



**Kazi Farms Group**

## **A Phenomenon of Digitalization and E- Recruitment in**

### **KAZI Farms Group**

Name of the student

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### **United International University**

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.

Internship Report  
On  
**A Phenomenon of Digitalization and E- Recruitment in  
KAZI Farms Group**

Course code: INT 4399

**Submitted To**

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## Letter of Transmittal

November 01, 2022

**Piana Monsur Mindia**

Assistant Professor,  
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**Subject: Submission of Internship Report on a Phenomenon of Digitalization and E-Recruitment in KAZI Farms Group.**

Dear Mam,

With all due respect, I am notifying to you that, with the help of Almighty Allah and your guidance, I have completed the report required by the requirements of INT 4399 course.

I would like to express my gratitude to you for giving me the chance to get acquainted with the atmosphere of the firm as well as the formal academic report. Both of these things have been very helpful to me. The goal of my work was to ensure that it was easy to grasp.

I have the utmost confidence that this report will not only meet, but also exceed the needs and expectations that you have. If you could give the report your thoughtful evaluation and acceptance, I would be very grateful to you.

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'Israt', with a horizontal line underneath it.

**Israt Jahan Boby**

ID: 111 181 075

BBA Program, Human Resource Management  
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## **Declaration of the Student**

I, **Israt Jahan Boby**, a student in the Department of BBA (HRM) in the School of Business and Economics at United International University, certify that the work described in this report has been done only for academic purposes. This report was written for INT 4399 at the requirements of the university.

I also declare that I have gathered and compiled all the information in this report myself. It does not include any previously published or written material that has been approved for credit toward a degree from United International University or any other academic institution. This report uses information from a reputable source that has been properly cited.

Sincerely Yours,

A handwritten signature in black ink that reads "Israt" with a horizontal line underneath it.

**Israt Jahan Boby**

ID: 111 181 075

BBA Program, Human Resource Management

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## **Acknowledgment**

To begin, I would want to express my gratitude to Allah for the favor with which I was successful in completing my internship report on time and successfully.

On the other hand, I would like to use this opportunity to thank a few specific individuals; without their assistance, it would not have been feasible for me to finish this internship program and write this report.

### **Piana Monsur Mindia**

Assistant Professor,  
School of Business and Economics  
United International University

I would like to thank my honorable faculty for INT 4399, Internship course of my university. Without her instruction and guidance, it would not be possible to complete this report on my own.

### **Jonaed Ahmed Faisal**

Senior Manager,  
HR Department  
KAZI Farms Group

I am really grateful and appreciative to this exceptional, compassionate individual. He supplied for me, stood with me through thick and thin, and encouraged me to rest and work at all times. Without his instruction, survival in this corporation would be difficult. I shall be eternally thankful to him for his words and working approach, which have a profound impact on me.

### **Farhana Alam**

Assistant Manager,  
HR Department  
KAZI Farms Group

I am quite thankful to you, ma'am, for aiding me, including me in your daily activities, and providing me with a chance to learn. I shall be eternally grateful and appreciative to you, ma'am.

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## Executive Summary

The Internship Report entitled "A Phenomenon of Digitalization and E- Recruitment in KAZI Farms Group" was first conceived as a component of the required coursework for the BBA Program at United International University. The objective of this report is to identify the real life firsthand experience in the corporate world. The organization I worked as an intern in KAZI Farms Group. Kazi Farms Limited began operations as a hatchery for eggs that they imported from other countries. The following year, the company began operating its own parent farms. The year 2004 marked the beginning of production on their grand-parent (GP) farms. This led to Bangladesh's very first exports of hatching eggs and day-old chicks in the year 2004.

The study starts with a general introduction to the overview of KAZI Farms Group covering the organization's goals, breadth of its vision, and current constraints. After that, in order to reduce the size of the workforce shortfall for the various departments, the HR department, they will implement an E- recruitment and selection process for their organization. The online recruiting method, also known as e-recruitment, can efficiently and effectively help narrow the applications based on the applicant's level of relevant experience, abilities, and education. HRP, Job analysis, hiring potential candidates, using appropriate online media as internal/external source, screening and selection and organizational performance are the foundations of an efficient online job recruiting system. Since online recruiting is a more effective solution to employ applicants in today's competitive world, this study explores its trends and effectiveness in the context of Bangladesh and KAZI Farms Group. The subject has been analyzed using a disruptive technique, and the study's findings are presented in this report. In this report, significant elements such as recommendations and important understandings have been offered, both of which have the potential to assist HR managers of KAZI Farms Group in the process of developing e-recruitment systems.

**Keywords:** Digitization of Recruitment System, E- Recruitment, Organizational Performance and KAZI Farms Group.

**CHAPTER 01**  
**INTRODUCTION**

## **1.1 Introduction of the Report**

When compared to putting job adverts in newspapers, magazines, and other forms of media, the cost of doing so via the Internet is far lower. Because of this, it has a low overall cost. Because of word and space constraints, press insertions might sometimes result in messages that are not understandable. On the internet, there is no word restriction; therefore all of the relevant information may be communicated in a clear and concise manner. The information that candidates offer is collected in a standardized and consistent manner, which enables simple comparison across the candidates. This gives an auditable data trail, which helps with regulatory compliance, and enables more objective adjudication of applicants, which is necessary in order to construct shortlists. It takes just a few minutes to automate recruitment administration tasks like posting a job opening with all the requirements online. Both the delivery and the reaction time are instantaneous. Job-seekers who want to work at this firm may visit its website, upload their resumes, and wait for a response by e-mail. As indicated above, e-recruitment may automatically weed out unqualified applicants, resulting in a shortlist that can be generated in minutes rather than days spent sifting through 200 resumes. That's why it's good for business process efficiency.

This internship report is written to satisfy a requirement for the Bachelor of Business Administration degree. In my time at KAZI Farms, I have received hands-on experience with HR tasks and following procedures. And these topics constitute a substantial part of the primary research for my report, which was conducted under the supervision of my course instructor, Piana Monsur Mindia, Assistant Professor, Business and Economics, United International University.

## **1.2 Objectives of the Report**

These are the study's objectives in their entirety, as listed below:

### **1.2.1 Broad Objective**

- Identify the overall trends in the usage and implementation of e-recruitment system of KAZI Farms Group.

### **1.2.2 Specific Objectives**

The following are some of the objectives of this report, which are listed below:

- a) To know about the overview of KAZI Farms Group.
- b) To analyze the factors of e - recruitment systems of KAZI Farms Group.

- c) To evaluate associated advantages and difficulties of e - recruitment systems of KAZI Farms Group.
- d) To provide some recommendations that can help to HR manager to develop and implement effective e- recruitment systems of KAZI Farms Group for getting potential manpower to the organization.

### **1.3 Methodology of the Report**

A combination of primary and secondary sources was used to complete the project. This report is mostly made up of my work as an HR intern at KAZI Farms Group, including the surveys I conducted.

#### **1.3.1 Primary Data**

Interviewing organization employees was the primary method via which I got data for this study. The rest of the information was obtained by adhering to the methodology described in the following sections. This report contains both primary and secondary data:

- A face-to-face discussion on a relevant topic,
- Interviewing and conducting survey to the employees of KAZI Farms Group (Head Office),

#### **1.3.2 Secondary Data**

- Official Website of KAZI Farms Group.
- Newspapers, journals, annual reports and articles, which are related to the topic of the study.

### **1.4 Limitation of the Report**

Feedback from HR departments was used to develop this report. In the perspective of some employees, the information that may be traced back to them is not significant enough to be kept secret. Time constraints were also a problem as a result. In the course of the analysis and research, it was not possible to analyze a substantial sample due to time constraints. There was a three-month time restriction on my contract. However, there isn't enough time for a complete and clear inquiry. Due to a dearth of information, reasonable assumptions had to be made. It's possible that the report has some scribbled-on mistakes because of this. I tried my best to complete the report despite a number of obstacles.

**CHAPTER 02**  
**LITERATURE REVIEW**

## LITERATURE REVIEW

This chapter, which is a review of the relevant literature (the theoretical foundations), presents the results of studies concerning the process of digital transformation, digital technologies, digitalization, and Online recruiting (also known as e-recruitment) in the context of a corporate setting.

### **2.1 Digitalization, Digital Technologies and Process of Digital Transformation**

More studies, articles, and publications from the field of academia suggest that digital, informational, and communication technologies are disrupting, if not determining, human labor. In addition to improving efficiency and productivity, modern technologies are facilitating fundamental shifts in how businesses operate (Cascio W.F., 2016). The dynamic and rapid developments occurring in digital, information, and communication technologies have a profound effect on almost every facet of modern life. Because of this significant increase in digitization and the ongoing process of digital transformation in the corporate environment, companies now confront both new possibilities and constraints (Petter S., 2012). This means that having strong digital abilities is going to be an absolute must (Sorgner A., 2017). Firms may benefit from digitalization when they make both concrete investments in the tools of the digital economy, such as communication and information technology, and more abstract ones in the human capital and other resources of the enterprise (Balcerzak P.A., 2017).

### **2.2 What is E-Recruitment System?**

E-recruitment, often known as online recruiting, is the practice of sourcing, advertising for, screening resumes of, conducting interviews with, and ultimately hiring potential new workers.

A variety of e-recruitment applications, better deals, and services exist on the market today. A recruitment management system, or RMS, is a unified platform or set of products that helps to simplify and automate the many steps of the recruiting process (Danialarj, 2013).

### **2.3 Steps of E-Recruitment System**

E-recruitment begins with the posting of a job opening on a website and concludes with the final selection of a candidate to fill the role. Logic dictates that there must be a certain order to the steps taken throughout the recruiting process. Therefore, the e-recruitment process may be broken down into the following 10 components, which are outlined in more detail below.

1. **Establish the Recruitment Requirement:** This may seem like a no-brainer, but it is crucial to have a clear job description and person specification that has been approved by all stakeholders (Danialarj, 2013).
2. **Write an Effective Job Advert:** There are various Recruitment Process Outsourcing and Marketing firms that may assist you in writing a compelling job advertisement. The members' section of this blog has a ready-made template that you may use right away. But don't just put in the job description that you saw elsewhere (Danialarj, 2013).
3. **Research the Environment of Online Recruitment:** It is important to put yourself in the shoes of a job seeker while investigating the online recruitment advertising space. What can be expected when looking for open positions at various firms on Google, where do the competitors often advertise, and what kind of data is necessary to feel confidence in a certain medium? Finding the social media and job boards that regular people intend to use is a priority (Danialarj, 2013).
4. **Collect Data During the Application Phase:** In order to determine the precise course of action, W/H inquiries are required. As in, who exactly is going to be in charge and doing what? How many steps are involved, and what occurs at each one? Which forms of internal and external communication do you need to put into place?
5. **Get Help when Placing the Advertisement:** Utilize the Job Board's Knowledge to your Advantage If you're going straight to a job board, you need to use their expertise to your advantage to make sure you get your advert placed appropriately. Different job boards have different quirks. Learn the steps that must be taken in order to correctly fill out the search fields (such as salary, location, and job titles). It's a seemingly little detail, but it makes a major difference in how the opening is advertised and whether or not qualified candidates locate it (Danialarj, 2013).
6. **Take into consideration the Application Process:** If you have an Applicant Tracking System (ATS), then you should look at a "direct apply" way from the job sites. If one is going to depend on emails from apps, then one has to think about how a corporation can effectively handle responses and how information can be pursued. These sorts of things are needed to be kept in mind (Danialarj, 2013).
7. **Acknowledge all Applications:** It is the most difficult aspect of job seeking to not hear back from applications, thus it is important that you acknowledge all of them. If a person does not reply to candidates, they face the danger of hurting their own employer as well as the reputation of the company as a whole. It is essential to ensure



that there is a procedure in place to deal with potential applicants as well as those who were not successful (Danialarj, 2013).

8. **Maintain Consistency in Your Process:** If an organization wants to enhance its reputation as an employer, it should send out the same message to all of its candidates. Make it a point that everyone who is going to be part in the recruiting process is aware of the recruitment strategy and methods that the organization uses (Danialarj, 2013).
9. **Devise an Efficient Feedback System:** If candidates spend time and effort attending interviews and assessment centers, it is only reasonable that you take some time to assist them understand why they were not successful. If candidates are going to spend their time and effort attending interviews or assessment centers, you need to come up with a reliable method of providing them with feedback. Not only will this benefit them in the next interviews that they go to, but it will also help enhance how others regard the company (Danialarj, 2013).
10. **Measure ROI:** Evaluate the new hire's return on investment by taking a step back after you've spent time and resources enticing, managing, and hiring them. The ROI of the company's advertising effort should be evaluated with the same seriousness (Danialarj, 2013).

#### **2.4 Online Recruitment (E- Recruitment, Internet Recruitment)**

E-recruitment has a number of benefits, one of which is the expanded breadth of data that can be exploited to raise a company's public image and attractiveness as an employer. This is one of the advantages of e-recruitment (Wołodźko K., 2017). Employer branding is the process of promoting a company to potential employees in order to increase the number of available positions and attract highly skilled workers (Urbancová H., 2017). Regarding this, (Gavurová B., 2018) assert that employer brand development in the online context is equally crucial. Clearly, the most successful strategies include social media networks. Web portals enable for e-recruitment in addition to other capabilities. Thus, successful firms use recruiting strategies that are resourceful, adaptable, and inventive, making them accessible to a broader range of prospective workers (Álvarez, 2012). According to (Herbell K., 2018), Since e-recruitment and social media platforms are a very recent technology development in the business environment, using them as a recruiting strategy for research is a relatively new and current recruitment approach. According to (Wroblowska, 2016), a successful approach is a mix of numerous E-recruitment strategies, including effective job postings on job boards.

## **2.5 E – Recruitment and Social Media Platforms**

According to the definition provided by, social media platforms may be thought of as a collection of different web programs that enable the creation of user-generated content and its subsequent dissemination (Hamm M.P., 2013). Social media platforms, as many writers (e.g., (Chung A.Q.H., 2018); (Kaplan A.M., 2010) and (Hamm M.P., 2013) have said, may offer a plethora of fantastic potential for businesses, but failing to govern how these apps are utilized can have significant and unintended effects. According to, a social media profile for a company is an online presence and platform that may be utilized by the business for a variety of purposes, including but not limited to marketing, advertising, public relations, recruitment, research, product and service testing, and more (Chung A.Q.H., 2018) respectively. (Kaplan A.M., 2010) Classify social media websites as either social networks (such as Face book and Twitter) or media sharing sites (such as Instagram, YouTube, and Snapchat), or both (Pinterest, Google Plus).

## **2.6 Types of E-Recruitment**

According to (Danialarj, 2013), there are two distinct approaches that businesses and other organizations might use in order to persuade employment to apply for open jobs in their company:

- a) Putting advertisements for open positions on their own websites, which may be accessible through an intranet or the internet.
- b) Websites operated by third parties that facilitated the development of a sizable market for recruiting and were collectively referred to as the "Online Recruitment Industry."

Electronic recruiting may start on the smallest possible scale, inside an individual company, by searching existing employees' profiles on the company intranet for the ones that best match the job's specific knowledge, skills, talents, and other qualities (KASOs). The internet is recommended when a firm wishes to find its ideal candidate for a job outside the organization, but there are two options available. If the company has a strong IT culture and recruitment is something that they do frequently throughout the year, they can invest in their own website to be equipped with the necessary modules to handle e-recruitment internally. However, if for some reason it is not worth or reasonable to have such a platform, there are many companies today that are specialized to provide them with employees through advertisement, from fully specialized platforms like Bdjobs to more general platforms like social media. However, the firm has the option of using both by advertising the job on

external platforms and providing a link to apply that leads interested parties to the company's website. According to IDC, the internet recruiting market in the US produced \$5.3 billion in 2011 and is expected to grow by about 4 percent between now and 2015 (Silber, 2012).

## **2.7 Advantage of E-Recruitment**

But why are so many businesses relying on online recruitment, and what are the driving factors? (Lang S., 2011) Compiled a thorough analysis of the literature on e-recruitment and identified 14 key factors for businesses to adopt the strategy between 1998 and 2010:

1. Budget-friendly or Cost Savings,
2. Time Savings
3. Increase in the number of new applicants
4. Convenience for the business, since it can quickly and simply set up an evaluation process for potential employees that is neither time- or location-dependent.
5. Facilitating the hiring of competent staff members
6. Additional workplace and organizational information provided by employer to candidates
7. Enhanced employer brand credibility
8. Efficient and efficient personnel selection (i.e., the firm requires an appropriate procedure to choose
9. Usability
10. Having applicants from hundreds of kilometers away is possible by
11. Focusing on the correct audience
12. Updating job and candidate data after they have been posted
13. Gaining an edge in the market by finding and hiring the best possible individuals more quickly and affordably
14. Official company policy

## **2.8 Challenges on E-Recruitment**

On the other side, its drawbacks might be uncovered as well. Security of applicant's data, privacy problems (which are always on the table speaking about digital world), importance of web appeal to attract job seekers (Thompson L. F., 2008), and those which have disappeared due to time circumstances like "For majority of job seekers, internet still is not the first option" (Galanaki, 2002) are all IT and marketing challenges that companies face:

A major drawback of online recruitment that has been on the rise since its inception is the

Agenda is a compromise between increasing the amount of work and reducing the quality of the work. candidates. More people would apply, but that comes with a larger cost. A large number of ambiguous cases (Tuten, 2001), according to (Webster, 2003), this might lengthen the processing time and add expenses.

According to (Stone D. L., 2006), the applicant's incapacity to flawlessly portray his or her own KSAOs to the employer is one example of how e-recruiting alters social relationships. Think about the times when your organization needs a marketing manager or assistant. The right candidates will be social and not afraid to strike up a conversation. E-recruitment is not a suitable method for gauging such skills. Furthermore, they hypothesize, on the basis of social values, that those who value interpersonal connections are less inclined to embrace electronic recruiting. The same problem is referred to as "Lack of Human touch" by (Pin J. R., 2001).

Another area that might be badly impacted by this recruiting strategy is discrimination against ethnic minority groups, diversity issues, and the ability to apply for persons with disabilities (Barber, 2006). Companies trading on the Spanish Stock Exchange were the focus of a study by (Galanaki, 2002). They discovered that the depth and breadth of information that some of these organizations request in their application forms throughout the recruiting process might lead to prejudice. Still, we can see there is potential in this technique to cause these problems, even though they say it is too early to expect them to modify their forms in light of the new regulations in 2007.

Two more significant drawbacks emerged from the survey-based technique used by (Pin J. R., 2001), which focused mostly on Europe: One, insufficient market segmentation; yet this discovery runs counter to "Target Group Orientation," one of the benefits of e-recruitment that was previously emphasized. Research shows that this is the primary barrier that prevents businesses from using e-recruitment (60%). According to Pin et al., it's hard to match the post with the candidates owing to the widespread availability of the Internet, which results in fewer eligible applications but at the expense of losing qualified ones. According to (Galanaki, 2002) despite the fact that internet content categorization has advanced to the point where we can nearly always locate the appropriate domain; the issue's repercussions are still palpable.

The internet makes it easy for an employee to look for and apply for a job with a competitor, leading to a higher turnover rate, a point confirmed by (Rupp, 2004) in their research on the management problems of e-recruiting.

Thus, e-recruitment is inevitable given the current trend of digitalization, to the point where we even have digital newspapers now. However, not all the benefits could be realized as they were supposed to be, such as target orientation, which is offset by poor segmentation, or reduction in time or cost for recruiting, which may be offsets in some way due to a large number of applicants that must be evaluated. It also appears that some of the method's drawbacks, such as its high implementation costs (thanks to third-party platforms, advertising can be done cheaply) or its lack of data transparency, have diminished over time, along with the prevalence of the internet and the possibility of creating user-friendly layouts (candidate can be untruthful on paper as well). However, there are still some additional drawbacks that are not established, and businesses must address them in order to strike a balance (Islam, 2016).

Many routine tasks have been made easier thanks to technological advancements in the realms of business and management. Every single process, from hiring through induction, is now computerized, which allows for more efficient use of available resources. As a growing trend, electronic recruiting is being used by an increasing number of businesses to find and hire new employees from a wider pool of potential candidates. This efficient technique of hiring not only saves money, but also speeds up the whole process and facilitates improved communication and collaboration between IT management and Human Resource departments, all of which are essential to maximizing production (Islam, 2016).

E-Recruitment, or electronic recruitment, is the process of attracting and recruiting individuals for a job using technology. Traditional recruitment is requesting applicants to apply for a specific position in the organization and then short listing them for the final selection process. This method of hiring is relatively new, but it has quickly become popular because of the time and money it saves businesses (Islam, 2016).

Human Resource departments have become more important as businesses have adopted new methods. Our department has also experienced significant transformations, making it more responsive to modern the market's currents and customs. Academic studies have shown that the majority of people in today's society actively seek for jobs online, and some people even prefer doing so; this is because it is faster and more convenient to apply this way. Very little

paper work is involved. In-House HR Personnel use preexisting web portals and websites to quickly and easily sort through applications they receive for a wide range of uses. Actually, websites play a key role in the employment and recruiting process these days, since the first encounter an applicant has with a firm during a job application is usually via the company's official website. As a result, the Internet has evolved into a very effective tool in the recruiting strategy, drawing in qualified candidates for open positions (Islam, 2016).

Typically, the quality of the individuals employed is the most important indicator of the efficiency of the employment function. However, in other situations, the rate of hiring may be a more important contributor to quality hiring. A successful recruiting process goes beyond posting an ad in the paper, renting some tables and chairs on the scheduled day, and collecting resumes for follow-up. Reaching out to potential candidates and enticing them to join the company is what a recruiting event is all about. This is particularly true for positions that need specialized knowledge and expertise that cannot be developed internally. One must wonder how this is even feasible (Islam, 2016).

Advertised job openings and interviews with qualified candidates are the backbone of the conventional recruiting process, but this method isn't without its flaws. A major hurdle in filling open jobs is the high price tag associated with placing ads in traditional print media. Job openings may thus only be published for limited amounts of time. Competent job-seekers in remote areas may miss out on opportunities because their resumes take too long to reach the hiring manager.

An online system for finding and hiring new employees is one solution to this issue. The hiring practices of many firms are likely to change as a result of the rise of online recruiting. As a crucial part of every successful company, online recruiting is a must. It entails doing away with cumbersome paperwork and replacing it with dependable database software, improved workflow mechanisms, and clear lines of communication between applicants and hiring managers (Islam, 2016).

Detailed and up-to-date information on job seekers and job openings in various areas across the globe may be found on the Internet for a very cheap cost. By making such a promise, businesses may demonstrate their dedication to diversity in the workplace and, ideally, attract the most qualified individuals (Islam, 2016).

The online Bdjobs recruiting system may narrow down the applications based on appropriate experience, abilities, and education. You may find similar functionality on other online job boards like Prothom-Alo Jobs and JobsA1. To those who were eligible, the system would automatically respond. Candidates, on the other hand, may learn more about the position by seeing additional details such as the business and department overview, the job description, and the required qualifications. The application process was streamlined by making it available online, where candidates could also simply maintain and update their profiles (Islam, 2016).

**CHAPTER 03**

**COMPANY OVERVIEW**



### 3.1 Company Profile of KAZI Farms Group

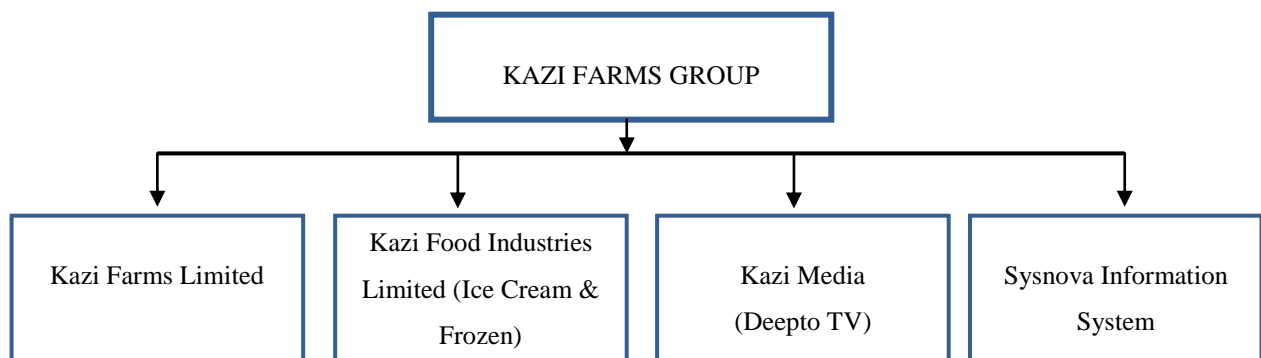
In 1996, Kazi Farms Limited began operations as a hatchery for eggs that they imported from other countries. The following year, the company began operating its own parent farms. They started making money off of their ancestors' (GC) farms as early as 2004. In 2004, the company's managing director, Kazi Zahedul Hasan, won the Daily Star/DHL Business Awards' Businessperson of the Year award for overseeing Bangladesh's first exports of hatching eggs and day-old chicks.



<b>Corporate Information of Kazi Farms Group</b>	
<b>Name:</b>	<b>Kazi Farms Group</b>
<b>Type:</b>	Private
<b>Industry Category:</b>	Poultry
<b>Founded:</b>	1996
<b>Founder:</b>	Kazi Zaedul Hasan, Kazi Shahidul Haque
<b>Owner:</b>	Kazi Zaedul Hasan
<b>Staffs:</b>	About 8000 including Management & Non-Management.
<b>Corporate Office</b>	Ahmed & Kazi Tower, House-35, Road-02, Dhanmondi, Dhaka-1205
<b>Mailing Addresses:</b>	Telephone: +880-2-9612290-93, 9612184 Fax number: +880-2-9612185 IP No: +09613606060 Email address: <a href="mailto:info@kazifarms.com">info@kazifarms.com</a>

**Table3.1:** Corporate Information of KAZI Farms Group

#### 3.1.1 Main Four Parts of KAZI Farm Group



### **Figure3.1: Subsidiaries Business Segment of KAZI Farms Group**

#### **3.1.2 Mission**

- To ensure the productivity and financial success of poultry producers by providing them with feed and chicks of the highest possible quality.
- The production of healthy eggs and poultry that customers may eat without worry will accomplish this goal.
- In order to manufacture organic fertilizer, which restocks the organic matter in the soil, boosts the soil's fertility over the long term, and safeguards the revenues of agricultural businesses.

#### **3.1.3 Vision**

- They anticipate a flourishing Bangladesh in which poultry farmers generate revenue by creating nutritious food.

#### **3.1.4 Core Values**

KAZI Farm Group has always placed a high emphasis on honesty and commitment, and when a client places their trust in them, the company becomes driven by a desire for entrepreneurialism and innovation. Eat well and rest assured is the slogan that represents KAZI Farm Group.

##### **a) Focusing on Customers Centric**

In order to fulfill the requirements of customers in around the Bangladesh, KAZI Farms Group has made a firm commitment to manufacturing and packaging its goods in accordance with the HACCP, CODEX, and FDA regulations.

##### **b) Quality Maintenance**

Standing firm dedication to quality, not just in the products they manufacture but in all they do.

##### **c) Brining Innovation for People**

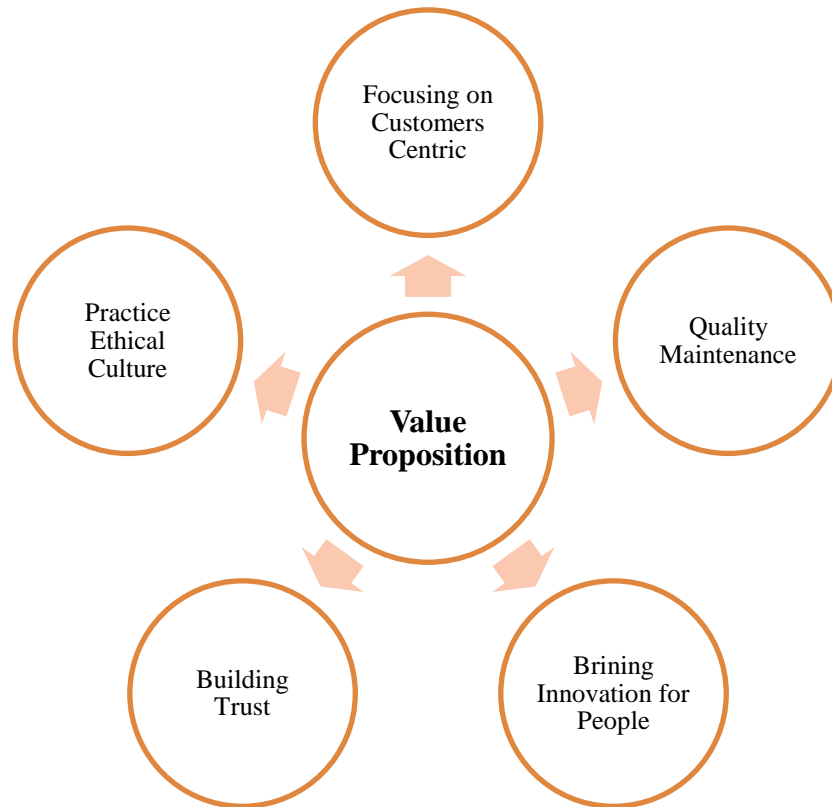
They are not just a group of individuals doing their own duties. Together, they are trying to make improvements. Their individuals are valuable.

##### **d) Building Trust**

They hold trust and lasting connections with their stakeholders and customers in the highest regard.

### e) Practice Ethical Culture

Their solid foundation has been comprised of ethical standards as well as operations that are open and transparent.



**Figure3.2:** Core Values of KAZI Farms Group

### 3.1.5 Trends and Growth

The Kazi Farms Limited is widely regarded as one of the most reputable agricultural companies in all of Bangladesh. They quickly rose to prominence in the industry, gaining a great deal of recognition. In addition, they have grown their firm to the point where they are not only involved in the agricultural industry but now own a television channel, food factory, rice mills, and many other businesses.

### 3.2 Customer Mix

The majority of Kazi Farms' customers consist of supermarkets, individual farmers, and small-town businesses. Kazi farms supply the necessary equipment, including as refrigerators, stands, and many other things, in order for their produce to be sold in local shops, such as the phrase "according to the necessity."

### **3.3 Products and Service Mix**

#### **a) Broiler Parent Chicks and Broiler Chicks**

Everybody knows that the Avigen Indian River and Cobb-Vantress broiler breeds are the best of the best. Both of these brands have a Grand-Parent franchisee in Bangladesh in the form of Kazi Farms Group. Kazi Farms Group's broiler chicks fetch a higher price than those of competing breeds on the local market because they perform at a higher standard.

#### **b) Layer Chicks and Table Eggs**

Additionally, Kazi Farms Group is the exclusive distributor of Hi-line brown and white layers in the Bangladesh market. High-line International is not only the oldest but also the most successful chicken breeding company in the world, especially when it comes to producing high-quality layer chickens. Kazi Farms is the largest producer of commercial table eggs in Bangladesh. They are the only firm in the nation to own and operate their own commercial layer farms.

#### **c) Feed**

Kazi Farms Group, as part of its growth strategy, entered the poultry feed production industry in 2006. In a very short period of time, it has come to dominate the market in terms of both quantity and quality. To provide the highest possible feed quality, the Gajaria feed mill was set up with the help of American and European technological specialists.

They are in complete compliance with all stipulations included under the Bangladeshi government's feed laws. In their feed, they do not include any MBM of any kind. (MBM is an inexpensive source of protein that is created by heating and drying the byproducts of the slaughtering process.) In our meal, they do not include any antibiotics of any kind.

#### **d) KAZI Organic Fertilizer**

For organic composted fertilizer, no company compares to Kazi Farms. There are several upsides to using this product for farmers. Natural fertilizer rich in organic matter is created when chicken dung is composted by aerobic bacteria. Unfortunately, overplanting and the overuse of artificial fertilizers have left many soils in Bangladesh depleted of organic matter. A higher percentage of organic matter in the soil improves water retention, which in turn decreases the amount of money spent on watering crops. As water retention rates rise, chemical fertilizer runoff is minimized.

#### **e) Kazi Food Industries**

The Kazi Farms Group has just established Kazi Food Industries Limited as a new business endeavor. KFIL, which has its headquarters in Beron, Ashulia, is in the business of producing and marketing premium dairy ice cream under the brand name Bellissimo. According to international standards, the ice cream must have a minimum of 10% milk fat.



Under the brand name ZaNZee, a different selection of ice creams and ice lollies is manufactured and made available for purchase.

Under the brand name Kazi Farms Kitchen, a variety of frozen food items are made available for purchase. As a result of the fact that hens are not given any antibiotics in the last week before they are slaughtered in accordance with international protocol, none of these are guaranteed to have any antibiotic residues. According to European regulations, the meat must have come from birds on a diet free of MBM (meat and bone meal). Customers may rest easy knowing that their meat products won't include any MSG or nitrates since they don't utilize any of these chemicals throughout the food preparation process.



#### f) **Kazi Media**

Deepto TV, which began broadcasting in November 2015, has quickly risen to become the Bangladeshi station with the highest rating, as determined by Total Rating Points (TRP).

#### g) **Sysnova**

An information technology business that focuses on open source solutions is called Sysnova Information Systems Limited. It provides Adempiere ERP assistance for all of the Kazi Farms Group's businesses.



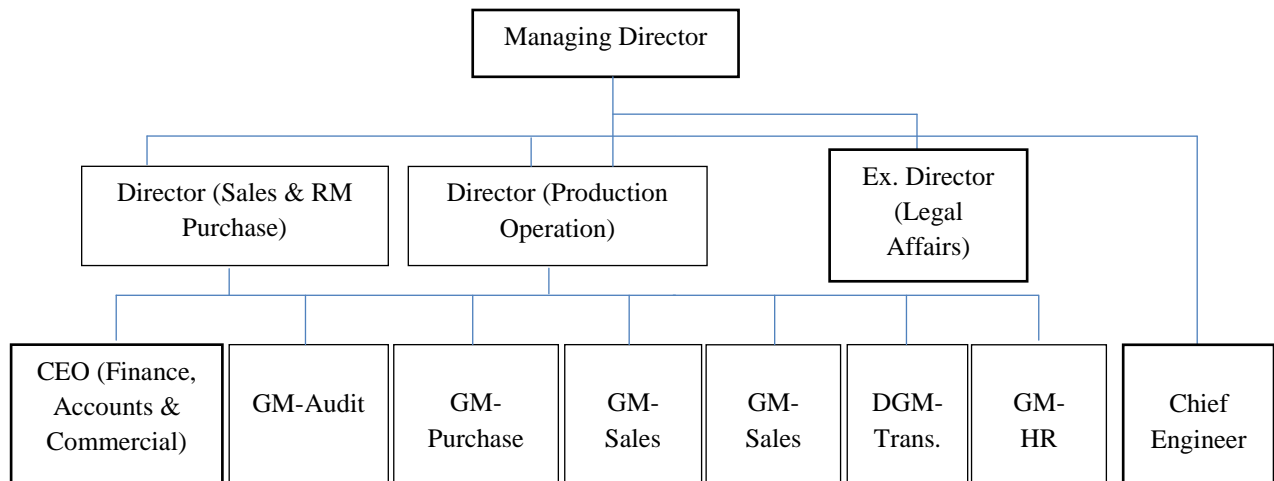
### **3.4 Corporate Social Responsibility (CSR)**

The Kazi Farms Group is primarily backed financially by Central Women's Institution, Bangladesh's first private institution established specifically for women in 1993. Mary Gopinathpur, Gopalganj, Bangladesh (as of 2016) is the location of Kazi Zahedul Hasan's alma mater, Kazi Zahural Hauque College, which is supported by the Kazi Farms Group. They have one of the greatest HSC pass rates in the area, and it's completely free and privately run. The Bangladesh University of Engineering and Technology (BUET)



will receive a donation of 15 crore Taka from the Kazi Farms Group to fund the building of a new conference center. A permanent residential school for disadvantaged children was built on 1.9 acres given to Utsho by the Kazi Farms Group in Gazipur in 2003.

### 3.5 Hierarchy System of KAZI Farms Group



**Figure3.3:** Functional Organogram of Kazi Farm (Head Office) (Khan M. , 2019)

### 3.6 Hierarchy System of KAZI Farms Group

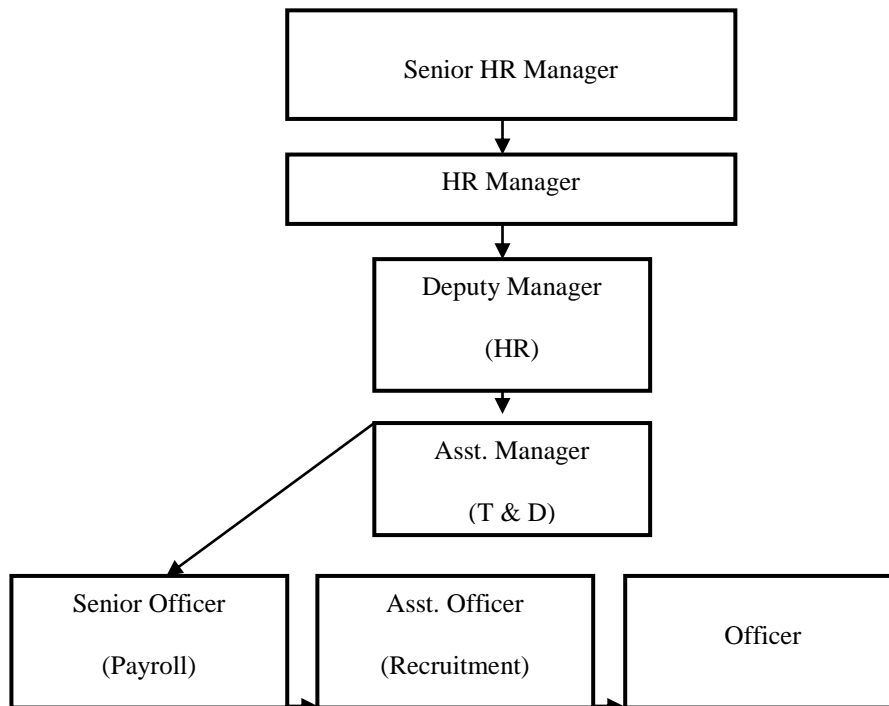
According to my point of view, the department responsible for managing human resources is the one that contributes the most to the overall success of any firm. The main duties of human resources (HR) are very essential and necessary for any business to carry out its day-to-day operations. One of the most active and productive departments in the KAZI Farms Group is the one that deals with human resources. When recruiting new workers, HR always plays a vital part and picks the candidate who is the greatest match for the position that is open. Additionally, HR is responsible for maximizing output by capitalizing on the skills of staff members.

Workers are the most valuable asset of any business. KAZI Farms Group views its people as an asset and provides appropriate compensation to encourage optimal performance. Human resources, in my opinion, should always serve as a connecting link between other departments to facilitate communication and collaboration inside an organization.

KAZI Farms Group's senior HR manager is the best person to oversee the Human Resources division, and he does it with great success. He is one of the most seasoned members of the

Human Resources team of KAZI Farms Group. He is an expert on all things related to employees and the inner workings of the business.

### 3.6.1 Hierarchy of HRD



**Figure3.4:** Hierarchy Structure of the HRD of KAZI Farms Group

### 3.6.2 Activity and Function of HRD

The Human Resources division of KAZI Farms Group is responsible for performing all of the essential HR activities.

#### a) HR planning and staffing

When it comes to human resources (HR) planning and staffing, the HR department plays a vital role in the business, both in terms of preparing for the organization's objectives and in coming up with innovative, creative approaches to increasing employee engagement. Women's Day, May Day, and other holidays and celebrations such as Bengali New Year and national days are just a few of the many events that are planned for the corporation by this group.

#### b) Recruitment and Selection

The senior HR manger, manger, and deputy HR Manager in the HR team are accountable for this. Hiring new employees is a crucial task for every business, and HR is responsible for carrying it out. Depending on the employee's rank, a specific recruiting and selection

procedure may be used. There were both workers who were required to take a written exam and those who were not. Every applicant, whether applying for a junior, senior officer position, must take a written and computer-based exam. Since integrity and openness are highly valued at KAZI Farms Group, the company has a strict hiring process and a fair policy in place. Since KAZI Farms Group has an agreement with BD Jobs.com, the website is used to publish available positions. The first stage in any recruiting process is gathering resumes from interested parties. From there, a shortlist of suitable applicants is created and invited for further consideration. If they do well enough on the exams, the HR staff will invite the applicant in for an interview. An HR manager or senior assistant manager, as well as the managers of the departments the new hire would be joining, may participate in the interview process. Recruitment at KAZI Farms Group occurs solely when a position becomes vacant or when an existing employee leaves.

**c) Employee Profile and Personal File management**

Always establish a new file whenever KAZI Farms Group accepts a new employee; this file may include all of the information that is currently known about the new employee. When applying to work with KAZI Farms Group as a new joiner, candidates will need to provide the firm with a number of different informational papers before their application can be processed. During my internship at KAZI Farms Group, I was responsible for managing hundreds of files and I went through around 15 of them for professional purposes, so I got to see firsthand how thoroughly the firm gathers and uses data.





**Figure3.5:** Activity and Function of HRD at KAZI Farms Group

**d) Training and Career Development**

The HR division of KAZI Farms Group is responsible for organizing and facilitating all of the company's employees' training, and its own employees are no exception. At KAZI Farms Group, the human resources department oversees a program called SHINE. The program lasts for six months, during which time staff members are exposed to and encouraged to adopt aspects of the KAZI Farms Group ethos. Due to the fact that new hires become full-time staff members after the first six-month probationary term, this program is open to them.

#### **e) Performance Appraisal**

The HR department is responsible for conducting annual performance reviews, which are an integral part of every successful business. Department heads throughout the organization work together at the start of the New Year to establish attainable objectives for their teams to achieve during the next 12 months. The HR department then evaluates the objectives to validate their veracity. After keeping track of their work throughout the year, employees get raises at year's end based on the information provided in their annual evaluations. The performance evaluation classifies employee actions into the three categories of exceeding, meeting, and needing improvement. They are paid based on how well they perform.

#### **f) Compensation**

According to the Labor Law of Bangladesh 2006, all KAZI Farms Group employees are eligible for this package of pay and benefits. When it comes to following the rules and respecting the law, KAZI FARMS GROUP Bangladesh is very diligent. Every HR employee had a copy of the legislation on their desk, which led me to assume that nobody else needed to be well-versed in Bangladeshi labor regulations.

Employees at different levels at KAZI Farms Group are eligible for various allowances. When an employee incurs even a little out-of-pocket expense in the course of doing official business for the firm, the worker is entitled to reimbursement. Claim forms are available from KAZI Farms Group as well. Considering the large number of women who work at KAZI Farms Group and the distances they had to travel to get there from all around Dhaka, the company provides unique benefits to its female workers. After each month, they are given the transportation fee, and they may submit a claim for reimbursement to HR; if approved, Finance will provide a check to the employee.

**CHAPTER 04**

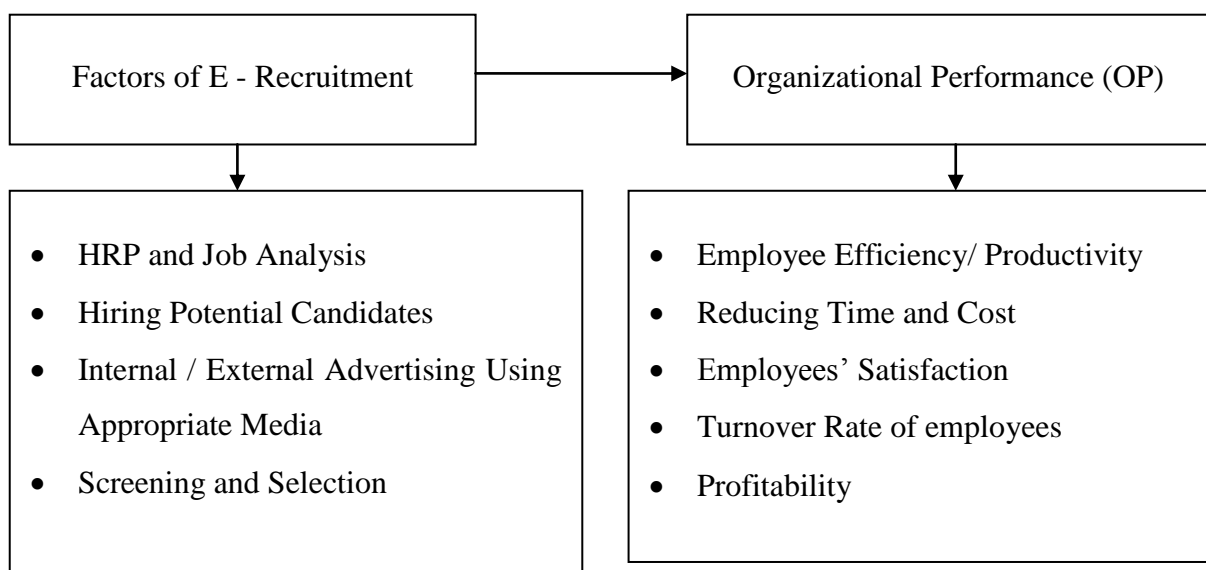
**ANALYSIS AND FINDINGS**

## 4.1 Data Collection and Analysis Plan

This section addresses in depth the strategies and processes employed to conduct this study and analysis. Among the topics addressed in this study were factors and variables related to the topic, questionnaire design, sample size, data collection, and data analysis.

### 4.1.1 Variables of the Research

This study is primarily concerned with analyzing the e recruitment process of KAZI Farms Group. Therefore, the research required a number of independent variables. The conceptual framework shown below may be used to illustrate the connection between e – recruitment process and the overall performance at KAZI Farms Group.



**Figure4.1:** Factors of E-recruitment Systems and Organizational Performance

### 4.1.2 Formulation of Questionnaire and Methods of Data Collection

For the purpose of this study, both qualitative and quantitative data have been collected. The following procedures were used in the collection of this data:

- Formal and informal interviews and discussions with the employees of KAZI Farms Group (Head Office).
- Developing a questionnaire and collecting data from 20 employees to conduct a survey.

In order to do studies on the topic, a questionnaire of a standard level is being employed. In order to collect data, a questionnaire including five Likert scales and 15 statements was constructed. The study was carried out by KAZI Farms Group (head office) with the participation of 30 of their employees.

## 4.2 Demographic Characteristics

30 employees from KAZI Farms Group (Head Office) participated in this survey. Consequently, the sample size is 30.

### 4.2.1 Percentage of Gender

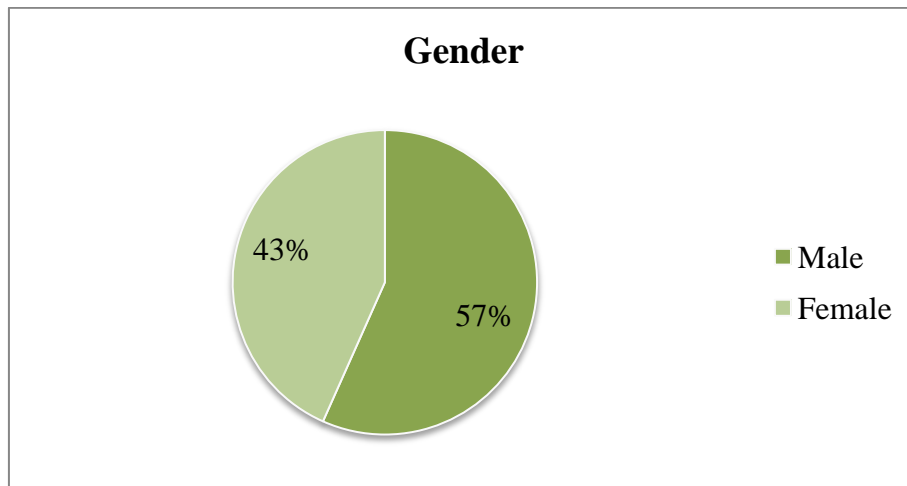


Figure 4.2

From the figure 4.2, it has been stated that 57% of survey respondents were male, while 43% were female. As a result of this, a greater number of responses from males than there are from females to this survey.

### 4.2.2 Employees' Designation

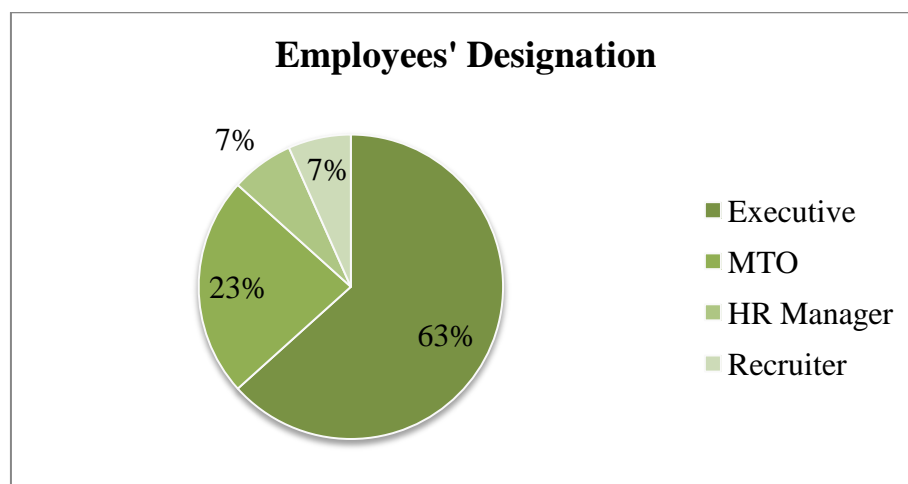


Figure 4.3

According to the results shown in Figure 4.3, there are 10 employees in executive position (63%), 7 employees are in MTO post (23%), 2 employees are in the post of HR Manager

(7%) and 2 employees are in the post of recruiters among the 30 employees that took part in the survey (7%).

#### 4.2.3 Work Experience

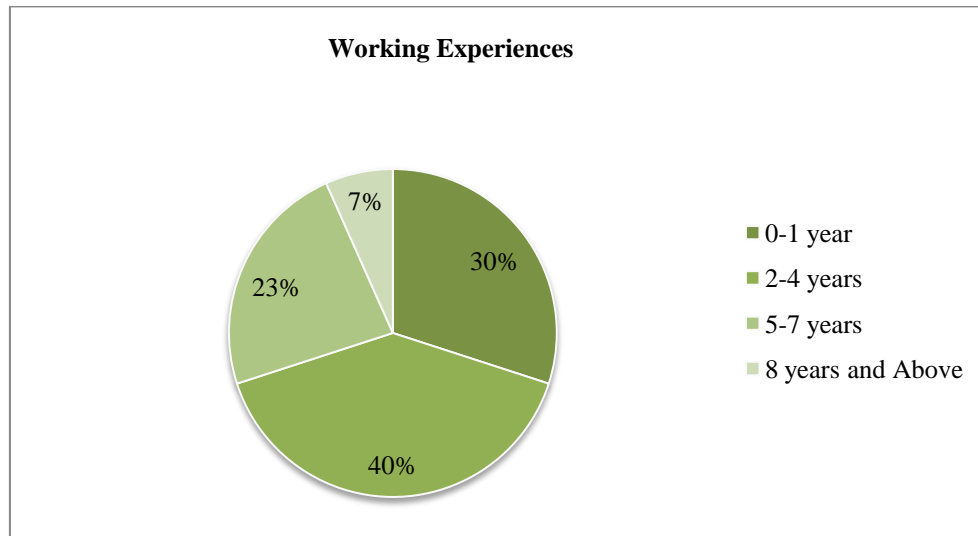


Figure 4.4

At KAZI Farms Group, there were a total of 30 employees who took part in the survey; 9 employees of them had less than or one year of experience (30%), 12 employees had two to four years of experience (40%), 7 employees had five to seven years of experience (23%) and 2 had more than 8 years of experience (7%).

### 4.3 Descriptive Analysis

**Statement 01:** The organization identifies the organization's existing and future needs in combination of its personnel planning and job analysis.

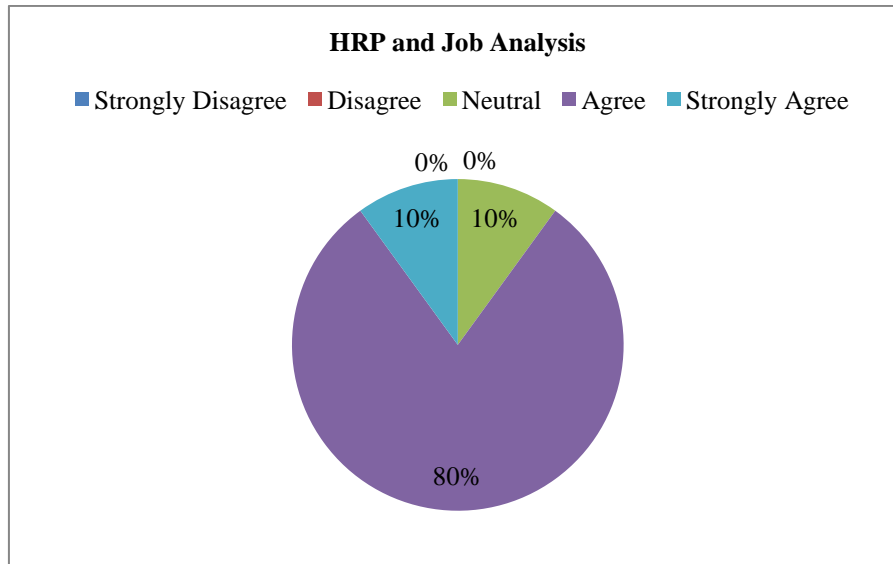


Figure 4.5

According to the data shown in Figure 4.5, 10 % of respondents and 80% of respondents agreed with this statement that the HR department of KAZI Farms Group is working with the HR manager & team of hiring expert in order to fulfill the full demand for workers in their organization on the basis of forecasting of workforce and job analysis.

**Statement 02:** The organization attracts and encourages an increasing number of applicants to apply.

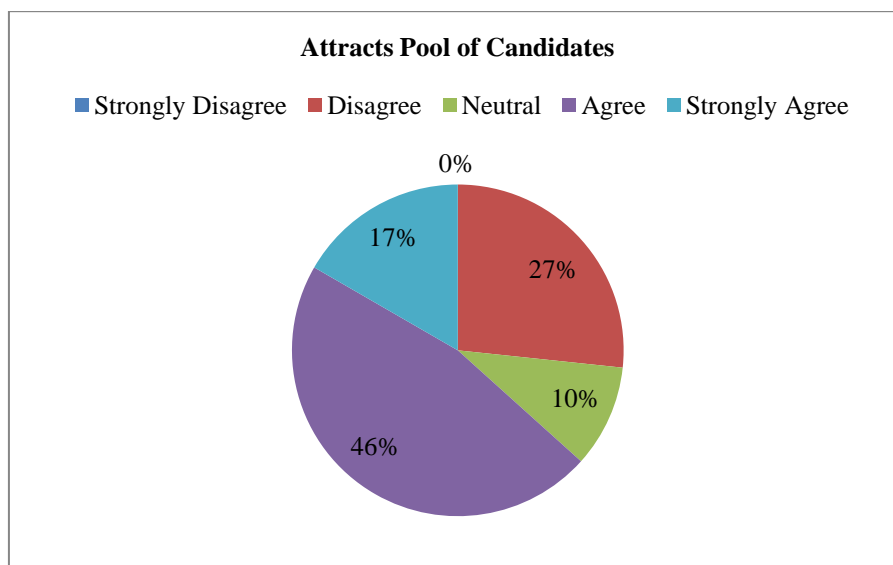


Figure 4.6

According to the data shown in Figure 4.6, 63% of respondents agreed with this statement that the HR department of KAZI Farms Group is working to attract and encourage with ever potential candidates to apply to the organization in order to construct a positive perceptions of the recruiting process. The remaining of 10% of respondents is neutral and 27% of respondents claimed that sometimes the HRD of the organization faces difficulties to attract the pool of potential candidates at minimum cost.

**Statement 03:** The organization's E - recruitment and selection procedures are carried out fairly.

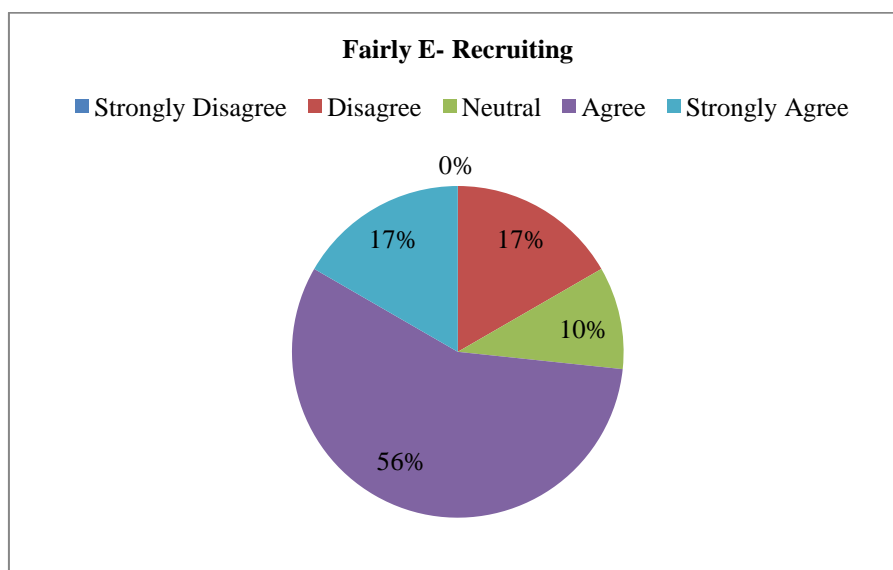


Figure 4.7

According to the data shown in Figure 4.7, 73% of respondents agreed on this statement. 10% of respondents were neutral, and 17% of respondents disagreed with the statement and claimed that sometimes in the case of e recruitment process, employers make decisions on the basis of age, race and ethnicity.



**Statement 04:** In making hiring selections, the organization takes into account the qualifications and abilities of every employee.

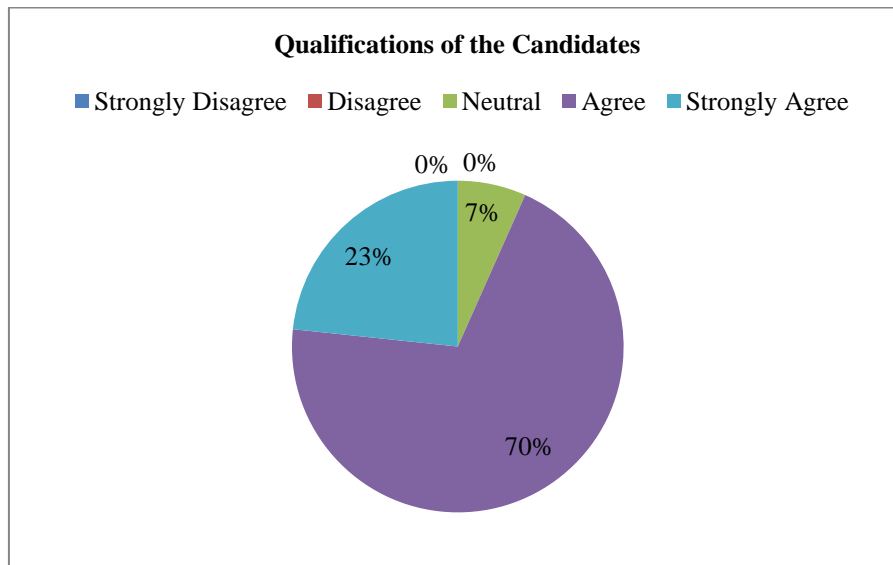


Figure 4.8

According to the data shown in Figure 4.8, 93% of respondents agreed on this statement and 7% of respondents are neutral.

**Statement 05:** Equal Employment Opportunity (EEO) standards are applicable to all employees regardless of gender, ethnicity, or race.

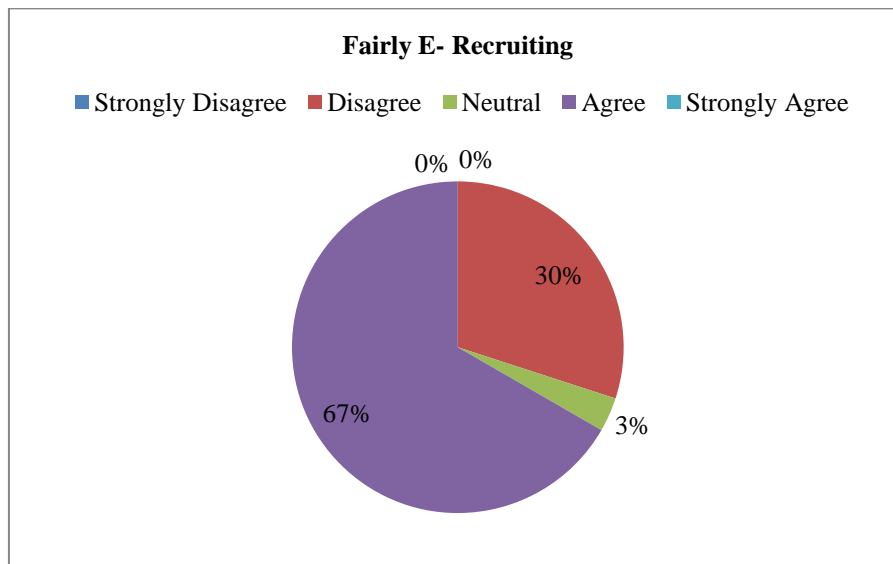


Figure 4.9

According to the data shown in Figure 4.9, 67% of respondents agreed on this statement. 3% of respondents were neutral, and 30% of respondents disagreed with the statement and

claimed that because the organization may on sometimes make employment decisions that are influenced by unconscious bias.

**Statement 06:** Internal recruitment system (through internal web portal, email, online bulletin etc) exists in my organization.

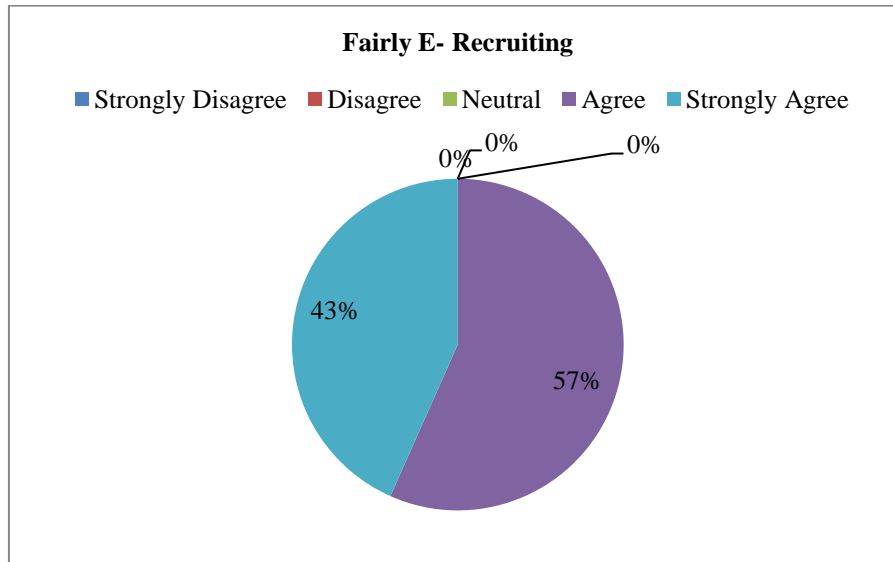


Figure 4.10

According to the data shown in Figure 4.10, 100% of respondents agreed that when it comes to finding people to fill open positions in the organization, the process may involve internal advertising. Appropriate media may be utilized, including specialist e-Recruitment media, email, and organization’s web portal advertisements.

**Statement 07:** Social media considered as an effective tool in findings suitable candidates from external sources.

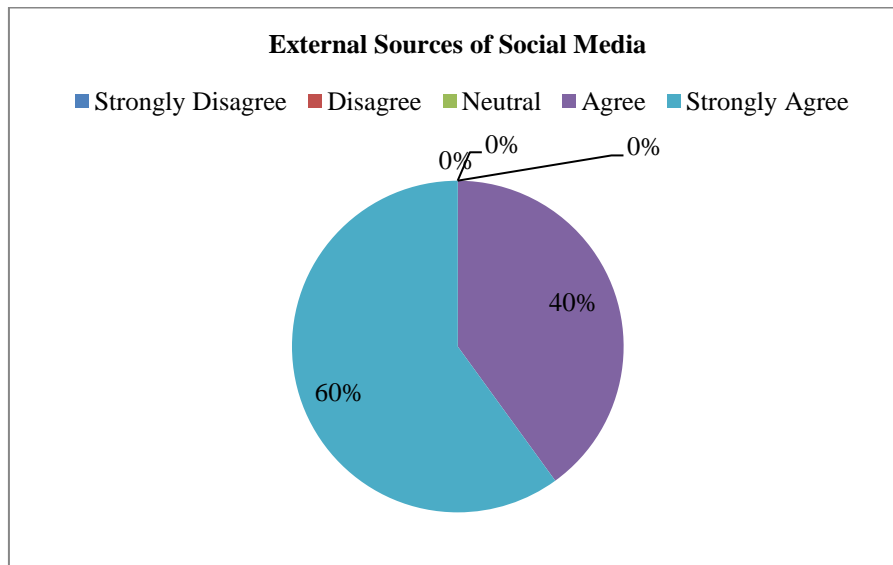


Figure 4.11

According to the data shown in Figure 4.11, 100% of respondents agreed that recruiters of the organization are able to make use of several resources, including social media networks, throughout the process of hiring new employees and according to them the use of social media networks provides a solution that is not only innovative but also has the potential to save costs.

**Statement 08:** Within the organization, the application procedure is improved due to job advertising in social media.

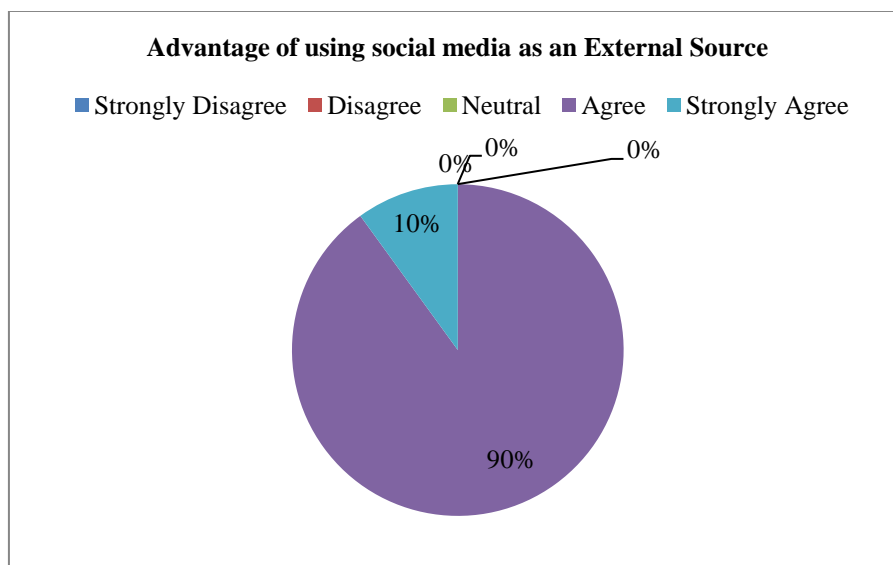


Figure 4.12

According to the data shown in Figure 4.12, 100% of respondents agreed that the social media networks provide a digital arena with a significant potential for recruiting. Information from social media networks is an important source of data on candidates for the organization. This information allows HR managers to determine who the friends are and if a match exists. After that, they are able to get either positive or negative references.

**Statement 09:** E- Recruitment, it is helpful to attract potential applicants by using online advertising (pop ups) distributed across a variety of social media.

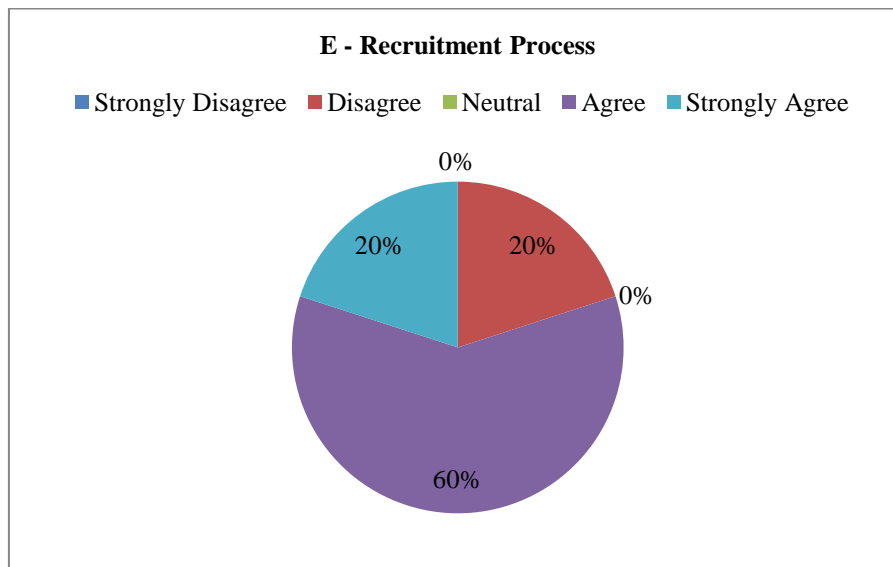


Figure 4.13

According to the data shown in Figure 4.13, 80% of respondents agreed on this statement and 20% of respondents disagreed with the statement and claimed that due to huge of applicants, sometimes it takes more lengthy time in the recruitment process of the organization.

**Statement 10:** Advertisements in newspapers have the potential to attract a more diverse candidate pool than those from any other source.

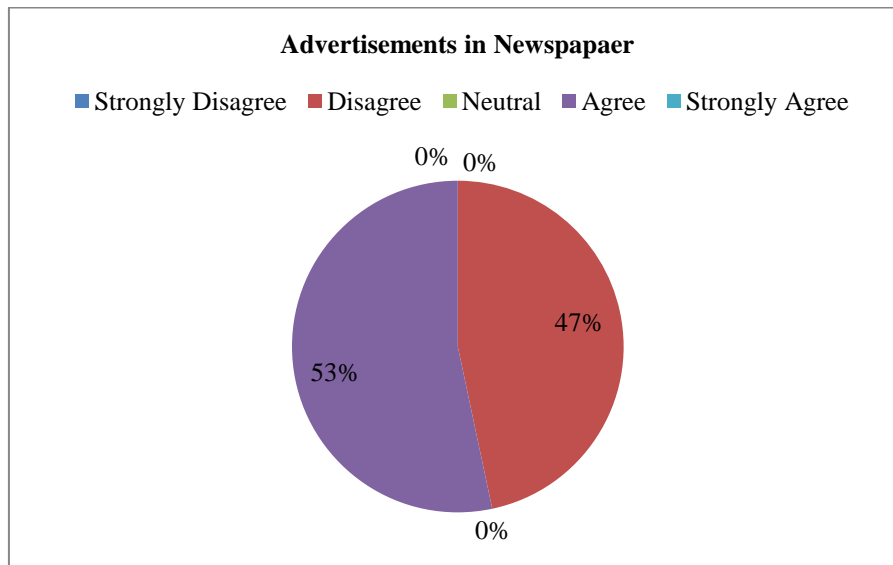


Figure 4.14

According to the data shown in Figure 4.14, 53% of respondents agreed that job advertising in news papers is suitable for the potential candidates in remote area and 47% of respondents disagreed with the statement because online job postings are easily accessible to everyone, making them a more effective means of attracting attention than job posting in newspapers.

**Statement 11:** Creating online profiles in different organizations’ career web portals helps to find new jobs.

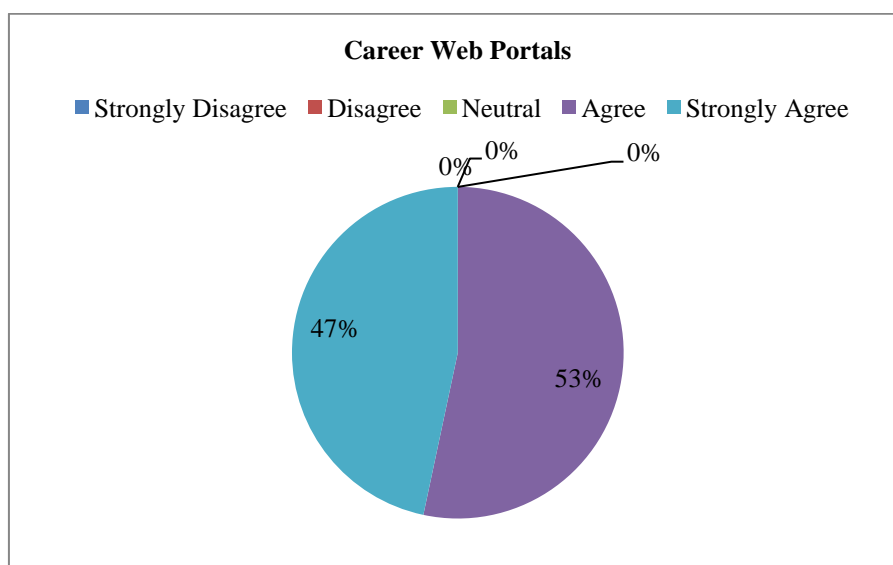


Figure 4.15

According to the statistics shown in Figure 4.15, 100% of respondents believed that career web portals may be used to fill available jobs inside the organization.

**Statement 12:** The organization uses applicant tracking systems and software for psychometric testing and performance-based evaluation to accomplish the screening process.

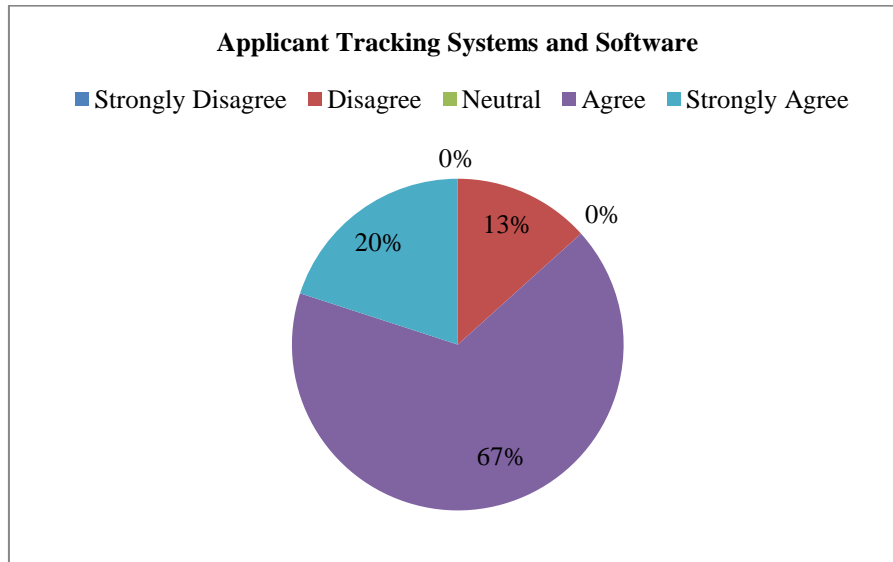


Figure 4.16

According to the statistics shown in Figure 4.16, 87% of respondents agreed on this statement. The remaining 13% of respondents claimed that due to huge of applicants sometimes, the HRD of the organization faces challenges on screening process of the applicants and its takes more time to screen the appropriate applicants.

**Statement 13:** The cost of employee training may be cut down significantly through effective e requirement systems of the organization.

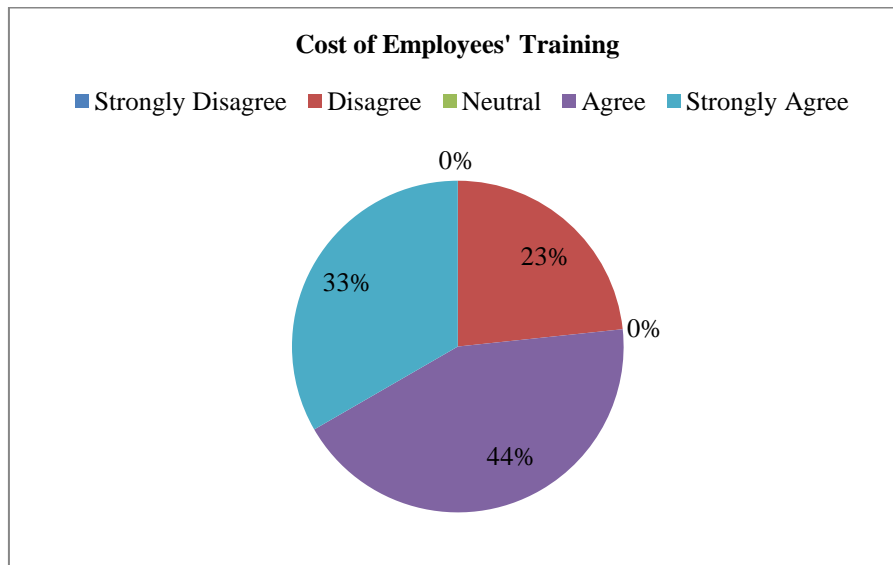


Figure 4.17

According to the statistics shown in Figure 4.17, 77% of respondents agreed on this statement. The remaining 23% of respondents claimed that sometimes lack of qualified candidates, the organization needs to train the employees or go to the recruitment process which may increase the cost of the organization.

**Statement 14:** A proper e-recruitment system decreases personnel issues in the organization, such as turnover rates, absenteeism, and monotony.

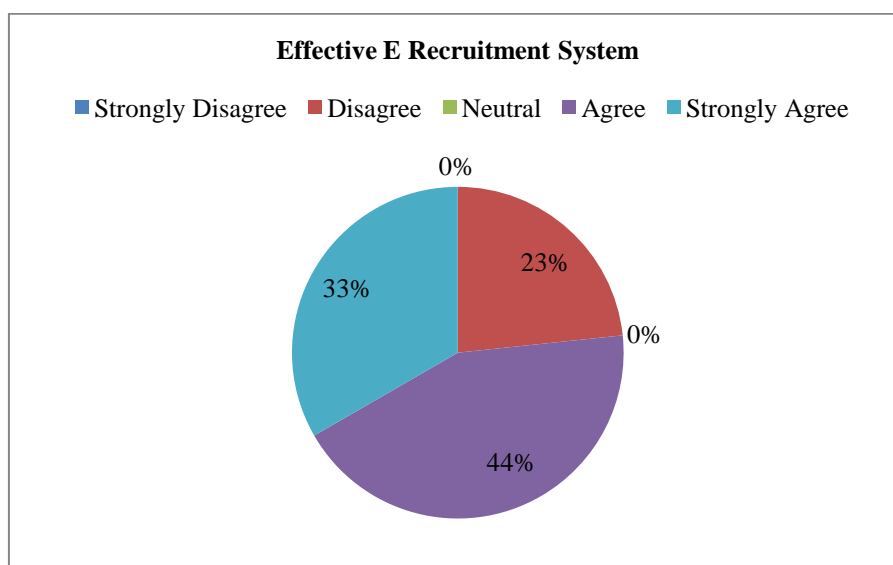


Figure 4.18

According to the statistics shown in Figure 4.18, 100% of respondents agreed on this statement.

**Statement 15:** Due to growing competition, the organization's online recruiting procedure is hindering my probability of being selected.

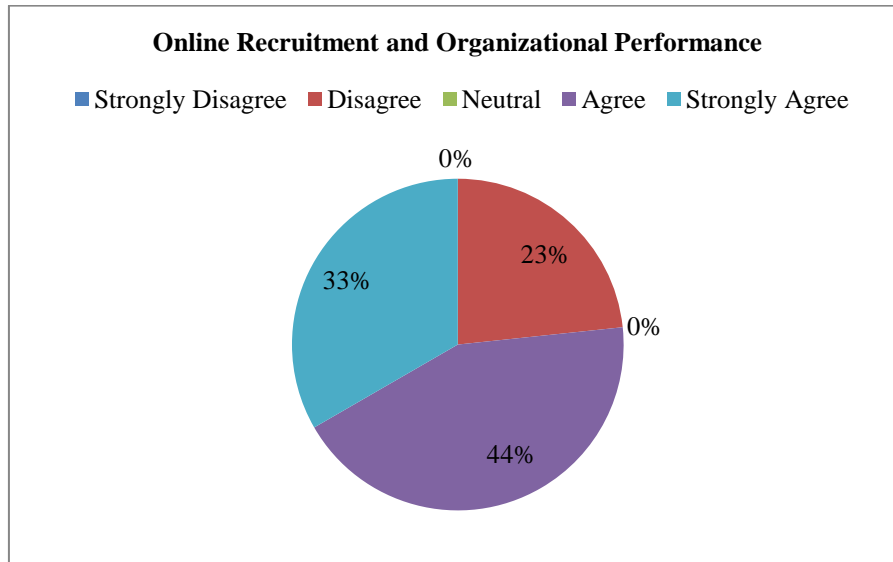


Figure 4.19

According to the statistics shown in Figure 4.19, 100% of respondents agreed on this statement.

#### 4.4 Findings of the Study

After analyzing primary and secondary data, the following constraints and scopes of E-recruitment and its efficacy have been determined:

##### 4.4.1 Scope in E-Recruitment System at KAZI Farms Group

- a) Cost savings for the organization. Additionally, posting jobs online is less expensive than advertising in newspapers.
- b) Both time and effort required on recruiting at the organization being cut down significantly.
- c) Facilitates greater the recruitment of the appropriate sort of employees who also possess the necessary abilities.
- d) The effectiveness of the recruiting procedure has been increased.
- e) Provides access to an online database of resumes round-the-clock, seven days a week (24/7).



- f) Online recruiting enables to the organization to rapidly eliminate unqualified applicants.
- g) Recruitment websites also provide valuable data and information regarding the compensation offered by the competitors etc., which assists the HR managers of the organization in taking various HR decisions such as promotions, salary trends in industry etc. Recruitment websites also provide valuable data and information regarding the compensation offered by the competitors etc.

#### **4.4.2 Challenges in E-Recruitment System at KAZI Farms Group**

E-recruitment comes with its fair share of drawbacks and limitations, in addition to the many opportunities and advantages it offers. Among them are the following:

- a) The process of screening, reviewing, and verifying the legitimacy of the skill mapping and resumes of thousands of applicants is a challenging and time-consuming task for the organization.
- b) In many parts of Bangladesh, there is a low rate of Internet penetration, a lack of access to the online, and a lack of knowledge about the internet. Therefore, when hiring new employees, organizations can not rely only on digital channels and online portals.
- c) Both employers and workers in Bangladesh prefer to communicate with one another in person rather than via the use of electronic mail at this time.

**CHAPTER 05**

**RECOMMENDATIONS AND**

**CONCLUSION**

## 5.1 Recommendations

As a current employee of KAZI Group's HR division, I can attest to the fact that, despite being one of the most recognizable organizations in our country, the organization's HR division pays more attention to the needs of its HR division. After doing the analysis part, I found that other firms, banks are much more active in online recruitment systems. The following are some ways in which the current e- recruitment systems and method should be enhanced:

- a) Job posts will be created on the web site whenever there is an opening, and potential applicants may quickly apply for the position online by filling up their resumes and submitting them to the database. This will eliminate the need for, and the expenses associated with, using recruiting agencies. In addition, this will be cost efficient. Using recruitment data and analytics, businesses can continuously enhance their hiring process and make more wise decisions. However, data collection and processing might be difficult. Spreadsheets are one approach to track recruiting information, but they take manual work, are subject to human error, and are not compliant. This makes it difficult to correctly monitor data and trends. Recruiting teams need fast and simplified methods of collecting and organizing data.
- b) The HRD of KAZI Group is required to maintain transparency and accountability on its efforts to recruit candidates from other sources, such as online advertisements. In addition to that, they are obligated to provide the applicants with information on the recruitment process, length of time of interview, providing guidelines of online recruitment systems, salary range, benefits, and any other conditions associated with the employment. Both the company and the applicant have a responsibility to prepare themselves for the e-recruitment process.
- c) The HRD of KAZI Group, as an employer, is able to find solutions to the many problems that are associated with online recruiting. They should make it a point to see the prospect in person at least once before they consider hiring them as their employee. They will have an easier time evaluating the prospect, which, in turn, will make it easier to choose the best person for the job. Additionally, after the process of e-recruitment has been finished, they will be able to do a background check on the applicant in their capacity as an employer. One other thing to keep in mind is that they

shouldn't be in a rush to choose an applicant to work with them. They need to take their time, and make sure they give the best prospect enough time to think about the offer.

## **5.2 Conclusion**

Technological advancements have made it possible to optimize many aspects of modern corporate operations, including recruitment.

Candidates may be drawn to and assisted with the recruiting process via the use of online recruitment. As part of the recruitment process, most recruiters utilize their own business website, a third-party job site or job board, a CV database, social media, or search engine marketing. Online recruiting is also often done via one's own firm's website. Because employees are an organization's most valuable resource, making smart hiring decisions is essential to a company's overall success. The Human Resource Department is responsible for the most important aspects of the employment process, including recruitment, employee retention, and motivation. Performance is the most important factor in determining whether or not an online job recruiting strategy is successful.

When compared to the internal recruiting systems of many businesses, internet recruitment is superior in terms of efficiency, dependability, and security. However, rather of placing the ads in online websites, it would be cost efficient and also increase brand recognition if various organizations construct an online recruiting system in their own web page. So for the KAZI Farm group, it is clear that an online recruiting system is preferable to the both of internal and external recruitment systems used by the organization.

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## Appendix

### Questionnaire

#### A Phenomenon of Digitalization and E- Recruitment in KAZI Farms Group

Dear Respondent,

Using the following questionnaire, KAZI Farms Group's HR employees and managers will be asked about their organization's E-Recruitment Systems and Process. The information given would only be used for academic purposes.

Gender	Male			Female	
Designation	Executive	MTO	HR Manager	Recruiter	
Working Experience	0-1 years	2-4years	5-7 years	8years and above	

Statement		Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
<b>Human Resource Planning and Job Analysis</b>						
01.	The organization identifies the organization's existing and future needs in combination of its personnel planning and job analysis.					
02.	The organization attracts and encourages an increasing number of applicants to apply.					
<b>Hiring Potential Candidates</b>						
03.	The organization's E - recruitment and selection procedures are carried out fairly.					
04.	In making hiring selections, the organization takes into account the qualifications and					



	abilities of every employee.					
05.	Equal Employment Opportunity (EEO) standards are applicable to all employees regardless of gender, ethnicity, or race.					
<b>Internal / External Advertising Using Appropriate Media</b>						
06.	Internal recruitment system (through internal web portal, email, online bulletin etc) exists in my organization.					
07.	Social media considered as an effective tool in findings suitable candidates from external sources.					
08.	Within the organization, the application procedure is improved due to job advertising in social media.					
09.	E- Recruitment, it is helpful to attract potential applicants by using online advertising (pop ups) distributed across a variety of social media.					
10.	Advertisements in newspapers have the potential to attract a more diverse candidate pool than those from any other source.					
11.	Creating online profiles in different organizations' career web portals helps to find new jobs.					
<b>Screening and Selection</b>						
12.	The organization uses applicant tracking					

	systems and software for psychometric testing and performance-based evaluation to accomplish the screening process.					
<b>E – Recruitment and Organizational Performance</b>						
13.	The cost of employee training may be cut down significantly through effective e requirement systems of the organization.					
14.	A proper e-recruitment system decreases personnel issues in the organization, such as turnover rates, absenteeism, and monotony.					
15.	Due to growing competition, the organization's online recruiting procedure is hindering my probability of being selected.					