



**Digitalization of E-Recruitment System and
Organizational Performance of Hishabee Technology
Limited**

Name of the student

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United International University

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

Internship Report
On
**Digitalization of E-Recruitment System and
Organizational Performance of Hishabee Technology
Limited**

Course code: INT 4399

Submitted To

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Date of Submission: May 31, 2023

Letter of Transmittal

May 31, 2023

MR JAKOWAN

Assistant Professor

School of Business and Economics

United International University

Subject: Submission of Internship Report.

Dear Sir,

I am writing this letter to formally submit my internship titled “**Digitalization of E-Recruitment System and Organizational Performance of Hishabee Technology Limited**” as a requirement for the completion of my BBA program at United International University.

The purpose of my report is to analyses the impact of e-recruitment on the performance of organization at Hishabee Technology Limited. To accomplish this, I conducted an extensive literature review, collected and analyzed data, and employed various research methodologies. The findings and conclusions drawn from my study contribute to the existing body of knowledge in the field of HR and recruitment & selection process of Hishabee Technology Limited and provide potential avenues for further research and practical applications.

I kindly request that you accept my internship report. It would be a tremendous privilege to have the opportunity to address any inquiries you may have and I am eagerly looking forward to you valuable input and recommendations.

Sincerely yours,



SABIHA SULTANA

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Declaration of the Student

I, SABIHA SULTANA, hereby declare that this internship report titled “**Digitalization of E-Recruitment System and Organizational Performance of Hishabee Technology Limited**” is a true and original work completed during my internship at Hishabee Technology Limited. The report reflects my personal experiences, observations, and learnings gained during the internship period.

I affirm that all the information presented in this report is based on my own understanding and efforts. Any external sources used for reference, including books, articles, websites, or other research materials, have been duly acknowledged and cited in the appropriate format.

I take full responsibility for the content of this report, and I assure that it has not been submitted elsewhere for any academic or professional purpose. The report is solely intended for the fulfillment of academic requirements associated with my internship program.

In conclusion, I hereby declare that this internship report represents my own work, and I have adhered to the ethical standards and guidelines set forth by my institution. I am confident that the knowledge and experience gained through this internship will contribute significantly to my personal and professional growth.



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Acknowledgement

I would like to take this opportunity to express my deepest gratitude and appreciation to all those who have contributed to the successful completion of my internship report. It is with great pleasure that I acknowledge the valuable support and guidance I have received throughout this journey.

First and foremost, I am also grateful to the entire Hishabee Technology Limited team for their warm welcome and for creating an enriching work environment. The collaborative and inclusive culture at Hishabee Technology Limited allowed me to engage in meaningful projects, interact with experienced professionals, and gain hands-on experience in my field of study.

Furthermore, I would like to express my appreciation to my senior colleagues and fellow interns at Hishabee Technology Limited, especially my supervisor **Salina Akter, Manager, Human Resource & Operations, Hishabee Technology Limited**. Their support, camaraderie, and willingness to share insights and experiences have contributed significantly to my learning journey. I am grateful for the friendships forged and the knowledge shared during this internship.

Finally, I would also like to thank my academic supervisor, **Mr Jakowan, Assistant Professor, School of Business and Economics, United International University** for providing me with the opportunity to pursue this internship. The theoretical foundation and practical skills I acquired during my studies laid the groundwork for a successful internship experience, and I am grateful for the knowledge imparted to me by my supervisor.

Table of Contents

Executive Summary	vi
-------------------------	----

Chapter 01: Introduction

1.1 Introduction of the Report.....	2
1.2 Objectives of the Report	3
1.3 Scope of the Study	3
1.4 Methodology of the Study	3
1.5 Limitation of the Study	4

Chapter 02: Literature Review

2.1 Concept of E- Recruitment System.....	6
2.2 Key Features of E- Recruitment System.....	6
2.3 Benefits E- Recruitment System	7
2.4 Factors of E- Recruitment System and Organizational Performance	8

Chapter 03: Organization Profile

3.1 About Hishabee Technology Limited.....	11
3.2 Vision, Mission and Core Values	12
3.3 Products and Services	15
3.4 Organogram of Hishabee Technology Limited	18
3.5 Operations of Hishabee Technology Limited	18
3.6 Human Resource Department and Philosophy	20

Chapter 04: Analysis and Findings

4.1 Human Resource Planning of HTL.....	23
4.2 Approaches of E Recruitment Process.....	24
4.3 E Recruitment Process for Entry Level Positions in Hishabee Technology Limited ...	25
4.4 E Recruitment Sources of Hishabee Technology Limited.....	31
4.5 Findings of the Study	33

Chapter 05: Recommendation and Conclusion

5.1 Recommendation	36
5.2 Conclusion	37
References	38
Appendix.....	40

Posting of Job Circular in LinkedIn Platform.....	40
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Executive Summary

The importance of human capital cannot be emphasized, which is why organizational studies have included the development of human resource management as an essential element. Workers have the ability to either boost or decrease a company's status, which eventually has an effect on the organization's overall success. Because of this, the influence that workers have on an organization's reputation may be considered significant. The purpose of this study is to analysis the impact of e-recruitment on the performance of organizations in the Hishabee Technology Limited. A study utilizing qualitative research techniques was carried out through interview from the employees of Hishabee Technology Limited as well as personal observations during internship period. The study has demonstrated that electronic recruitment is an essential component of managing human resources, and therefore a fundamental factor in the success of an organization and performance. The study's findings suggest that the integration of developing online recruitment sources, providing trainings to the recruiters about e-recruitment software into the current recruitment practices, solving technical issue during online assessments, developing strong employer brand can result in more proficient and economical procedures for human resource hiring potential candidates by electronic recruitment and selection process. By utilizing e-recruitment software and adhering to established best practices, organizations can effectively identify and retain talented individuals, thereby increasing their overall efficiency.

Keywords: E Recruitment, Organization, Performance.

CHAPTER 01

INTRODUCTION

1.1 Introduction of the Report

The significance of having an efficient Human Resource Management system in today's business world cannot be overstated. This is because HRM is concerned not only with people but also with management policies and the processes that have an impact on the workforce. Manpower, financial assets, tangible goods, and machineries are the components that make up organizations. When gathered, organized, and used by individuals, these resources may be very useful. The coordinated use of all available labor enables the most efficient use of all other resources in the pursuit of the goals and objectives that have been outlined. The possession of advanced technology and/or physical resources by an organization or business alone does not guarantee success, as the absence of competent and accessible personnel can lead to inevitable failure.

The acquisition of suitable personnel through recruitment and selection is of utmost importance for organizations, as it is imperative to attract individuals possessing the requisite qualifications in a timely manner. The process of recruitment and selection holds significant importance in determining an organization's efficacy and productivity, as it guarantees the performance of employees and favorable outcomes for the organization. The process of worker recruitment is not solely intended for the purpose of replacing departing personnel or expanding the labor force. Rather, it also serves the objective of appointing individuals who possess the ability to perform at an elevated level of proficiency and dedication. Recruitment is widely recognized as the primary means by which organizations attract high-quality applicants. As such, manufacturing companies strive to gain a competitive advantage over their rivals through effective recruitment strategies. This is a method of addressing the changes in the labor market conditions (Carlos, 2002).

(Cole, 2002) Posits that the primary objective of e-recruitment is to effectively entice an adequate and appropriate pool of candidates to submit applications for available positions within the organization. According to Zweig (1991), e recruitment refers to the range of activities employed by an organization to identify and choose candidates who possess the requisite skills and disposition that align with the goals of the enterprise, with the ultimate aim of achieving its objectives.

E-recruitment efforts may either be aimed towards external applicants from other organizations, in which case the practice is known as external recruiting, or they can be directed towards present workers, in which case the practice is known as internal recruitment. The main

purpose of the this report is to study on how Hishabee Technology Limited following e recruitment systems in the organization and also find out the factors of e recruitment system that impacts on organizational performance.

1.2 Objectives of the Report

a) Broad Objective

The broad objective of this research is to analyses the impact of e-recruitment on the performance of organization at Hishabee Technology Limited.

b) Specific Objective

- To analysis on e-recruitment process of Hishabee Technology Limited.
- To identify the e-recruitment sources of Hishabee Technology Limited
- To identify the issues of e-recruitment that impact on organizational performance of Hishabee Technology Limited.
- To provide solutions the key factors that facilitate the successful implementation of e-recruitment in Hishabee Technology Limited.

1.3 Scope of the Study

The scope of the report on Hishabee Technology Limited's method will comprise a summary of the current status of online recruiting and selecting practices in the private sector companies of Bangladesh. Online assessment, interviews, reference checks, and final selection decisions are all assessed; a summary of the report's key findings and recommendations is provided, with an emphasis on their potential impact on the future of private job sector industry online recruitment and selection, with a focus on the use of technology and data-driven decision-making.

1.4 Methodology of the Study

a) Primary Sources of Data

- Observations, discussions, and interviews with both employees and HR manager of Hishabee Technology Limited.

b) Secondary Sources of Data

Secondary data in a variety of formats are also included in the report. The following objects might be considered secondary sources of data depending on the specifics of the situation:

- Internal sources:
 - Job circulars of Hishabee Technology Limited.

- Internal official documents and report of Hishabee Technology Limited.
- External Sources:
 - Web-based studies, journals and articles on a variety of topics connected to the online recruitment and selection process in private job sectors of Bangladesh.
 - Web site of Hishabee Technology Limited.

1.5 Limitation of the Study

During preparing the internship report, there are a few limitations that I may encounter. Some of these limitations include:

- Access to sensitive and confidential information: HR departments deal with sensitive employee information, including personal and confidential data. As an intern, I have limited access to certain data or be restricted from including specific details in my report due to privacy concerns.
- Limited exposure to all HR functions: As an intern, I may only have exposure to a subset of HR functions or projects. This limited exposure may prevent me from gaining a comprehensive understanding of all aspects of HR, potentially limiting the scope and depth of my report.
- Time constraints: Internships usually have a specific duration, and I may have a limited amount of time to observe and analyze the HR department's activities. This time constraint can limit the breadth of my report and may prevent me from fully exploring certain areas of HR operations.
- Organizational policies and restrictions: The organization have policies that restrict interns from sharing certain information or insights publicly. I may need to adhere to such policies, limiting the extent to which I can include certain details or findings in my report.

Despite these limitations, an internship report on the HR department can still provide valuable insights into the organization's HR practices, e- recruitment processes, and challenges. It allows me to demonstrate my understanding of HR concepts, showcase my learning during the internship, and make recommendations based on my observations were able to make.

CHAPTER 02

LITERATURE REVIEW

2.1 Concept of E- Recruitment System

An E-Recruitment system is an online platform that automates the recruitment process of an organization. This system allows employers to post job vacancies online, receive and process applications, and communicate with candidates through the platform (**Danialarj, 2013**).

According to (**Wołodźko K., 2017**), E-Recruitment (Electronic Recruitment) is the use of electronic resources, such as the internet, social media, and other online platforms, to support the recruitment process of an organization. It involves the use of technology to advertise job vacancies, receive applications, and manage the recruitment process from initial application to final selection. An E-Recruitment system can help organizations streamline the recruitment process, reduce costs, and improve efficiency. It can also provide candidates with a convenient and easy way to apply for jobs and receive updates on their applications (**Urbancová H., 2017**).

2.2 Key Features of E- Recruitment System

According to (**Danialarj, 2013**), an E-Recruitment system typically includes the following key features:

- **Job Posting:** Employers can post job vacancies on the system with details such as job description, required qualifications, and application deadline.
- **Candidate Application:** Candidates can easily apply to the job vacancies by submitting their resumes and other relevant documents.
- **Resume Parsing:** The system can automatically parse the resumes and extract relevant information such as work experience, education, and skills.
- **Applicant Tracking:** The system can manage the applications by tracking the status of each applicant in the recruitment process.
- **Communication:** The system can facilitate communication between the employer and the candidate through automated email notifications, online chat or messaging, and other communication channels.
- **Assessment Tests:** The system can provide online assessments, skills tests, and quizzes to candidates to evaluate their skills and qualifications.
- **Interview Scheduling:** The system can schedule interviews with candidates and send them reminders and details about the interview.
- **Analytics and Reporting:** The system can generate reports and analytics on recruitment metrics such as the number of applicants, the time taken to fill the position, and the cost per hire.

Overall, an E-Recruitment system can help organizations streamline their recruitment process, save time and costs, and attract the best candidates for their vacancies. (Álvarez, 2012).

2.3 Benefits E- Recruitment System

The digitization of the recruitment process has become increasingly popular in recent years, as it offers a range of benefits over traditional paper-based methods (Herbell K., 2018). E-Recruitment, as it's known, involves the use of technology to manage the recruitment process, from posting job advertisements to receiving and reviewing resumes, to scheduling interviews and making job offers (Álvarez, 2012).

Here are some benefits of digitizing the recruitment process:

- **Time-saving:** E-Recruitment significantly reduces the time and effort required to manage recruitment activities. The entire process can be automated, including the publication of job advertisements, screening resumes, and scheduling interviews (Herbell K., 2018).
- **Cost-effective:** E-Recruitment eliminates many of the costs associated with traditional recruitment methods, such as printing and mailing job advertisements, paper resumes, and other related documents. It also minimizes the need for travel costs and other expenses related to conducting in-person interviews (Urbancová H., 2017).
- **Improved efficiency:** Digital recruitment systems offer a more streamlined and organized approach to managing the recruitment process. It helps to reduce manual errors, avoids delays, and allows multiple recruitment processes to be managed simultaneously (Álvarez, 2012).
- **Better candidate experience:** E-Recruitment allows candidates to apply for jobs quickly and easily from anywhere in the world, at any time. They can submit their applications online, track their progress, and receive notifications about the status of their application. This improves the candidate experience and increases the likelihood of attracting high-quality candidates (Wroblowská, 2016).
- **Improved data management:** Digital recruitment systems provide better data management and analytics capabilities than traditional recruitment methods. They can track applicant data, generate reports, and provide insights that can be used to optimize the recruitment process (Danialarj, 2013).

Overall, the digitization of the recruitment process can offer significant benefits to companies looking to streamline their recruitment activities, reduce costs, and improve the candidate experience (Danialarj, 2013).

2.4 Factors of E- Recruitment System and Organizational Performance

E-recruitment, also known as online recruitment or digital recruitment, refers to the process of using electronic methods and technologies to attract, screen, and select candidates for employment. It has become increasingly popular in recent years due to the widespread use of the internet and advancements in technology (Rachel W. Y. Yee, 2010). E-recruitment can have a significant impact on organizational performance by influencing various factors. Here are some key factors linking e-recruitment to organizational performance:

- **Expanded Talent Pool:** E-recruitment allows organizations to access a larger and more diverse talent pool. By utilizing online platforms, companies can reach potential candidates from different geographic locations and backgrounds. This increased access to talent can result in the recruitment of highly skilled individuals who can positively contribute to the organization's performance (Gopalia, 2012).
- **Efficiency and Cost-Effectiveness:** E-recruitment offers efficiency and cost-saving benefits compared to traditional recruitment methods. It streamlines the hiring process by automating tasks such as job posting, resume screening, and applicant tracking. This automation reduces administrative burdens, minimizes time-to-hire, and lowers recruitment costs, resulting in improved operational efficiency and cost-effectiveness (Holm, 2014).
- **Enhanced Candidate Experience:** E-recruitment platforms provide a user-friendly and convenient experience for candidates. Online job portals, application tracking systems, and digital communication channels enable candidates to easily search and apply for positions, upload their resumes, and receive prompt updates on their application status. A positive candidate experience can enhance the organization's reputation, attract high-quality applicants, and positively impact its performance (Harris, 2013).
- **Improved Hiring Accuracy:** E-recruitment tools often include advanced screening and filtering mechanisms that help identify the most suitable candidates for specific positions. These tools can automatically match candidate qualifications, skills, and experience with job requirements, thereby improving the accuracy of candidate

selection. Hiring the right individuals who possess the necessary competencies can lead to improved organizational performance and productivity (**Ventura & Bringula, 2013**).

- **Data-Driven Decision Making:** E-recruitment generates substantial data related to candidate profiles, application metrics, and recruitment processes. Analyzing this data can provide valuable insights into recruitment effectiveness, identify bottlenecks, and support data-driven decision making. By continuously monitoring and optimizing the recruitment process based on data-driven insights, organizations can enhance their overall performance (**Vir Handa, 1996**).
- **Employer branding and visibility:** E-recruitment platforms offer opportunities for organizations to showcase their brand, culture, and values to potential candidates (**Rachel W. Y. Yee, 2010**). Strong employer branding can attract top talent, increase the organization's visibility in the job market, and positively impact its performance. Effective branding strategies can differentiate the organization from competitors and create a positive perception among job seekers (**PANDEY, 2012**).
- **Speed and Agility:** E-recruitment enables organizations to quickly respond to changing staffing needs and market demands (**SHARMA, 2011**). They can swiftly adapt job postings, update requirements, and communicate with applicants in real-time. This agility in the recruitment process can help organizations stay competitive, seize business opportunities, and achieve better performance outcomes (**KHAN, 2013**).

While e-recruitment can have numerous benefits for organizational performance, it is important to consider potential challenges such as data privacy, digital skills requirements, and the need for effective cybersecurity measures (**SHARMA, 2011**). Organizations should implement appropriate strategies, systems, and policies to harness the advantages of e-recruitment while mitigating associated risks (**Vir Handa, 1996**).

CHAPTER 03

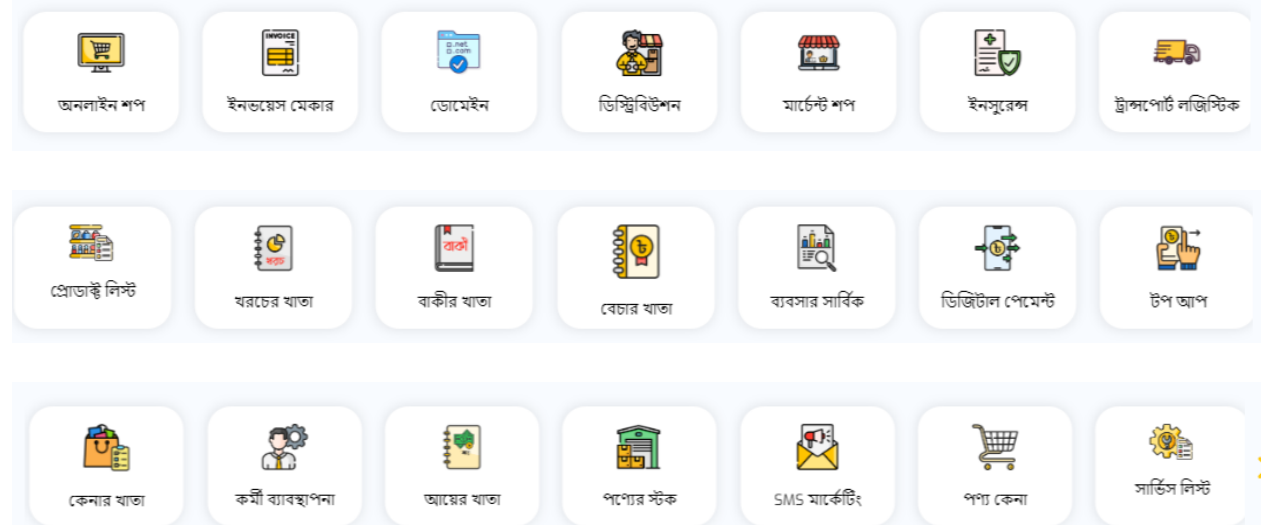
ORGANIZATION PROFILE

3.1 About Hishabee Technology Limited

Hishabee is a company established in Singapore that has already helped over 150,000 small companies in Bangladesh revolutionize their operations by providing them with no-code internet storefronts and other tools for business administration. Additionally, Hishabee is a point-of-sale (POS) system that provides all of the necessary services and helps over 100,000 small companies in Bangladesh save time and boost their income by selling their products or services online, gaining access to financing, and handling everything else that is required to function effectively.



17+ Features at your Fingertips



3.2 Vision, Mission and Core Values



Vision:

- The vision of Hishabee Technology Limited for an e-commerce based business is to become a trusted partner and a leading authority in driving online success for clients in the digital marketplace.

Mission:

- The mission of Hishabee Technology Limited is to strategically promote and grow the online presence and sales of the client's products or services. The agency works closely with the client to understand their business goals, target audience, and unique selling propositions, and then develops and implements effective marketing strategies to achieve those objectives.

Core Values:

When it comes to the core values of Hishabee Technology Limited, several key principles can guide their approach. These core values help shape the Hishabee Technology Limited's culture, decision-making process, and relationships with clients. Here are some essential core values for Hishabee Technology Limited in the e-commerce industry:

- **Client Success:** The Hishabee Technology Limited prioritizes the success of its clients above all else. They are committed to understanding their clients' goals and working tirelessly to achieve them. This includes providing tailored strategies, delivering measurable results, and maintaining open communication.
- **Data-Driven Approach:** The Hishabee Technology Limited relies on data and analytics to drive marketing decisions. They understand the importance of data in making informed choices, optimizing campaigns, and delivering a high return on investment (ROI) for their clients. They continuously monitor and analyze data to refine strategies and improve outcomes.

- **Innovation:** The Hishabee Technology Limited embraces innovation and stays ahead of the rapidly evolving e-commerce landscape. They are proactive in adopting new technologies, tools, and strategies to gain a competitive edge. They are not afraid to experiment, take risks, and explore creative solutions that drive growth and differentiation.

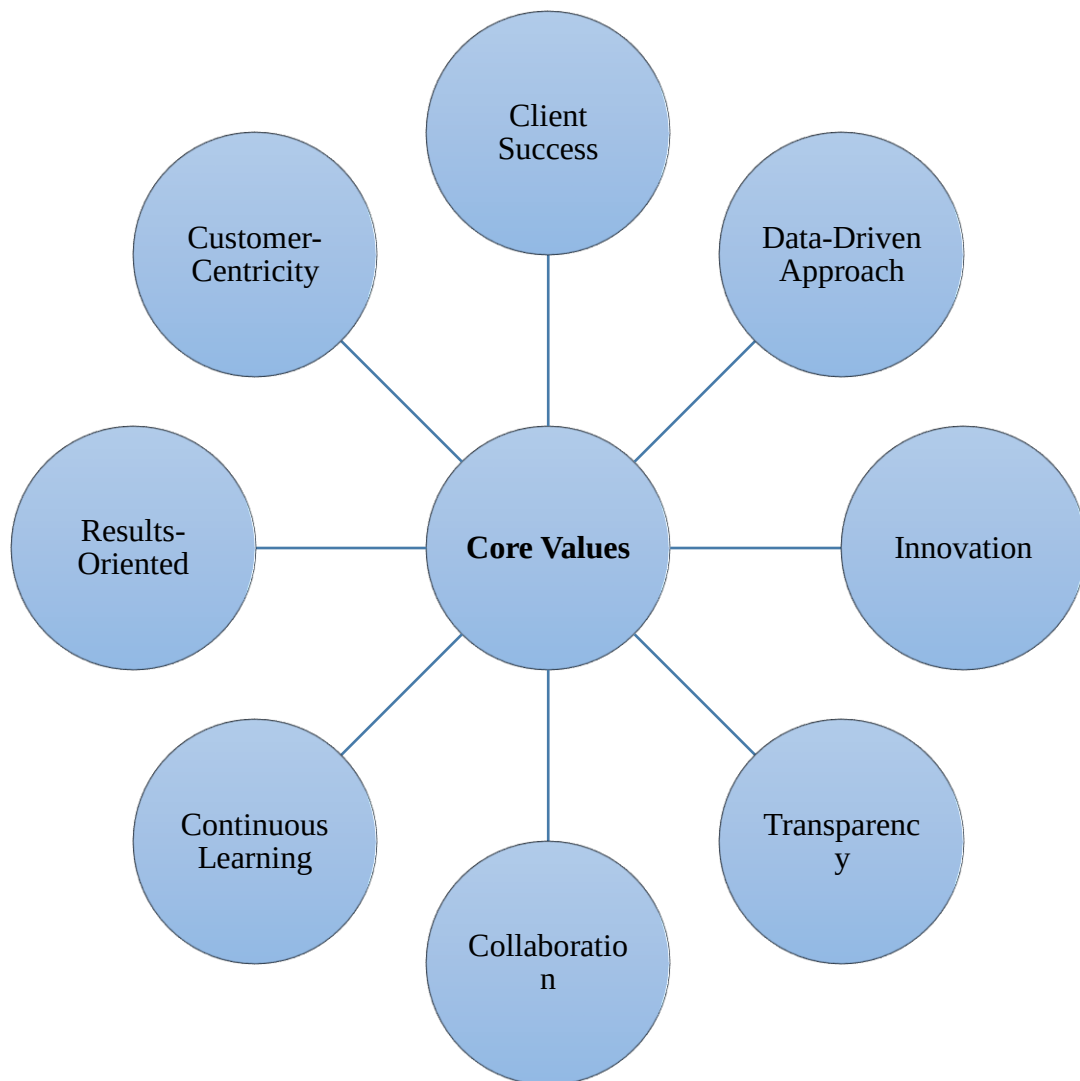


Figure 3. 1: Core Values of Hishabee Technology Limited

- **Transparency:** Transparency is crucial in building trust and maintaining strong relationships with clients. The Hishabee Technology Limited operates with honesty, providing clear and accurate information about strategies, progress, and results. They foster open communication, address concerns promptly, and maintain integrity in all interactions.

- **Collaboration:** The Hishabee Technology Limited values collaboration, both internally and with clients. They work closely with their clients as strategic partners, seeking input and feedback to align marketing efforts with business objectives. Internally, they promote a collaborative work environment that encourages knowledge sharing, idea generation, and cross-functional cooperation.
- **Continuous Learning:** The e-commerce industry is dynamic and ever-changing. The Hishabee Technology Limited embraces a culture of continuous learning and professional development. They stay updated with the latest industry trends, best practices, and emerging technologies. This commitment to learning ensures they provide cutting-edge solutions and remain at the forefront of the industry.
- **Results-Oriented:** The Hishabee Technology Limited is outcome-driven and focused on delivering measurable results. They set clear objectives, track key performance indicators (KPIs), and regularly report on progress to clients. They take responsibility for their performance and strive to exceed expectations by consistently delivering impactful outcomes.
- **Customer-Centricity:** The Hishabee Technology Limited places the customer at the center of its marketing strategies. They deeply understand the target audience, their needs, preferences, and pain points. By tailoring marketing campaigns to resonate with customers, the agency aims to create personalized and memorable experiences that drive engagement and loyalty.

By embodying these core values Hishabee Technology Limited can establish a strong foundation for success in serving e-commerce businesses. These principles guide their actions, shape their strategies, and contribute to long-term partnerships with their clients.

3.3 Products and Services

- ✓ **Create an E-Commerce Website**
- ✓ **Issue Invoices & Send Receipts**
- ✓ **Record Sales, Expenses and Due**
- ✓ **Receive Business Reports**
- ✓ **Inventory and Stock Management**
- ✓ **Track your Employees, Customers and Suppliers**
- ✓ **Facebook and Google Ads**

Additionally, Hishabee Technology Limited provides a range of services to help businesses promote their products or services, build their brand, and reach their target audience effectively. Hishabee Technologies Limited can benefit greatly from performing various sorts of research in order to make educated business decisions and maintain a competitive edge.

The Services below are all part of the Hishabee Business Manager, an online and virtual platform:

a) Sales Manager

The Sales Manager is just one of several digital tools included in the Service for improved transactional and administrative record-keeping. Any accrued or foregone expenses or payments must also be recorded on this central hub. You can develop a stock count and auditing priority by tracking and processing the necessary information and data. Hishabee will keep track of your sales, payments, cost, and other administrative data if you use the Service's point-of-sale system. Receipts, invoices, orders, and other similar documents will all be managed and stored on this central system. In order to facilitate the provision of the Services, you hereby grant Hishabee authorization to collect, receive, process, and produce such data.

b) Point of Sale (POS):

Get right to it with the selling; we'll keep tabs on all of that for you while you focus on growing your business. Automatic stock counting ensures that you'll never lose track of your inventory

while conducting audits or conducting stock counts (inventory management). Barcode your products, print receipts with your Hishabee B1 POS Machine, and deliver proof of purchase to your consumers in record time. Never again will you forget about a customer's unpaid amount thanks to warnings and SMS reminders. Here you can easily maintain tabs on your purchases, make adjustments, or even make an exchange, and we'll handle everything else. In addition to this Service, Hishabee will send you Account-based SMS alerts and reminders to help you monitor your clients' overdue payments. As a result, you'll have to pay to have any SMS messages processed. The Sales Manager is a useful tool for promoting your business because it allows you to directly communicate with customers and give them specials and deals.

c) Digital Payment and EMI

Customers can make secure online purchases with any major credit card, debit card, or mobile payment provider. Amar Pay offers the Hishabee-approved scheduled cards as well as MFS. The client will receive an email with a payment link to finalize the deal. The payment link can be sent to the customer via text message, instant messaging services like WhatsApp, Viber, or Messenger, etc. You will be charged for each SMS message you send to a customer. A printed invoice or a protected QR code are both available for consumer payment.

d) Account Book Manager

It may keep tabs on its company's income, expenditures, sales, purchases, inventories, debtors, creditors, and more with the help of the Account Book Manager, a feature of the Service that provides you with a variety of digital tools for doing the same thing. We will automatically record your earnings after each sale is processed. Detailed information regarding each purchase is available to you. You can view your books on a daily, monthly, or yearly basis as needed. Filters can be set in terms of days, weeks, or even years. Beautiful Reports: We've made it our mission to provide reports that are both aesthetically pleasing and functionally sound in order to facilitate your understanding of the data.

e) E-Commerce Store

Hishabee is unique in that it brings together buyers and sellers in one central location. Open your shop online and reach tens of thousands of potential clients in Bangladesh. The E-Commerce Hub is a meeting place for businesspeople and their clients. You are free to use your own E-Commerce website to advertise and sell your products online. Your online shop will function as an extension of your Account, letting you record and monitor business statistics and transactions with ease. You can have one-on-one conversations with clients and potential

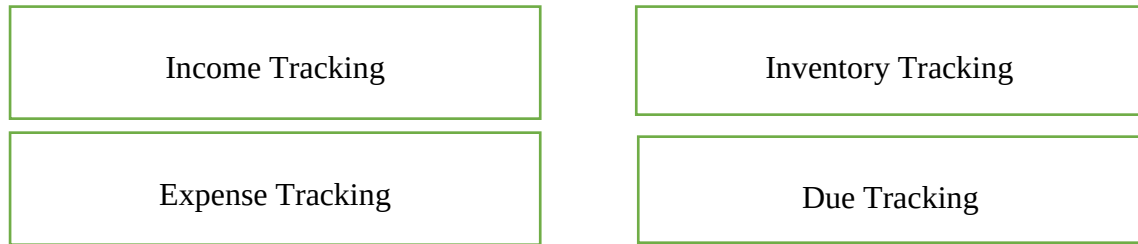
consumers using the E-Commerce platform. You are solely responsible for any statements you make to consumers through the chat system, and Hishabee will not be held liable for any consequences arising from your words. When you are using Hishabee as a delivery partner for your online store or marketplace it has certain terms and conditions that you must follow when communicating with customers or potential customers, to avoid damaging the reputation of Hishabee. Additionally, when you use Hishabee as your delivery partner, you can set up your own online shop and start selling to a large number of people right away. Hishabee will take care of tracking your stock and sales, so you don't have to worry about it. They will also keep you informed about how much money you are making from your store and online sales.

f) Marketing Manager

The Service, which includes the Account Book Manager, provides a lot of helpful digital tools for publicizing your wares. Once your custom advertising is approved by Hishabee, it may appear on sites like Facebook, Instagram, YouTube, Google, and others across the web. Hishabee reserves the right to set the prices for such advertisements, which may vary based on their nature. All of the aforementioned charges are your responsibility.

The system also allows you to advertise your products and services via SMS. Hishabee will charge for these ads based on the nature of the ad and other factors. You are responsible for the aforementioned costs. Hishabee can assist you in hiring professional designers to make posters, banners, and other promotional materials for an additional fee. We'll create and manage stunning social media, YouTube, Google, and other digital ad campaigns to promote your business. Our email marketing service makes it simple to distribute email newsletters to your clientele. Personalized SMS campaigns can now be sent to customers. The best advertising agency in Bangladesh can supply you with professionally made banners, pamphlets, and other advertising collateral:

- g) **24/7 Customer Support:** 24/7 customer support refers to customer service that is available around the clock, 24 hours a day, 7 days a week. It means that customers can contact the support team of Hishabee Technology Limited at any time, regardless of the day or time zone. It ensures that customers can get assistance whenever they need it, even outside regular business hours. This availability helps enhance customer satisfaction and loyalty. Stakeholders or business owners' clients can get any supports from them regarding the issue of:



3.4 Organogram of Hishabee Technology Limited

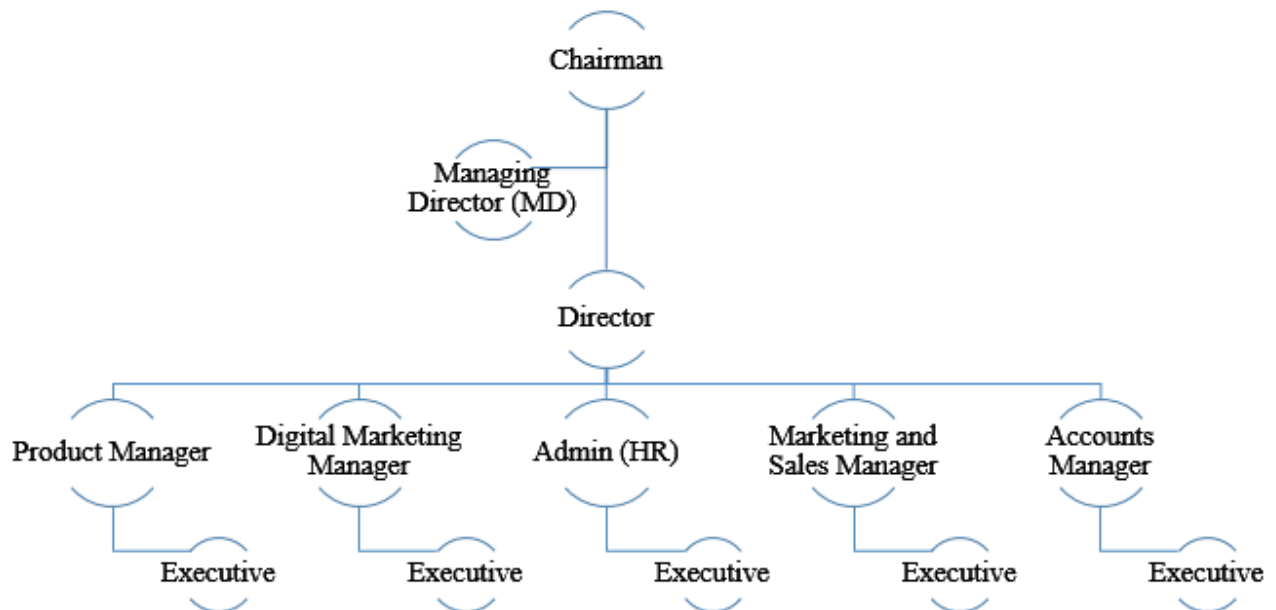


Figure 3. 2: Organogram of Hishabee Technology Limited

3.5 Operations of Hishabee Technology Limited

Hishabee Technology Limited specializes in providing strategic and tactical marketing services to businesses operating in the online retail space. The organization's primary objective is to drive traffic, increase conversions, and ultimately boost sales for their clients' e-commerce stores. Here are some of the key operations typically carried out by Hishabee Technology Limited:

- Marketing Strategy Development:** The Hishabee Technology Limited works closely with clients to develop an effective marketing strategy tailored to their specific e-commerce business. This includes understanding the target audience, identifying key marketing channels, setting objectives, and outlining the overall approach.
- Search Engine Optimization (SEO):** The Hishabee Technology Limited optimizes clients' websites and product pages to improve their visibility in search engine results.

This involves keyword research, on-page optimization, technical SEO enhancements, and building high-quality backlinks to increase organic search traffic.

- c) **Pay-Per-Click Advertising (PPC):** The Hishabee Technology Limited manages paid advertising campaigns on platforms such as Google Ads, Bing Ads, and social media networks like Facebook, Instagram, and Twitter. They create and optimize ad campaigns, set budgets, conduct keyword research, and monitor performance to maximize return on ad spend (ROAS).
- d) **Social Media Marketing:** The Hishabee Technology Limited develops and executes social media strategies to build brand awareness, engage with customers, and drive traffic to the e-commerce store. This includes content creation, community management, influencer partnerships, and paid social media advertising.
- e) **Email Marketing:** The Hishabee Technology Limited leverages email marketing to nurture customer relationships, drive repeat purchases, and increase customer lifetime value. They develop email marketing strategies, create compelling email campaigns, segment the audience, and measure campaign performance.
- f) **Content Marketing:** The Hishabee Technology Limited produces and distributes valuable and engaging content to attract, educate, and engage potential customers. This may include blog posts, articles, videos, infographics, and other formats that align with the client's brand and target audience.
- g) **Conversion Rate Optimization (CRO):** The Hishabee Technology Limited focuses on improving the conversion rate of clients' e-commerce websites. They conduct A/B testing, analyze user behavior, optimize landing pages and checkout processes, and implement strategies to enhance the overall user experience and increase sales.
- h) **Analytics and Reporting:** The Hishabee Technology Limited monitors and analyzes key performance metrics to assess the effectiveness of marketing campaigns. They provide regular reports and insights to clients, highlighting areas of improvement, campaign performance, and return on investment (ROI).
- i) **Affiliate Marketing:** The Hishabee Technology Limited may also manage affiliate marketing programs, recruiting and managing affiliates to promote the client's products and drive sales. They track affiliate performance, ensure compliance, and handle commission payments.
- j) **Customer Relationship Management (CRM):** The Hishabee Technology Limited helps clients implement and optimize CRM systems to track customer interactions,

segment the audience, and personalize marketing efforts. This enables more targeted and effective marketing campaigns.

It's important to note that the specific operations carried out by Hishabee Technology Limited can vary depending on the organization's expertise, client requirements, and the evolving landscape of digital marketing.

3.6 Human Resource Department and Philosophy

The HR philosophy of Hishabee Technology Limited encompasses the principles and beliefs that guide the organization's approach to managing its human resources. Here is an outline of a potential HR philosophy of Hishabee Technology Limited:

- a) **Talent Acquisition and Retention:** The HRD of Hishabee Technology Limited believes that attracting and retaining top talent is crucial to the success of our e-commerce agency. They strive to hire individuals who are not only skilled and experienced but also aligned with our organizational values and culture. They foster a diverse and inclusive work environment that promotes equal opportunities for all employees.
- b) **Continuous Learning and Development:** They value continuous learning and development as a means to enhance the capabilities and expertise of our employees. They provide regular training programs, mentorship opportunities, and encourage self-directed learning. They believe in empowering our employees to reach their full potential and provide them with the resources necessary for their professional growth.
- c) **Performance-driven Culture:** They promote a performance-driven culture that recognizes and rewards individual and team achievements. They set clear performance expectations, establish measurable goals, and provide regular feedback and coaching. They believe in fair and transparent performance evaluation processes that help employees understand their strengths and areas for improvement.
- d) **Work-Life Balance and Well-being:** They acknowledge the importance of work-life balance and employee well-being. They promote flexible work arrangements and encourage employees to maintain a healthy work-life integration. They provide resources and initiatives that support physical, mental, and emotional well-being, such as wellness programs, employee assistance programs, and work-life balance initiatives.
- e) **Communication and Collaboration:** They emphasize open and transparent communication throughout the organization. The HRD encourages regular feedback, active listening, and constructive dialogue. We foster a collaborative work environment that

promotes teamwork, knowledge sharing, and cross-functional collaboration. They believe that effective communication is essential for building strong relationships and driving organizational success.

- f) **Ethical and Responsible Practices:** They uphold high ethical standards and expect all employees to act with integrity, honesty, and respect. They are committed to conducting our business operations in a socially responsible and sustainable manner. They promote ethical behavior, data privacy, and compliance with applicable laws and regulations.
- g) **Employee Engagement and Recognition:** They understand that engaged employees are more productive, innovative, and satisfied. They foster a positive work environment where employees feel valued, engaged, and motivated. They recognize and celebrate employee contributions, milestones, and achievements through various recognition programs and initiatives.

This HR philosophy reflects their commitment to creating a people-centric organization that values its employees, fosters their growth, and enables them to contribute to the success of their e-commerce business at Hishabee Technology Limited.

CHAPTER 04

ANALYSIS AND FINDINGS

4.1 Human Resource Planning of Hishabee Technology Limited (HTL)

Through the use of human resource planning, the HRD of Hishabee Technology Limited's human resource managers are able to acquire a more comprehensive view of the future, which in turn makes it easier to provide trained and qualified professionals. The term "workforce planning" is sometimes used interchangeably with "workforce management," as it refers to the process of strategically organizing and optimizing a company's workforce. In addition to gaining support with both current and future planning, HTL is able to evaluate and meet their needs for workforce by undertaking this strategy. This approach also enables HTL to examine and meet their demands for workforce. The ability of HTL to provide support for both antecedent and future thinking contributes to the fact that this hypothesis is one that is not just conceivable but also practicable. The flexibility and adaptability of HTL's Human Resources Plan enables the firm to quickly adapt to changes that may occur in its long-term business environment, while simultaneously addressing the problems provided by its short-term workforce. This allows the company to effectively respond to changes that may occur in its long-term business environment. The initial stage of HTL's process is overseen by the Human Resource Planning department, which involves conducting an evaluation and appraisal of the current human resource capacity and competencies. It is the responsibility of employees to assess whether their workplace has an adequate or inadequate number of individuals. HRP poses a challenge in effectively managing the dynamic changes that occur in the workplace, including employee absences due to illness, vacation, or promotion. There may be difficulties involved in the management of these dynamics. The assurance of optimum employee-employment alignment is provided by human resource planning, which helps to mitigate the danger of both manpower surpluses and shortages. Both of these worries may be alleviated to some degree. The Human Resources Department of HTL has devised the following strategies with the end purpose of achieving the overall objectives of the organization:

- The process of securing, recruiting, and developing top-notch personnel necessitates a methodical strategy for recognizing and encouraging competent workers, followed by providing them with adequate training and remuneration.
- It is essential that simplicity and efficiency be prioritized in the development of processes pertaining to absenteeism and the settlement of disputes.
- Employees are either given promotions or let out of their jobs.

Assessing the effectiveness of Human Resource Planning (HRP) is a critical determinant for organizational success. Only companies possess the legal capacity to perform such actions. Competent recruitment practices and adherence to standard operating procedures can facilitate the realization of advantages associated with product lens diversity.

4.2 Approaches of E Recruitment Process

When it comes to recruiting for entry-level positions, there are several approaches The Human Resources Department of HTL considers to attract and hire suitable candidates. Here are some common strategies:

- a) **Job Boards and Online Platforms:** Post job openings on popular job boards and online platforms that are frequented by entry-level job seekers. Examples include BD Jobs, LinkedIn, Face Book, and specialized career websites.
- b) **Social Media Presence:** Leverage social media platforms like LinkedIn, Twitter, Facebook, and Instagram to promote their company's culture and job opportunities. Engage with potential candidates, share updates about their organization, and actively respond to inquiries or messages.
- c) **Internship Programs:** Develop internship programs that allow students or recent graduates to gain hands-on experience in their organization. This approach provides an opportunity to assess their skills, work ethic, and cultural fit before making a permanent hiring decision.
- d) **Career Development Centers:** Collaborate with career development centers at universities or vocational schools. These centers often provide job placement assistance to their students and can help they connect with potential entry-level candidates.
- e) **Professional Networking Events:** Attend industry-specific networking events like Job fairs, seminars, or conferences to meet entry-level professionals who are actively seeking opportunities. Engage in conversations, exchange contact information, and follow up with potential candidates who stand out.
- f) **Skills-Based Online Assessments:** Utilize skills-based assessments or online tests to evaluate candidates' abilities in areas relevant to the entry-level position. This approach allows them to assess their aptitude and technical skills objectively.

4.3 E Recruitment Process for Entry Level Positions in Hishabee Technology Limited

E-recruitment, also known as online recruitment or electronic recruitment, refers to the process of using internet-based technologies to attract, assess, and hire candidates for job positions. It involves leveraging various online platforms, websites, and software applications to streamline and enhance the recruitment and selection process. Here is an overview of the e-recruitment and selection process of Hishabee Technology Limited:

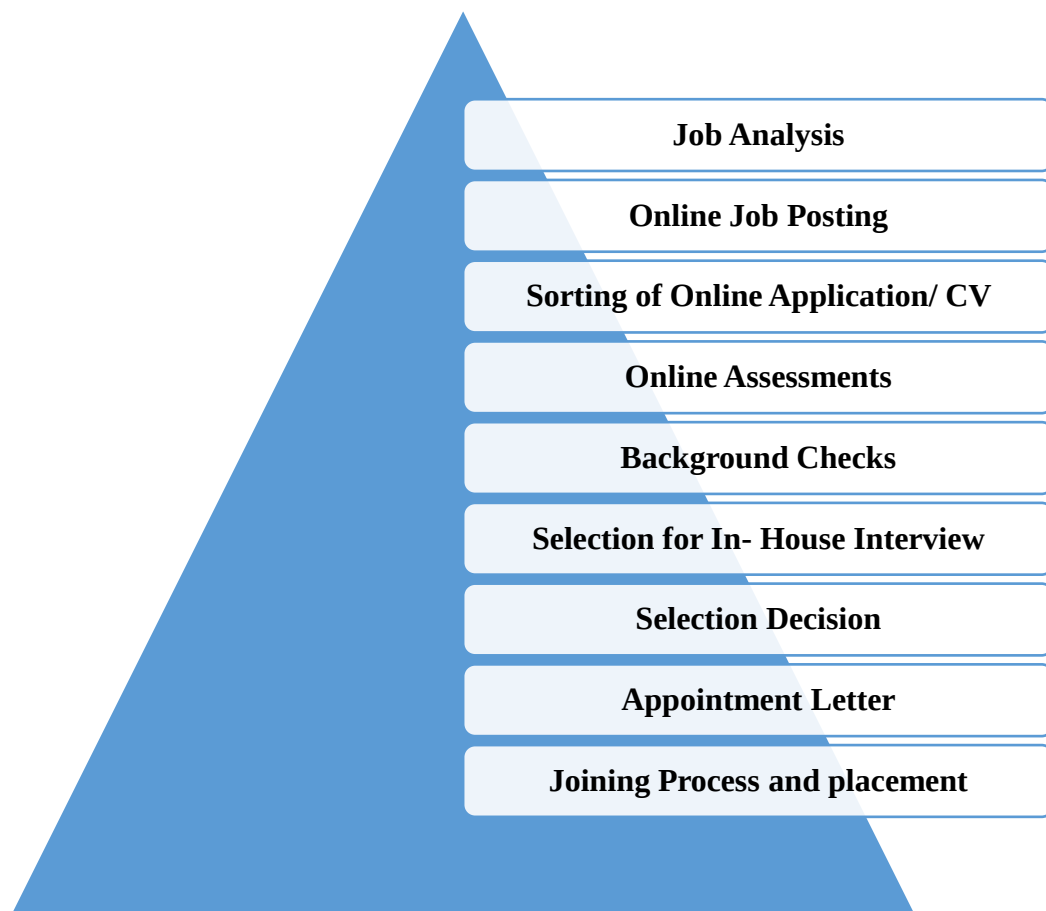


Figure 4. 1: E Recruitment Process of Hishabee Technology Limited

a) Job Analysis:

The first step is to conduct a thorough job analysis to determine the requirements, skills, and qualifications needed for the position. This helps in creating accurate job descriptions and specifications. The purpose of conducting a job analysis for E-Recruitment is to accurately define and understand the job requirements in order to effectively attract, assess, and select suitable candidates using online platforms and technologies.

Here are the key steps of the HRD of Hishabee Technology Limited involved in conducting a job analysis for E-Recruitment:

- **Identify the Job:** The HR manager begins by clearly identifying the specific job role for which the analysis will be conducted. For example, it could be a digital marketing specialist, customer service representative, or any other position relevant to e-recruitment at Hishabee Technology Limited.
- **Conduct Job Interviews:** The HR team takes interview current employees, supervisors, and managers who are familiar with the job to gather information about the tasks, responsibilities, and skills required. They focus on understanding the specific aspects of the job that are influenced by the e-recruitment process, such as online sourcing, candidate screening, and applicant tracking.
- **Review Job Descriptions:** The HR team analyzes existing job descriptions, if available, to gain insights into the job requirements, qualifications, and experience expected from candidates. They identify any areas that may need updating or modification to align with the e-recruitment process at Hishabee Technology Limited.
- **Observe Work:** The HR team observes individuals performing the job to get a firsthand understanding of the tasks, processes, and skills involved. This can help identify specific details that may not be easily captured through interviews or job descriptions.
- **Document Findings:** The HR team prepares a comprehensive job analysis report that documents the job requirements, including a detailed description of the tasks, responsibilities, skills, and qualifications needed for the role. They include specific information related to e-recruitment, such as preferred experience with online job boards, social media platforms, or other relevant online tools.

By conducting a thorough job analysis for E-Recruitment, Hishabee Technology Limited creates more accurate job postings, effectively screen candidates using online platforms, and ultimately make informed decisions during the e-recruitment process.

b) Online Job Posting:

Online job posting allows the employers of Hishabee Technology Limited to reach a much larger audience compared to traditional methods like newspaper advertisements. With a significant portion of the population having access to the internet, posting jobs online increases the chances of attracting a diverse pool of qualified candidates from different regions of the country.

There are several popular online platforms in Bangladesh where Hishabee Technology Limited posts job advertisements to reach a wide audience.

- Bdjobs.com is one of the largest job portals in Bangladesh. It offers a wide range of services for both job seekers and employers. Hishabee Technology Limited posts job advertisements on their website and reach a large pool of potential candidates.
- LinkedIn is a professional networking platform that has gained popularity in Bangladesh. Hishabee Technology Limited created a company page and post job openings there. LinkedIn provides features to target specific audiences based on their professional profiles and qualifications.
- There are numerous Facebook groups in Bangladesh dedicated to job postings. Hishabee Technology Limited joined relevant groups and share their job advertisements there. Examples include "Jobs in Bangladesh" and "Bangladesh Career and Job Seekers."

c) The Submission of Resume/ CV

The posting for the position included the job description, contact information (including email and physical address), and directions for submitting a resume. Applicants were also instructed on how to submit their resumes to the Hishabee Technology Limited through the internet or via regular mail. In addition, a deadline for application materials has been set. Therefore, within the specified time frame, the candidate must submit his or her curriculum vitae.

d) Sorting of Online Application/ CV

Candidates are usually required to fill out an online application form, providing their personal details, work experience, education, and any other relevant information. This information is often stored in a centralized database for easy access and retrieval.

As soon as a CV is sent to Hishabee Technology Limited, the firm starts reviewing all of the other CVs they have received. This will help us figure out whether it's good enough for the task. Sorting will proceed until every criterion has been met. Hishabee Technology Limited recruiters often do a preliminary screening of resumes for potential candidates by looking for a set of keywords, experience, and credentials that meet the needs of the open position. They like resumes that are simple to read, emphasize the most significant information, and are written concisely. Applicant tracking systems (ATS) may be used to automatically sort through resumes and create a shortlist of candidates that meet the specified criteria. The purpose is to swiftly find the best prospects and provide interview invitations to them.

e) Online Assessments:

Depending on the job requirements, candidates may be asked to complete online assessments, tests, or questionnaires to evaluate their skills, abilities, or cognitive aptitude. These assessments can be conducted remotely and help in shortlisting qualified candidates.

Online assessments from HRD (Human Resources Department) are a common method used by Hishabee Technology Limited to evaluate candidates during the hiring process or to assess the skills and capabilities of existing employees. These assessments are typically conducted through web-based platforms or software and can encompass various formats, such as tests, quizzes, simulations, or interactive exercises.

The purpose of online assessments from HRD can vary depending on the organization's goals and the specific role being evaluated. Some common objectives include:

- **Pre-employment screening:** HRD may use online assessments to screen and shortlist candidates based on their qualifications, cognitive abilities, personality traits, or job-specific skills. These assessments help HRD identify suitable candidates who meet the basic requirements for a particular position.
- **Skills assessment:** HRD arranges online assessments that is used to evaluate specific skills and competencies required for a job. For instance, a coding test may be

administered to assess programming abilities, or a language proficiency test may be used to evaluate communication skills.

Online assessments from HRD of Hishabee Technology Limited offer several advantages, including scalability, cost-effectiveness, standardized evaluation, and the ability to track and analyze assessment data efficiently. However, it is crucial to ensure the assessments are designed carefully, taking into account fairness, validity, and reliability to obtain accurate results and make informed decisions regarding candidates or employees.

f) Online Interviews:

To save time and resources, initial interviews may be conducted through video conferencing tools such as Skype, Zoom, or other dedicated platforms. This allows recruiters of Hishabee Technology Limited to assess candidates remotely, irrespective of their geographic location.

g) Background Checks:

Once a candidate progresses through the initial stages, background checks may be performed. This includes verifying employment history, educational qualifications, criminal records, and other relevant details.

h) Selection of eligible candidates for the Interview

The HR team at Hishabee Technology Limited is responsible for hiring new employees. The MD is part of this team, together with other executives and the HR director. They are then provided with a list of the successful applicants. The group then discusses the pros and cons and makes a collective decision. This will allow us to contact prospective employees who meet our requirements for an interview.

i) Selection Decision:

Based on the assessment results, interviews, and background checks, the hiring team evaluates the candidates and makes a selection decision. The selected candidate is usually contacted and offered the position.

j) Appointment Letter

A letter of appointment will be sent out by Hishabee Technology Limited to all candidates when a final decision has been reached. The company's central office sends each new hire on probation to a certain location before they even start working there.

k) Joining Process and placement

Send Hishabee Technology Limited's official offer letters to the chosen applicants. Candidates are expected to start working within the time range specified in their appointment letters. About a month is about par for the course. The management committee will make a choice and notify it through email to the candidates who just graduated. If the candidate has the necessary work experience, Hishabee Technology Limited will notify them one month in advance. If a candidate is accepted for an interview but cannot begin employment the following month because they do not have a release letter on file, they must tell Human Resources before the end of the month. There will be an orientation right after we start recruiting that day. The new employee was introduced to the department leaders and given an assignment. New recruits at Hishabee Technology Limited start off in the human resources department. Human Resources will eventually move them to a new department.

4.4 E Recruitment Sources of Hishabee Technology Limited

The HRD of Hishabee Technology Limited utilizes various e-recruitment sources to attract and hire qualified candidates. These online platforms provide a wide reach and convenient means for companies to connect with potential job seekers. Here are some commonly used e-recruitment sources Hishabee Technology Limited:

- a) **Online Job Portals:** Job portals such as bdjobs.com, bdjobstoday.com, and prothomalojobs.com are popular platforms where the HRD of Hishabee Technology Limited posts job vacancies and candidates can submit their resumes online. These portals often have extensive databases of job seekers across different industries and levels of experience.
- b) **Company Website:** The HRD of Hishabee Technology Limited have not dedicated career sections on their websites in where they can list job openings and provide information about the application process. Job seekers cannot visit their websites, review the available positions, and submit their applications directly.
- c) **Social Media Platforms:** Social media platforms like Facebook, and LinkedIn are widely used in Hishabee Technology Limited for recruitment purposes. The HRD of Hishabee Technology Limited often shares job openings and relevant details on their social media pages, reaching a large audience and allowing candidates to apply directly or express their interest.
- d) **Online Networking Platforms:** Professional networking platforms like LinkedIn are valuable resources for the HRD of Hishabee Technology Limited to identify and connect with potential candidates. Employers of Hishabee Technology Limited search for individuals with specific skills or experience, engage with them, and share job opportunities.
- e) **Online Recruitment Agencies:** There are online recruitment agencies including Ogro HR Solution Limited and Vacancy Announcement in BD that facilitate the hiring process for Hishabee Technology Limited. These agencies maintain databases of job seekers and connect them with relevant job opportunities. Hishabee Technology Limited can collaborate with these agencies to streamline their recruitment efforts.

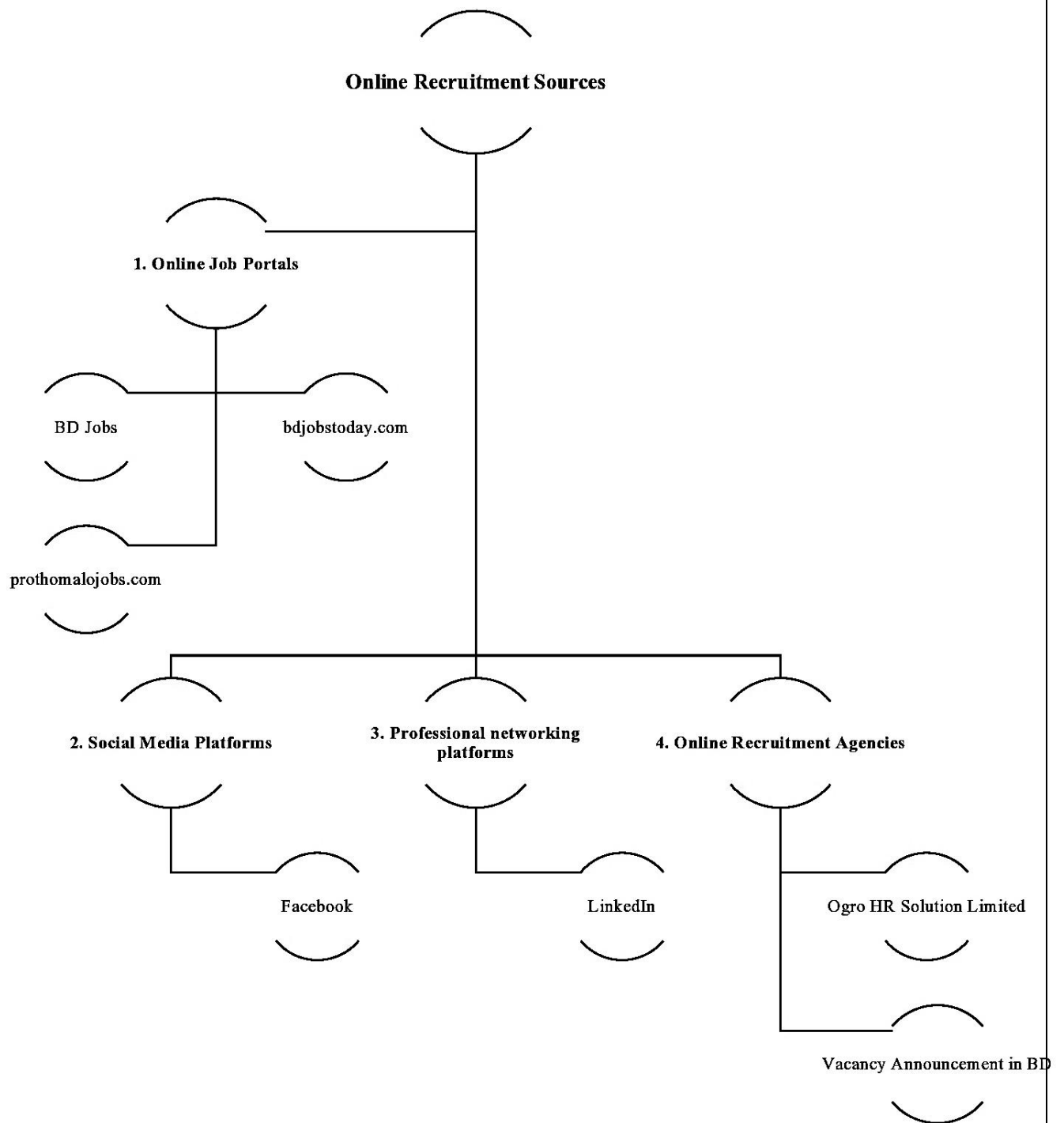


Figure 4. 2: E Recruitment Source of Hishabee Technology Limited

4.5 Findings of the Study

Based on internship experience at Hishabee Technology limited and analysis of the study, the online recruitment process Hishabee Technology limited, the HRD of the organization may face several challenges that can impact organizational performance. Some of the key challenges include:

- a) **Limited Candidate Pool:** While online recruitment provides access to a wider pool of candidates, it may also lead to an overwhelming number of applicants. Filtering through a large number of applications can be time-consuming and may result in the omission of potentially suitable candidates. Moreover, certain roles may require specialized skills or experience that may be difficult to find online. If the candidate pool is limited, it becomes more difficult for the HRD of the organization to find candidates with specific skills or expertise that are crucial for certain roles. This can create skills and knowledge gaps within the organization, making it challenging to effectively address complex tasks or projects. It may also hinder the organization's ability to implement new technologies or stay ahead of industry trends.
- b) **Lengthy Time on Online Recruitment Process:** Online platforms make it easier for candidates to submit applications, resulting in a higher number of unqualified applicants. The HR team of the organization may need to invest significant time and effort in reviewing applications to identify suitable candidates. This can lead to delays in the recruitment process and a strain on HR resources. In a competitive job market, highly qualified candidates are often in high demand. If the recruitment process takes too long, these candidates may receive offers from other organizations and accept alternative job opportunities. Losing out on top talent can hinder the organization's ability to attract the best candidates, potentially impacting the quality of hires and overall performance.
- c) **Technical Issues:** Online recruitment heavily relies on technology, and technical issues such as server crashes, slow response times, or glitches in the application tracking system may disrupt the process within the organization. These issues may create frustration for both candidates and recruiters, negatively impacting the overall recruitment experience. Technical issues can create a frustrating experience for candidates. For example, if an online application form is not properly functioning or if there are frequent errors during the submission process, it can lead to candidate drop-offs and discourage potential applicants.

from completing their applications. This can damage the organization's employer brand and reputation, making it harder to attract top talent in the future.

- d) **Lack of Human Touch:** Automation and AI-driven tools are increasingly used in online recruitment processes. While these tools can streamline certain aspects of recruitment, they can also result in a lack of human touch. Candidates may feel frustrated or disconnected if they have limited opportunities for direct communication or interaction with recruiters.

CHAPTER 05

RECOMMENDATION AND CONCLUSION

5.1 Recommendation

Online recruitment allows organizations to reach a wider pool of candidates beyond their local area. Overcoming challenges associated with online recruitment ensures that organizations can tap into a diverse range of talents and skills, increasing the chances of finding the most suitable candidates for the job. According to the finding of the study, some of the suggestions have been listed below which may help to the HRD of Hishabee Technology Limited to overcome their challenges on e-recruitment system that also can bring positive impact on organization performance:

- a) **Developing Recruitment Sources:** The recruitment sources an organization uses can significantly impact its employer branding and reputation. Organizations that have a strong and positive brand image attract top talent more easily. By utilizing effective recruitment sources, an organization can showcase its values, mission, and work culture to prospective candidates, thereby strengthening its employer brand. A positive employer brand enhances the organization's ability to attract and retain high-quality employees, positively impacting overall performance. Therefore, the HRD of Hishabee Technology Limited should employ to broaden their reach and attract a larger pool of qualified candidates including:
- **Collaborate with educational institutions:** The HRD of the organization should establish relationships with universities to tap into their talent pools. Offer internships, co-op programs, or mentorship opportunities to students, which can serve as a pipeline for potential future employees.
 - **Network and participate in industry events:** The HRD of the organization should attend online job fairs, industry conferences, and networking events related to their field. They can engage with professionals in their industry, including potential candidates, and promote their open positions. This can help them connect with talented individuals who may not be actively searching for jobs online.
- b) **Train recruiters and hiring managers to reduce time on recruitment process:** The HR manager of the organization should provide training to recruiters and hiring managers involved in the online recruitment process. He should ensure the HR teams are well-versed in utilizing recruitment software, conducting efficient interviews, and assessing candidates effectively. Training can help them make quicker and more informed decisions, speeding up the overall process.

By implementing the strategy, Hishabee Technology Limited can minimize the time spent on the online recruitment process, attract top talent more efficiently, and ultimately enhance organizational performance.

- c) **Keep touch and communication with candidates during online assessments:** The HR manager of the organization should keep candidates informed about any technical difficulties they encounter and the steps they are taking to resolve them. This helps manage expectations and demonstrates their commitment to providing a smooth recruitment experience.
- d) **Develop a strong employer brand:** The HR manager of the organization should invest time and effort into building a strong online presence for their organization. This includes having an informative and engaging company website, active social media profiles, and sharing employee stories, testimonials, and online recruitment process. A well-crafted employer brand can help candidates feel more connected to their organization and create a sense of trust and familiarity.

5.2 Conclusion

The implementation of an e-recruitment system can have a significant impact on organizational performance. E-recruitment systems automate and streamline various stages of the recruitment process, such as job posting, resume screening, applicant tracking, and interview scheduling. An e-recruitment system can positively impact an organization's employer branding efforts. A well-designed and user-friendly online platform enhances the candidate experience and portrays the organization as technologically advanced and forward-thinking. A positive experience during the recruitment process can strengthen the organization's reputation, attracting top talent and potentially reducing turnover rates. By reducing manual efforts and paperwork, the HR manager of Hishabee Technology Limited can save time and resources, leading to a more efficient online hiring process. This efficiency allows company to fill vacancies quickly, reducing the time-to-hire and ensuring that critical positions are not left vacant for extended periods.

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Appendix

Posting of Job Circular in LinkedIn Platform

<https://bd.linkedin.com/company/hishabee-technologies-limited>

HISHABEE
Technologies Limited

HIRING! TELE SALES EXECUTIVE



Job Responsibilities:

- Contact potential or existing customers to inform them about the product or service
- Answer questions about products or the company
- Ask questions to understand customer requirements and close sale
- Direct prospects to the field sales team when needed
- Keep records of calls and sales and note useful information.
- Go the extra mile to meet sales quota and facilitate future sales

Qualifications :

- Minimum graduation
- Proven 1 year of experience as tele sales representative or sales role
- Proven track record of successfully meeting sales quota preferably over the phone
- Excellent communication and interpersonal skills
- Outstanding negotiation skills with the ability to resolve issues and address complaints
- Good knowledge of relevant computer programs and telephone system

Salary: 15K

**Send your CV to
careers@hishabee.io**