

**Report On**  
**A study on the utilization of work from home in recruitment  
process of campus-corporate**

**By**

**Md. Sabab Juhair**  
**20104115**

**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**  
**September, 2022**

**©2022. Brac University**  
**All rights reserved.**

## **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:**

---

**Md. Sabab Juhar**  
20104115

**Supervisor's Full Name & Signature:**

---

**Shihab Kabir Shuvo**  
Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Shihab Kabir Shuvo

Lecturer,

BBS

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission on the topic "A STUDY ON THE UTILIZATION OF WORK FROM HOME IN RECRUITMENT PROCESS OF CAMPUS-CORPORATE."

Honorable Sir,

With highest respect and abundant pleasure, I would like to present the following internship report on the stated subject while following all the guidelines directed by you.

This report contains various information such as company background, survey results, researches conducted on the company and similar industries for relevant data, few analyses and limitations of my study.

Therefore, I pray and hope you will find all the necessary and required information according to your guidance in your report.

Sincerely yours,

---

Md. Sabab Juhair

20104115

BRAC Business School

BRAC University

Date: September Day, 2022

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Campus-Corporate and the undersigned student at BRAC University.

## **Acknowledgement**

Firstly, I would like to extend my gratefulness to Almighty الله for granting me the patience and strength to finish up this paper.

Next, I would like to express my gratitude to my internship supervisor Shihab Kabir Shuvo Sir for his continuous support and patience.

Further, I would like to convey my appreciation to and my supervisor Rohit Pradhan Sir for his patience and my company for internship which also helped me to complete this paper.

Finally, I would like to express my thankfulness to everyone who supported me with the paper through completing the surveys, interviews and such.

## **Executive Summary**

Campus-Corporate is an Indian based organization run by the students for the students so that students can upskill themselves and get themselves ready for the corporate world through a swift transmission. Making use of the lock down period the company has brought office environment into the home of students having them completing recruitment process for the company along with some other companies such as TESCO business solutions, banks and some private enterprises across India. With hopes of expansion the company launched its campaign in Bangladesh as well to help the student gain an insight into the corporate world from home.

As an intern of this company, I decided to write the research paper on the topic 'A STUDY ON THE UTILIZATION OF WORK FROM HOME IN RECRUITMENT PROCESS OF CAMPUS-CORPORATE' to provide insight into the work from home can be utilized properly for corporates since the pandemic has shown us that even of the world outside comes to a stop we must keep going.

**Keywords:** work from home, corporate, insight

# Table of Contents

<b>Declaration</b>	<b>ii</b>
<b>Letter of Transmittal</b>	<b>iii</b>
<b>Non-Disclosure Agreement</b>	<b>iv</b>
<b>Acknowledgement</b>	<b>v</b>
<b>Executive Summary</b>	<b>vi</b>
<b>Table of Contents</b>	<b>vii</b>
<b>List of Tables</b>	<b>ix</b>
<b>List of Figures</b>	<b>x</b>
<b>List of Acronyms</b>	<b>xi</b>
<b>Glossary</b>	<b>xii</b>
<b>Chapter 1 Internship Summery</b>	<b>1</b>
1.1	11
1.2	12
1.2.1 Basic Company Information	1
1.2.2 Supervisor Information	1
1.2.3 Job Information	1
1.3	13
1.3.1	13
1.3.2	14
1.3.3	14

1.3.4 15

<b>Chapter 2 The Organization: Background and vice versa</b>	<b>5</b>
2.1 Introduction	5
2.2 Organization synopsis	5
2.2.1 Vision and Mission of the Company	6
2.2.2 Tagline and Values of the Company	6
2.2.3 Company's Operations In Bangladesh	7
2.2.4 Business model of Campus-Corporate	7
2.3 Management exercises of the organization	8
2.4 Marketing exercises of the organization	10
2.5 Information system exercise in the Company	11
2.6 Porter's Five Forces and SWOT analysis of Campus-Corporate	12
2.7 Summery	16
<b>Chapter 3 Project: A study on the utilization of work from home in recruitment process of campus-corporate</b>	<b>17</b>
3.1 Introduction	17
3.1.1 Literature Review	19
3.1.2 Objectives of the Project:	23
3.1.3 Significance of the Project	24
3.2 Methodology	24
3.3 Findings and Analysis of the Project:	25
3.3.1 Survey 1: Job preference Survey	25



3.3.2 Survey 2: Recruitment Opinion Survey	32
3.3.3 Survey 3: C2C Recruitment Process Survey	36
3.3.4 Predictions	37
3.4 Limitation of the study	38
3.5 Conclusion	39
3.6 Recommendation	39
<b>References</b>	<b>40</b>
<b>Appendix A.</b>	<b>41</b>
<b>List of Tables</b>	
Table 1 Business Canva Model	8
Table 2 Literature Review	23

## List of Figures

Figure 1 Lead Generation Sheet	12
Figure 2 Porters Five Forces Model for Campus-Corporate	12
Figure 3 SWOT Analysis of Campus-Corporate	14
Figure 4 Comparison between remote job and applications	19
Figure 5 An overview of Job preference survey	26
Figure 6 Participants percentage by Age group	26
Figure 7 Participants percentage by preferred job type	27
Figure 8 Job preference differences between pre covid and post covid	27
Figure 9 Preference on which type helps to learn and grow better?	28
Figure 10 Preference on which type provides best time efficiency	29
Figure 11 Preference on which type provides best work environment	29
Figure 12 Opinion on future job type of Bangladesh	30
Figure 13 Several question answers from the Survey	31
Figure 14 Survey 2 Chart 1	32
Figure 15 Survey 2 Chart 2	33
Figure 16 Survey 2 Chart 3	34
Figure 17 Survey 2 Chart 4	34
Figure 18 Survey 2 Chart 5	35
Figure 19 SUS Calculation	37
Figure 20 Time Series with Predictions	38

## List of Acronyms

SOP	Standard Operation Procedure
GHRM	Global Human Resource Manager
WFH	Work From Home
CXO	Chief Experience Officer
SMM	Social Media Marketing
CGPA	Cumulative Grade Point Average
IT	Information Technology
SUS	System Usability Scale

## Chapter 1

### Internship Summery

#### 1.1 Student Details

Name: Md. Sabab Juhair

ID: 20104115

Program: Bachelor of Business Administration

Major: Human Resource Management

Minor: Computer Information Management

## 1.2 Internship Overview

### 1.2.1 Basic Company Information

Period: March 2022 – September 2022’

Company Name: Campus-Corporate

Department: Marketing Department

Address: Campus-Corporate

Pratiksha Nagar Road,

Office no 4,

Mumbai, Maharashtra 400022, IN

### 1.2.2 Supervisor Information

Supervisor’s Information: Rohit Pradhan, Human Resource Business Partner | Team Leader

### 1.2.3 Job Information

Job Scope:

#### JOB DESCRIPTION

Profile: - Market Research

Type: - Work from Home

Duration: - 6 Months

Work Hour: - Flexible

Workdays: - Mon-Sat

Salary: - Performance based stipend

#### RESPONSIBILITIES

- Explaining requirements to clients

- Manage product sales

- Participating in Market Research discussions
- Identifying potential customers for product Lines/Categories
- Develop and Implement Industry based recruitment strategy

### **1.3 End Result of the Internship:**

#### **1.3.1 My Contribution to the company:**

First of all, after the first training session, my task was to sort out the list of industries in Bangladesh where the employee turnover was high since our target was to provide hr services such as recruitment, training, payroll compensation to companies. Moving on after a LinkedIn training session and a few other training sessions I started posting job for the company where we took interviews in 2 round and I had to take around 70 interviews in total. After the interview session was completed, we started dividing the team and I was assigned as the team leader of one of the team teams. Further, while managing the team repeating the processes that I went through I had to prepare the team members and carry on with our standard operation procedure. On one side I was on the team leaders meeting on Fridays, and other side I was taking team meetings around the working days. This way we carry on with our SOP. Further, we start generating lead according to company policy. Our main target was companies with LinkedIn profiles and their management. We also made various letters to reach out to the customer, meaning the company management. I personally generated around 90 leads as per the company requirement. Moving on from this, our next task is to research the companies for employee turnover and other hr services they may require. Finally, our task is to reach out to the companies in our lead generation list on a 14-day duration and offer our services.

### **1.3.2 Advantages I gained from the Internship**

My achievement here was the interview, as I have never taken any interviews in my life before, I had to search and come up with the best questions to ask. The more interviews I took the more questions started popping up in my head. Now after a total of 287 interviews I can state confidently that I can now take any interview for any organization and choose the right candidate for them. Moreover, I got to learn a lot of new stuffs for corporate world that has undoubtedly increased my skill pool and allowed me to explore more areas for improvement. A hr personally has to be someone who can build a bridge that won't break between employees and management, this company has allowed me to develop such interpersonal skills to fulfill the responsibilities of hr personal. The company has also allowed me to improve many other skills to maintain teams on a corporate level, a proper time management among corporate life, student life, family life and personal life. Since the company working type is work from home, the initial thoughts were the company will not be able to work efficiently, but surprisingly our GHRM said that my team had the best contribution in all types of work in the company which also raised my confident indefinitely. As I worked in the lead generation sheet, I learn many google sheet, excel and word tricks that can help me in my work and personal life. In conclusion, I could learn and development interpersonal and many other skills required for the corporate world.

### **1.3.3 Struggles faced during the Internship**

The first and foremost obstacle was the communication gap, although the entire Bangladesh team has been operating separately, we struggled during training sessions mostly. Sometimes, some team members were out of reach and did not contact properly during the internship which resulted in the cancellation of their internship despite everything they had done. Moreover, getting the letter ready was a real challenge for all us since we had to brainstorm and build it up from zero. Fortunately, there were no disagreement regarding the letter phase

as we used all the ideas, made them corporate ready and used them accordingly. Which brings me to the next difficulty I faced during the internship, finding the correct company to generate list. We had to go through many documents to list them in the lead generation sheet. Many companies did not provide enough documents, as a result I had to back out on companies which looked promising to take up our services, most important of them was their audit report and no management connection on LinkedIn. Further, one of the hardest parts were forming the correct questions to ask during interview, I had to watch many videos and watch articles to come up with the proper questions since I was totally new to this. Overall, although I faced difficulties in most steps of my internship, I was able to learn more as I overcame each and every one of these difficulties.

#### 1.3.4 **Recommendations**

My recommendations for the future would be to close the communication gap to ensure the proper SOP with time efficiency. Since this is a work from home internship and the company does not have any office in Bangladesh there should at least be one day with everyone wearing official attire and on camera meeting. A meeting with the Indian team and Bangladesh team all together can also help bring diversity and help increase communication skill to the table. Since most companies in Bangladesh has indoor hr for the hr services and the culture of hiring an external company for hr has not yet been adapted in this country, the company can try to explore other areas to give inters an opportunity to learn and grow with corporate culture and knowledge.

## **Chapter 2 The Organization: Background and vice versa**

### **2.1 Introduction**

With the emergence of COVID-19 the world moves into work from home work style which opened ample opportunities for many. Campus-Corporate was one of the first companies to grab these opportunities enabling students to adapt to corporate culture before they actually enter the corporate world. The lock-down situation left many students without internships or jobs, the big corporates were still struggling for transitions among remote job, local job and hybrid job. Prior to the lockdown many companies and even the government took initiatives to help the current employees transit to remote or hybrid job life. Unfortunately, students got cornered and companies that would solely focus on remote jobs were of utmost important to make the process smoothers since changes in big corporates not only requires time but also a drastic change in cost structure. As a result, Campus-Corporate was born with the idea to connect these students to the corporate world through LinkedIn landing them the best and proper jobs for themselves.

### **2.2 Organization synopsis**

Campus-Corporate is a LinkedIn focused online company that focuses on providing corporate environment to students through online internship and various training sessions with key partners and the organization itself. As mentioned earlier, using the fine chances of the lock down period left us with, the company was born and using this golden chance the company started giving students a chance to explore the corporate environment and work culture. With an employee number of around 500 mostly consisting for interns, the company specializes in Recruitment, Career Counselling, Digital Marketing, Campus Ambassador, Job Opportunities, International Assignments, Work from Home, PART-TIME Jobs, Learns & Earn Program, Mentor-ship, Internship and Human Resource Services. The company is



currently expanding into Bangladesh as well in search for more opportunities. The company is also co-conducting many projects throughout India with other companies, one such project is where they guide students on carrier choices as the students keep shifting their work away from their study background. The participants from both companies tried to figure out the reason as they contacted with many schools throughout India. Moreover, the company has completed recruitment process of various international companies in India such as HSBC Bank's India Branch.

### **2.2.1 Vision and Mission of the Company**

The vision of the company is to Empower every Student in the globe to achieve more.

The mission of the company is to focus towards the Upskilling of Students and help them win the best career opportunities.

### **2.2.2 Tagline and Values of the Company**

The company's tagline is "Where Talent Meets Opportunity." Campus to Corporate is a organization run by the students for the students where in 80% of the company's profit is distributed to students in form of stipend. We are focused towards the growth of students and help them through identifying multiple LEARN & EARN programs.

### **2.2.3 Company's Operations in Bangladesh**

The company started with three firms in Bangladesh, HR, Law and IT. Each firm has its own SOP and they are run under a team leader for each firm. On top of that, there is a GHRM who oversees all operation and reports to the Supervisor for entire Bangladesh Branch of the company. The HR firm mainly focuses on marketing the company, introducing the company and using LinkedIn to connect students of Bangladesh to the national and international

corporate market. With regular recruitment and training cycles the company has been operating successfully in Bangladesh since the beginning in 2022.

### 2.2.4 Business model of Campus-Corporate

<b>Key Partners</b>	<b>Key Activities</b>	<b>Value Propositions</b>	<b>Customer Relationships</b>	<b>Customer Segments</b>
Universities Organizations	Recruitment Hiring Interviews WFH	Run by the students for the students. Opening opportunities for students to acquire corporate knowledge and culture through WFH.	HR services such as Recruitment, Hiring, Payroll Compensation	Mass Market: Any organization that requires HR services and other services the company can provide
	<b>Key Resources</b> Students Social Media E learning platforms		<b>Channels</b> LinkedIn Social Media E-mail	
<b>Cost Structure</b>		<b>Revenue Streams</b>		
Value Driven: Since the company’s most employees are students and it’s work type is WFH, the company mainly focuses on providing the promised values to its employees.		Clients who take the provided services		

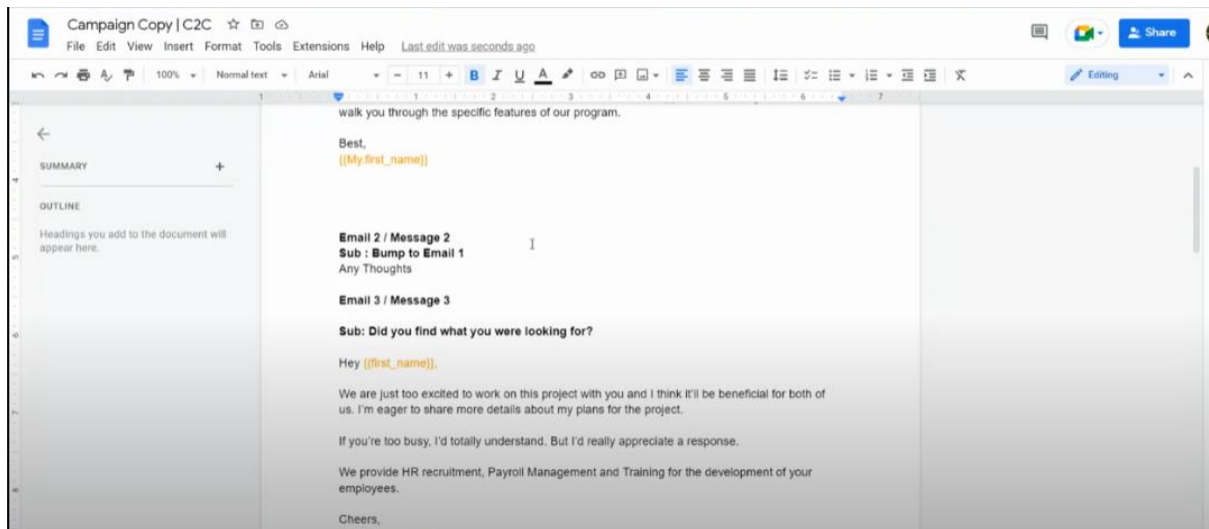
Table 1 Business Canva Model

## **2.3 Management exercises of the organization**

Management exercises in a company dictates how well the company is executing its operations while synchronising among the executives, management and employees.

Depending on the organization's size, operations, structure the leadership style in organizations vary. Since this organization is for the students and all employees are mainly students performing internships under this organization, a well combination of democratic and laissez-faire leadership makes sense since these two bring out the best from employees with bringing their individual creativity into the plate. Evidently, the organization do practice both practices. For instance, other than the obvious rules and orders from top management students are made to choose policies, activity perspectives, work methods, come up with their own ideas and implement them through a group discussion. To start with the decision on how to individually short companies were left up to the interns but which industries to focus on were left with to the group decisions. The approach letter to companies were also created upon group discussion while how to send those letters were left up to the interns. All the decisions and works were of course lined up with the organization objectives to generate leads, market the company and teach the interns regarding the corporate work culture.

Recruitment was mostly done through LinkedIn as it has become an international hub for businesses throughout the world, it's like the Facebook for employees and employers. After job posting in LinkedIn the company took two interviews selecting the interns. Afterwards training those new interns the process continued but this time the new interns became interviewers. This gave the interns ideas on how to take interviews and select candidates for the company. The form in the job posted were also created by individual interviewers using their own creativity. This was done to prepare the interns for future if they ever needed to create question forms for the future organizations they work for.



*Figure 1 Approach Letter forming Session with Bangladesh Team leaders*

The compensation system is based on performance mainly. For instance, for hiring an intern will receive 33% of revenue from the client, for CXO Management, intern will receive 20% of revenue from the client. The team leader of that intern, who is an intern as well also get a percentage of these revenues. This encourages all interns to aim for team leader position.

The organization starts training from the very first day. Starting with basin marketing segmentation needed for selecting proper industries and other basic market research tools the orientation starts. Next, LinkedIn session and job posting session comes into action to so that the interns can start recruitment process for the company. As days goes various sessions are taken training the interns on hr services, digital marketing, SMM, CXO communications, Capability Presentation, Business networking, MIS report, Creating business reports, Funnel management.

For the appraisal system, all team leaders keep their individual attendance list, and the GHRM keeps his/her own attendance list. There is also a weekly report that is submitted to the GHRM who takes decisions regarding the interns based on this report. On top of that, the team leaders also conduct consultation for the fellow interns so that they can contact the team leaders whenever they need to improve work efficiency.

## **2.4 Marketing exercises of the organization**

Although initially the organization focused on the interns, the company focused on marketing as well. I will be discussing the marketing strategy of the company in Bangladesh.

Firstly, the marketing strategy was presence on LinkedIn and approaching customer with through email marketing as shown on figure 1. The aim is to generate enough lead and reach the potential companies that requires or may require hr services in future.

The target customer for the company is any small and medium sized companies that requires HR services. Through our months of market research and lead generation we found out that most small and medium sized companies in Bangladesh have in house team for hr services and are not that much willing to hire external companies for these services. But the paradigm shifts that covid-19 situation left and rapid changes in industries has shown that many companies in Bangladesh may adopt to hiring companies for such HR services in near future. Seemingly, the company has yet to plan any targeting and positioning strategy till now.

The company's main channel is LinkedIn and email. The strategy is to collect data from LinkedIn and then contact the corresponding personal through email to reach the customer meaning the company.

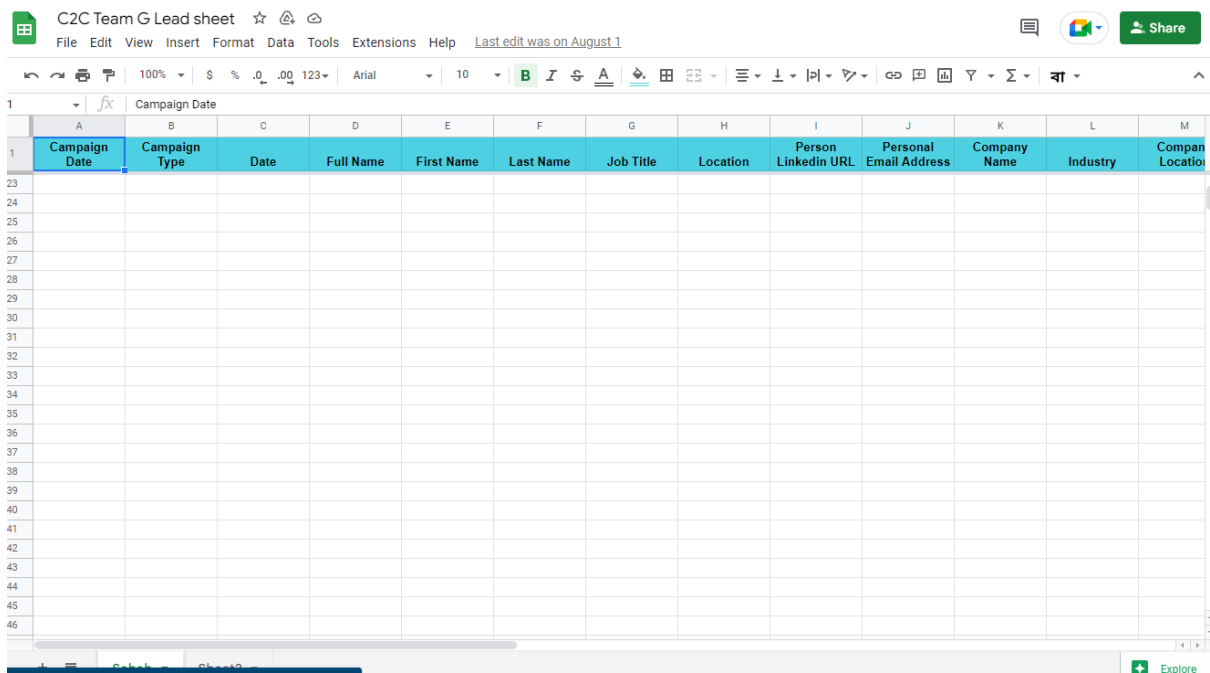
The use of LinkedIn to search for employees is still new practice since most companies post jobs in university or job groups of Facebook. LinkedIn being an international platform gives users a chance to build an international profile which gives the users validity. This way the company is creating a name for itself by using the platform to connect to companies and minimizing its competition eventually. The company also plans to provide new services in Bangladesh upon discussion with the Bangladesh team in the coming month.

Since the company is based on LinkedIn and digital marketing, its advertisement is done through social media. The company runs its campaigns through LinkedIn while the interns advertise the company by posting jobs in social media groups such as Facebook groups.

While the company provides great opportunities for its employees mostly the interns, since the focus was on medium and small companies, the target may have reduced the area of marketing. Although the target was set keeping in mind that big companies may not take services from a new and small company like this, I believe we should have also presented ourselves to these companies for the sake of experience since rejection also teaches us new things and that rejection could also be used as marketing strategy to enter the market.

## 2.5 Information system exercise in the Company

The main software programs used are Microsoft excel and google sheet to store and collect data. All data are kept locally on each intern or employer 's devices or drive since there is no central database currently. Other essential Microsoft and google applications are used according to the need.



The image shows a Google Sheet interface for a lead generation sheet. The sheet is titled "C2C Team G Lead sheet" and has a "Share" button in the top right corner. The spreadsheet has 14 columns and 23 rows. The columns are labeled as follows: Campaign Date, Campaign Type, Date, Full Name, First Name, Last Name, Job Title, Location, Person LinkedIn URL, Personal Email Address, Company Name, Industry, and Company Location. The rows are numbered 1 through 23. The first row (row 1) is highlighted in blue and contains the column headers. The rest of the rows are empty.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Campaign Date	Campaign Type	Date	Full Name	First Name	Last Name	Job Title	Location	Person LinkedIn URL	Personal Email Address	Company Name	Industry	Company Location
23													
24													
25													
26													
27													
28													
29													
30													
31													
32													
33													
34													
35													
36													
37													
38													
39													
40													
41													
42													
43													
44													
45													
46													

Figure 1 Lead Generation Sheet

## 2.6 Porter's Five Forces and SWOT analysis of Campus-Corporate

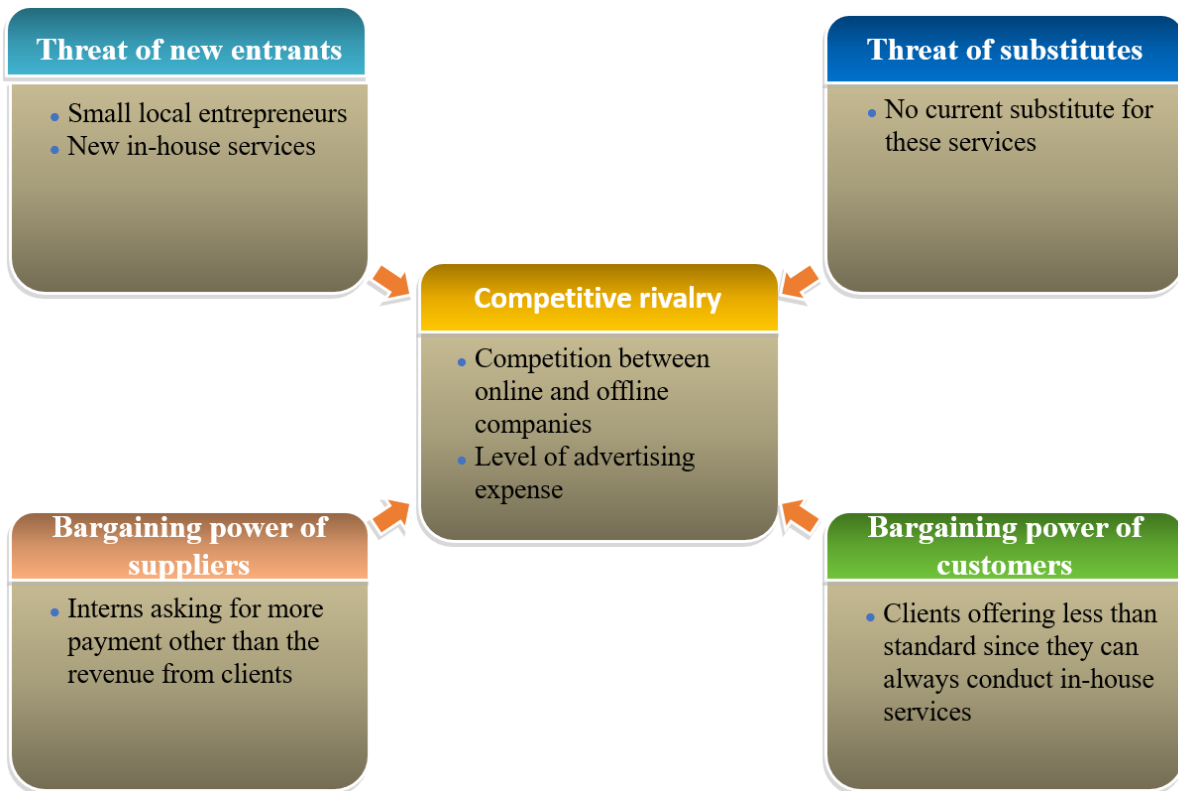


Figure 2 Porters Five Forces Model for Campus-Corporate

As we can see from the Figure 2, the current threats for the company are the small local entrepreneurs who may have the same business idea and turn it into action with strong connections to make things work for them. Moreover, we can also add the new in-house services in small and medium companies to this list.

Moving on to threat of substitutes, there is no current substitute for these services currently since every organization is in need of these. Even if AI starts taking over these services it will take a long time to fully develop AI usages in these side of the world.

Followed by this comes Bargaining power of suppliers and customers. Interns may ask for more payment other than the revenue from clients if they feel underpaid, especially if the interns end up with no client after their internship period. Subsequently, since this idea and

practice is pretty new in Bangladesh, many clients may take advantage of this and use it to settle down for a significantly lower service charge than standard.

Finally, in future this may cause competition between online and offline companies since many companies may prefer services online while many would prefer to take interviews in person to select a candidate. Moreover, level of advertising expense also matters since the company's main advertisement comes from LinkedIn and Facebook posting.

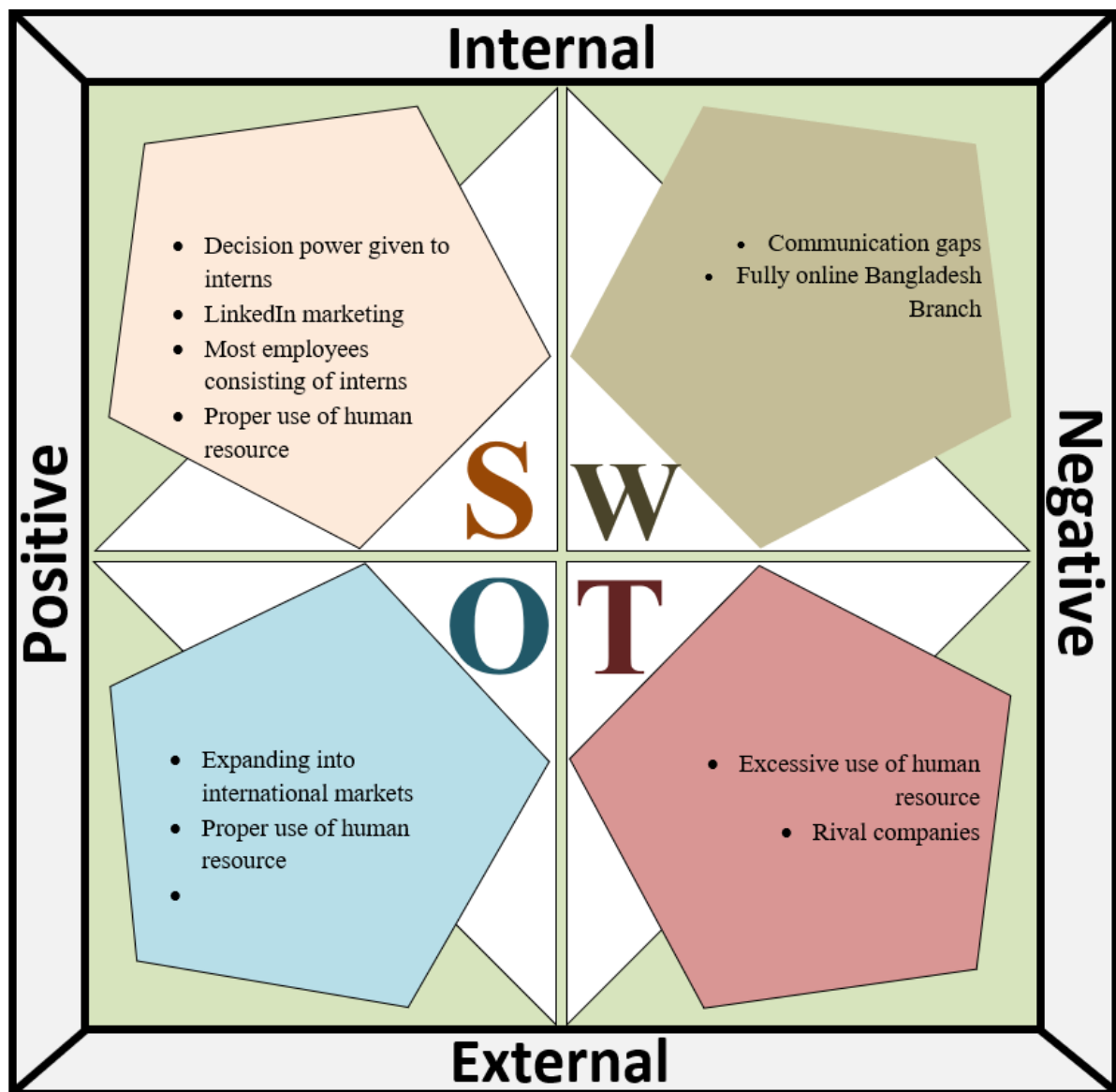


Figure 3 SWOT Analysis of Campus-Corporate

Swot analysis of Campus-corporate representing strength, weakness, opportunities and threats:



### **Threats:**

- Decision power given to interns which provides interns a chance to develop decision making abilities on par with corporate world preparing them for it.
- LinkedIn is an international platform; thus, it will create and international image for the company through its LinkedIn marketing.
- Since most employees consist of interns the company is carving a way for students to hitch a ride from university to corporate life with a swift transition through learning and adopting skills
- When we hire for the company, we check out for candidates who has the intention and ability to learn and work instead of checking backgrounds such as CGPA, university which provides these candidates an opportunity to learn and enhance necessary skills since most of time interns don't get the opportunity due to low CGPA or other factors ensuring proper use of human resource.

### **Weakness:**

- Communication gaps between the main branch and Bangladesh branch is a huge factor, since it's totally online based company and the communication is done through social media and meets, the timing sometimes created problem for many training sessions and other sessions.
- Fully online Bangladesh Branch is another problem since local companies may prefer a physical building to take interviews. Moreover, a physical existence would also solidify the presence of the company in another country, as a result local rivals may get priorities over the company.

### **Opportunities**

- The company has the chance of expanding into international markets thanks to its marketing through LinkedIn. The company has already completed many recruitments process for HSBC bank in India as well as some international companies in India. The company has also opened few firms in Bangladesh as well.

- Thanks to recruitment and selection policies of the company proper use of human resource has been ensured. This encourages and ensures equal chances to students to apply for internship.

### **Threats**

- With the massive use of human resource comes the problem of excessive use, with so many students getting trained and learning corporate stuffs will create huge competition among students in near future as the number of good and best candidates keeps increasing.
- Rival companies will also rise as time passes by. Few students may turn out to be successful entrepreneurs launching a more successful rival company.

### **2.7 Summery**

As the world has survived the pandemic many have returned from online to offline activities. But most has found keeping the companies online or hybrid provides the most benefits through reducing cost and other factors but it also has its own problems. The initiative to introduce corporate culture through internship has been working greatly as more and more students in both India and Bangladesh are taking part in this internship. But with the communication gap the initiative may come to and stop in near future. Although the company has started projects to reach schools across India, the company should focus on a new strategy for Bangladesh branch since, on top of the mentioned problem, the lack of companies in Bangladesh to hire outside company for HR services are low for the time being.

## **Chapter 3**

### **Project: A study on the utilization of work from home in recruitment process of campus-corporate**

#### **3.1 Introduction**

As the world got engulfed by the pandemic, most companies in the world had gone into either full online or hybrid mode. This created a problem specially for the students in their final years since they now had no way to learn about corporate life due to the lockdown. This opened up and campus-corporate took it to introduce corporate life to students through work from home. While it sounds easy this presented a lot of problems to the interns, interviews and candidates as not everyone had access to electronic devices and internet. Then there was the issue of bad internet connection and the proper attire on the interview sessions. Despite all these issues Campus-Corporate not only made it possible to utilize the recruitment process through WFH system but also expanded their operation to another country, Bangladesh. This shows that if everything is implemented correctly it is possible to conduct HR services and many other office-duties form home with WFH or hybrid system to reduce various cost while benefitting both employees and corporate in the long run. Not only the WFH is good for work life balance but also it is good for a great work life balance.

In this project, a connection between the fruitfulness of WFH and how this effected the recruitment process of the company will be established through explaining scholar's views on WFH, its benefits and how it effected the productivity as well as how covid-19 has brought upon a revolutionary change in office works. Point to be noted that this does not apply to employees working in a factory where physical labor is needed.

Firstly, insight from several WFH related literature has been shared in this project that discusses the WFH culture before and after the pandemic, the current job market, recruitment process in the current industries and how the employers see this new work culture.

Secondly, a survey has been conducted to find an outcome on what preferred job type has the most votes with an analysis to check how this may affect the job sectors in future. Another survey among the interns were conducted to observe if the internship has helped them through the recruitment process. Finally, one more survey was formed to determine the positions of employees and employers on recruitment and its effectiveness.

As a result of the pandemic 400 million tasks were disoriented on the second quarter of 2020, meaning the loss of permanent employees was beyond imagination. On top of these job losses there were also the issue of reduced working hours due to the limited movement during this pandemic. Due to all these the in-person interviews were unable to conduct, training new and old employees had also turned into a daunting challenge, even transforming jobs had turned into a dispute (Upadhyaya, 2022). Therefore, the necessity of online recruitment alongside other online HR services had become an utmost important to the corporate world, which came along with a tremendous challenge to train students in this culture as well since they would become the future employees of the companies. One can easily predict the necessity of online recruitment in workplace for valid works in relevant industries. The use and teaching of this process to students can create a drastic change in how this skill can be used in HR management.

# Remote job offers and applications

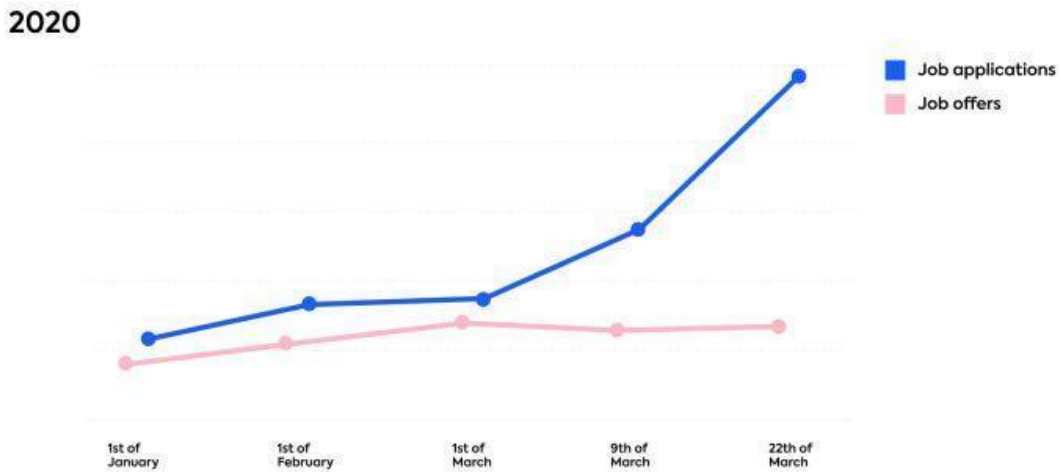


Figure 4 Comparison between remote job and applications

According to data form MeetFrank, applicants for remote work has increased over a year drastically despite of the job offers that are open in the market. This data is great example how remote works are getting more popular every day and it can be predicted that the preference will only keep rising (Aava, 2020). This clearly shows the importance of training interns on how to prepare for online recruitment process or how to prepare to be a recruiter for a big corporate in the future.

## 3.1.1 Literature Review

Scholars' Name (Year)	Document Type, Year	Factors	Understanding
Baker, E., Avery, G. C. & Crawford, J. (2007)	Online Journal, 2007	WFH, Productivity, Satisfaction.	The idea of WFH is not a new to work culture. It seems that that while the WFH employees were satisfied their productivity had gone down due to many reasons such as work style, household

			interference, financial support, HR support, job characteristics and so on. The study also suggested that due to the mixed responses from participants more research on relevant topics were needed before coming to a conclusion. The article also suggests that in the past the WFH culture was mainly adopted by technical support companies or telecom companies so that employees could have a better work-life balance.
Gibbs, M., Mengel, F., & Siemroth, C. (2021)	Journal, 2021	WFH, Productivity, IT professionals	The pandemic situation has drastically accelerated the WFH culture enabling almost all type of industries adapting it. Employee productivity varied due to demographic positions and communications gap. Although performance increased drastically at the beginning of the WFH shift, output eventually decreased as time passed by. Working motif changes has a big role to play in this output result. It was also found that old employees had almost the same output while slightly new employees had a bigger decrease in output compared to former.
Galanti, T., Guidetti, G., Mazzei, E., Zappalà, S., & Toscano, F. (2021)	Journal, 2021	WFH, Productivity, COVID-19, engagement	WFH movement during COVID-19 gave birth to self-leadership and autonomy which had positive impact on WFH productivity and WFH engagement where as family and social relations were negatively impacted. Due to no prior WFH experience, the family and social conflicts rose since many HR personal did not take those into account while assessing the WFH environment for their employees.
Aava. H (2020)	Blog, 2020	WFH, Recruitment	As an effect of Covid-19 the job offers started declining in early 2019-2020 while applications for job rose higher than anticipated compared to the first few months

			of the pandemic. Many shifted to working for their own projects as they took a break from their current works. But the recruitment process continues despite everything. Companies have launched remote work offers to hire globally thanks to the opportunities left by the pandemic.
Upadhyaya, A. (2022)	DSPACE JSPUI(2022)	Online Recruitment	Convid-19 had a rather unique effect employment as while on one hand it left many with no jobs, on the other hand it offered remote jobs to people who had access to internet. Online recruitment is the new era of recruiting which has enabled companies to hire capable employees throughout the world where online recruitment can be used as a tool, proxy, system, service or process. Most employees believe online recruitment is as effective as offline recruitment. Moreover, employees also believe that online recruitment helped them assessing their prospects more effectively than offline.

Table 2 Literature Review

WFH is an old concept where mainly telecommunications and computer sectors were involved with mixed responses from both sides regarding the satisfaction and productivity of the WFH. While many factors played roles in the outcome, as the world started getting effected by the pandemic, people from all sectors despite of demographic positions started to adapt to WFH which opened up the opportunities of global connection even higher than before. This resulted in the rise of online recruitment and opened up even more chances such as training students into the new recruitment process so that they can adapt to the corporate culture quickly.

### **3.1.2 Objectives of the Project:**

As I have worked through various positions in the company, I had the chance to gain several knowledge and skills, which helped me determine the objects of this research project and reach my ultimate goal.

#### **Broad Objective:**

The main object is to determine the effect of recruitment process in WFH culture and how Campus-corporate has played a role in utilizing recruitment through WFH.

#### **Specific Objective:**

The specific objectives to reach the main target of the project are:

- Observing the job preference of various employees from various perspective
- Identifying the reasons behind the said job preference
- Understanding the opinion online and offline recruitment process from three angles.
- Testing SUS of the company's recruitment process
- Predict the position of remote job in a few industries

### **3.1.3 Significance of the Project**

Recruitment is one of the backbones of any organizations since without recruitment an organization cannot gain capable employees and turn them into a loyal asset for the company. As such, the pandemic has brought paradigm shift in recruitment process making both online and offline process necessary for any organization. While it may still be impossible to determine the capabilities through online process my study will show it's importance so that company HR departments or HR firms can focus on researching new methods to use online recruitment effectively in this era of IT.



## **3.2 Methodology**

To meet the goal and objectives of the report both primary and secondary data has been used.

**Primary data:** For primary data there were three surveys with questionnaires consisting of 14, 5 and 10 questions respectively using google form various respondents from different demographic segments. Here many variables were considered such as age, gender, preferred job type, reason behind preference, time efficiency, team work, education level and the future of the job types in Bangladesh. A SUS was also used to evaluate the recruitment process of the company and its usefulness to the interns' carriers. There were a few informal interviews as well to a better understanding of the answers

**Secondary Data:** Alongside primary data, some secondary data from other relevant research papers, blogs and journals have been collected to reach the goal.

After the data collection period power Bi and Bigml as has been used to observe the overview of the data and predict the future of remote job and online recruitment process.

## **3.3 Findings and Analysis of the Project:**

### **3.3.1 Survey 1: Job preference Survey**

The survey featured participants from various education level starting from first semester till masters to get a full understanding of how education level, age effects the job choices among the participants. Moreover, how the participants view the job types in terms of time efficiency, work environment and learning-growing in the work field is also presented to check how this will affect the job choices in future.

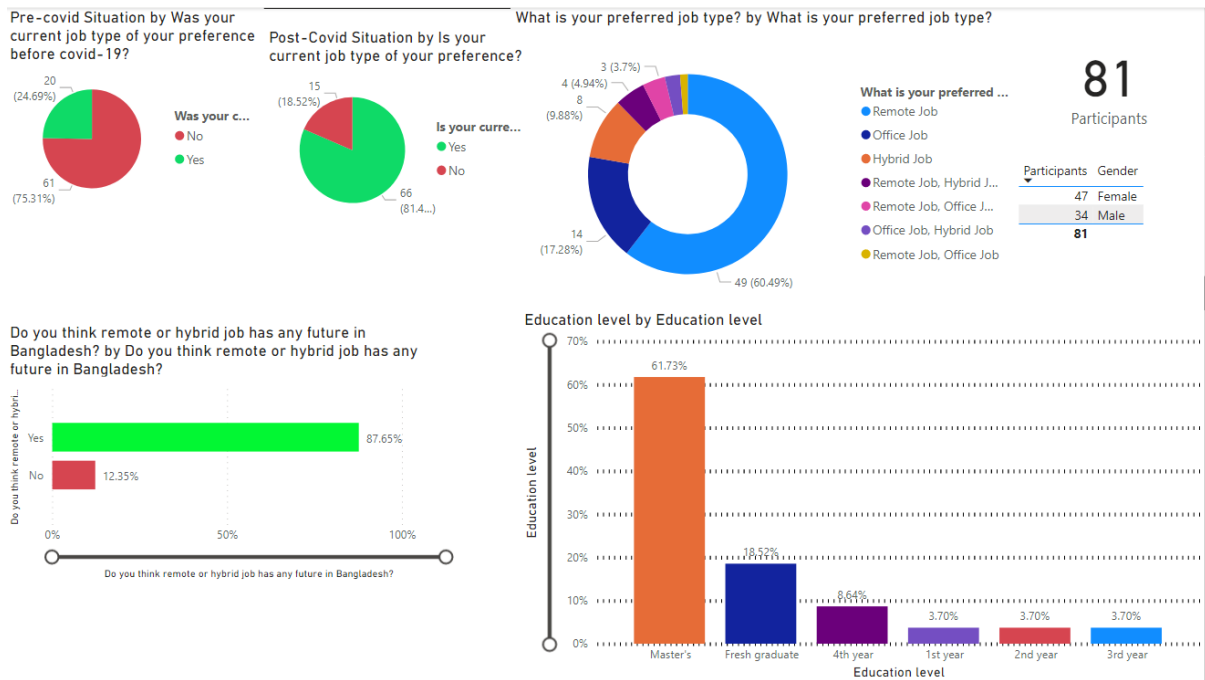


Figure 5 An overview of Job preference survey

Here is an overview of the first, job preference survey. There were 81 participants from various education level and age groups.

Age Bin	%GT	Count of Age
20 or below	1.23%	
20-25	23.46%	
25-30	24.69%	
30-35	33.33%	
35-40	17.28%	
<b>Total</b>	<b>100.00%</b>	

**Interpretation:**

Here we can see that most of our participants are of 30-35 age group which indicates

Figure 6 Participants percentage by Age group

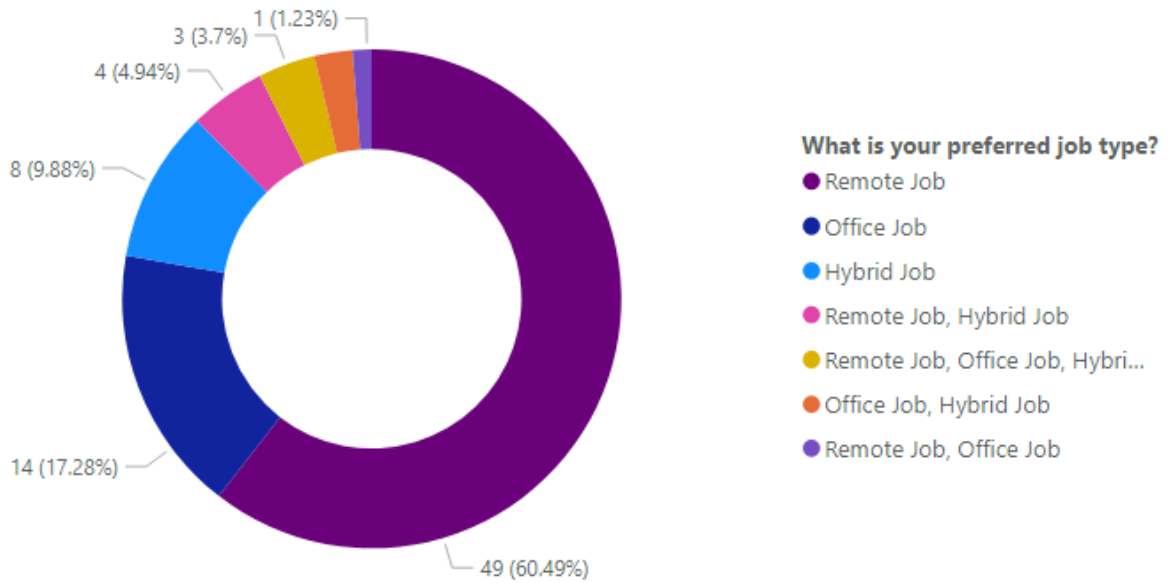


Figure 7 Participants percentage by preferred job type

**Elucidation:**

❖ Here we see that from the participants answers that 60.49% of the participants prefers Remote jobs, which also brings us to figure 6 where we found out most of our participants are of 30-35 age group. We can deduct from here that remote job is preferred by most of the participants.

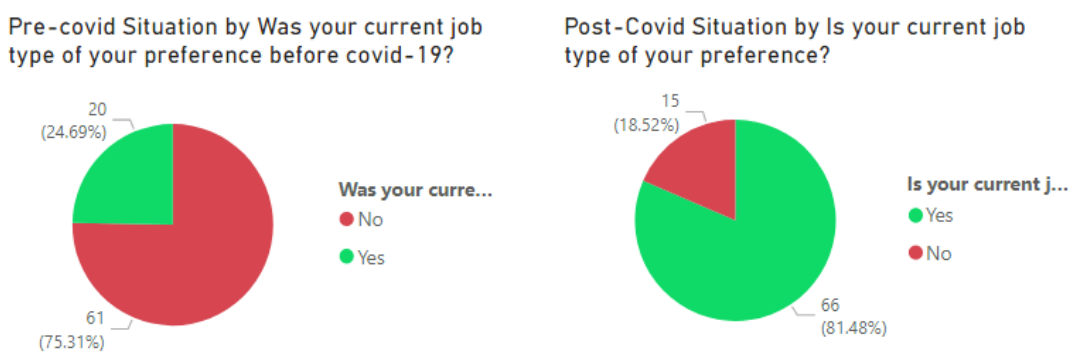


Figure 8 Job preference differences between pre covid and post covid

**Elucidation:**

- ❖ In this comparison we can see that Before pandemic 75.31% participants did not have their preferred job where as in post-covid situation 81.48% participants have their preferred job. This proves that the covid had drastically changed the job preference of most participants. We also have to consider the fact that participants were not familiarized with the concept and they only got to know about the remote job post-covid which proves that only after knowing and experiencing the remote job, participants decided to choose remote job as their choice.

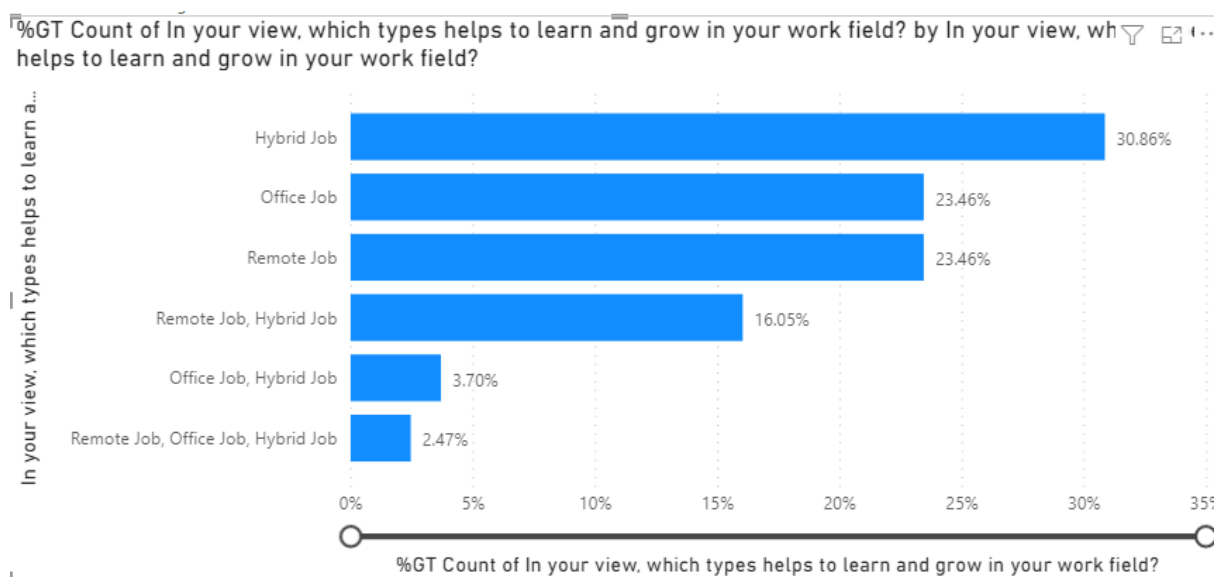


Figure 9 Preference on which type helps to learn and grow better?

**Elucidation:**

- ❖ Figure 9 shows that 30.86% of the participants believes that hybrid job helps to learn and grown in work field whereas 23.46% thinks it is office job and remote jobs. It can also be seen that 16.05% thinks both remote and hybrid job help best in this category while 3.70% thinks its office and hybrid job. Only 2.47% thinks that all three job types have the same effect. This proves that most participants prefer hybrid and remote job over office job.

%GT Count of In terms of time efficiency, which Job types you think is the best ? by In terms of time efficiency, which Job types you think is the best ?

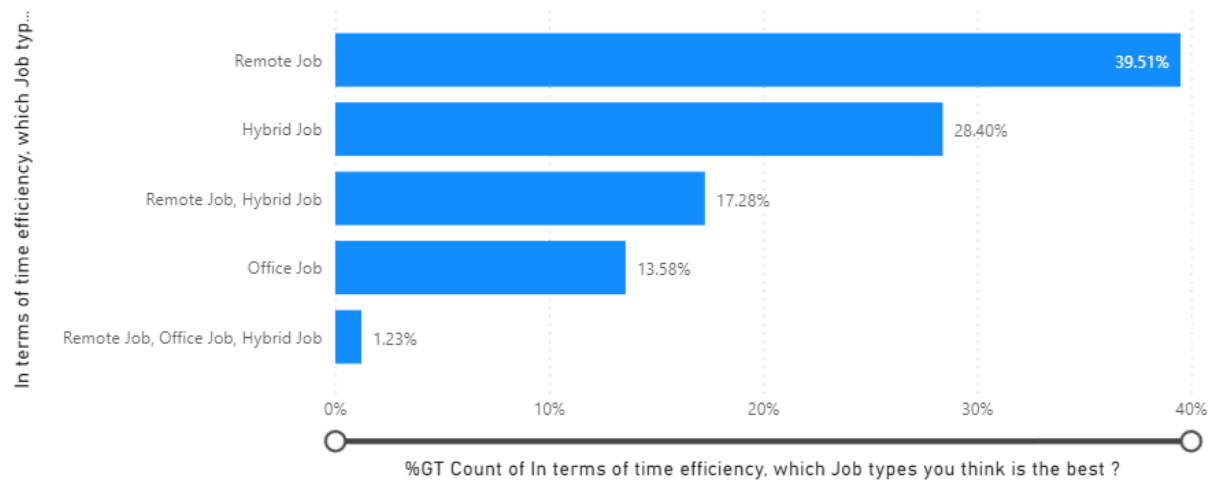


Figure 10 Preference on which type provides best time efficiency

**Elucidation:**

❖ Figure 10 shows that 39.51% of the participants thinks remotes job provides the best time efficiency whereas 28.40% and 13.58% thinks its hybrid and office job respectively. Moreover, 17.28% thinks that both hybrid and remote job provides same efficiency whereas 1.23% believes all three jobs has the same efficiency. This result shows that remote job can provide the best time efficiency for most employees.

%GT Count of Which Job types you think provides the best work environment? by Which Job types you think provides the best work environment?

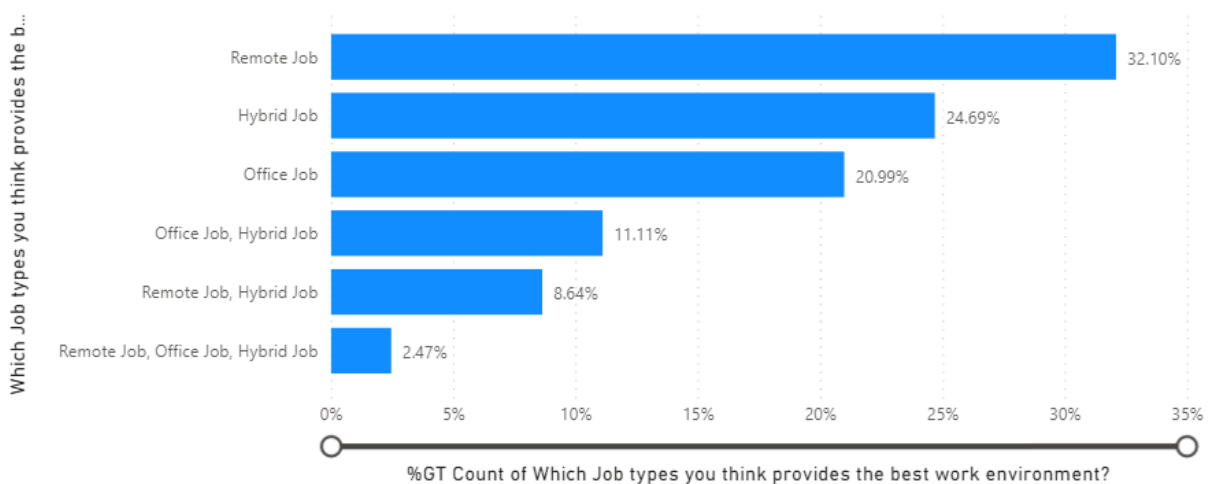


Figure 11 Preference on which type provides best work environment

**Elucidation:**

- ❖ Figure 11 shows that 32.10% participants think that remote job provides the best work environment whereas 24.69% think it is hybrid job but 20.9% also think that office job provides the best job environment. Moving on, 11.11% think that both office and hybrid job appears to be best fit, 8.64% think it is remote and hybrid job both and lastly only 2.47% think that all 3 types equally provide the best environment. This figure also shows that remote job is best in terms of providing the best work environment.

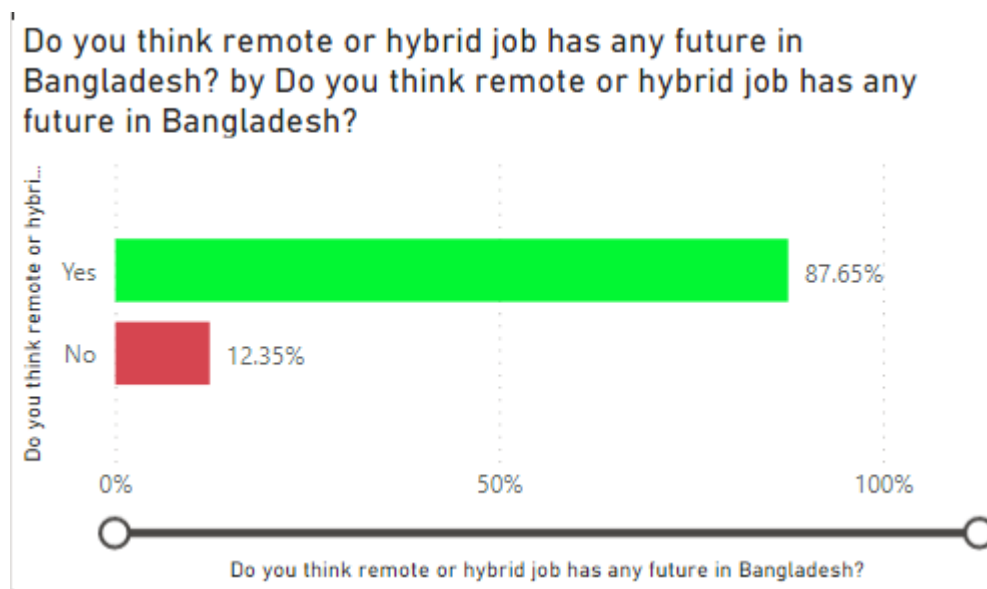


Figure 12 Opinion on future job type of Bangladesh

**Elucidation:**

- ❖ In figure-12 it can be seen that 87.65% Of the participants think that remote and/or hybrid job has a bright future in Bangladesh whereas 12.35% of the participants think these job types will soon eradicate from the country as we move forward.

**Results of Survey 1:**

From Survey 1 it can be seen that most participants who are on their 30s prefer remote job over other types. On top of that most of the results show that remote job is preferred

compared to other jobs in terms of time efficiency, work environment and learning-growing opportunities in work field. Contributors also voted on remote and hybrid job mostly whereas only a handful of them voted on office jobs but the age bar on the office job votes were random and do not contain votes from a certain age group unlike the votes for remote jobs. The survey also contained a question where participants stated their reason behind their choices. Below is a screenshot of some of the answers.

What is your preferred job type?	Briefly state the reason behind your preference
Remote Job	Less travel in the chaotic city of Dhaka
Hybrid Job	Convenience
Office Job	It helps me get into the mood
Remote Job	Easgoing
Remote Job	Staying home
Remote Job	Not fond of team work or being dependent on others. Prefer working by myself in my own productive environment.
Remote Job	More convenient, save cost and time of travel, save time for getting ready, less pressure to socialise.
Remote Job, Hybrid Job	Because I believe what I believe
Remote Job, Hybrid Job	Physical disability makes office job difficult
Remote Job	Flexible hours at the comfort of my home makes me work better
Office Job	Enhances leadership skills
Office Job	I want a life outside home and I believe, for women from underdeveloped countries, remote-jobs are considered to be nothing serious. Like - Oh! You are staying at home today, then change my son's diaper ./
Hybrid Job	Will go to workplace when needed. Otherwise from home.
Remote Job	My gender
Remote Job	In remote jobs, I can easily get my work done from home and the schedule would be flexible for me. I can comfortably work without having to worry about reaching office on time
Remote Job	Saves time
Hybrid Job	Productivity is higher(personal opinion). Work-life balance, Flexibility, Give me freedom to manage my schedule.
Remote Job, Office Job, Hybrid Job	I want flexibility and work-life balance.
Hybrid Job	Flexible
Remote Job	Time consuming
Remote Job	Considering the state of weather and traffic, it's always great to have a remote job.
Hybrid Job	It's comfortable
Office Job	Its comfortable

Figure 13 Several question answers from the Survey

From these answers it can be deduced that most preferers of remote job thinks flexibility, gender, traffic and work-life balance are the main factors to play huge role in their choice. On the other hand, for office job the reasons are work environment, skills enhancements, direct communication, an office life.

Overall, it can be deduced that the post-covid situation has opened up a lot of dimensions into employees' mind where they can balance their work life and give more time to their personal life that were previously lost to traffic jam. Although the sample size is only 81, from the positive feedback about remote job and hybrid job suggests the importance of online recruitment for companies. A more broader sample size can provide even more insight into the driving factors for the choices of employees.

### 3.3.2 Survey 2: Recruitment Opinion Survey

In this survey opinion regarding offline and online recruitment was collected from employer, employee and candidates to understand their viewpoints. Survey participants are from all over the world and it was conducted through goggle from on social media such LinkedIn, Facebook and WhatsApp. The number of participants were 30.

Your Position  
30 responses

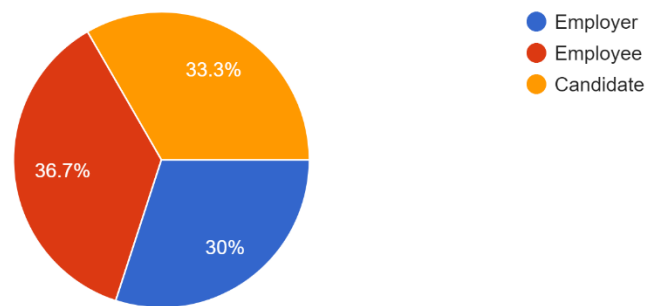


Figure 14 Survey 2 Chart 1

#### Elucidation:

- ❖ It can be seen that 36.7% of the participants are employees, 30% are employers and 33.3% are candidates meaning the result can come out as biased towards candidates and employees.



Preferred recruitment process  
30 responses

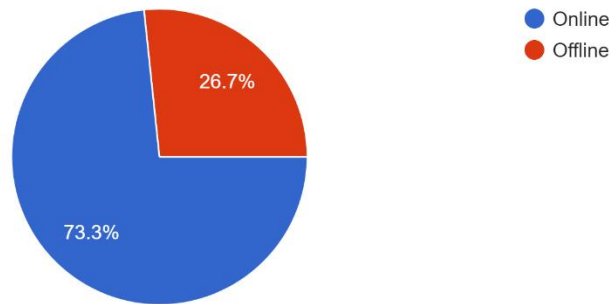


Figure 15 Survey 2 Chart 2

**Elucidation:**

- ❖ This figure expresses that 72.3% participants prefers online over offline recruitment. When asked during the interview, many stated that the interview process is relevantly quicker in online although many factors need to be cut out or observed such as dress code, presentation of the candidate as these types of factors play a role displaying the commitment of the candidates.

Which recruitment process is more effective?  
30 responses

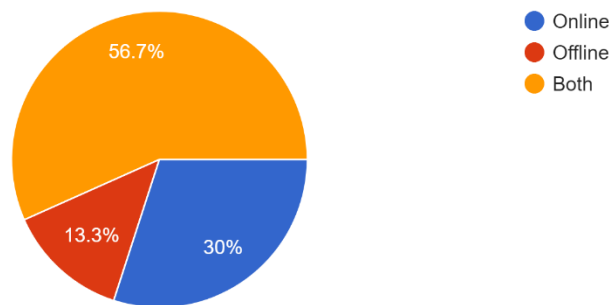


Figure 16 Survey 2 Chart 3

**Elucidation:**

- ❖ In terms of effectiveness of the interview most, meaning 56.7% of the votes went to both type of interview whereas only 13.3% went to offline although that was the main and only recruitment mostly used before the pandemic. This proves how the pandemic and online recruitment has changed how people view these recruitment processes.

Rate overall online recruitment process

30 responses

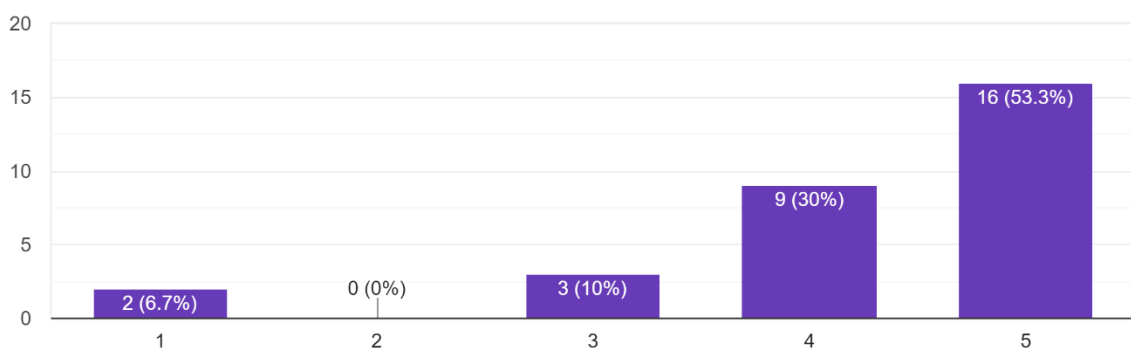


Figure 17 Survey 2 Chart 4

Rate overall offline recruitment process

30 responses

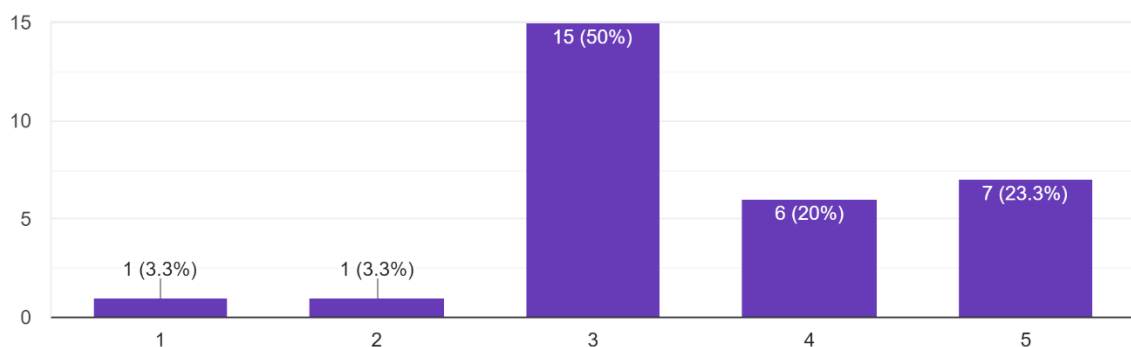


Figure 18 Survey 2 Chart 5

### **Elucidation:**

- ❖ Figure 17 and figure 18 shows the rating of both online and offline recruitment processes and when asked regarding the rating participants presented many factors as to why they are neutral to offline recruitment for the time being. According to them, time efficiency, comfort, interaction were the main reasons of why online recruitment was better to them. Many employees and candidates stated they felt less intimidated during online interviews compared to offline ones.

### **Result of Survey 2:**

From this survey it is clear that the pandemic played an important role in changing the view of recruitment process specially among employees and candidates. Opposingly, the employers or recruiters are mostly are neutral on both and some may prefer online process due to the fast-paced process of the interviews. It is only a matter of time that we can the broader effect of the online recruitment process once the Covid-19 effect has totally worn off. Further, from the outlook of current need it can be established from this survey that online recruitment is of utmost importance and recruitment process can be used in both ways to increase it's effectiveness.

### **3.3.3 Survey 3: C2C Recruitment Process Survey**

This survey was conducted among the interns of Bangladesh branch of the company. For a better view only the team leaders were focused since they had the most interview counts which helped them to understand the company's interview process and provide a better insight for the survey. After collecting data, we used SUS to measure the effectiveness of the recruitment process. Below are the SUS questionnaires asked to the interns,

- ❖ I think that I would like to use this system frequently.
- ❖ I found the system unnecessarily complex.

- ❖ I thought the system was easy to use.
- ❖ I think that I would need the support of a technical person to be able to use this system.
- ❖ I found the various functions in this system were well integrated.
- ❖ I thought there was too much inconsistency in this system.
- ❖ I would imagine that most people would learn to use this system very quickly.
- ❖ I found the system very cumbersome to use.
- ❖ I felt very confident using the system.
- ❖ I needed to learn a lot of things before I could get going with this system.

Here, system means online recruitment process that you have learnt here. Technical persons mean other recruiters or personals from your office. Interns were asked to answer the questions from a recruiter's point of view.

Times	I think	I found	I thought	I think	I found	I thought	I would	I found	I felt ve	I need	SUS Raw Score	SUS Final Score
#####	3	2	4	2	4	3	3	2	5	2	28	70
#####	4	3	4	3	4	2	4	2	4	1	29	72.5
#####	4	1	5	1	4	2	4	2	4	2	33	82.5
#####	4	2	4	2	4	3	4	1	4	1	31	77.5
#####	5	2	5	2	5	3	5	1	5	1	36	90
#####	4	1	4	1	5	2	5	2	4	1	35	87.5
#####	3	3	3	3	3	3	3	3	3	3	20	50
#####	5	1	5	1	5	1	5	1	5	1	40	100
#####	5	1	4	2	4	1	5	2	4	1	35	87.5
#####	5	2	4	2	5	2	5	1	4	1	35	87.5
											Average	80.5

Figure 19 SUS Calculation

**Elucidation:**

- ❖ From here we can see that the average SUS score of this test is 80.5 which is in the acceptable range of SUS Score. The result indicate that the online recruitment system of Campus-Corporate is a good system but it still needs some more adjustments to the system.

**Result of Survey 3:**

Survey 3 was conducted on only the team leaders and from the recruiter point of view. The result could come out different in case the survey was conducted on other interns or from candidate's point of view. Additionally, the team leaders took more than 80 interviews on average which may have played a role in their positive responses towards the system. To get a better result the survey needed to be conducted among the interns from main branch of the company.

Nevertheless, the result shows us that Campus-Corporate's recruitment process is a successful one and it can get even better with a few adjustments here and there.

### 3.3.4 Predictions

For the prediction part, I had to contact some employers from IT industries in USA who helped me to gather data from their companies. Here we are going to predict the number of people involved in remote job of these industries based on the amount from January, 2020. The data collected is not entirely correct amount, it is just a rough number of employees they had working remotely for the company. To hire these remote workers, they had mostly used online recruitment since most of these employees are from overseas.

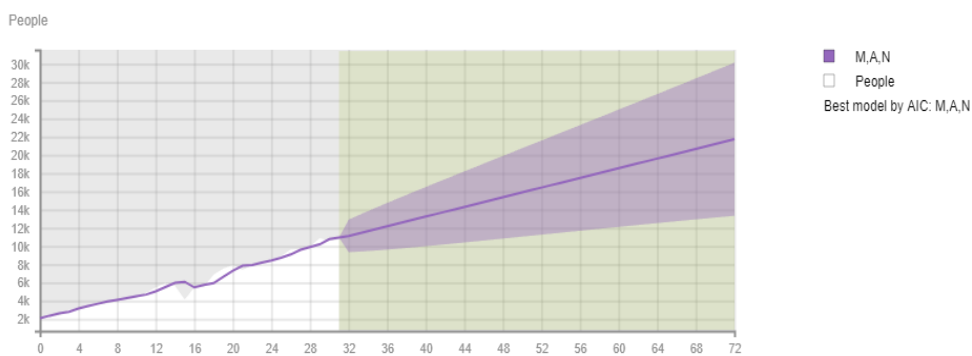


Figure 20 Time Series with Predictions

The Time series shows that these companies will most likely keep having more employees working remote job for the companies. Which means they will need to design a better online recruitment process for their companies.

### **3.4 Limitation of the study**

The crucial limitation of the study was the reach of data, as mentioned earlier survey 1 and 2 only reached 81 and 30 responses. Moreover, the responses were mostly from people with remote or hybrid job, people with more years in job fields, people from certain types of industries, which may make the result biased. Additionally, many interns from the company were left out as well while the team leaders only answered from the recruiter's point of view which also could be counted as a factor of biasedness. The study could be further carried on to include more participants from more demographic and geographic segmentation.

### **3.5 Conclusion**

The projected paper shows the importance of online recruitment process through the involvement of people in remote or hybrid jobs. It also shows how an online company from India has successfully utilized the WFH in recruitment process to teach and build up future recruiters for the big corporate companies.

Moving on, online recruitment is still a fresh idea and it can still be used to create a big change in the industries. With proper research and modifications this can be used as a standard form of recruitment for time efficiency and less hassles. Further, the sprightliest development of AI will need an online recruitment process programmed into it which will change the entire HR industry.

In conclusion, we can establish that online recruitment and WFH has both become of significantly applicable in today's work and both these should be treated as an asset to prosperity instead of a hinder.

### 3.6 Recommendation

The project shows that further analysis is needed for a more concrete opinion on the matter as both WFH and online recruitment has not only become a trend but also a necessity. The positive response can be used as an inspiring factor the studies while considering more valuable such as productivity, efficiency, financial support, mental support, house situation. HR support, demographic segmentation, geographic segmentation, psychographic segmentation and behavioral segmentation.

As for the company, it can focus on developing a better online recruitment process treating the experience from interns as an asset for the company.

### References

Baker, E., Avery, G. C., & Crawford, J. D. (2007). Satisfaction and perceived productivity when professionals work from home. *Research & Practice in Human Resource Management*,15(1),37-62.

<https://opus.lib.uts.edu.au/bitstream/10453/6434/1/2007000202.pdf>

Gibbs, M., Mengel, F., & Siemroth, C. (2021). Work from home & productivity: Evidence from personnel & analytics data on IT professionals. University of Chicago, *Becker Friedman Institute for Economics Working Paper*, 56(2021).

<http://dx.doi.org/10.2139/ssrn.3843197>

Galanti, T., Guidetti, G., Mazzei, E., Zappalà, S., & Toscano, F. (2021). Work from home during the COVID-19 outbreak: The impact on employees' remote work productivity, engagement, and stress. *Journal of occupational and environmental medicine*,63(7), e426-e432. <https://doi.org/10.1097%2FJOM.0000000000002236>

Chattopadhyay, S. (2021). The pandemic of productivity: The work of home and the work from home. *Anthropology in Action*, 28(1), 47-51. <https://doi.org/10.3167/aia.2021.280109>

Upadhyaya, A. (2022). A Study on Employee Perception About Online Recruitment Process. *Doctoral dissertation*, TD-6112(Aug-2022). <http://dspace.dtu.ac.in:8080/jspui/handle/repository/19514>

Aava, H. (2020). Recruiting During COVID-19: What Has Changed? *F. Blog*, <https://meetfrank.com/blog/hr/recruitment-during-covid/>

## Appendix A.

<b>Topic</b>	A study on the utilization of work from home in recruitment process of campus-corporate.
<b>Name</b>	Md. Sabab Juhair
<b>ID</b>	20104115
<b>Supervisor</b>	Shihab Kabir Shuvo, Lecturer, BBS, BRAC University
<b>Co-supervisor</b>	Mr. Ahmed Abir Choudhury, Lecturer, BBS, BRAC University

### Research Questions:

- ❖ What is the effect of WFH in work culture?
- ❖ Has the company been properly using the WFH culture and online recruitment process to meet the current and future demand?

### Background Information:

The WFH is not a new idea, many companies has been using this, especially telecommunication companies, but the effectiveness of this and use of online recruitment for such companies has yet to be tested out despite of the researchers done on the relevant topic.



### Preliminary Methodology:

- ❖ Google scholar search with keywords
- ❖ Searching through relevant papers

### Significance of the issue:

- ❖ Rising numbers of WFH
- ❖ Effect of WFH and online recruitment in future

### Few Google Form Questionnaires

#### C2C Recruitment Process Survey

Here System means Online Recruitment Process that you have learnt here.  
Technical Persons means other recruiters from your office.  
Please answer the questions from a recruiter's **POV**

I think that I would like to use this system frequently. \*

1                      2                      3                      4                      5

I found the system unnecessarily complex. \*

1                      2                      3                      4                      5

I thought the system was easy to use. \*

1                      2                      3                      4                      5

#### Job Preference Survey

The objective of this survey is to conduct several analysis based on the answers.

Please choose your gender \*

Male

Female

Other

Please state your age. (In number) \*

Short answer text

What is your preferred Job type? \*

Remote Job

Office Job

Hybrid Job