaining 6% got notification in a specific time in a day.

11. Do they send notification or alert for a new job posting?

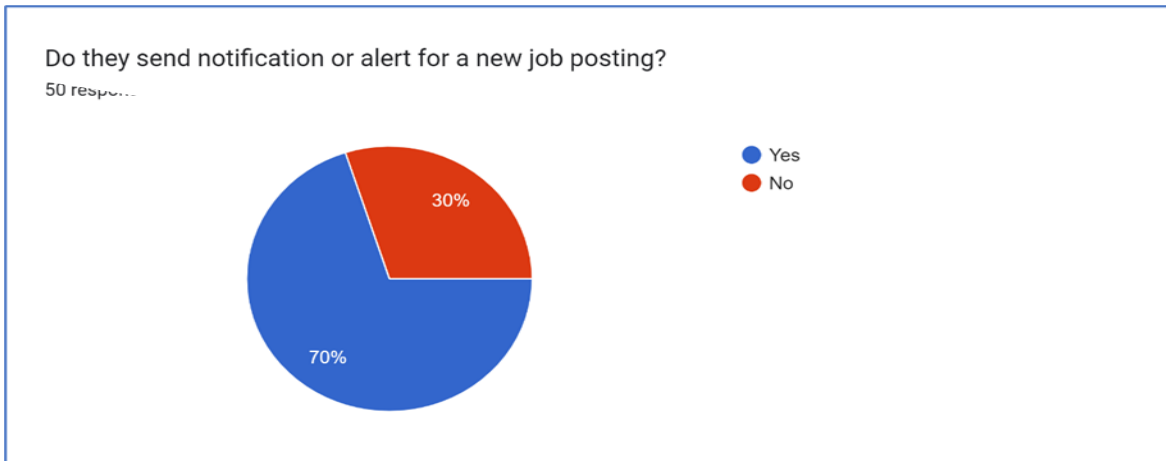


Figure 23 Getting notification or job alert

According to the graph, it has been depicted that 70% people get notification or alert message for job opening and excess 30% don't get the information of new job circulars.

12. Which aspect needs to be altered?

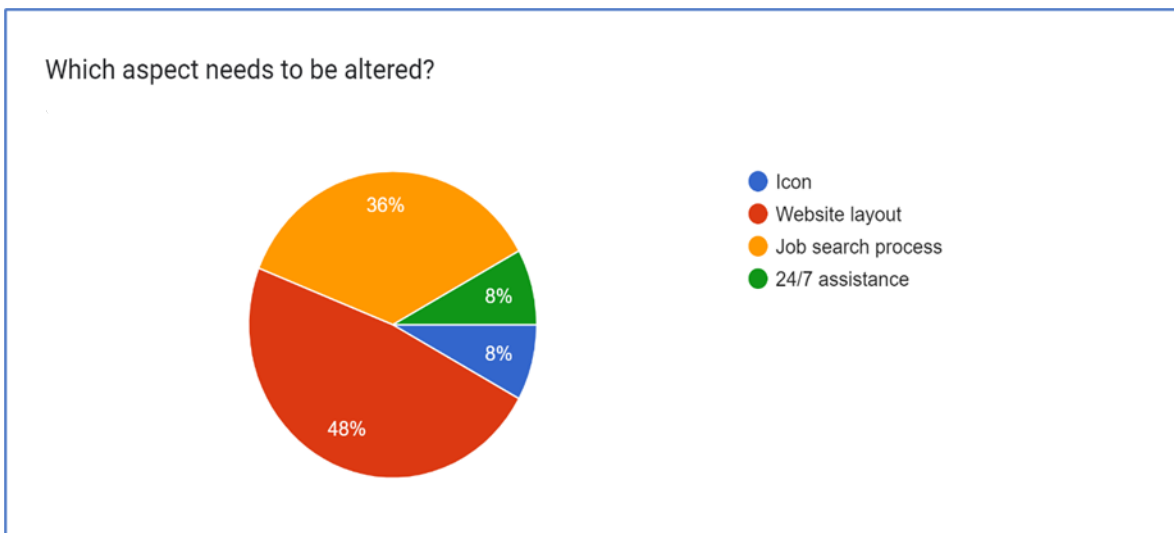


Figure 24 Alteration of portal's different aspects

Here, we can visualize that 48% respondents have issue with the portal's website layout which needs to be changed promptly to be more eye catchy to applicants. Also, the second issue 36% are facing is their job search process. This entails to be upgraded too because applicants are finding the portal less accessible. Also, 8% people have voted for constant assistance and icons for outmoded and unattractive outline.

13. Do you think the steps are lengthy while applying through job portal?

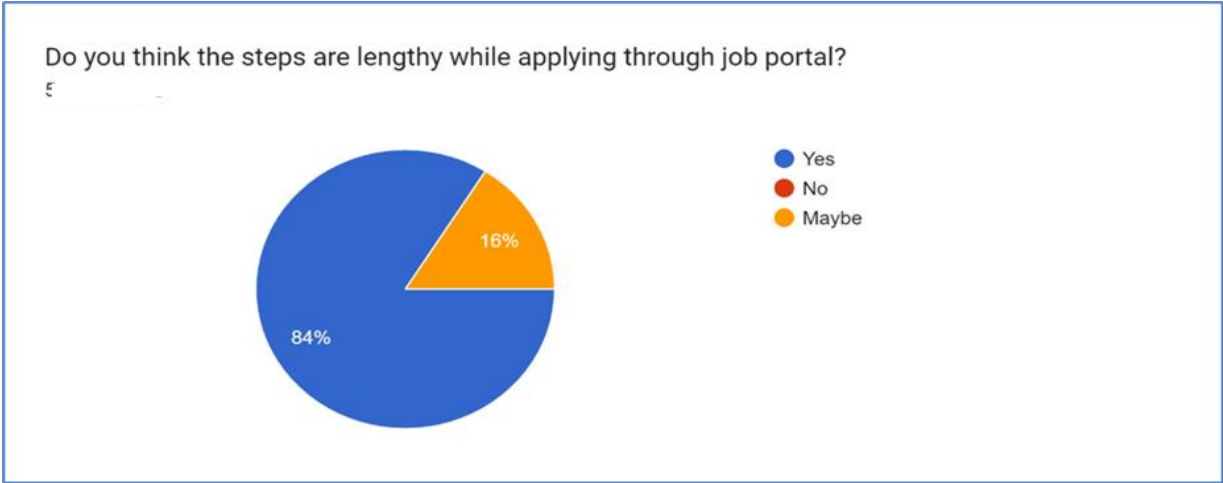


Figure 25 Length of steps in job portal

Via this pie chart, 84% applicants think that application moves are pretty extensive. Nevertheless, 16% people is indifferent about the matter. Nobody has responded with a no from which we can predict the steps of portal needs to be minimized.

14. Would you like to see any improvement of the job portal?

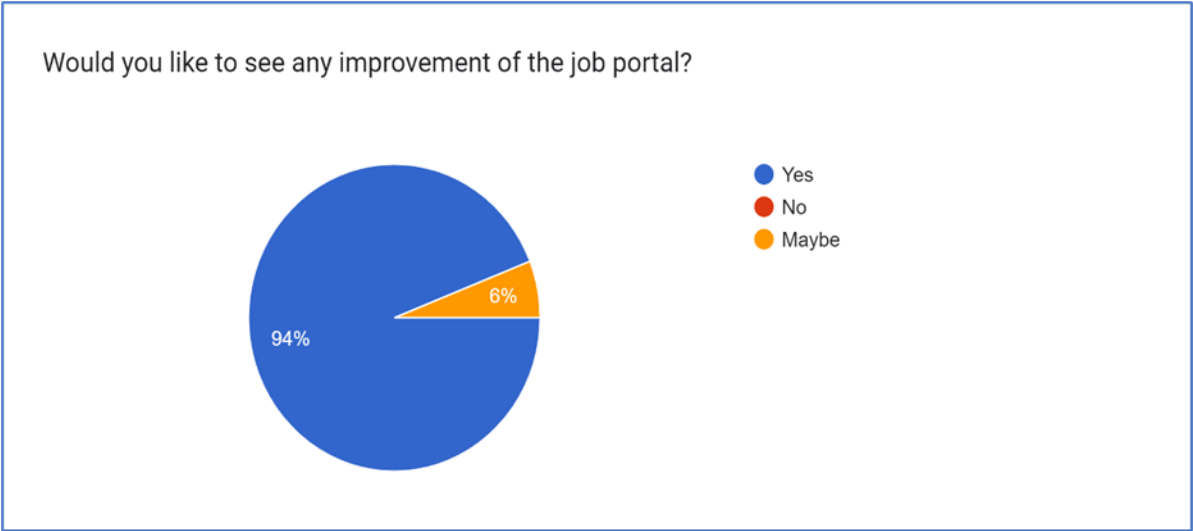


Figure 26 Improvement of job portal

On the basis of this survey, the chart shows that 94% respondents want to see development of the portal and other 6% are unsure about it.

15. Rate overall Robi Axiata's job portal

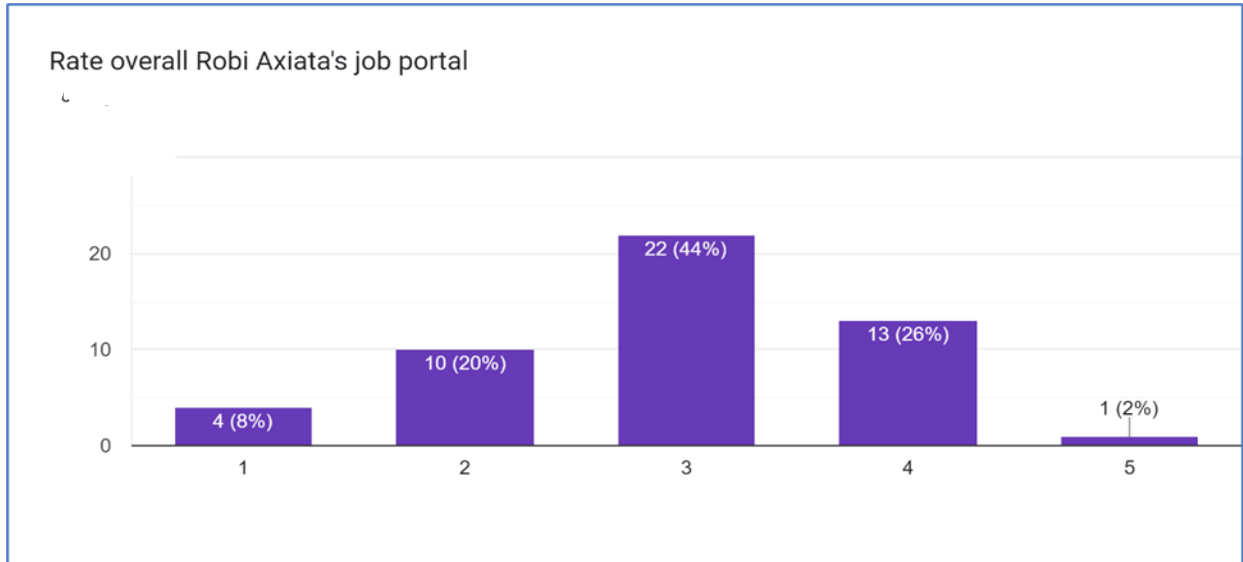


Figure 27 Overall rating

The graph shows us that, this job portal needs enhancement. Only 2% think this portal is perfect and has no problems. Moreover, 26% comprehend about the slightest problem which can be rectified easily. But most of the people 44% are neutral about the portal. Other 20% and 8% are totally dissatisfied with this media. Hence, Robi Axiata's job portal needs to be furnished with more attractiveness and less problems.

3.3.2 Findings

The job search process in online job portals has undergone a significant transformation as a result of the platform that these sites have gained. Both new and accomplished applicants can now search for jobs in desirable fields online. However, prospects find it challenging to work with the framework of job portal and offer feedback on whether the portal is effective or not. The findings and debates are supported by the survey and primary sources as follows:

- Candidates are initially drawn to a job portal by its appearance, this is the main prospect which Robi's portal lacks. It has been noted that the employment portal's page is not attractive enough to draw candidates, which regrettably makes it harder for employers to find qualified applicants. Candidates will undoubtedly make the observation that the job

portal is either outdated or is no longer useful for recruiting.

- Robi's job site first requires name, username, password, email, gender and salutation to create an account. It sends an account confirmation email once all the details in the blank fields have been filled up. When a confirmation email is sent, sometimes a delay of up to one minute or more than that is seen instead of an immediate response. To receive the email confirming the successful opening of a candidate account, candidates must wait a little while. The system's sluggish performance could be the root cause of this issue.
- The irritation of the candidate starts when they realize how lengthy the approach is to complete. It implies that the application process does not appear to be candidate-friendly. From the perspective of the candidate, it may seem time-consuming to fill in every blank, but employers don't all hire in the same way; some may prefer to learn more about job qualifications, while others may want to know further about educational qualifications.
- The IT team or persons who are engaged with the structure of the portal should be more aware about the technical glitches. They should do something immediately so that the candidates don't get confused or hesitated
- Most of the companies' portals fill the information blanks automatically after uploading CV but Robi's job portal doesn't do it. So, it takes extra time to fill up the information.
- When a power outage occurs for a new applicant in portal uploads information, it is necessary to enter the information again because not all of it is immediately stored.
- Also, from the data interpretation we can see that many people don't get alert for which they don't get notified about new job slots. Thus, unfortunately qualified people for a particular job fail to achieve their opportunity.
- The icons they use for the podium are not that much spectacular for which the organization may fail to hire talented employees. Most of the icons are ordinary and not visually appealing. Furthermore, the job search system is also the ideal one.

3.4 Recommendations

Some fundamental suggestions have been made to improve the state of the employment portal in order to dominate the platform and win the trust of candidates. Among other things, this entails being more efficient and getting a competitive advantage in comparison to other telecom

organizations. As a result, the following brief recommendations are discussed in accordance with the proposal:

- Website design of the job portal must be distinctive and obvious because it influences applicants. If they discover a link to the landing pages or internal pages, these applicants won't browse. Consequently, the employment portal needs to have a noticeable design to attract candidates.
- The candidate-facing portal interface needs to be designed with a number of key features, including comprehensive job search functionality, pay ranges, etc
- Making sure the job platform has cutting-edge and user-friendly features encourage candidates to express interest. The candidates are very drawn to the user interface's relaxing appearance.
- The applicant won't become intolerant in the first place if the portal interface is created with fewer steps to apply for a job listing.
- Adding a mobile app provides the ability for potential employees and job portals to scan anywhere, at any time, and does so while still maintaining the account's activity.
- Technical glitch is nothing new for this portal. This may occur numerous times

- Lastly, Robi Job portal can set bilingual system where the system can be continued in both Bangla and English.

3.5 Conclusion

Bangladesh's top telecommunications provider, Robi Axiata Limited, works arduously to provide consumers with the best services possible. Additionally, it consistently aims to expand its services and offerings more quickly than its rivals. Additionally, their team members continue to strive tirelessly and give it their all to deliver exceptional services, which aids in their yearly success in garnering praise and honor for their efforts. Furthermore, we have to come to know that Robi Axiata's job portal is the most crucial source for hiring skillful and capable employees. To follow stringent guidelines and policies and be sensible in well-built tactics, it is crucial to choose the

appropriate individual for the correct job, and Robi has never let anyone down in this regard. Robi guarantees through the portal that suitable prospects won't ever be missed due to any sloppy aspects and keeps upgrading and developing.

To conclude, Robi offers continuous customer and employees' support, which has helped them win millions of hearts. They have been able to win the confidence and belief of their Robi clients and coworkers due to a consistent, diligent commitment to providing services. The greatest praise is due to their perseverance, which allowed them to gain a great deal of respect and recognition for their efforts over time. It may be concluded from this that Robi Axiata Limited is on the appropriate track to achievement.

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Appendix

1. What's your gender identity?
 - Male
 - Female
2. What age are you?
 - Under 25
 - 25-35
 - 35-45
 - Above 45
3. Are you familiar with Robi job portal?

- Yes
- No

4. What kind of contract do you prefer?

- Part time
- Full time
- Contractual
- Roaster

5. Have you ever attempted to use job portal?

- Yes
- No

6. What's your thought on the page design of job portal?

1 2 3 4 5

Strongly dissatisfied Strongly satisfied

7. Do you think the job platform is convenient?

1 2 3 4 5

Strongly dissatisfied Strongly satisfied

8. Have you faced any technical glitch or trouble while applying?

- Yes
- No

9. Is it time consuming to create an account in job portal?

- Yes
- No

10. How much time does it take to get verification for creating an account in job portal?

- Instantly
- 1 minute
- More than 1 minute

- 24 hours

11. Do they send notification or alert for a new job posting?

- Yes
- No

12. Which aspect needs to be altered?

- Icon
- Website layout
- Job search process
- 24/7 assistance

13. Do you think the steps are lengthy while applying through job portal?

- Yes
- No
- Maybe

14. Would you like to see any improvement of the job portal?

- Yes
- No
- Maybe

15. Rate overall Robi Axiata's job portal.

1 2 3 4 5
