



**UNITED  
INTERNATIONAL  
UNIVERSITY**

**Report Topic**

“HR Policies and Performance at Rangs Industries Ltd.”

**Submitted To**

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## Letter of Transmittal

January 25, 2019

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**Subject:** Submission of Internship Report for BBA in AIS Program

Dear Sir,

It is a great pleasure for me to present the internship report titled “**HR Policies and Performance at Rangs Industries Ltd.**” This report was assigned to me as a part of the completion of Bachelors of Business Administration in AIS Degree. It was a great experience for me to work in a company that has largest conglomerate in the country to offer and gain in-depth knowledge on Human Resource Management. Throughout this study I tried to accommodate as much information and relevant issues as possible and tried to follow the instructions that I received. I tried to make this report informative. I am grateful to you for the guidance and kind cooperation at every step of my endeavor on this report. I would be very grateful if you kindly go through my report and evaluate my performance.

Sincerely Yours

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## **2 Chapter 01. Executive Summary**

## **Executive Summary**

Rancon Electronics Limited is a concern of RANCON (Rangs Group) who are about venture into electronics and home appliance manufacturing by launching their own brand. They are going to infiltrate into an exceptionally aggressive market brimming with furious opponents and that is the reason that employing the perfect individual is an integral factor that will represent the moment of truth their probability of progress. They are seeking to end up boss brand to the others as a result of their exceptionally organized HR and their approaches that they have received from the gathering. In my report I attempted to portray top to bottom about Rancon Electronics Limited and how they are can do manager marking so as to draw in the correct abilities. Every one of the strategies they can pursue are likewise examined here. I endeavored to demonstrate the examination of different components of business marking and which variables to concentrate more while pulling in the correct hopefuls. The SWOT Analysis of REL is given to give more 10,000 foot perspective of the situation. To wrap things up, I attempted to concoct some claim suggestions which I think REL ought to pursue to take the higher position as far as boss marking in the Electronics business.

## 3 Chapter 02. Introduction

### **3.1 (a) Introduction of HR Activities**

This part gives a prologue to this report. A general starting piece of the report is expected to present two explicit elements of the undertaking report: Introduction to the point close by and a concise presentation of the association.

(HR) experts direct a wide assortment of undertakings inside an authoritative structure. A concise audit of the center elements of human asset offices will be valuable in surrounding the more typical exercises a human asset expert will direct. The center capacities can be outlined as:

#### **1. Staffing**

This incorporates the exercises of procuring new full-time or low maintenance workers, enlisting contractual workers, and firing representative contracts

Staffing exercises include:

- Recognizing and satisfying ability needs (through enlistment, basically)
- Using different enrollment advancements to procure a high volume of candidates (and to channel dependent on experience)
- Ending contracts when important
- Keeping up moral procuring rehearses and lining up with the administrative condition
- Composing worker contracts and arranging compensation and advantages

#### **2. Development**

On-boarding new workers and giving assets to proceed with improvement is a key speculation for associations, and HR is accused of keeping up a formative way to deal with existing HR.

Advancement exercises include:

- Preparing and getting ready new representatives for their job
- Giving preparing openings (interior preparing, instructive projects, gatherings, and so on.) to stay up with the latest in their particular fields
- Getting ready administration prospects and giving criticism to workers and directors

#### **3. Remuneration**

Pay and advantages are likewise inside the extent of human asset the board. This incorporates recognizing fitting remuneration dependent on job, execution, and legitimate prerequisites.

Remuneration includes:

- Setting remuneration levels to coordinate the market, utilizing benchmarks, for example, industry principles for a given employment work
- Arranging bunch medical coverage rates, retirement designs, and different advantages with outsider suppliers
- Talking about raises and other remuneration increments as well as abatements with representatives in the association

#### **4. Security and Health**

Accomplishing best practices in different enterprises incorporate cautious considering of security and wellbeing worries for representatives.

Security and Health include:

- Guaranteeing consistence with lawful prerequisites dependent on employment work for wellbeing measures (for example hard caps in development, accessible directing for law implementation, suitable wellbeing hardware for physicists, and so on.)
- Actualizing new security estimates when laws change in a given industry
- Examining security and consistence with significant government divisions
- Examining security and consistence with associations

#### **5. Representative and Labor Relations**

Shielding worker rights, planning with associations, and interceding contradictions between the association and its HR is additionally a center HR work.

Representative and work relations exercises include:

- Interceding differences among workers and managers
- Interceding differences among workers and different representatives
- Considering cases of provocation and other working environment manhandles
- Talking about worker rights with associations, the board, and partners
- Going about as the voice of the association as well as the voice of the workers amid any more extensive authoritative issues relating to representative welfare

#### **6. Preparing**

Preparing and advancement (T&D) envelops three principle exercises: preparing, instruction, and improvement. Garavan, Costine, and Heraty, of the Irish Institute of Training and Development, take note of that these thoughts are regularly viewed as synonymous. Be that as it may, to specialists, they incorporate three isolated, albeit interrelated, exercises:

*Preparing:* This action is both centered upon, and assessed against, the activity that an individual as of now holds.

Training: This movement centers upon the occupations that an individual may conceivably hold later on, and is assessed against those employments.

Advancement: This action centers upon the exercises that the association utilizing the individual, or that the individual is a piece of, may share later on, and is practically difficult to assess.

### **3.2 (b) Introduction of Rancon Group**

RANGS Industries Limited, a sister concern of RANCON Holdings Limited, started its journey in the year 1979. The Company is one of the pioneers in retail consumer electronics business in Bangladesh. Our valuable customers recognize us as RANGS TOSHIBA and we take pride to be associated with this leading Japanese brand.

RANGS TOSHIBA assembles and imports all categories of consumer electronic items, home appliances, and lifestyle products. We aim to provide better quality of life for our customers; turning their house into home, office into fun-hangout place. We believe, electronics and home appliances are no longer necessity, it is a lifestyle.

As a preferred retail outlet, RANGS TOSHIBA is a trusted distribution partner of renowned global brands like Samsung, General, Sony, Whirlpool, Panasonic, and Phillips. We make products available to our customers through nationwide network of 36 own retail, 25 exclusive dealers and more than 100 multi-brand dealers outlets. We focus on customer affordability and offer competitive price for which we have created our own brand TOSHIN.

RANCON is a set up nearby aggregate working in Automotive (Distributor of Mercedes Benz, Mitsubishi, JMC), Motorbikes (Distributor of Suzuki), Real Estate, Home Electronics (Distributor of Samsung, Toshiba, Toshin and maker of its own image), Telecom, Lubricants (Distributor Shell), Auto Service Center, Sea Resources, Security, News Portal, Risk Management (Building the board and other expert administrations), and Social Businesses (Japan Auto Mechanic School). The Group has faith in differentiating its portfolio and will enter further new enterprises sooner rather than later and so as to be innovators in our ventures, we have to rapidly adjust, develop and improve, while in the meantime, making the organization an incredible work environment. Everything that RANCON represents till now, has been just made conceivable, and due to a group of roughly 1,800 in number experts who are enthusiastic, extraordinarily differently gifted and consistently endeavoring towards a shared objective and this is reflected in our witticism - "One group one objective".

The new part of RANCON and its change had the accompanying points:

- To make another brand character
- To enroll the best experts and create youthful pioneers
- Build a cutting edge and dynamic organization culture
- Establish great corporate administration
- And to be an Employer of decision.

## **4 Chapter 03. Organizational Background and Industry Perspective**

#### **4.1 (a) Background of RANCON Industrial Solutions Limited (RISL)**

RANCON Industrial Solutions Ltd. Is a sister concern of RANCON Group which was established in 1985 & takes pride in providing high-quality service throughout the Bangladesh. RANCON Industrial Solutions Ltd. Is a Heating Ventilation & Air-Conditioning system based company. We are the Pioneer of Heating, ventilation and air conditioning (HVAC) industry.

Our affordable e services include Customize Design; Installation customized preventative Maintenance & Service for our clients in numerous industries. These include Hotels, Restaurants, Hospitals, and pharmaceuticals companies, manufacturing plants, office environments & apartment complexes. We offer complete, expert services for maintaining, installing, repairing and system expansion on your air conditioning and heating system.

In addition to RISL quality service, the company is renowned for its reliability and availability. You can contact us for emergency service, quotation, or simply to answer your questions about air condition's, heating & refrigeration. The company was registered under the Companies Act of 1913 and was incorporated in Bangladesh on 11th April, 1985.

RANCON Industrial Solutions Ltd and Rangs Industries Limited at Phoenix Tower (5th floor) 407, Tejgaon Industrial Area Dhaka-1215, Bangladeshis the distributor of Toshiba, Samsung, Panasonic, Philips Household Appliance in Bangladesh and service provider of HVAC and VRF system. We differentiate ourselves in the IT marketplace by providing high quality product, outstanding service, Innovation and industry thought leadership. To monitor our progress and encourage candid collaboration with our clients, we established the service excellence program. We have enhanced our service by qualified engineers to support after sales service. Our expert team is constantly bringing about improvement terms of technology enhancements and user friendliness of the equipment.

#### **Mission of RISL**

The management of RANCON Industrial Solution Limited (RISL) is decided to its commitment of quality and their strength lies in their fully dedicated and quality team of sales personnel's. Each area of work is departmentalized on a purely functional basis and is directed to achieve qualitative superiority.

#### **Vision of RISL**

To assemble more globally renowned brands and to increase more service customer and dealer around the country to provide on different extension to the consumer.

#### **Slogan of RISL**

"Big savings, Great value."

## **Business Philosophy**

To work meticulously by putting calculative and creative efforts to ensure success. To provide high quality products to consumers.

## **Ultimate objectives:**

- Increasing sales volume.
- Increasing trail
- Increasing loyalty
- Creating interest
- Creating awareness
- Gaining intermediary support

## **RANCON Values:**

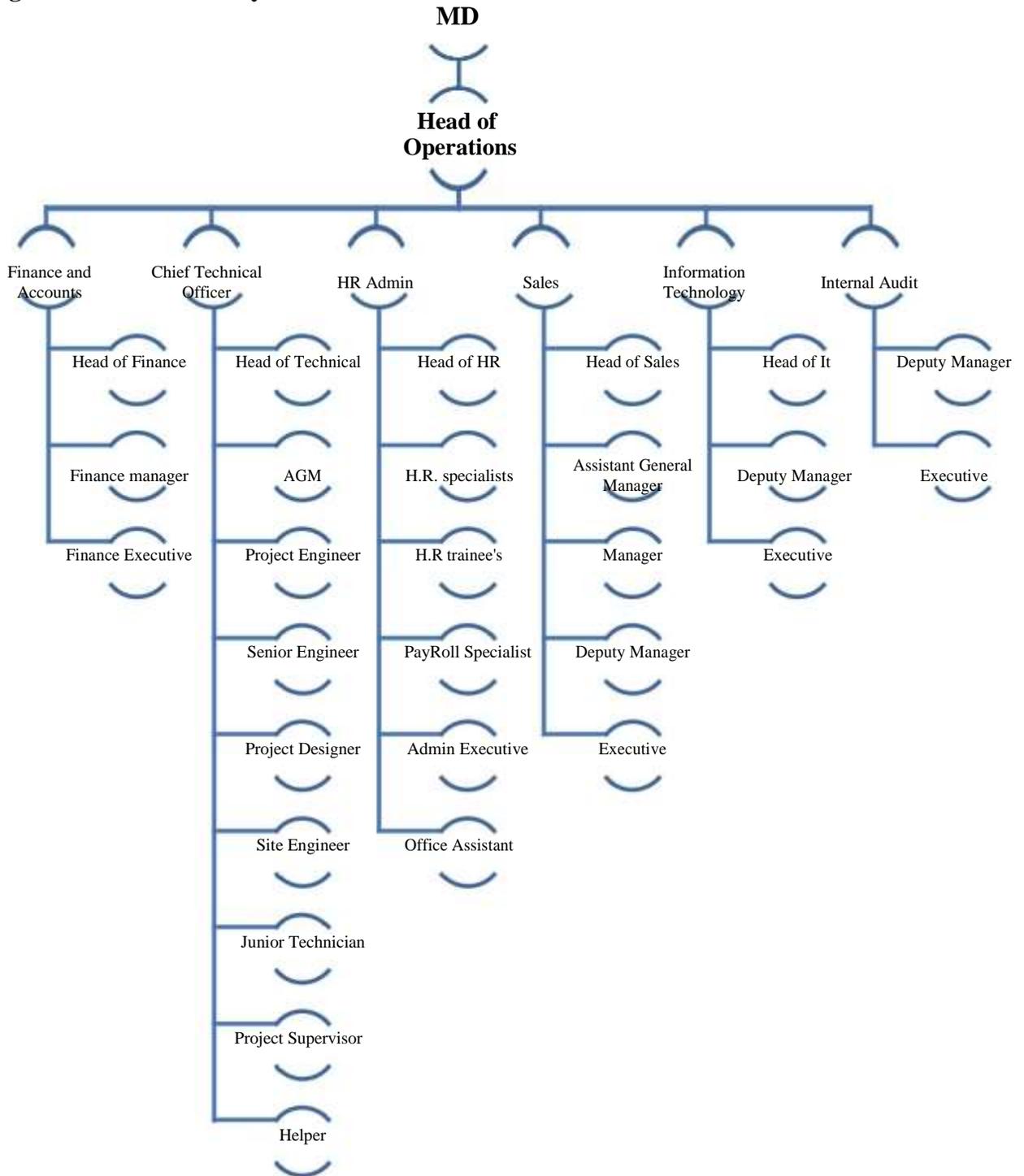
- Leadership
- Passion to Excel
- Think out of the box
- Keep Learning
- Have Mutual Respect
- Have, Fun, Be Healthy

Principles for the organization from the perspective of Rancon Electronics Limited:

- ✓ **Emotional:** Passionate, Creative, Respectful, Open
- ✓ **Functional:** Simple, Ethical, Transparent, Ownership
- ✓ **Passionate:** We are Passionate-it's in all of us. Whether visible or hidden within for whatever reason. Everything we do is about doing the best we can. We are there for each other and we endeavor to help in every way we can.
- ✓ **Creative:** Everything we do we should do in a creative innovative manner. We bring energy to our work. Our communications demonstrates our creative flair. We provide creative and imaginative and services to our customers.
- ✓ **Respectful:** We are truly respectful to each other, our subordinates, peers, partners and customers. We treat everyone equally and we allow people to express their thoughts opinions in a respectful manner.

- ✓ **Open:** We have no hidden agendas. We share information freely. We can only be open with our customers, partners, and stakeholders if we are open with ourselves- regardless of hierarchy
- ✓ **Simple:** Everything we do and say should be simple and easy to understand. In terms of communications we make sure the messaging is in plain, simple language. Our plains are simple and uncomplicated.
- ✓ **Ethical:** we are moral, upright, honest, righteous, virtuous, honorable, keeping our promises in all we say and do. We clearly align to our internal and organizational code of ethics and code of honor. We will oppose all forms of corruptions.
- ✓ **Transparent:** A few key words and phrases sums this up: Honesty, openness, frankness, no lies, no deceit, no games, easily understood. We are transparent with our customers, with each other, with our subordinate and peers
- ✓ **Ownership:** whilst working individually or correctively, we clearly demonstrate individual and collective ownership. Making mistakes is clearly part of daily business as it is part of daily life- as long as we own up to this clear, no culture of fear.

**Organizational Hierarchy:**



## **4.2 (b) Electronics Industry Scenario in Bangladesh**

The use of electronics in Bangladesh began during the 1930s through the field of correspondence with the foundation of radio stations, phone trades and remote correspondence. Amid World War II, to fulfill military needs, the innovation of remote correspondence was upgraded and the most recent innovation was presented in British Raj.

In 1950, purchaser gadgets industry made a beginning in the private part and a couple of get together plants were set up to create a set number of radio sets. During the 1960s all the more gathering plants were set up. In 1964, with the foundation of the principal TV slot in Dhaka, a portion of these plants began gathering TVs. An advanced phone framework was presented in 1983 and cell phones came in 1992. Prior to 1980, a large portion of the residential machines and types of gear were foreign, aside from the one-band radio, yet after 1980 numerous gathering plants for radio, TV, sound and video tape recorders and players were built up.

Since 1990, propelled items like PCs, cordless phones, satellite TV flag getting hardware and so forth began to be collected and some extra parts likewise started to be fabricated. At this point, various worldwide organizations have set up gathering and assembling plants in the nation. Nearby organizations in joint coordinated effort with remote organizations have set up gathering and assembling plants. At present the all-out number of such organizations is more than sixty. Since 1994, after Bangladesh's coordination into the free market assertion, a wide range of wares including electronic items started to be foreign made unreservedly, which made an aggressive domain. By the 2000s, Revolution began and couple of neighborhood organizations started to send out privately made electronic home apparatuses abroad. Walton, Jamuna Electronics, Marcel, Minister and so on were the outskirts chiefs to begin fabricate of electronic merchandise in Bangladesh. After Walton, numerous other nearby organizations began fabricate electronic home apparatuses in the nation. Walton presented nation's first blower fabricating plant in April, 2017. In 2017, Samsung introduced two home machines producing plant in Bangladesh, in a coordinated effort with Fair Electronics and Transcom Electronics. In 2018, LG Electronics introduced TV producing plant in Bangladesh, in a joint effort Butterfly Group. LG likewise plans to open a Refrigerator and Air Conditioner producing plant in 2019.

In this competitive market of electronics industry RANCON in also performing a greater job to a variety of extent. RISL has obtained a leading market position in the electronic industry. In Bangladesh Heating, ventilation, and air conditioning (HVAC) is the technology of indoor and vehicular environmental comfort. Its goal is to provide thermal comfort and acceptable indoor air quality. HVAC system design is a sub discipline of mechanical engineering, based on the principles of thermodynamics, fluid mechanics and heat transfer. "Refrigeration" is sometimes

added to the field's abbreviation, as HVAC&R or HVACR or "ventilation" is dropped, as in HACR (as in the designation of HACR-rated circuit breakers).

HVAC is an important part of residential structures such as single family homes, apartment buildings, hotels and senior living facilities, medium to large industrial and office buildings such as skyscrapers and hospitals, on ships and submarines, and in marine environments, where safe and healthy building conditions are regulated with respect to temperature and humidity, using fresh air from outdoors.

Ventilating or ventilation (the V in HVAC) is the process of exchanging or replacing air in any space to provide high indoor air quality which involves temperature control, oxygen replenishment, and removal of moisture, odors, smoke, heat, dust, airborne bacteria, carbon dioxide, and other gases. Ventilation removes unpleasant smells and excessive moisture, introduces outside air, keeps interior building air circulating, and prevents stagnation of the interior air.

Ventilation includes both the exchange of air to the outside as well as circulation of air within the building. It is one of the most important factors for maintaining acceptable indoor air quality in buildings. Methods for ventilating a building may be divided into mechanical/forced and natural types. This report is an effort to reflect a clear idea about the strategies, activities, and performance of RANCON Industrial Solutions Ltd (RISL) regarding various departments which departments serve in corporate office. The departments are Marketing, product, supply chain, finance, Information technology, Human resource. But mainly focusing on Human Resources departments of Payroll and Recruitment & Selection Process activities.

Within a very few years of the establishment of Rangs Industry Ltd. it has been able to build up a group of renowned brands such as: General, Panasonic, Philips, Samsung, Sony, Toshiba, Toshin, Whirlpool, Sebec. Besides, it has been created a number of customer satisfied products such as: Home appliance, Freezers, Washing machine, Microwave Oven, Smartphones, Television, and Air- Condition.



**RANGS**

**TOSHIBA**

## **5 Chapter 04. Objectives of the Study**

### **5.1 a. Broad Objective**

The broad objective of this report is to apply practical knowledge obtained so far from the job at Rancon Group and to apply the findings in a statistical and analytical framework to identify scope of development issues recommendation for Rancon Group so that they can be more effective employer branding.

### **5.2 b. Narrow Objective**

- Doing a constructive analysis on acceptability of Rancon Group as an employer and suggest ways to make them more desirable.
- To acquire practical knowledge on HRM policies and practices in the requirement, operation, compensation, benefits and employer branding sector.
- Making a precise picture of the present situation of employment procedure in the corporate sector of Bangladesh.
- Understanding the job markets dynamics and critically analyzing what job seekers really want from potential employers.
- Analyzing the current performance appraisal format and compensation.

## **6 Chapter 05. Methodology of the Study**

### **6.1 (a) Types of Data**

Two types of data have been acquired to make this report successful.

- i. Primary Data: Primary data has been gathered through questionnaire, surveys and personal communication.
- ii. Secondary Data: Secondary data has been gathered through different research papers, organizational websites, and online articles and so on.

### **6.2 (b) Data Collection Procedure**

The primary data, required for this interview was collected through a questionnaire that is structured, based on the six most important determinants of employer attractiveness. The first section of this questionnaire was used to assess the background information of the employee such as university, sex, experience, professional status and position. The second part of the questionnaire measures the participants' perception and attitudes towards Rancon Electronics limited as an organization. All six factors were assessed based on the questions provided and were scored on a five-point Likert scale ranging from 1 "I strongly disagree" to 5 "I strongly agree". Then, to determine the reliability of the questionnaire, it was sent to both the organizations the questionnaire was filled out by the research community belonging to middle managerial level from both the organizations.

### **6.3 (c) Sample Size**

Sample size is the amount of information based on the report has been prepared. Industry data as well as company data have been acquired a sample size.

### **6.4 (d) Sampling technique & Procedure**

A sampling technique is a detailed outline of which measurements will be taken at what times, on which material, in what manner, and by whom. Sampling technique has been designed in such a way that the resulting data will contain a representative sample of the parameters of interest and allow for all questions, as stated in the goals, to be answered.

### **6.5 (e) Scope Limitation**

The main limitation of the study is lack of information provided by the company. Due to its company rule and insecurity in the market caused this obstacle that I could not overcome. Other limitations of this study are:

- This report covers only Rancon Electronics Ltd. The report has not covered the employer branding of any other sectors like Banking, Insurance, and pharmaceutical companies etc.
- There were a few questions which were tactfully avoided or not exactly answered by the respondents.
- In most cases, I was not allowed to directly interact with my target audience. Hence, it was not possible for me to assist the target group of this research and make them understand the significance of my questions.
- Large scale research was not possible due to constraints and restrictions posed by the company.
- There are many other factors which may affect the level of employer branding but due to time constraint others are not taken for research. More over the sample was also limited.
- There was also a great limitation in terms of time. Had there been more time, I believe, this report could generate a much better outcome.
- Being a startup, many information were not accessible through secondary sources, as a result, primary sources were heavily relied on.

## **7 Chapter 06. HR Activities of Rangs Industries Ltd.**

## 7.1 Core Functions

### **Recruitment Division of Rangs Industries Ltd.**

Recruitment refers to attracting, screening, selecting onboarding new employee. The core responsibilities of this department is to recruit new employees, labor forecast, Budgeting regarding new hire and maintaining the entire data base regarding workforce.

In Recruitment Division HR staffs are performed as core level administrators. The tasks they perform are usually very highly visible and it directly put a huge impact on the organizations core performance. Their task includes all the necessary steps regarding an employee's hiring process. Which means from the CV screening to the negotiation on compensation packages.

According to this diagram the employees at the Rangs Industries Ltd. recruitment division report to each other and finally the director of this report to the CEO.

### **Key Responsibilities of recruitment team:**

At Rangs Industries Ltd. recruitment division the team is mainly responsible for pre selection. So the key task here is to

- Workforce forecasting
- CV Scanning
- New Employee Recruitment
- Preliminary Selection
- Preliminary Interview
- IQ Test
- Final Interview
- Compensation Negotiation
- Contractual Employee's Contract Extension
- Managing Performance Appraisal of the Contractual Employees

So these are the key responsibility of the recruitment division of Rangs Industries Ltd. HR and administration Department. Along with this they have few other responsibilities. For example for the some certain department recruitment division also conduct exit interviews.

So now let's go through a brief discussion on the key responsibilities of recruitment division

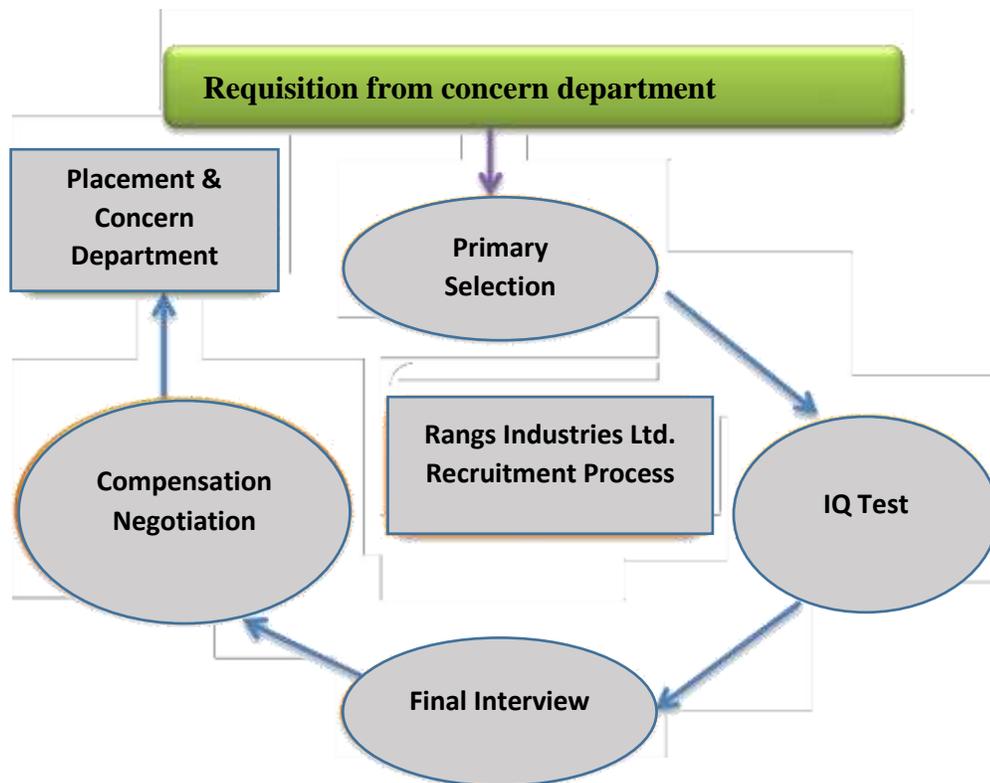
**1. Workforce Forecasting**

Forecasting the workforce for the future is one of the key responsibilities of Rangs Industries Ltd. recruitment Division. It is the recruitment division who maintains the workforce database and forecast for the future company need. They along with the other department of the organization create the budgets for new employment.

**2. CV Screening**

One of the key responsibilities of the recruitment division of Rangs Industries Ltd. HR and Administration Department is to CV screening. Whenever there is a job opening thousands of CV is sent to them. These CVs are sent to them in different Medias like Courier, Online Websites, Headhunting companies etc. Along with that Rangs Industries Ltd. has a MOU with one of the leading Job portal of Bangladesh and they are using that portals database to make their own database. Currently they have a database of 11000 in their own server. After getting all these CVs recruitment division have a dedicated team whose responsibility is to sort them out. And for shortlisting a CV Rangs Industries Ltd. have well build criteria.

**3. New Employee Recruitment**



**Overall Recruitment process of Rangs Industries Ltd.**

When a new employment is needed in any department that concern department firstly send request to the recruitment division for a new employment. Recruitment division then go through the overall budget to find out whether there is any budget to hire a new employee for that particular position. If that request meets the budget then the recruitment divisions send advertisement for new employment. This advertisement is first send to the internal employee's because Rangs Industries Ltd. has a policy to look for full filling a certain position internally. After going through all the internal sources only then recruitment division start searching or advertise for external sources.

#### **4. Primary Selection**

After shortlisting the CV recruitment division calls a person for the interview. In some cases an on phone interview happens otherwise the interview session happens in the Organization premises. It is the responsibility of recruitment division to organize the interview session with the candidates. In the primary interview session recruitment division team plays the vital role however the department for which this recruitment is happening has their representative during this interview session.

#### **5. IQ Test**

In maximum recruitment Rangs Industries Ltd. recruitment division have policy of taking a basic IQ test. By this test the recruitment division actually tries to find out the minimum level of IQ of a candidates. This test is basically conducted and facilitated by the recruitment division. The concern department which is actually to hire this candidate has no authority to evaluate this test. It is only the recruitment division of HR and Administration who have the full authority on that.

#### **6. Final Interview**

Whenever a candidate passes the IQ test it is now the time to call him for the final test. Recruitment team then calls the shortlisted candidates for the final interview. And in this case recruitment team here basically plays the role of a coordinator here. All the key decisions here are being taken by the concern department.

#### **7. Compensation and Negotiation**

After the final interview is done and the candidate is selected then the recruitment division calls that candidate for a medical test. All cost for this test is given by the company. If the medical team signs off that the person is medically sound only then the recruitment team calls that person for the final negotiation. Here one important thing is that all the information from the medical board is kept in the database and it is the duty of the recruitment team to ensure that. Again during the negotiation process first of all the recruitment team give the candidate a brief idea of the overall compensation package. If the person agrees with the package then the recruitment team signs off the appointment letter. But if the candidate disagree with at in that case the recruitment team call the concern department and other department with the issue that has been created with that and try to solve it. Finally when the appointment letter is signed off then recruitment process from the recruitment division is done.

### **8. Contract Extension**

It is one of the key responsibilities of Recruitment division of Rangs Industries Ltd. HR and Administration department is to handle all the issues regarding employee contract extension. Rangs Industries Ltd. have over 1800 contractual employee in their current database and according to that database recruitment division work on the contractual employee contract extension. Previously the entire contract at Rangs Industries Ltd. was for 6 months but now it has become a 12 month contract for each of the contractual employees.

### **9. Managing performance Appraisal for the contractual employees**

PA management for the contractual employees is one of the key responsibilities for the recruitment division. According to the workforce database the recruitment division renews or extends the contracts of contractual employees. Previously this thing used to be done manually but from the month of April 2013 Rangs Industries Ltd. has started doing this online. So it had become more like a paperless type of thing

So these are more like the key responsibilities of the recruitment division on Rangs Industries Ltd.

### **Sources of Recruitment**

Basically, Rangs Industries Ltd. goes for external recruitment most of the time. But, only then when they can't find proper available potential candidates inside the organization and then they go for internal recruitment. So, we can divide the source into two parts:

#### **i. Internal Source:**

Rangs Industries Ltd. thinks that current employees are a major source of recruits for all but entry-level positions. Whether for promotions or for 'Lateral' job transfers, internal candidates already know the informal organization and have detailed information about its formal policies and procedures. Promotions and transfer are typically decided by operating or line managers with little involvement by HR department. HR departments become involved when internal job openings are publicized to employees through job positioning programs, which informs employees about opening and required qualifications and invite qualify employees to apply. The notices usually are sent to employees in informal ways, either through mail or verbally. The purpose of job posting is to encourage employees to seek promotion and transfers the help the HR department fill internal opening and meet employee's personal objectives. Not all jobs openings are posted. Besides entry level positions, senior management and top stuff positions may be filled by merit or with external recruiting. Job posting is most common for lower and mid-level positions.

#### **ii. External Source:**

When job opening cannot be filled internally, the HR department of Rangs Industries Ltd. must look outside the organization for applicants. External search shall be conducted by any of the following means:

\_\_\_\_\_ Write-ins

- \_\_\_\_\_ Employee referrals
- \_\_\_\_\_ Advertising
- \_\_\_\_\_ University Careers Office
- \_\_\_\_\_ Internet

We discuss the external source of recruitment at below:

- 1. Write-ins:** Write-ins are those who send a written enquire. They are ask to complete and application blank to determine their interest and abilities. Usable application is kept in an active file until a suitable opening occurs or until an application is too old to be considered valid, usually six months.
- 2. Employee referrals:** Employees may refer job seekers to the HR department. Employee's referrals are excellent and legal recruitment technique, but they tend to maintain the status quo of the work force in term of raise, religions, sex and other characteristics, possibly leading to charges of discrimination.
- 3. Advertising:** Want ads describe the job and the benefits, identify the employer, and tell those who are interested how to apply. They are most familiar form of employment advertising. For highly specialist requites, ads may be placed in professional journal or newspaper in areas with high concentration of the desired skills
- 4. University Career Office:** Concord also has link with the career service offices of different university from which they also receive CV of potential candidates and fresh graduates.
- 5. Internet:** Now a day nobody thinks anything without internet. It has proved to be very efficient and fast to get potential candidates for the organization. Since Concord is a big company and deals with hundreds of employees, so it uses different job sites as its primary external source of recruitment. For example: **bdjobs** and **Prothom Alo**.

## **7.2 Payroll Functions**

Payroll refers to the process by which employees receive their salary. Functions involve balancing and reconciling payroll data and depositing and reporting taxes. I am taking care of wage deductions, record keeping and verifying the reliability of pay data. After preparing the salary data I am helping to delivers payroll checks, maintains compliance with tax laws, records paperwork for new hires and edits existing employee files. I am also helping to calculating reimbursements, bonuses, overtime and holiday pay.

### **7.3 Operation function**

There are some non-management contractual employees whose contract are to be decided by the assessment of the supervisor whether they will be kept or left in the organization. On the demand of the resignation letter a clearance form of department is needed and HR does this process.

The benefits an employee gets after he/she leaves the organization:

#### Provident Fund:

The amount of provident fund depends on the service length of an employee, if it is more than 3.5 years then he or she gets both employer and employees contribution and if it is less than this mentioned length he or she will only enjoy his contribution.

#### Gratuity:

Gratuity is given by the employer to his/her employee for the services rendered by him during the period of employment. It is usually paid at the time of retirement but it can be paid before provided certain conditions are met.

A person is eligible to receive gratuity only if he has completed minimum five years of service with an organization. However, it can be paid before the completion of five years at the death of an employee or if he has become disabled due to accident or disease.

Service Length benefits:

If service length is more than 5 years for each year he or she will get one basic salary.

Leave encashment: Every Employee gets 21 annual leave each year. And if he didn't use any days then in next year six will be deducted according to policy and the remaining 15 days will forwarded for next years and when someone get resign he or she will get one day basic for each day.

Last month withheld salary others fixed allowance and benefits will provide along with mentioned facilities.

### **7.4 Other Functions:**

#### **Employee Record Keeping**

When a new hire is brought into our company, a file is started in the HR department. This file initially contains the resume, application, and other intake information used in the interview process and his/her educational certificates, national certificate etc. Then I will adds financial data for payroll and benefits. The file continues to grow over time. Whenever an employee review is conducted, a copy of the review and any action plan is put into the file. If any complaints are made by or against the employee, these are noted in the file with any copy of written correspondence of the complaint. If any disciplinary action is taken against the employee, this is also noted into the file. During my intern period I am handling these files also.

**Regulatory Compliance and Legal Management**

The employee file maintained by our department is the foundation of any legal protection the company has against lawsuits. If an employee is fired for discriminatory or harassing behavior, he may retaliate with a lawsuit for wrongful termination. If his file has not clearly documented what the details of the complaint(s) along with the investigation findings and disciplinary actions, the employee might have a strong case. If the situation was well-documented and the HR department did its job, the file should have evidence of the history of the accusations and we are trying to keep all the information in files.

The HR file also maintains regulatory compliance such as employee training on privacy and security or anti-money laundering laws. It tracks employee licensing where pertinent and ensures that employees remain on track for continuing education requirements. So in this way we are developing our legal management in HR department.

**Conduct an Orientation**

It's important to make a new employee comfortable by giving him some time to adjust to his new job. Even if he has worked in a similar position before, he needs to meet the team, be given clear instructions and a chance to adjust to changes -- even subtle changes such as the environment, and working with unfamiliar computer programs. In RISL I am handling these onboarding procedures, including checking with the new employee from time to time to offer appropriate assistance and to answer any questions he may have throughout the probation period.

**Identify Needs**

Whether dealing with a new employee, or a relatively new or longtime employee, we identify any needs or challenges that come up in employee relations. The human resources meet with a business owner or manager to discuss any concerns. Together, we will work out a plan to address issues appropriately and strategically. The HR Head may also meet with employees individually, or as a group, to keep abreast of disturbances in the company culture or to spot any concerns before trouble becomes a bigger problem.

**Leave Management**

I had to maintain all the leave forms of the employees on monthly basis and update them in their database- where the casual, sick, earned leaves of the employees are kept.

**Keeping Monthly Attendance**

Here I have to keep the attendance of each employee in the database on monthly basis. Based on which their leaves are counted. I also had to keep the early leave forms. Early leave form are kept as they have a policy that if someone makes three early leave in a month that is counted as one

whole day leave. This record keeping is very much crucial and has to be done with proper care as it is related to the employee's leave information.

### **Providing New Joiner's Pack**

One of the most essential tasks of HR management is to providing each employee a new joiner's pack when they are recruited, and I was a part of this task. Here I had to provide an employee a checklist of required information of the employee, starting from their NID, Personal Information, CV, Candidate Evaluation Form, Cost to the Company (in this segment I had to make them understand the breakdown of their earnings), Bank forms, Educational certificates, any Course or Training they have taken, their Nominees, insurance, TIN certificates, Acknowledgement/Pay slip, Previous Work Experiences, Appointment letter, Joining letter, Confirmation letter after probation period.

**1. Issuing T-card and ID card:** T-card literally stands for "Temporary card". Each and every intern, who are working for Rancon Electronics Limited gets a T-card, which grants them access to majority of the sections of the corporate office building and Walk in centers. This card is effective till the duration of the internship. ID cards are applicable for both permanent and contractual Management and Non-Management employees, basically any employee who is not an intern.

**2. Preparing Salary sheet:** Apart from conducting the interview of the candidates and their joining process, it was also my duty to prepare the monthly salary sheets, based on their attendance, previous adjustments, arrears, tax deduction, changes in allowances etc. and provide a salary sheet every month, to the companies finance department.

**3. Prepare experience certificate:** After an employee resigns, he/she is issued an acceptance of resignation letter and after obtaining clearance from all the departments, that employee is entitled to receive an experience certificate, signed by the HR Head. It is my job to prepare this certificate and receive the sign, before providing it to the employees.

**4. Provide Assistance to the full time employees:** During my employment at Rancon Electronics Limited, apart from my regular set of tasks, I have provided my support to their regular employees. The activities included:

- Providing assistance to the resourcing division of the organization in preparing joining documents of around 70 employees from all the departments, especially the Sales, After Sales and Production department.

- Providing assistance in the written exams of the full time specialist employee recruitment in the Technology division of the organization. In this case, my activities included tasks, like: calling the candidates, proctoring their written exams.
- Assisted the resourcing division of the organization in their Management Trainee program by performing some small scale tasks, like: assisting the selected candidates during the time of their interview.
- Also assisted the HR Head of resourcing in preparing for her employer branding activity by performing some small scale tasks.

Our HR team has the following aims to be accomplished:

- To create a new **brand identity**
- To recruit the **best professionals** and develop **young leaders**
- Build a modern and **dynamic company culture**
- Establish good **corporate governance**
- And to be an **Employer of choice**

The following will illustrate the transformation of RANCON, how these changes reflect our values and the impact that they had on our performance.

### **People and Technology Division**

The People and Technology division is the cornerstone of our HR, IT, Admin, Marketing & Communications strategies and practices. The HR team is responsible for formulating all HR policies, strategies and practices and ensure they are aligned with the Group corporate strategies. Furthermore, the department is entrusted with the modernization of all HR services through user-friendly technologies to improve efficiency throughout the company. The centralized team also ensures that all SBU regardless of size have access to high quality recruitment and other HR related services. The People and Technology division was created not only for speed, but to improve alignment with business imperatives, and turn data into actionable insights.

### **Human Resource as a Strategic Business Partner**

At Rangs Industries Ltd. they made the shift from a transaction based HR delivery model to a one where the HR team works as an integral part of the business by driving the core values for achieving business agendas and being an advisor and solutions provider. Rangs Industries Ltd. HR acts as a strategic Business Partner rather than a support function and is an active contributor to the entire value chain of the businesses of its strategic units. The HR team partners with the businesses for empowering, engaging, and enabling people to achieve service excellence & sustainable and profitable growth. Their various initiatives affect employees positively in many areas of their everyday work lives and eventually work towards improving organizational efficiency, effectiveness and adaptability. At Rangs Industries Ltd. innovation is all about connecting the dots. Upon believing in this concept and holding on to our core value of passion to

excel; the various initiatives taken by us are so forth. (*Annexure 3: Human Resources Organogram*).

### **Building an organization for the future:**

One of the biggest transformations was driven by the HR - building an organization with decentralized authority, moving toward product-centric and customer-centric business units, and forming networks of highly empowered teams that communicate and coordinate activities in unique ways. This is exactly why we created the new structure of **6 business divisions** and put empowered leaders at their helm. The focus of this was to place experienced and competent leaders into roles focused on planning, strategy, vision, culture, and cross-team communication. Also, the objective was to empower teams to set their own goals and make their own decisions within the context of an overarching strategy or business plan, reversing the traditional structure of goal and performance management.

### **Driving High performance**

The leadership is committed to ensuring that employees are as effective as possible in providing business value and support commercial goals. People are held accountable for the goals they set - and recognized and rewarded for attaining them. This is facilitated by the Annual Performance Assessment cycle from July to June, through which high performers are rewarded with notable increments or promotions and performance bonuses.

### **Employee-centric working arrangements and policies**

RANCON is based out of Dhaka, Bangladesh and city is known for difficult traffic situations. One of the key enablers in driving a healthy office environment is that core office hours start at 10:30 am (against the norm of 8:30 am - 9:30 am in most organizations), in line with our core value “Have Fun, Be Healthy”. This not only promotes mental and physical well-being but helps reinforce our culture of responsibility and our focus on results. This is overall supplemented by the flexible working hour policy that are aimed at driving work-life balance. Furthermore, policies and guidelines have been reformulated based on what would enable the employees more, rather than benchmarking against local practices e.g. Car Allowance Policy, Motorbike Allowance Policy, Cellphone Policy, Lunch Policy, Entertainment Policy, Marriage Allowance, Laptop Policy, Travel Policy, Medical Insurance Policy.

### **Driving collaboration and facilitating networks of teams**

Organizational agility comes from the increase of speed of flow of information and respectively, the team has taken steps to change the physical environment to reflect and allow for the acceptance of the cultural shift. RANCON has stepped out of the conventional cubicle sitting arrangement in all of our office premises and introduced a full open office culture and hot desking where e.g. a junior member of the team and the head of a business unit sit next to each other. This has succeeded in breaking down the barriers of communication and enabled a culture of collaboration – where

colleagues offer help to each other above and beyond their deliverables. Also at RANCON, we believe in creating an environment of inclusiveness. This initiative has facilitated that by allowing individuals from different teams to take part in conversations concerning all areas of business.

### **Engagement and belongingness**

We at RANCON have built the organization on the axiom of Work Hard and Play harder, that we achieved by practicing a healthy lifestyle and working smart, to create a fun-filled, energetic workplace. An example of this - to encourage and facilitate employees in maintaining sound health Rangs Industries Ltd. has established a modern gym facility within the office premise. Employees can use it before and after office hours. All of this is in conjunction with year-round activities designed to bring the organization together for a single goal beyond business (e.g. Corporate Cricket/Soccer Tournaments, Team Outings, Women's Day Celebration, Birthday Celebrations, etc.) whereby all employees are brought together and thereby made to feel they belong and are willing to go the extra mile to make the business flourish.

### **Driving employees to take charge of their own learning**

One of our core value is “Keep Learning” and we at Rangs Industries Ltd. believe that knowledge is central to achieve desired results. Advances in technology, shifts in employee demographics, and the constant competitive necessity led the leadership to acknowledge that current practices are not enough. This means we have started to nudge employees to take advantage of always-connected mobile devices. A core message that is cascaded and reinforced is that learning can potentially happen anywhere. Employees are encouraged to take a course on nearly any subject online, search for an expert video or podcast to learn a quickly needed skill, and even earn a college degree in a new topic like data science without leaving their desk—or a breakout room or the lounge. One of our successful initiatives - subscribing our employees to management learning centers (i.e Harvard Business Review) as a new learning tool for all employees. The key objective of this learning tool is to share the Harvard Business Review (HBR) Management Tips with all employees. These tips contain information regarding many important issues that can be quite useful in our day to day operations as well as increase our knowledge base in many different areas. The mail goes to all employees automatically from our connectivity infrastructure. Also, a newly formed Learning and Development department has redesigned the Onboarding program to orient the new recruits quickly and effectively and also to instill the values of the company right from the start of their Rangs Industries Ltd. journey. A relatively new addition to the People and Technology division, we are currently creating our first centrally designed training calendar and redesigning quality leadership and functional training from both internal and external sources focusing on capability building both for current and future business needs

## Pushing the boundaries of achievement

### 1. Hiring for success

To become a \$1 billion Company by the end of 2021 through offering diversified products and services to the community the Rangs Industries Ltd. HR team partners with the leaders from the business to ensure that the operations are driven by a young, talented & diversified workforce and to rebrand itself as an employer of choice. In order to meet organization’s demand for high quality recruits, Rangs Industries Ltd. HR team proactively creates a pool of available resources from various sources, beyond traditional social media channels. To enhance the candidate experience and the speed to market, we have redesigned our recruitment process and made focused on rigorously maintaining the highest of standards to bring in quality people from home and abroad. We have been successful in onboarding leaders from major organizations such as Unilever, Standard Chartered Bank, British American Tobacco, Grameenphone, Novartis, Banglalink, Accenture, Cemex, Rancon Electronics, etc. to fill up our leadership positions not only to ensure the current success of the business, but also to mentor and develop up the future generation.

### 2. Bringing all together

At the forefront of this transformation is the investment in Human Resources for Rangs Industries Ltd. –most importantly providing flexibility and autonomy to employees is rare in the Bangladeshi business culture, even more so in a closely knit-family owned organization. The context has not always been ideal; in a country where the majority of local conglomerates treat HR as a function of Administration, and yet the speed and scale of our transformation and the adoption of global HR practices in a traditional 35 year old family run organization is an exceptional achievement.

What are the shifts in business performance and development – Rangs Industries Ltd. has more than **doubled** its revenue from 2015 and **entered 12 new industries**. We have entered 2017 strongly and we are making steady progress towards achieving our commercial KPIs for this year. By the end of the year, it is projected that we will have **tripled the size of the business**, from the time that we have started our transformation journey. And following are some of the milestones we have achieved:

- Rangs Industries Ltd. has launched a frozen food product line through our Sea Resources Division (Rangs Industries Ltd. Oceania) - exporting frozen seafood to Japan and China using the country's largest marine fleet
- The motorbikes unit has constructed a unique flagship motorbike service center – “Suzuki Café” (not any other conventional service center) along with a state-of-the-art manufacturing factory for the production of Suzuki Motorbikes

- Rangs Industries Ltd. now has the capability to assemble modern and advanced appliances competing with international brands in our Rangs Industries Ltd. Industries Factory.
- The Automotive Division is fully certified to assemble selected products lines of Mitsubishi
- RANCON Electronics Ltd is opening a modern factory to manufacture home appliances under the RANCON brand.

### **Performance Appraisal (PA) Policy**

Also, what has the company been able to achieve besides streamlined processes and quicker as a performance oriented organization Rangs Industries Ltd. use a KPI system for an employee's performance evaluation. Under this system they basically give all the employee a certain targets to meet. For example in the ICON division of Rangs Industries Ltd. Sales department all the ICON Managers are given a certain number of sales target to meet. Whenever an ICON Manager meets his/her target he/she gets an extra point in his KPI which eventually adds some extra bonus with his regular salary. As Rangs Industries Ltd. follows a performance based culture the amount of bonus here is very high and seniority or length of service doesn't add any value here. It is only the target that decides whether an employee will get some extra benefits or not

To ensure that Rangs Industries Ltd. has a performance based culture going on in the organization.

When it's time for an employee to have his or her performance appraisal Rangs Industries Ltd. HRIS server automatically sends a mail towards that employee to start his or her PA on the Tigers Lounge. After getting the mail it is their duty to login to their individual account at the tiger's lounge using their employee ID and password. After logging in to the account with just few clicks the employee start or initiate their own PA. Responses to shifts in consumer behavior - the numbers are starting to show increments in employee productivity, falling turnover, decreased absenteeism, and improved revenue per employee. In this age of disruption, our business and HR leaders are being pressed to rewrite the rules for how we organize, recruit, develop, manage, and engage our workforce, but ready to work together to further the Rangs Industries Ltd. journey. Our recent successes in our different industries have not happened by chance. It was a choice by carefully crafting strategies to align and exceed the changing industry scenario. HR accordingly, envisioned, evolved and executed its people strategy through world class processes and practices.

Going forward, our plight aims to take the excellence achieved towards greatness, in terms of company performance and industry parameters. Keeping true to our core values, we are demonstrating our Leadership and Passion to Excel by implementing a corporate structure in a localized, family-run corporation – and truly making us trendsetters in the current context of local Bangladeshi firms.

### **Initiate Performance appraisal of employee**

When it's time for an employee to have his or her performance appraisal Rangs Industries Ltd. HRIS server automatically sends a mail towards that employee to start his or her PA on employee

activities. After getting the mail it is their duty to login to their individual account at the tiger's lounge using their employee ID and password. After logging in to the account with just few clicks the employee start or initiate their own PA.

### **1. Line Manager evaluate the employees performance**

Whenever an employee initiates his/her PA will automatically send a link to the designated line manager or supervisor of the particular employee. Then with some click and command the line managers evaluate his or her employees. For this evaluation there are 3 simple options that they have to choose and they are:

- Meet Expectation
- Exceed Expectation
- Didn't meet expectation

The line managers only have to choose one option from these three. And of course there is always a comment box on which they can give evidence for their evaluation. After all this the line manager then just have to click on the submit button.

### **2. Concern employee's approval**

When the line manager submits the PA an auto generated mail is sent to the concern employee automatically. From this mail the concern employee gets to know how his line manager has evaluated him. If he agrees he then just have click on the submit button. And if he doesn't agree with the evaluation he always has the option to ask for a review from his line manager.

### **3. HOD's Approval**

Whenever the concern employee approves his or her PA the system will automatically send an auto generated mail to concern department head HOD (Head of the Department). HOD then go through the overall PA and he then finally click on the submit button.

### **4. Approval from the HR and Administration department**

After submission from the concern HOD's end system then automatically generate a mail to the HR and Administration department for the final approval. HR then go through the overall PA and finally the HR HOD approves the PA and start doing reward or promotion that is recommended in this PA for that particular employee. But of course before implementing anything HR must share the information and discuss about this issue with all the other departments for approval.

PA is basically done only one time a year for both the permanent and contractual employees. For the permanent employees this is done in the last quarter of the fiscal year. And for the contractual employees it's done before the end of a contract period.

Labor Requisition: The enrollment and choice process commences with the labor demand of HR or customers. While asking for filling the substitution of existing empty position or new position,

the concerned office will top off an enlistment demand frame and send it to the HR division with the endorsement from CEO either now and then HR office take endorsement from .

Labor Requisition: The enrollment and choice process commences with the labor demand of HR or customers. While asking for filling the substitution of existing empty position or new position, the concerned office will top off an enlistment demand frame and send it to the HR division with the endorsement from CEO either now and then HR office take endorsement from MD

In the accompanying an example of labor demand shape Rangs Industries Limited is connected

For existing positions, respective department will inform the HR of any vacant position so that HR can co-ordinates/notify the other offices of the vacant position. Whenever needed, the Head of HR review the available records if there is any Qualified and suitable candidate available from the company. In special circumstances and to make a quick decision the Head of HR may propose any suitable staff within the company from respective department for the position to respective Department Head.

## **8 Chapter 07. Findings of the Study**

**Category**

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Fresh, graduate student from university	61	50.8	50.8	50.8
A full-time professional, working in an organization, other than Rancon Electronics Limited.	59	49.2	49.2	100.0
Total	120	100.0	100.0	

Table 1: Frequency Distribution of the Category of the Population.

In this table, the respondents were asked about their category. Among the 120 respondents 50.8% respondents were fresh graduate student from university and 49.2% of them were a full-time professional, working in an organization, other than Rancon Electronics Limited.

**Perception about the importance of cultural factors**

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	9	7.5	7.5	7.5
Little or no importance	6	5.0	5.0	12.5
Neutral	10	8.3	8.3	20.8
Important	37	30.8	30.8	51.7
Extremely important	58	48.3	48.3	100.0
Total	120	100.0	100.0	

Table 2: Frequency of cultural factors of the population

In this table, among 120 respondents, for 7.5% respondents cultural factors are not important at all, for 5.0% has little or no importance, for 8.3% neutral, for 30.8% important and for 48.3% extremely important.

**Perception about the importance of equality and fairness**

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	2	1.7	1.7	1.7
Little or no importance	3	2.5	2.5	4.2
Neutral	6	5.0	5.0	9.2
Important	55	45.8	45.8	55.0
Extremely important	54	45.0	45.0	100.0
Total	120	100.0	100.0	

Table 3: Frequency of equality and fairness

In this table, among 120 respondents, 1.7% feel equality & fairness is not important at all, 2.5% little or no importance, 5.0% neutral, 45.8% important and 45.0% extremely important.

**Perception about the importance of transparency**

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	2	1.7	1.7	1.7
Little or no importance	4	3.3	3.3	5.0
Neutral	16	13.3	13.3	18.3
Important	53	44.2	44.2	62.5
Extremely important	45	37.5	37.5	100.0
Total	120	100.0	100.0	

Table 4: Frequency transparency of the population.

In this table, among 120 respondents, 1.7% feel transparency is not important at all, 3.3% little or no importance, 13.3% neutral, 44.2% important and 37.5% extremely important.

**Perception about the importance of flexibility at work**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	3	2.5	2.5	2.5
Little or no importance	2	1.7	1.7	4.2
Neutral	20	16.7	16.7	20.8
Important	73	60.8	60.8	81.7
Extremely important	22	18.3	18.3	100.0
Total	120	100.0	100.0	

Table 5: Frequency Distribution of flexibility in work of the Population

In this table, among 120 respondents, 2.5% feel flexibility in work is not important at all, 1.7% little or no importance, 16.7% neutral, 60.8% important and 18.3% extremely important.

**Perception about the importance of pay and benefit factors**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	17	14.2	14.2	14.2
Little or no importance	25	20.8	20.8	35.0
Neutral	18	15.0	15.0	50.0
Important	21	17.5	17.5	67.5
Extremely important	39	32.5	32.5	100.0
Total	120	100.0	100.0	

Table 6: Frequency of pay and benefit factors

In this table, among 120 respondents, 14.2% feel pay & benefit factors are not important at all, 20.8% little or no importance, 15.0% neutral, 17.5% important and 32.5% extremely important.

**Perception about the importance of attractive basic pay**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	2	1.7	1.7	1.7
Neutral	7	5.8	5.8	7.5
Important	56	46.7	46.7	54.2
Extremely important	55	45.8	45.8	100.0
Total	120	100.0	100.0	

Table 7: Frequency Distribution of attractive basic pay

In this table, among 120 respondents, 1.7% feel attractive basic pay is not important at all, 5.8% neutral, 46.7% important and 45.8% extremely important.

**Perception about the importance of justified benefits**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	2	1.7	1.7	1.7
Neutral	10	8.3	8.3	10.0
Important	63	52.5	52.5	62.5
Extremely important	45	37.5	37.5	100.0
Total	120	100.0	100.0	

Table 8: Frequency distribution table of the justified benefits

In this table, among 120 respondents, 1.7% feel justified benefits are not important at all, 8.3% neutral, 52.5% important and 37.5% extremely important.

**Perception about the importance of postretirement benefit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	2	1.7	1.7	1.7
	Little or no importance	8	6.7	6.7	8.3
	Neutral	26	21.7	21.7	30.0
	Important	64	53.3	53.3	83.3
	Extremely important	20	16.7	16.7	100.0
	Total	120	100.0	100.0	

Table 9: Frequency of postretirement benefit

In this table, among 120 respondents, 1.7% feels postretirement benefit is not important at all, 6.7% little or no importance, 21.7% neutral, 53.3% important and 16.7% extremely important.

**Perception about the importance of growth and development factors**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	28	23.3	23.3	23.3
	Little or no importance	21	17.5	17.5	40.8
	Neutral	13	10.8	10.8	51.7
	Important	20	16.7	16.7	68.3
	Extremely important	38	31.7	31.7	100.0
	Total	120	100.0	100.0	

Table 10: Frequency of growth and development factors

In this table, among 120 respondents, 23.3% feels growth and development factors are not important at all, 17.5% little or no importance, 10.8% neutral, 16.7% important and 31.7% extremely important.

**Perception about the importance of functional skills development program**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Little or no importance	4	3.3	3.3	3.3
Neutral	18	15.0	15.0	18.3
Important	76	63.3	63.3	81.7
Extremely important	22	18.3	18.3	100.0
Total	120	100.0	100.0	

Table 11: Frequency of functional skills development program

In this table, among 120 respondents, 3.3% feels functional skills development program has little or no importance, 15.0% neutral, 63.3% important and 18.3% extremely important.

**Perception about the importance of leadership development program**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	2	1.7	1.7	1.7
Little or no importance	4	3.3	3.3	5.0
Neutral	14	11.7	11.7	16.7
Important	76	63.3	63.3	80.0
Extremely important	24	20.0	20.0	100.0
Total	120	100.0	100.0	

Table 12: Frequency of leadership development program

In this table, among 120 respondents, 1.7% feels leadership development program is not important at all, 3.3% little or no importance, 11.7% neutral, 63.3% important and 20.0% extremely important.

**Perception about the importance of group performance development**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	2	1.7	1.7	1.7
Little or no importance	2	1.7	1.7	3.3
Neutral	42	35.0	35.0	38.3
Important	50	41.7	41.7	80.0
Extremely important	24	20.0	20.0	100.0
Total	120	100.0	100.0	

Table 13: Frequency of group performance development

In this table, among 120 respondents, 1.7% feels group performance development is not important at all, 1.7% little or no importance, 35.0% neutral, 41.7% important and 20.0% extremely important.

**Perception about the importance of Job security factors**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	16	13.3	13.3	13.3
Little or no importance	12	10.0	10.0	23.3
Neutral	15	12.5	12.5	35.8
Important	31	25.8	25.8	61.7
Extremely important	46	38.3	38.3	100.0
Total	120	100.0	100.0	

Table 14: Frequency of reputation factors

In this table, among 120 respondents, 13.3% feels reputation factors is not important at all, 10.0% little or no importance, 12.5% neutral, 25.8% important and 38.3% extremely important.

**Perception about the importance of the company’s job security**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Little or no importance	13	10.8	10.8	10.8
Neutral	34	28.3	28.3	39.2
Important	43	35.8	35.8	75.0
Extremely important	30	25.0	25.0	100.0
Total	120	100.0	100.0	

Table 15: Frequency of the company’s product or service

In this table, among 120 respondents, 10.8% feels the company’s job security has little or no importance, 28.3% neutral, 35.8% important and 25.0% extremely important.

**Perception about the importance of company’s position in the industry**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Little or no importance	11	9.2	9.2	9.2
Neutral	24	20.0	20.0	29.2
Important	65	54.2	54.2	83.3
Extremely important	20	16.7	16.7	100.0
Total	120	100.0	100.0	

Table 16: Frequency of company’s position in the industry

In this table, among 120 respondents, 9.2% feels the company’s position in the industry has little or no importance, 20.0% neutral, 54.2% important and 16.7% extremely important.

**Perception about the importance of company’s financial stability and growth**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Little or no importance	13	10.8	10.8	10.8
	Neutral	30	25.0	25.0	35.8
	Important	54	45.0	45.0	80.8
	Extremely important	23	19.2	19.2	100.0
	Total	120	100.0	100.0	

Table 17: Frequency of the company’s financial stability & growth

In this table, among 120 respondents, 10.8% feels the company’s financial stability and growth has little or no importance, 25.0% neutral, 45.0% important and 19.2% extremely important.

**Perception about the importance of work environment factors**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	17	14.2	14.2	14.2
	Little or no importance	16	13.3	13.3	27.5
	Neutral	14	11.7	11.7	39.2
	Important	28	23.3	23.3	62.5
	Extremely important	45	37.5	37.5	100.0
	Total	120	100.0	100.0	

Table 18: Frequency of work environment factors

In this table, among 120 respondents, 14.2% feels work environment factors is not important at all, 13.3% little or no importance, 11.7% neutral, 23.3% important and 37.5% extremely important.

**Perception about the importance of work/life balance**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	10	8.3	8.3	8.3
Important	83	69.2	69.2	77.5
Extremely important	27	22.5	22.5	100.0
Total	120	100.0	100.0	

Table 19: Frequency of work/life balance

In this table, among 120 respondents, 8.3% feels work/life balance has neutral importance, 69.2% important and 22.5% extremely important.

**Perception about the importance of privacy in the workplace**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	6	5.0	5.0	5.0
Little or no importance	8	6.7	6.7	11.7
Neutral	40	33.3	33.3	45.0
Important	47	39.2	39.2	84.2
Extremely important	19	15.8	15.8	100.0
Total	120	100.0	100.0	

Table 20: Frequency of privacy in workplace

In this table, among 120 respondents, 5.0% feels privacy in the workplace us not important at all, 6.7% little or no importance, 33.3% neutral, 39.2% important and 15.8% extremely important

**Inspiring colleagues**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Little or no importance	18	15.0	15.0	15.0
Neutral	43	35.8	35.8	50.8
Important	42	35.0	35.0	85.8
Extremely important	17	14.2	14.2	100.0
Total	120	100.0	100.0	

Table 21: Frequency of inspiring colleagues

In this table, among 120 respondents, 15.0% feels inspiring colleagues has little or no importance, 35.8% neutral, 35.0% important and 14.2% extremely important.

**Students and full time professionals willing to work for Rancon Electronics Limited**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	16	13.3	13.3	13.3
Little or no importance	12	10.0	10.0	23.3
Neutral	17	14.2	14.2	37.5
Important	38	31.7	31.7	69.2
Extremely important	37	30.8	30.8	100.0
Total	120	100.0	100.0	

Table 22: Frequency of students and full time professionals willing to work for Rancon Electronics Limited

In this table, among 120 respondents, 13.3% feels students and full time professionals are willing to work for Rancon Electronics Ltd. is not important at all, 10.0% little or no importance, 14.2% neutral, 31.7% important and 30.8% extremely important.

**Descriptive Statistics:**

	N	Minimum	Maximum	Mean	Std. Deviation
<b>Cultural factors</b>	<b>120</b>	<b>1</b>	<b>5</b>	<b>4.08</b>	<b>1.203</b>
Equality and fairness	120	1	5	4.30	.816
Transparency	120	1	5	4.13	.885
Flexibility in work	120	1	5	3.91	.799
<b>Pay and benefit factors</b>	<b>120</b>	<b>1</b>	<b>5</b>	<b>3.33</b>	<b>1.469</b>
Attractive Basic pay	120	1	5	4.35	.741
Justified benefits	120	1	5	4.24	.745
Postretirement benefit	120	1	5	3.77	.867
<b>Growth and development factors</b>	<b>120</b>	<b>1</b>	<b>5</b>	<b>3.16</b>	<b>1.593</b>
Functional skills development program	120	2	5	3.97	.685
Leadership development program	120	1	5	3.97	.777
Group performance development	120	1	5	3.77	.847
<b>Job Security</b>	<b>120</b>	<b>1</b>	<b>5</b>	<b>3.66</b>	<b>1.417</b>
The company's job security	120	2	5	3.75	.955
Company's position in the industry	120	2	5	3.78	.832
Company's financial stability and growth	120	2	5	3.72	.898
<b>Work environment factors</b>	<b>120</b>	<b>1</b>	<b>5</b>	<b>3.57</b>	<b>1.459</b>

Work/life balance	120	3	5	4.14	.539
Privacy in the workplace	120	1	5	3.54	1.003
Inspiring colleagues	120	2	5	3.48	.917
<b>Students and full time professionals have similar expectations from Rancon Electronics Ltd.</b>	120	1	5	3.57	1.370
<b>Valid N (listwise)</b>	120				

Table: Descriptive Statistics

The above table summarizes the descriptive statistics of my research. It shows the Mean, Standard Deviation and the Range of the data collected from the 120 respondents of my research. Descriptive statistics is the discipline of quantitatively describing the main features of a collection of data. Descriptive statistics are distinguished from inferential statistics (or inductive statistics), in that descriptive statistics aim to summarize a sample, rather than use the data to learn about the population that the sample of data is thought to represent. This generally means that descriptive statistics, unlike inferential statistics, are not developed on the basis of probability theory. Descriptive statistics provides simple summaries about the sample and about the observations that have been made. Table shows the likely use of data to simply summarize the scenario of the study taken into consideration.

#### **Chi-square test and cross tabulation analysis:**

#### **Cross Tabulation analysis and Chi-Square test between cultural factors and interested in working at Rancon Electronics Limited:**

**H<sub>0</sub>**= No relationship exists between cultural factors and interested in working at Rancon Electronics Limited.

**H<sub>1</sub>**= Significant relationship exists between cultural factors and interested in working at Rancon Electronics Limited.

**Crosstab**

Count

		interested in working at Rancon Electronics Limited					Total
		Not important at all	Little or no importance	Neutral	Important	Extremely important	
cultural factors	Not important at all	9	0	0	0	0	9
	Little or no importance	6	0	0	0	0	6
	Neutral	0	0	0	10	0	10
	Important	1	12	3	21	0	37
	Extremely important	0	0	14	7	37	58
Total		16	12	17	38	37	120

Table: Cross Tabulation Analysis between cultural factors and interested in working at Rancon Electronics Limited

The above table illustrates the cross tabulation analysis between cultural factors and interested in working at Rancon Electronics Limited. As it can be seen from the table, majority of the respondent's feedback were positive to this factor.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	205.630 <sup>a</sup>	16	.000
Likelihood Ratio	184.868	16	.000
Linear-by-Linear Association	63.989	1	.000
N of Valid Cases	120		

Table: Chi-square test of cultural factors and interested in working at Rancon Electronics Limited

**Interpretation**

From the above table it is seen that the calculated p-value is .000 which is smaller than the significance level value,  $\alpha = .05$ . It means that the null hypothesis,  $H_0$  is rejected and alternative hypothesis,  $H_1$  is accepted which implies that significant relationship exists between cultural factors and interested in working at Rancon Electronics Limited. That means that those who feel that cultural factors are important also are more interested in working at Rancon Electronics limited.

**Cross Tabulation analysis and Chi-Square test between pay and benefit factors and interested in working at Rancon Electronics Limited:**

**$H_0$** = No relationship exists between pay and benefit factors and interested in working at Rancon Electronics Limited.

**$H_1$** = Significant relationship exists between pay and benefit factors and interested in working at Rancon Electronics Limited.

**Crosstab**

count

	Interested in working at Rancon Electronics Limited Axiata Limited.					Total
	Not important at all	Little or no importance	Neutral	Important	Extremely important	
pay and benefit factors	16	1	0	0	0	17
Not important at all	0	11	0	14	0	25
Little or no importance	0	0	17	1	0	18
Neutral	0	0	0	21	0	21
Important	0	0	0	2	37	39
Extremely important	16	12	17	38	37	120
Total						

Table: Cross Tabulation Analysis between pay and benefit factors and interested in working at Rancon Electronics Limited

The above table illustrates the cross tabulation analysis between pay and benefit factors and interested in working at Rancon Electronics Limited. As it can be realized from the table, majority of the respondent's feedback were positive to this factor.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	360.682 <sup>a</sup>	16	.000
Likelihood Ratio	295.239	16	.000
Linear-by-Linear Association	94.424	1	.000
N of Valid Cases	120		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is 1.70.

Table: Chi-square test of pay and benefit factors and interested in working at Rancon Electronics Limited

**Interpretation:**

From the above table it is seen that the calculated p-value is .000 which is smaller than the significance level value,  $\alpha = .05$ . It means that the null hypothesis,  $H_0$  is rejected and alternative hypothesis,  $H_1$  is accepted which implies that significant relationship exists between pay and benefit factors and interested in working at Rancon Electronics Limited. That means that those who consider pay and benefit factors as important are more likely to be interested in working for Rancon Electronics limited.

**Cross Tabulation analysis and Chi-Square test between Growth and development factors and interested in working at Rancon Electronics Limited:**

**H<sub>0</sub>**= No relationship exists between Growth and development factors and interested in working at Rancon Electronics Limited.

**H<sub>1</sub>**= Significant relationship exists between Growth and development factors and interested in working at Rancon Electronics Limited.

**Crosstab**

Count

	interested in working at Rancon Electronics Limited					Total
	Not important at all	Little or no importance	Neutral	Important	Extremely important	
Growth and development factors	16	12	0	0	0	28
Not important at all	0	0	17	4	0	21
Little or no importance	0	0	0	13	0	13
Neutral	0	0	0	20	0	20
Important	0	0	0	1	37	38
Extremely important	16	12	17	38	37	120
Total						

Table: Cross Tabulation Analysis between Growth and development factors and interested in working at Rancon Electronics Limited

The above table illustrates the cross tabulation analysis between Growth and development factors and interested in working at Rancon Electronics Limited.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	320.685 <sup>a</sup>	16	.000
Likelihood Ratio	292.702	16	.000
Linear-by-Linear Association	104.324	1	.000
N of Valid Cases	120		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is 1.30.

Table: Chi-square test of Growth and development factors and interested in working at Rancon Electronics Limited

**Interpretation:**

From the above table it is seen that the calculated p-value is .000 which is smaller than the significance level value,  $\alpha = .05$ . It means that the null hypothesis,  $H_0$  is rejected and alternative hypothesis,  $H_1$  is accepted which implies that significant relationship exists between Growth and development factors and interested in working at Rancon Electronics Limited. That means that those who consider growth and development as an important factor are most likely to be interested in working for Rancon Electronics Limited.

**Cross Tabulation analysis and Chi-Square test between reputation factors and interested in working at Rancon Electronics Limited:**

**$H_0$** = No relationship exists between reputation factors and interested in working at Rancon Electronics Limited.

**$H_1$** = Significant relationship exists between reputation factors and interested in working at Rancon Electronics Limited

**Crosstab**

Count

		interested in working at Rancon Electronics Limited					Total
		Not important at all	Little or no importance	Neutral	Important	Extremely important	
reputation factors	Not important at all	16	0	0	0	0	16
	Little or no importance	0	12	0	0	0	12
	Neutral	0	0	15	0	0	15
	Important	0	0	2	29	0	31
	Extremely important	0	0	0	9	37	46
Total		16	12	17	38	37	120

Table: Cross Tabulation Analysis between reputation factors and interested in working at Rancon Electronics Limited

The above table illustrates the cross tabulation analysis between reputation factors and interested in working at Rancon Electronics Limited. As it can be realized from the table, majority of the respondent's feedback were positive to this factor

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	414.546 <sup>a</sup>	16	.000
Likelihood Ratio	300.335	16	.000
Linear-by-Linear Association	114.042	1	.000
N of Valid Cases	120		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is 1.20.

Table: Chi-square test of reputation factors and interested in working at Rancon Electronics Limited

### Interpretation:

From the above table it is seen that the calculated p-value is .000 which is smaller than the significance level value,  $\alpha = .05$ . It means that the null hypothesis,  $H_0$  is rejected and alternative hypothesis,  $H_1$  is accepted which implies that significant relationship exists between reputation factors and interested in working at Rancon Electronics Limited. That means that students and full time professionals who highly value this factor are more likely to choose Rancon Electronics limited as their desired workplace.

### **Cross Tabulation analysis and Chi-Square test between Work environment factors and interested in working at Rancon Electronics Limited:**

**$H_0$** = No relationship exists between Work environment factors and interested in working at Rancon Electronics Limited.

**$H_1$** = Significant relationship exists between Work environment factors and interested in working at Rancon Electronics Limited

**Crosstab**

Count

		interested in working at Rancon Electronics Limited					Total
		Not important at all	Little or no importance	Neutral	Important	Extremely important	
Work environment factors	Not important at all	16	1	0	0	0	17
	Little or no importance	0	11	5	0	0	16
	Neutral	0	0	12	2	0	14
	Important	0	0	0	28	0	28
	Extremely important	0	0	0	8	37	45
Total		16	12	17	38	37	120

Table: Cross Tabulation Analysis between Work environment factors and interested in working at Rancon Electronics Limited

The above table illustrates the cross tabulation analysis between Work environment factors and interested in working at Rancon Electronics Limited. As it can be realized from the table, majority of the respondent's feedback were positive to this factor.

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	345.270 <sup>a</sup>	16	.000
Likelihood Ratio	279.559	16	.000
Linear-by-Linear Association	111.591	1	.000
N of Valid Cases	120		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is 1.40.

Table: Chi-square test of Work environment factors and interested in working at Rancon Electronics Limited

**Interpretation:**

From the above table it is seen that the calculated p-value is .000 which is smaller than the significance level value,  $\alpha = .05$ . It means that the null hypothesis,  $H_0$  is rejected and alternative hypothesis,  $H_1$  is accepted which implies that significant relationship exists between Work environment factors and interested in working at Rancon Electronics Limited- That means, candidates (students and full time professionals) who highly value this factor are more likely to choose Rancon Electronics limited as their desired employer.

**One sample T test**

In the one sample t- test the actual means of all the variables are tested against a mean of 3. The Hypotheses of the tests are as follows:

**$H_1$ :**  $\mu \leq 3$  Respondents do not show any particular interest for working in Rancon Electronics Limited.

**$H_0$ :**  $\mu > 3$  Respondents showed particular interest in working for Rancon Electronics Limited.

Null Hypothesis is rejected when calculated p value < 0.05. Taking this hypothesis, t-test is calculated for all the variables.

**Test of mean for interested in working at Rancon Electronics Limited**

**H<sub>0</sub>**= Population mean value of interested in working at Rancon Electronics Limited is 3 or less.

**H<sub>1</sub>**= Population mean value of interested in working at Rancon Electronics Limited is greater than 3.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
interested in working at Rancon Electronics LimitedAxiata Limited	4.530	119	.000	.567	.32	.81

Table: One sample T-test of interested in working at Rancon Electronics Limited

**Interpretation:**

From the above table it can be seen that the calculated p-value is .000, which is smaller than the significance level,  $\alpha = 0.05$ . So, the null hypothesis,  $H_0$  is rejected and alternative hypothesis,  $H_1$  is accepted. Therefore it can be concluded that at 95% confidence interval, the population mean value of interested in working at Rancon Electronics Limited is 3.

**Test of mean for cultural factors**

**H<sub>0</sub>**=  $\mu \leq 3$ , Respondents do not view cultural factors as important in their decisions

**H<sub>1</sub>**=  $\mu > 3$ , Respondents view cultural factors as important in their decisions

**One-Sample Test**

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
cultural factors	9.786	119	.000	1.075	.86	1.29

Table: One sample T-test of cultural factors

**Interpretation:**

From the above table it can be seen that the calculated p-value is .000, which is smaller than the significance level,  $\alpha = 0.05$ . So, the null hypothesis,  $H_0$  is rejected and alternative hypothesis,  $H_1$  is accepted. Therefore it can be concluded that the population mean value of cultural factors is greater than 3.

**Test of mean for pay and benefit factors**

$H_0 = \mu \leq 3$ , Respondents do not view pay and benefit factors as important in their decisions

$H_1 = \mu > 3$ , Respondents view pay and benefit factors as important in their decisions

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
pay and benefit factors	2.486	119	.014	.333	.07	.60

Table: One sample T-test of cultural factors

**Interpretation:**

From the above table it can be seen that the calculated p-value is .014, which is smaller than the significance level,  $\alpha = 0.05$ . So, the null hypothesis,  $H_0$  is rejected and alternative hypothesis,  $H_1$  is accepted. Therefore it can be concluded that the population mean value of pay and benefit factors is greater than 3.

**Test of mean for Growth and development factors**

$H_0 = \mu \leq 3$ , Respondents do not view growth and development factors as important in their decisions

$H_1 = \mu > 3$ , Respondents view growth and development factors as important in their decisions

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Growth and development factors	1.089	119	.278	.158	-.13	.45

Table: One sample T-test of Growth and development factors

**Interpretation:**

From the above table it can be seen that the calculated p-value is .278, which is larger than the significance level,  $\alpha = 0.05$ . So, the null hypothesis,  $H_0$  is accepted and alternative hypothesis,  $H_1$  is rejected. Therefore it can be concluded that the population mean value of Growth and development factors is greater than 3.

**Test of mean for reputation factors**

$H_0 = \mu \leq 3$ , Respondents do not view reputation factors as important in their decisions

$H_1 = \mu > 3$ , Respondents view reputation factors as important in their decisions.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
reputation factors	5.089	119	.000	.658	.40	.91

Table: One sample T-test of reputation factors

**Interpretation:**

From the above table it can be seen that the calculated p-value is .000, which is smaller than the significance level,  $\alpha = 0.05$ . So, the null hypothesis,  $H_0$  is rejected and alternative hypothesis,  $H_1$  is accepted. Therefore it can be concluded that the population mean value of reputation factors is greater than 3.

**Test of mean for Work environment factors**

$H_0 = \mu \leq 3$ , Respondents do not view work environment factors as important in their decisions

$H_1 = \mu > 3$ , Respondents view work environment factors as important in their decisions

**One-Sample Test**

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Work environment factors	4.253	119	.000	.567	.30	.83

Table: One sample T-test of Work environment factors

**Interpretation:**

From the above table it can be seen that the calculated p-value is .000, which is smaller than the significance level,  $\alpha = 0.05$ . So, the null hypothesis,  $H_0$  is rejected and alternative hypothesis,  $H_1$  is accepted. Therefore it can be concluded that the population mean value of Work environment factors is greater than 3.

Hypothesis testing for population correlations:

In Pearson correlation, we will find the correlation direction and magnitude among the relationship between the dependent variable interested in working at Rancon Electronics Limited and the independent variable impact in the dependent variable.

**Correlations**

		interested in working at Rancon Electronics Limited	cultural factors
interested in working at Rancon Electronics Limited	Pearson Correlation	1	.733
	Sig. (2-tailed)		.000
	N	120	120
cultural factors	Pearson Correlation	.733	1
	Sig. (2-tailed)	.000	
	N	120	120

Table: Correlation between the interested in working at Rancon Electronics Limited and cultural factor

Correlations between interested in working at Rancon Electronics Limited and cultural factors:

**H<sub>0</sub>**=There is no correlation between interested in working at Rancon Electronics Limited and cultural factors ( $\rho=0$ )

**H<sub>1</sub>**=There is correlation between interested in working at Rancon Electronics Limited and cultural factors ( $\rho\neq 0$ )

From table, it is seen that, the Pearson correlation of Rancon Electronics Limited. is .733, which is positive. But we are not about the positive correlation, since the calculated p-value of the correlation test is .000 which is smaller than the significance level  $\alpha = .05$ , so the population correlation is statistically significant. Hence we reject the null hypothesis and accept the alternative hypothesis that the positive correlation does exists between interested in working at Rancon Electronics Limited and cultural factors.

**Correlations**

		interested in working at Rancon Electronics Limited	pay and benefit factors
interested in working at Rancon Electronics Limited	Pearson Correlation	1	.891
	Sig. (2-tailed)		.000
	N	120	120
pay and benefit factors	Pearson Correlation	.891	1
	Sig. (2-tailed)	.000	
	N	120	120

Table: Correlation between the interested in working at Rancon Electronics Limited and pay and benefit factors

Correlations between interested in working at Rancon Electronics Limited and pay and benefit factors:

**H<sub>0</sub>**=There is no correlation between interested in working at Rancon Electronics Limited and pay and benefit factors ( $\rho=0$ )

**H<sub>1</sub>**=There is correlation between interested in working at Rancon Electronics Limited and pay and benefit factors ( $\rho\neq 0$ )

From table, it is seen that, the Pearson correlation of Rancon Electronics Limited is .891, which is positive. But we are not about the positive correlation, since the calculated p-value of the correlation test is .000 which is smaller than the significance level  $\alpha = .05$ , so the population correlation is statistically significant. Hence we reject the null hypothesis and accept the alternative hypothesis that the positive correlation does exist between interested in working at Rancon Electronics Limited and pay and benefit factors.

Correlations

	interested in working at Rancon Electronics Limited		Growth and development factors
interested in working at Rancon Electronics Limited	Pearson Correlation	1	.936
	Sig. (2-tailed)		.000
	N	120	120
Growth and development factors	Pearson Correlation	.936	1
	Sig. (2-tailed)	.000	
	N	120	120

Table: Correlation between the interested in working at Rancon Electronics Limited and Growth and development factors

Correlations between interested in working at Rancon Electronics Limited and Growth and development factors:

**H<sub>0</sub>**=There is no correlation between interested in working at Rancon Electronics Limited and Growth and development factors ( $\rho=0$ )

**H<sub>1</sub>**=There is correlation between interested in working at Rancon Electronics Limited and Growth and development factors ( $\rho\neq 0$ )

From table, it is seen that, the Pearson correlation of Rancon Electronics Limited. is .936, which is positive. But we are not about the positive correlation, since the calculated p-value of the correlation test is .000 which is smaller than the significance level  $\alpha = .05$ , so the population correlation is statistically significant. Hence we reject the null hypothesis and accept the alternative hypothesis that the positive correlation does exists between interested in working at Rancon Electronics Limited and Growth and development factors.

**Correlations**

	interested in working at Rancon Electronics Limited	reputation factors
interested in working at Rancon Electronics Limited	1	.979
	Sig. (2-tailed)	.000
	N	120
reputation factors	.979	1
	Sig. (2-tailed)	.000
	N	120

Table: Correlation between the interested in working at Rancon Electronics Limited and reputation factors

Correlations between interested in working at Rancon Electronics Limited and reputation factors

**H<sub>0</sub>**=There is no correlation between interested in working at Rancon Electronics Limited and Job Security ( $\rho=0$ )

**H<sub>1</sub>**=There is correlation between interested in working at Rancon Electronics Limited and Job Security ( $\rho\neq 0$ )

From table, it is seen that, the Pearson correlation of Rancon Electronics Limited. is .979, which is positive. But we are not about the positive correlation, since the calculated p-value of the correlation test is .000 which is smaller than the significance level  $\alpha = .05$ , so the population correlation is statistically significant. Hence we reject the null hypothesis and accept the alternative hypothesis that the positive correlation does exists between interested in working at Rancon Electronics Limited and reputation factors.

**Correlations**

		interested in working at Rancon Electronics Limited	Work environment factors
interested in working at Rancon Electronics Limited	Pearson Correlation	1	.968
	Sig. (2-tailed)		.000
	N	120	120
Work environment factors	Pearson Correlation	.968	1
	Sig. (2-tailed)	.000	
	N	120	120

Table: Correlation between the interested in working at Rancon Electronics Limited and Work environment factors

Correlations between interested in working at Rancon Electronics Limited and Work environment factors

**H<sub>0</sub>**=There is no correlation between interested in working at Rancon Electronics Limited and Work environment factors ( $\rho=0$ )

**H<sub>1</sub>**=There is correlation between interested in working at Rancon Electronics Limited and Work environment factors ( $\rho\neq 0$ )

From table, it is seen that, the Pearson correlation of Rancon Electronics Limited. is .968, which is positive. But we are not about the positive correlation, since the calculated p-value of the correlation test is .000 which is smaller than the significance level  $\alpha = .05$ , so the population correlation is statistically significant. Hence we reject the null hypothesis and accept the alternative hypothesis that the positive correlation does exists between interested in working at Rancon Electronics Limited and Work environment factors

**Regression**

In this part, it will be focused on creating a multiple linear regression model in which the factors affecting interested in working at Rancon Electronics Limited will be dependent model and the

rest will be independent model. I have already shown in the cross tabulation part to determine in what way each of the independent variables affect the dependent variable. In this regression model, it will be exactly quantified by how much the independent variables will affect the dependent variable.

**Equation of the Regression Model:**

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + \epsilon_i$$

Here,

$Y_i$  = Students and full time professionals preference on Rancon Electronics Limited

$\beta_0$  = Intercept

$X_{1i}$  = Cultural factors

$X_{2i}$  = Pay and Benefit factors

$X_{3i}$  = Growth and development factors

$X_{4i}$  = Reputation factors

$X_{5i}$  = Work environment factors

$\epsilon_i$  = Error

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.990 <sup>a</sup>	.980	.979	.199	.980	1106.707	5	114	.000

a. Predictors: (Constant), Work environment factors, cultural factors, pay and benefit factors , Growth and development factors, reputation factors

Table: Model Summaries of Dependent & Independent Variables.

Here the R square value is .980. This means that the dependent variable can be predicted by 98% in the independent variables.

The F-test, or an analysis of variance, is used to test the magnitudes of explained variation (SSR) and unexplained variation (SSE) with their appropriate degrees of freedom.

**Analysis of Variance (ANOVA)**

**H<sub>0</sub>**= interested in working at Rancon Electronics Limited is not dependent on Work environment factors, cultural factors, pay and benefit factors , Growth and development factors, Job Security

**H<sub>1</sub>**= interested in working at Rancon Electronics Limited is dependent on Work environment factors, cultural factors, pay and benefit factors , Growth and development factors, Job Security

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	218.956	5	43.791	1106.707	.000 <sup>a</sup>
	Residual	4.511	114	.040		
	Total	223.467	119			

a. Predictors: (Constant), Work environment factors, cultural factors, pay and benefit factors , Growth and development factors, reputation factors

b. Dependent Variable: interested in working at Rancon Electronics Limited.

Table: ANOVA of dependent & independent variables.

**Interpretation:**

From the above table, it is shown that the calculated p-value of the test is .000. Since this calculated p-value is smaller than significance level,  $\alpha = .05$ , the null hypothesis,  $H_0$  is rejected. That means the alternative hypothesis;  $H_1$  is accepted meaning interested in working at Rancon Electronics Limited is dependent on Work environment factors, cultural factors, pay and benefit factors , Growth and development factors, reputation factors.

***Validity of the model analysis using the F-test:***

**H<sub>0</sub>**= All the multiple regression coefficients are 0 ( $\beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = 0$ )

**H<sub>1</sub>**= All the multiple regression coefficients are not 0 ( $\beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 \neq 0$ )

There are 5 degrees of freedom in the numerator and 114 degrees of freedom in denominator. So, the critical value is 1.0439. Here, F-value is 1106.707, which is greater than the critical value and also, the F-test shows that the p-value of the test is 0.000, which is also less than  $\alpha = 0.05$ . Hence, we can conclude that, at least one regression coefficients is greater than 0.

## **9 Chapter 08. Recommendation & Conclusion**

### **9.1 Recommendation:**

As a company, Rancon Electronics limited is very eager to expand, grow and excel in the market it operates in. However, its main concern so far is the acquisition of talented workforce and they are doing rigorous recruitment to manage this. In order to make sure that those already on-board and those RANCON ELECTRONICS LIMITED wish to acquire, it engages in many activities in order to gain maximum exposure. However, I would like to add some recommendations for the company that I feel, it should take into consideration. They are as follows:

- According to the cross tab analysis, both the full time professionals and the students showed similar point of interest in every variables related to the ultimate decision of choosing Rancon Electronics Limited as a future potential employer. It is hence, suggestible to the organization, Rancon Electronics limited, to develop a strategy for both targeted population, rather than developing separate strategies for two groups.
- The concerned authorities of Rancon Electronics Limited should focus more on promoting their basic pay, as the 48.5% of the targeted population (Full time professional and fresh graduates combined) expressed this factor as extremely important.
- Authorities in Rancon Electronics Limited should focus on promoting their organization as equal and fair, as this factor has been deemed as an extremely important factor by the 45% of the targeted population of this report (Full time professional and fresh graduates combined.)
- Concerned authorities of Rancon Electronics Limited should take initiatives about being more transparent in their day to operations, which can provide a clear understanding to a potential employee, as 37.5% of the targeted population expressed this factor as an extremely important factor.
- When asked about their suggestion towards Rancon Electronics, some targeted participants expressed that they prefer an organization, which can provide them the result of a recruitment process, even if the outcome is negative. Hence, it is suggestible to the organization to be more prompt about delivering the outcome of a selection process; even of the result is unfavorable, so that they can look for another job opportunity.
- Many respondents felt that, organizations should be transparent enough to present the explanation behind their termination so that they can know what went wrong in this case; RANCON ELECTRONICS LIMITED should organize whole day get-together weekend programs and share managements thought on progress of an employee. In this way how the employees are contributing to the company can be conveyed.

## **9.2 Conclusion:**

Employer Branding is a broad term and includes many strategies and policies altogether. It does not concentrate on any particular strategy or theme. Any company going for a Employer Branding, can very successfully establish themselves as the employer of choice, if proper steps are taken with appropriate exposure and maintaining what they represent about themselves. Like many other organizations, Rancon Electronics Limited too needs to know if their Employer Branding is paying back according to their investment in it or not. For this purpose, they should carry out relentless efforts and initiatives to improve their pay and benefit factors, Cultural factors, work environment factors, Reputation factors and skill development factors, from time to time. The response of fresh graduate and full time professionals is the proof of that.

Rancon Electronics limited is affirmative that, slowly and gradually the Employer Branding methods are going to make them to the no.1 employer of choice that they very much desire to be. Rancon Electronics limited plans not only to acquire and use talent, but also believes in making maximum utilization of these talents by developing them as well, not only on a local basis but also at a global level.

## **10 Chapter 09. Appendix**

**10.1 Mostly Uses HR Documents and Forms:**

MANPOWER REQUISITION FORM					
note: After obtaining approval of Hon'ble Chairman, the form has to be sent to HR department for processing of recruitment					
Date	Department & Company		Name & Designation of the Initiator		
Name of Position	Job Location	Employment Type		No. of Manpower Required	Appointment to be made by (date)
		New	Replacement		
Justification of recruitment ( in case of new)					
Page 1					
Justification of recruitment (in case of replacement) (please mention position, salary, educational qualification & date of seperation of the left					
ecification ( education, experience, expertise, computer literacy, age & any other special require					
Job Description of the position ( major area of activities to be performed by the position)					
Attachment of Job Description is mandatory to specify the jobs to be performed by the position (s). Please enclose a complete Job Description of the position in the attached prescribed format with this manpower requisition form.					
Initiated by	Supported by		Approved by		
Initiator	Department Head		Managing Director		

Annexure # B																	
<b>Department of Human Resources Management &amp; Development</b>																	
Position :			Interviewers						Date of Interview								
Company:			}														
<b>Interview Feedback</b>																	
Name, Present Position & Present Employer of the Candidate	Academic Qualification, Institution & Passing Year	Age (DOB)	Job Knowledge both in theory & practical			Accuracy in replying to the asked questions relevant to the position interviewed				Communication Skill			Maturity to hold the position		Present Salary (Tk.)	Negotiated Salary (Tk.)	Notice Period
			Very Good	Good	Avg	Almost all	75%	50%	Below 50%	Very Good	Good	Avg	Commendable	Not Commendable			
<p><b>Recommendation :</b> <i>The candidate seems to be suitable for the interviewed position as per negotiated terms and conditions.</i></p>																	

**Employee declaration during joining the company**

TO WHOM IT MAY CONCERN

I, \_\_\_\_\_ Designation: \_\_\_\_\_  
S/O: \_\_\_\_\_ Address: Village: \_\_\_\_\_  
P.O : \_\_\_\_\_ P.S: \_\_\_\_\_ District: \_\_\_\_\_  
have joined in \_\_\_\_\_ on \_\_\_\_\_.

I hereby declare that after joining in the company, I shall have no rights or be bound in any business of the company, anyone affiliated with me, officially or unofficially will be my sole responsibility. I shall make no financial gains using the Company name and if any such claims appear after I have exited the company will be my sole responsibility, the Company will not be liable or bound in any such claims.

Any claims or allegations against the Company or its members, if made by me and found out to be untrue and not genuine will be held in contempt and be dismissed thereof or otherwise will be held in contempt in the court of law, if required.

I hereby have read and confirm the above statement.

Signature \_\_\_\_\_

Full name: \_\_\_\_\_

The above has been signed and returned in the witness of:

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Annexure # E

**Job Description**

(This job description in no way states or implies that these are the only duties to be performed by the employee holding this position. Employee will be required to follow and perform any other job-related instruction (s) and duties as and when asked by the supervisor in addition to the duties and responsibilities mentioned below)

<b>Name of Position:</b>	<b>Department and Company:</b>	<b>Job Location:</b>
<b>Position Reports to:</b> (name & designation of the reporting supervisor)		<b>Name &amp; Designation of the Dept. Head:</b>

**Major Duties & Responsibilities of the Position**

\_\_\_\_\_  
Employee's Signature  
Date \_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_  
Reporting Supervisor  
Date \_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_  
Department Head  
Date: \_\_\_\_/\_\_\_\_/\_\_\_\_



Date :  
 Ref. No. :  
 To :  
 CC :

**APPROVAL FOR RECRUITMENT**

The following candidate has been interviewed by the GM -MIS, AGM-MIS, AGM-HRD & Dy. Manager-MIS for the position of Assistant Programmer, MIS and found suitable. The negotiated terms of appointment of the candidate are as follows:

Name	Designation	Company/ Dept.	Negotiated Salary (Tk.)	Type of Recruitment	Expected Date of joining

Job Description of the position & resume of the candidate are attached herewith for your kind information and ready reference.

Solicit your kind approval in this respect.

Regards,

Md. Jahmid Hossein  
 Deputy General Manager - HRD

Md. Hafizur Rahman  
 General Manager -MIS

M. Azizullah  
 Sr. ED (F&A)

**Approved by**

**Managing Director**

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### 10.3 Questionnaire:



## Employer Branding Factors

\* Required

1. **If you were deciding between two job offers, how important are the following factors in making your decision (1 = Not important at all; 5 = extremely important): \***  
*Mark only one oval per row.*

	1	2	3	4	5
Cultural Factors	<input type="radio"/>				
Transparency	<input type="radio"/>				
Equality & fairness	<input type="radio"/>				
Flexibility in work	<input type="radio"/>				
Pay & Benefit Factors	<input type="radio"/>				
Attractive Basic Pay	<input type="radio"/>				
Justified Benefits	<input type="radio"/>				
Post retirement benefits	<input type="radio"/>				
Growth & Development Factors	<input type="radio"/>				
Functional Skill Development Program	<input type="radio"/>				
Leadership Development Program	<input type="radio"/>				
Group Performance Development	<input type="radio"/>				
Job Security Factors	<input type="radio"/>				
Company's Job Security	<input type="radio"/>				
Position in the industry	<input type="radio"/>				
Company's Financial Stability	<input type="radio"/>				
Work Environment Factors	<input type="radio"/>				
Work Life Balance	<input type="radio"/>				
Privacy in the Workplace	<input type="radio"/>				
Inspiring Colleagues	<input type="radio"/>				

Questionnaire Link:

<https://docs.google.com/forms/d/1s97kJEbHE4YDgyoXhcHNk8l4Zvw-WMY2oFY0XjWLtKA/ed>