

Internship Report  
On  
**Recruitment & Selection Process of PRAN Group**

An internship report submitted to the Department of Business and Technology  
Management in partial fulfillment of the requirements for the degree of  
BBA in Business and Technology Management

By

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**Islamic University of Technology**  
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## **Islamic University of Technology**

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**BBA in Business and Technology Management (BTM)**

Submitted by:

**I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.**

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## Acknowledgement

I would like to thank Almighty Allah for blessing me with the strength and ability to complete my internship program safe and sound. I have prepared this report as part of my BBA in Technology Management program of Islamic University of Technology (IUT). I am very grateful to several persons for their guideline, direction and support during my internship period. Firstly, I am very much grateful to my internship supervisor, Dr. Mohammad Shamsu Uddin for his constant guideline, suggestions and support whenever needed in this three month for successful accomplishment of this report.

My gratitude goes to some of the officials of HRM department of Pran group. I would show my gratitude to my on-site guide, Mr. Habibul Hassan Symon (Deputy Manager, Head of Recruitment, Pran Group) of the department for his continuous guideline, instructions and directions while working at Pran Group as well as preparing report for internship.

Finally, I thank all the personnel who have directly and indirectly assisted me through my internship and made the journey easier for me. I am grateful to Almighty Allah for everything.

## Executive Summary

This report is prepared on basis of my three-month internship program at Pran Group. The internship has helped me gain practical insights regarding various HR practices, especially Recruitment & Selection process of PRAN Group.

The establishment of PRAN was based on the vision of providing products that enhance health, and well-being of society. PRAN is keenly aware of its responsibility to the society and this awareness is reflected in its activities.

During my internship program, I have got the opportunity to work in HRM department of Pran Group. I have learned about all the HR functions, especially recruitment and selection process. Therefore, this report is based on the recruitment and selection process of Pran and on the selected or non-selected candidates who apply at Pran for different positions. In the study, the academic background, years of last work experience and location have been taken into consideration for non-selected, primarily selected and finally selected candidates. The report is based on Recruitment & Selection process of Pran Group.

Analysis & finding of the study show how the activities of recruitment and selection practices are managed effectively. Analysis is done based on the findings and collected information. It has been found in the study that there are some limitations of recruitment and selection practices of PRAN Group. The activities related to recruitment and selection have direct and effective impact on employee performance. The competent employees are selected through different proven procedures, they provide the best service for the organization. As the whole procedure is fair and strictly maintained, eligible candidates are easily found. To be more efficient, the overall process should be brought under automation. Finally, conclusion has been drawn upon the overall study and recommendations have been included based on the findings. The findings suggest that PRAN Group should maintain a structured questionnaire and score card for the interview.

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# Chapter 1: Introduction

## **1.1 Rationale of study:**

FMCG sector is also one of the career-oriented sectors which really attract me as an aspiring student stepping into the job sector.

At part of the Internship program, I am placed in the Human Resource Division of Pran Group. In the report I have studied 'Recruitment and Selection process of Pran Group and attempted to provide some ways so as to make recruitment more effective. The recruitment and selection decision are of prime importance as it is the medium for obtaining the best possible person to job fit that will contribute significantly towards the company's effectiveness. I am privileged to be one of the students who got an opportunity to do my internship from PRAN Group. Since I have done my major in Technology Management, this internship will help me hone my practical skills and obtain knowledge in this field for my career development.

## **1.2 Objective of the Report**

### **Primary Objective:**

The primary objective is to of this report is to complete the Bachelor of Business Administration Degree and achieve the real-life work experience

### **Secondary Objectives:**

- ❖ Main focus on PRAN human resource plan and Recruitment process.
- ❖ To have a clear view about what's definitely going on in the area of HRM selection commercial enterprise employer.
- ❖ To Focus on PRAN recruitment process.
- ❖ To Focus on How PRAN evaluated their employees.
- ❖ To focus on how PRAN maintain right person in right job at right time.
- ❖ To focus on PRAN core value, mission, vision.



## **1.3 Background of the Organization:**

### **Historical Background of PRAN:**

PRAN (Programme for Rural Advancement Nationally) was founded in 1981 by retired Major General Amjad Khan Chowdhury and they are now one of the largest food and beverage brands in Bangladesh. PRAN played the role as a pioneer in agribusiness of our country by providing farmers with reasonable and legitimate prices. PRAN Foods, a subsidiary of the PRAN Group, produces a number of agricultural products under the PRAN banner. In 2003, PRAN established a subsidiary company in UAE .

In 2008, the company expressed plans to build a production facility in Tripura, India, after the Indian government lifted the ban on direct investment from Bangladesh in 2007. The PRAN group's exports had reached ten billion Bangladeshi monetary unit by 2016. They tapped into the most important markets for the organization in UAE, Malaysia, Oman, Saudi Arabia and south asian country India. The revenue for PRAN exceeded US\$500 million. They came into potato business in march 2016 and they always try to enlarge their business area with different products.

In April 2016, PRAN sent a shipment to New Zealand for \$3 million, marking the company's first foray into cassava exports. PRAN employs more than 80,000 direct workers and more than 200,000 indirect workers. In March 2021, it started delivering goods to India through the river route that crosses via Bangladesh.. PRAN has ninety thousand direct staff and 250 thousand indirect staff. PRAN exports to over a hundred forty five totally different countries. PRAN started operating through stream route to Asian country from BD in March 2021. The most significant asset of PRAN is its 110,000 committed employees that work around the clock.

### **Company Overview of Pran:**

PRAN means life, and Pran stands for the taste of life. Every day they're sending out this taste to 145 countries with their numerous agro-food products of 10 different categories, including snacks, confectionery, dairy, juices, carbonated beverages, mineral water, baked items, culinary,

drinks and biscuits. They're the largest food-beverage company in Bangladesh and admired by millions of people globally. Since the beginning of PRAN in 1981, they've been working to improve rural livelihood by contributing to the rural and national economies, creating employment, and exporting. PRAN was a pioneer in Bangladeshi agriculture, ensuring farmers received fair prices. That's why they're continuously extending our help to the communities and finding ways to reduce our environmental footprints to achieve a greener earth.

Therefore, people from different educational, social, religious and cultural background work here show respect to every person, their beliefs and values. Pran has employees from diversified educational background such as Science, social science, business administration, technical etc.

### **Corporate Values**

PRAN's brand portfolio is diverse. PRAN's brands are well-known all over the world. PRAN is proud to be a worldwide organization that has succeeded not just locally but also internationally. PRAN has created an industry standard in its own nation via its continuous economic contributions as an environmentally conscious enterprise. The company's talent management approach allows its outstanding workers to collaborate to create an organization that cherishes equal opportunity for everyone. Furthermore, PRAN considers all employee complaints and ideas at all levels of the organization. The business culture of PRAN is built on upholding professional ethics. PRAN is a deadline-driven technique that builds expertise. PRAN has long been a proponent of environmental stewardship and recognizes its obligation to advocate for and participate in environmentally beneficial initiatives. It also supports the idea of responsibility to all of its stakeholders as well as society at large. As a result, PRAN shows its commitment by participating in activities that assist the economy and, as a result, the people who work in it.

#### **1.3.1 Mission of Pran:**

- ❖ Poverty & hunger are curses. Aim of Pran is to generate employment and earn dignity & self-respect for our compatriots through profitable enterprises.

#### **1.3.2 Vision of Pran:**

- ❖ Improving Livelihood.

### **1.3.3 Value of Pran:**

- Responsible to country
- Speed & Quality
- Creativity
- Simplification
- Honesty and Integrity

### 1.3.4 Company Profile of PRAN:

	
<b>Type</b>	Private Limited Company
<b>Industry</b>	FMCG.
<b>Founding Year</b>	1981
<b>Corporate Office</b>	105 Middle Badda ,Dhaka - 1212, Bangladesh
<b>Key people</b>	Ahsan Khan Chowdhury, Usma Choudhury
<b>Factory</b>	Country Wide
<b>Products</b>	Biscuit & Bakery, Beverages, Confectionary, Culinary, Dairy, Frozen Foods, Snacks
<b>Areas Served</b>	145 countries (including Asian, African and European regions)
<b>Number of Employees</b>	80 thousand direct employees and 200 thousand indirect employees.
<b>Logo</b>	
<b>Contacts</b>	Phone - Head Office - +8809613737777 Fax - +88-02-8837464 Email - <a href="mailto:crd@prangroup.com">crd@prangroup.com</a> Website - www.pranfoods.net

### 1.3.5 Organization Structure

The organogram of PRAN is shown below:

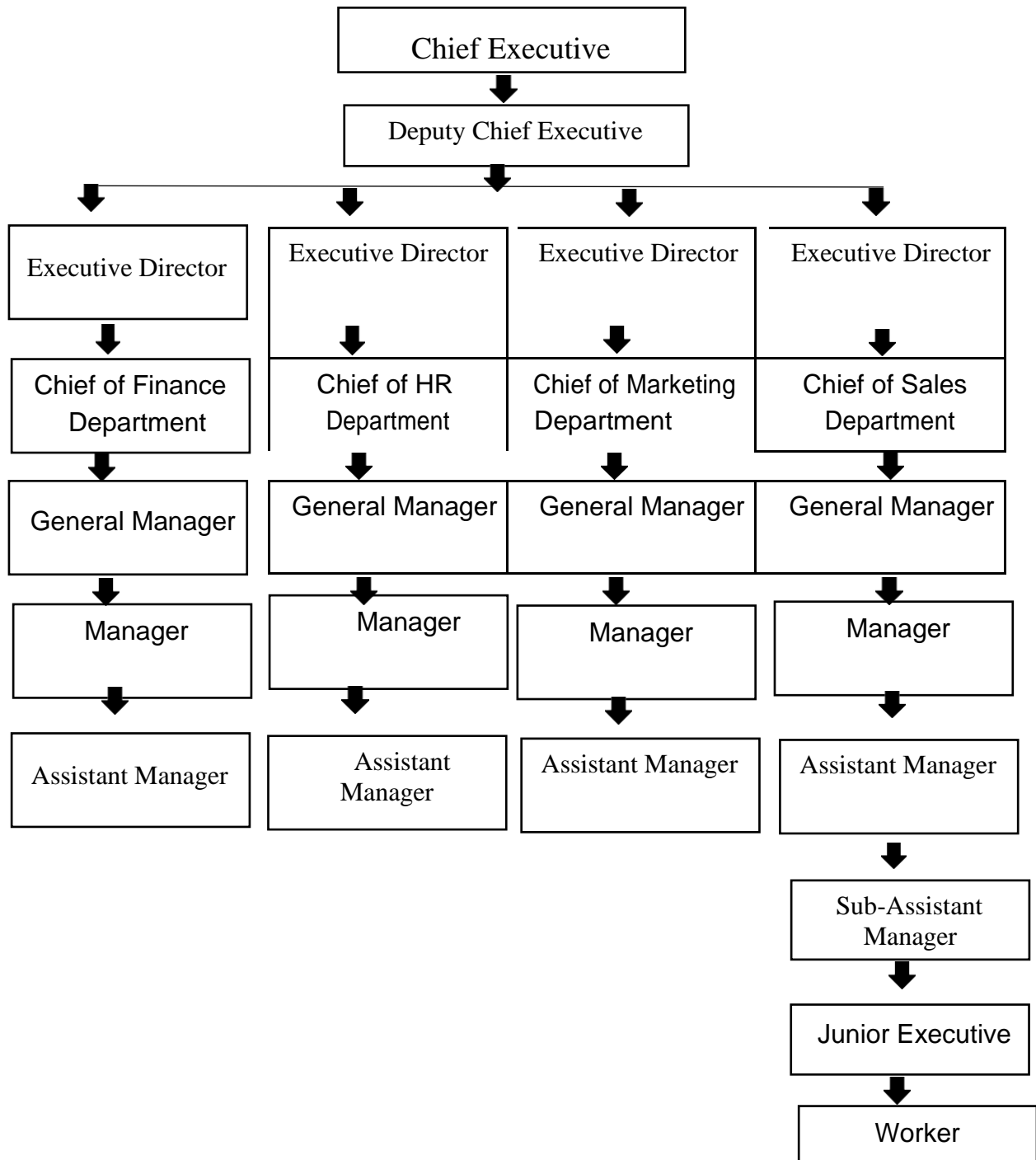


Figure: Organogram of PRAN Group Source: (Msrblog, 2022)

### HR overview of PRAN Group, at a glance:

Ahsan Khan Chowdhury	Chairman & CEO
Eleash Mridha	Managing Director
Ranjan Kumar Dey	DGM-HRM
Habibul Hassan Symon	Deputy Manager
Team of more than 30 people	HR Employee

#### 1.3.6 Concerns of PRAN Group:

- ❖ PRAN Beverage Limited
- ❖ PRAN Confectionary Limited
- ❖ PRAN Dairy Limited
- ❖ PRAN Foods Limited
- ❖ Chorka Textile Limited
- ❖ Packmat Industries Limited
- ❖ Sun Basic Chemicals Limited
- ❖ Habiganj Agro Limited
- ❖ Banga Bakers Limited
- ❖ Natore Agro Limited.
- ❖ Sylvan Poultry Limited & others

#### 1.3.7 Product Offerings at PRAN:

- ❖ Biscuit
- ❖ Bakery
- ❖ Beverages
- ❖ Confectionary
- ❖ Culinary
- ❖ Dairy
- ❖ Frozen Foods
- ❖ Snacks
- ❖ Other FMCG Items

#### 1.3.8 Strengths and Opportunities of PRAN:

##### Strengths:

- ❖ Largest FMCG company in Bangladesh
- ❖ Strong Distribution channels and customer service
- ❖ Good Human Resource and Infrastructure Installation all over the country
- ❖ Loyal customer base
- ❖ High ethical standard
- ❖ Experienced management team
- ❖ Well-recognized brand name and reputation

## Opportunities:

- ❖ Demand for FMCG products
- ❖ Provide online buying facilities
- ❖ Increase the brand value through initial offering
- ❖ New better interconnection of distributor
- ❖ Economic growth of Bangladesh
- ❖ Technology improvement and network coverage

# Chapter 2: Industry Analysis



## 2.1 FMCG at a Glimpse

Consumer goods refer to the final goods and services that are consumed by the households and not used in the production process of other goods & services. Consumption of these goods and services is defined as the private consumption or household consumption. On the other hand, Fast Moving Consumer Goods (FMCG) are products that are sold rapidly and at comparatively lower cost. Examples of such FMCGs are packaged foods, beverages, toiletries, over the counter drugs and similar consumables.

Usually, FMCGs have a short shelf life. Some FMCGs are highly perishable such as meat, fruits, vegetables, dairy products and baked goods. Others products like toiletries, packaged foods, soft drinks, housework products have high turnover rates. Revenue margin from the FMCGs is comparatively small, these products are generally sold in bulk quantities to make considerable aggregate earnings. The business of FMCGs is considered as the most definitive instance of low margin and high volume business.

Based on how fast products are sold to the customers, consumer goods are also classified as Slow Moving Consumer Goods (SMCG). SMCGs are those which have a useful life longer than a year including stuffs such as domestic appliances, furniture and home upgrading products. These products have a sluggish sales regularity and are not circling as quickly as FMCGs.

## 2.2 Global Market

The global market size of the industry is expected to reach \$1.54 trillion by 2025 with a CAGR of 5.4% (2018-2025). With rising incomes, a growing middle-class and increasing rural-to-urban migration, it seems realistic to propose that companies operating within this industry will see rewarding pay-offs.

Due to the nature of the FMCG industry—characterized by low margins and high sales volumes—the industry is most likely to benefit from increasing its customer base, which will lead to greater sales. In this respect, Bangladesh represents a goldmine. Consumption expenditure clocked in at 97% of national income as of 2015[ and with domestic annual consumption standing at over \$130 billion, the growth of the internal economy has been accelerating. As the number of people belonging to the Middle and Affluent Class (MAC) is projected to increase from 12 million—or 7% of the total population—to 34 million by 2025, the

strong growth of the FMCG sector will continue to sustain itself in the future.

### **2.3 A Brief Consumer Profile**

Bangladeshi consumers are of the optimistic variety. More than 60% believe their incomes will rise in the years to come, fueling their desire to consume more and 79% believe that living conditions have improved. However, despite believing their desire to purchase goods increases yearly, Bangladeshi consumers are wary of debt. Consequently, savings play a greater role in the life of the Bangladeshi consumer as opposed to credit. Being family-oriented people, Bangladeshi consumers prioritize the needs of the family over individual needs. This means that when important spending decisions arise, products that target the needs of families get preference. Bangladeshis are also very brand conscious consumers, with a large portion of consumers citing brand as a decision-making criterion when shopping for personal care products. As living standards improve and incomes rise, Bangladeshi consumers will prefer products of higher quality as they move into the future.

### **2.4 FMCG Industry at Bangladesh: Growth opportunity perspective**

Global market size of FMCG is expected to reach \$1.54 trillion by 2025. Whereas Bangladesh Consumption expenditure clocked at 97% of national income with domestic annual consumption standing at over \$130 billion, Rise and sustenance of FMCG industry at Bangladesh few key drivers. Thus, Bangladesh represents a goldmine at FMCG industry. An island of stability during times of economic uncertainty.

Several catalysts, with generic competitive advantages, are responsible for this fortune which can be categorized as following:

1. Rapid Rural to Urban Immigration Drives Demand As job opportunities are typically concentrated, consequently spending on FMCG products originate from urban centers with 35.70%
2. According to the Boston Consulting Group, strong economic growth of Bangladesh 34 million people belonging to MAC By the year 2025, As the process unfurls, FMCG industry should be able to capitalize the opportunity.

3. EPZ created many jobs for women, which helps in poverty reduction the first categories of products to increasing demand of FMCG products.
4. Due to climate, geographic positioning, Bangladesh represents a gold mine of raw materials & cheap labor for companies in the FMCG industry
5. Bangladeshi consumers are optimistic variety. More than 60% believe incomes will increase every years.79% believe living conditions have improved. Consumers prefer products of higher quality as they move into the future.

## **2.5 Major Classifications of FMCG Industry in Bangladesh**

In Bangladesh, the industry of Fast Moving Consumer Goods (FMCG) is classified into three key categories - Foods and Beverage industry, the Personal Care industry, and Household Care Industries. Foods and Beverage Industry includes all kinds of food products such as biscuits and bakery, milk and dairy, baby foods, frozen foods, ice cream, tea, tobacco, coffee, soft drinks, health drinks, etc. Beauty and Personal Care industry include personal care related products such as perfume, cosmetics, hair oil, toiletries products, etc. Household Care Industry includes the products used for cleaning and decorating homes or offices. This category includes mosquito aerosol, laundry detergent, room sprays, Toilet Cleaner Liquid, Antiseptic Liquids, etc.

## **2.6 SWOT Analysis of FMCG sector**

### Strengths

- Low operational costs
- Presence of established distribution networks in both urban and rural areas
- Presence of well-known brands in FMCG sector

### Weaknesses

- Lower scope of investing in technology and achieving economies of scale, especially in small sectors
- Low exports levels
- Me-too products illegally mimic the labels of the established brands. These products narrow the scope of FMCG products in rural and semi-urban market.

### Opportunities

- Untapped rural market
- Rising income levels, i.e. increase in purchasing power of consumers
- Large domestic market
- Export potential
- High consumer goods spending

#### Threats

- Removal of import restrictions resulting in replacing of domestic brands
- The unstable political condition
- Fake products under different brand names.
- Easy to enter foreign company

### **2.7 List of the FMCG Company in Bangladesh:**

According to the database of Registrar of Joint Stock of Companies and Firms (RJSC) there are 59 fast moving consumer goods (FMCG) producer companies listed in Registrar of Joint Stock of Companies, Bangladesh.

From that most popular FMCG firms in our country are:

- Pran RFL group
- Unilever Bangladesh
- Nestle Bangladesh Ltd
- Square Foods & Beverages Ltd.
- Square Toiletries Ltd
- Transcom Beverages Limited
- City Group
- Partex beverage ltd
- Acme Agro vet and Beverage Ltd.
- ACI group
- Partex beverage ltd
- Sajeeb group
- New Zealand Dairy Products Bangladesh Limited
- Kazi Firms Group
- Akij Food & Beverage Ltd.

- Marico Bangladesh Ltd
- Ispahani Foods Limited (IFL)
- Bashundhara food and beverage industries limited
- Coca-cola Bangladesh Limited
- Bombay sweets & co. ltd
- British American Tobacco
- Abul Khair Group
- IFAD AGRO COMPLEX LTD

## 2.8 Problems of FMCG sector in Bangladesh:

There are several problems are exists FMCG sector in Bangladesh. Most of the FMCG Company cannot reach to their target group of customer due to this problems. Such as:-

### 1. **Lack of Research and Development:**

Most of our company have not any R&D department. So they cannot innovate any new brand product. And this is a big problem of our industry.

### 2. **Highly competitive market:**

Our market is highly competitive. Most of the big multinational company are available in our market. There are a large number of brand category are exit for a single product. So most of the local MFCG Company of our country are unable to convince their potential customer toward their product.

### 3. **Availability of fake brand product:**

This is a big problem of FMCG sector in our country. There are some corrupt people are produced fake Hygienic brand product and distribute those goods in the market. As a result a consumer are going to confuse to identify the original product.

### 4. **Lack of brand loyalty:**

In our country there have a very small brand loyalty among the customer on FMCG good. So this is failure factors of this industry that the most of the company cannot create brand loyalty of their product.

### 5. **The unstable political condition:**

The unstable political condition may a big reason for failure the FMCG sector in Bangladesh.

When political issues are start such as HORTAL, OBORODH etc. the whole distribution channel

are broken.

**6. Lack of accountability of regulatory authority:**

There are no accountability or any role of our regulatory authority to prevent fake product or illegal business.

**7. Easy to enter:**

In our country there are a lack of entry barrier for foreign company. So this is problem

**8. Comparatively low salary structure of the employee of this sector:**

In our country the salary structure of the employee of FMCG Company is comparatively low then other sector. So it create dissatisfactions among the employees.

**9. Potential communication:**

This FMCG market needs lot of promotional communication in the market. It is an expense for the management. Every management should understand how brand triggers sales and they should respond accordingly. This has been the problem of the local companies where they are falling back of the MNCs like Unilever who are doing it better.

**10. Traditional approach of marketing:**

Most of our local company are followed traditional marketing system. It should be updated otherwise they cannot reach to their customer.

**11. Lack of e-commerce based business:**

Now a days people are very busy on their work. So they do not have the time to go to market for shopping. So in this time the online based shopping will be the problem solver for them. But in our country online base grocery shop are not so developed.

**12. Unavailability of the brand:**

When consumers do not find their preferred FMCG brands in the store, they generally switch to other brands. This factor is the second top influential element that affects to change the consumer brand preference in case of FMCG products. Generally, all FMCG brands, from any particular product category, offer somewhat same type of product. So, consumers do not hesitate to buy another brand in case of unavailability of brand.

**13. Unavailability of the brand product in rural market:**

In our country branded product cannot found in the rural market. But a large number of potential customer are in the rural area. It its very wrong concept to underestimate the purchasing power of rural people.

**14. Availability of illegal product in the market**

Availability of illegal product in the market is the big threats for whole FMCG industry. Illegally entered product are comparatively low price. So it destroy the market stability.

**15. Technology**

Most of our local FMCG Company are not so rich in technological sectors. Many company are produce their product manually. So this is problem of this sector.

**16. Product Features:**

Generally, all the FMCG brands offer somewhat same features for the consumers. So there is no way to clearly distinguish the difference among the brands. Therefore, any attractive or new feature always persuade consumer to try that brand.

## **Chapter 3: Activities Undertaken**



### **3.1 Related works:**

There are some important tasks that I learned from the human resources division that follows:

- ❖ Coordinate regular batches.
- ❖ Collect and sort CVs for recruitment.
- ❖ Update CV and managing HRIS portal.
- ❖ Take primary interview and let them know rules and conditions of the job.
- ❖ Take written exam for the primarily selected candidates.

### **3.2 Relevant my activities:**

In addition to work-related activities, I do the other task assigned by the administration. I like it:

- ❖ Print and prepare joining documents
- ❖ Create top sheets, HR and Management viva sheets for different batches
- ❖ Made different types of recruitment advertisement.
- ❖ Call and send SMS to candidates to update about their result.
- ❖ Described joining documents to the selected candidates.

### **3.3 Organization related:**

#### **3.3.1 Recruitment and selection of PRAN:**

Recruitment is the method by which organizations find and draw in individuals to fill empty jobs. Most organizations have a proceeding have to recruit modern workers to supplant those who begin or are being advanced, to secure modern skills, and empower organizational growth.

Recruitment is an even more vital movement when unemployment rates are moo and economic growth is solid as companies compete to pull in the qualified workers they got to succeed.

In PRAN, recruitment and determination take put through a particular, exceptionally modern process. Begin with the order of the work and conclusion with the appointment. Hence, Pran organizes various types of training and development programs for representatives to create their abilities. In a sense, PRAN takes after a recruitment process created to choose the proper individuals within the right place.

#### **3.3.2 Basic recruitment function in PRAN:**

For recruitment, PRAN HR takes after a few rules. These rules are set by the office of the human resource for superior recruitment and selection. The rules are:

- ❖ The recruitment of PRAN is to recruit the proper kind of individuals within the right put, selecting them through a successful preparation of a bunch of candidates within the labor market.
- ❖ Under no circumstances may a regular or contracted employee of another organization enter into a normal or long-term contract with PRAN.
- ❖ The HRD can take after and make a yearly budget and a recruitment plan.
- ❖ HRD will spread the enlistment needs of individuals on the net and in newspapers.

### **3.3.3 Recruitment Stages of PRAN Group**

HR department is responsible for performing recruitment. This department strives to identify and pull competent candidates. The necessary information is provided in job description and specification from which the recruitment process begins. The recruitment team of PRAN performs the following functions:

- Evaluating needs.
- Describing the job position
- Examining the recruiting options
- Advertising
- Calling candidates
- Conducting written test
- Arranging interviews
- Issuing Offer letter

### **3.3.4 Job Request:**

Recruitment is the method by which organizations find and pull in individuals to fill vacant jobs. Work prerequisite demands when a replacement of an existing opportunity or a new position is required, the influenced division must total an application shape and get the vital endorsement from the division supervisor sometime recently sending it to the HR. No contract will not be prepared without getting the ask for a division of the hypotheses in address and the ask must be affirmed for the check. In the event that the prerequisite for a modern position, which was not included within the affirmed arrange, the divisions concerned ought to give a suitable commercial avocation for the position and get approval from the head of the division, the head of human assets. It has been legitimately affirmed, HR prepares the application for recruitment and selection.

### 3.4 Types of Recruitment at PRAN:

Pran ensures recruiting right candidate at the right place. It hires employees irrespective of their social or cultural background, gender, religious beliefs, values and other demographic factors. Pran believes that candidates who can successfully satisfy the recruitment standards of the company, will be selected as an employee. Generally, for any position, the candidates must attend a written test, a computer test and a HRM viva. Candidates who pass all the three sectors separately, get selected for the management viva. After final approval from the management body, selected candidates are finally eligible to work at Pran as an employee. Besides, candidate's academic background, work profile, experiences, knowledge, skills and behavior also add value in the selection process.

The table below demonstrates the job specifications of candidates for some of the key positions at PRAN-

<b>Job Position Name</b>	<b>Educational qualifications</b>	<b>Experience</b>	<b>Age Limit</b>
<b>Trainee Executive</b>	Minimum graduation in any subject from any reputed university	N/A	30 years (Maximum)
<b>Management Trainee</b>	Graduation and post-graduation in any subject from any reputed university.	N/A	30 years (Maximum)
<b>Sub Assistant Manager</b>	Graduation and post-graduation in any subject from any reputed university	At least 1 year	35 years (Maximum)
<b>Assistant Manager</b>	Graduation and post-graduation in any subject from any reputed university	At least 2 years	40 years (Maximum)

The table below demonstrates the job specifications of candidates for some of the key positions for Pran Sales department-

<b>Job Position Name</b>	<b>Qualifications</b>	<b>Experience</b>	<b>Age Limit</b>
Sales Representative	Minimum SSC pass	Not required	20-30 Years
Sales Executive	Diploma/HSC	Not required	18-30 Years
Assistant Territory Sales Manager	Minimum Graduate	Not required	18-30 Years
Territory Sales Manager	Graduation/Post Graduation	5 years of experience in relevant field.	N/A

### 3.5 Recruitment sources:

There are two major sources of recruitment followed by PRAN group.

- ❖ Internal Source.
- ❖ External Source.

#### 3.5.1 Internal Source:

Sometimes a skilled person is selected from existing employees for a required post. Thus, eligible current employee is promoted internally in the new post with new responsibilities. In case of no such competent person inside the organization, then the management uses external sources.

- ❖ **Promotion:** It is an internal and motivational policy for the current employees. Though there is yearly salary increment system for all employees in PRAN Group, dedicated and well-performing employees are promoted with new pay scale and responsibilities. Some promotions in PRAN Group requires written and oral tests. Some Sales Representatives (SR) are promoted to Territory Sales Manager (TSM) in such way.
- ❖ **Job-Posting programs:** HR department conducts job positioning programs by announcing internal job openings which tells about required qualifications and ask capable employees to apply. The announcement is generally displayed on organization's bulletin boards. Job posting ensures career growth of the current employees. Job posting is normally performed for operational, technical, and supervisory positions.
- ❖ **Former Employees:** There is an opportunity for the former employee who want to rejoin

in PRAN Group. PRAN group always welcomes and appreciates them. Such former employees don't need to sit for written test. They just need to follow some procedures of rejoining to enter the organization again.

- ❖ **Employee Referrals:** Employee referrals works as a recommendation from a current staff about a job applicant. Employee referral is encouraged as it spreads the name of the company. Referred applicants are given priority.

### 3.5.2 External Source:

When internal recruitment is not reliable, company exploits external recruitment. So, in case of failure to find suitable candidate for the required role within PRAN , external advertisement is publicized to attract the potential candidates.

- ❖ **Advertisement:** PRAN- RFL normally publish two types of advertisements in the national dailies. Sometimes only GPO BOX number is referred, hiding the identity. In order to bypass the pressure from the stakeholders for their desired candidates. But hidin company name causes loss of some talent applicants who might be attracted with the name of the organization. However, the company reveals their name in current job advertisements to pull the high-quality potentials.
- ❖ **Employment Agency:** Job agencies identify and sort applicants and then refer those who seem qualified for the required posts of different to organization. PRAN- RFL Group use such job portals or agencies. They publish their job vacancies and advertisements on job portal like: BD jobs, BITAC etc.
- ❖ **Walk-ins and Write-ins:** Walk-ins are random job seekers who come to the HR department in quest of a job. A large number of candidates come in that way without seeing the advertisement. Write-ins are those who mail a written application. Both groups are instructed to fill-up application form to know about their interest and abilities. In an active file acceptable applications are gathered until an appropriate vacancy occurs.
- ❖ **Foreign Recruitment:** As PRAN exports their products over 100 countries, they need to hire consultant from those respective countries. After analyzing CVs from Linked In, recruitment team contacts with the desired persons and offers them to work for the company as a consultant. Those foreign consultant work from their own country mostly on part time basis.

### **3.6 Selection Stages of PRAN Group:**

Selection is the process of interviewing and evaluating candidates for a particular job based on some specific criteria. PRAN Group conduct their selection process through some phases which are as follows.

#### **➤ Screening and Short-listing Applications**

The selection process of PRAN Group begins with sorting and screening of applications and CVS. The resumes and the cover letters are checked properly. The way and quality of writing, accordance with the advertisements are examined mostly in cover letter. Various weights are set to the selection criteria mentioned in the main specification based on their relative importance. Depending on the presence of some factors like educational qualification, experience and technical expertise to the expected level, cumulative weights for all the applicants are determined and the short list of the eligible candidates is made.

However, for the field level worker some CVs are rejected because of showing fake certificate, age limit and result issue. Finally, the candidates selected in the short list are invited for the written test.

#### **➤ Written Test**

Written test is the mandatory part of the general recruitment practice in PRAN Group. Priorly there was no written test for the management employee; the candidates were selected through the interview only. After the commencement of the manager trainee program, the written test before the interview has been made compulsory. The written test covers mathematical knowledge, English language skill, IQ level etc. To pass the written test candidates must get 50 percent marks. The candidates who passed the written test are selected for the preliminary interview.

#### **➤ Selection Interview**

Human Resource department of PRAN Group arranges a two-tier interview. At first recruitment head along with assistant manager conducts which the preliminary viva in “elimination method”. Candidates who overcome preliminary viva are met with Managing Director for the final interview. The interview time is decided considering the convenience of the candidates as many of them are working elsewhere.

➤ **Reference checks**

Reference checks enable collecting information and review about the character of a person, quality of the work and eligibility for the post. It also verifies the information received from the applicants via their resume and the interview. Contacting with the applicant's manager or colleagues, reference is verified. It is more effective than the interview assessment.

The candidate's immediate supervisors are contacted. If they are unwilling to talk, an alternative person has to be selected by the candidate. During the interviews, the candidates are given some examples of situation or task. The referee is also questioned what the candidate did in those situations, which verifies whether the information received from the candidate matches with that of the referee.

➤ **Employment Decision**

If the selected candidate agrees with the terms and conditions of the job, he/she is issued an offer letter and joining report. Joining report contains general employee information that the organization needs about the staff. In some cases, the candidate needs to submit his/her original educational certificate and a clearance copy from current organization.

➤ **Offering the role:**

After completing the above activities, the candidate is given an offer letter containing the salary and other benefit package, duties and responsibilities of the job etc. selected candidate can still withdraw her/himself from the joining if he/she has any job or salary related issues.

➤ **Verbal offer:**

For some important and top management position, highly experienced professionals from reputed organization are offered verbally. Recruitment Head tells them that the company would like to offer them the role. He also informs them about the remuneration package and other facilities.



### **3.7 Final approval:**

The HR must be approved for all permanent posts and temporary posts approved by the Human Resources Manager. Selected candidates will be offered a job after the salary negotiations and, once the job offer is accepted, the candidate will be sent for a medical examination in the diagnosis selected by the authority. There will be no salary negotiations for the temporary employee. The people who will be joining as officers will be in a three to six-months trial period.

#### **3.7.1 Letter of appointment or offer:**

After the final approval with the candidates, the offer letter for the candidates is issued by HR. Within the letter of appointment, you may indicate all the terms and conditions. Candidates must pull back it from human resources.

#### **3.7.2 Participation Information:**

Chosen candidates must go through the union data information on the primary stage of their establishment. Like - All academic qualification sheets, certified, 2 copies of the size of the passport photo, Letter of incorporation, Letter of release from previous work, Photocopy of NID.

## **Chapter 4: Analysis**

## 4.1 Market level Analysis

Porter's five forces model:

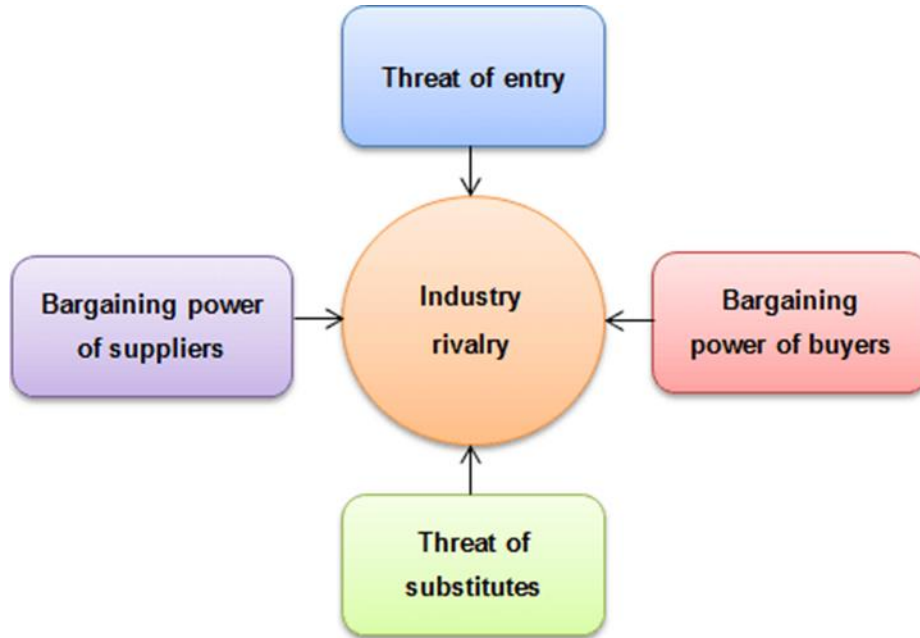


Figure: Porter's five forces

PRAN maintains its position as it is one of the quality full service providing organization in Bangladesh by reforming its strategies to address the issues shown in this Five Forces analysis. This Five Forces analysis of PRAN identifies the most important external factors and how they impact the business, thereby also providing input for managerial decision-making.

### **Threats of New Entrants:**

Profitable markets attract new entrants, which erodes profitability. Unless incumbents have strong and durable barriers to entry, for example, patents, economies of scale, capital requirements or government policies, then profitability will decline to a competitive rate.

Threats of new entrants are always there for PRAN RFL group as they have been on of the biggest company of the country and thus there are lots of other companies who have always been looking for scope to get in the market and take or grab the market of PRAN.

**Threats of Substitutions:**

Where close substitute products exist in a market, it increases the likelihood of customers switching to alternatives in response to price increases. This reduces both the power of suppliers and the attractiveness of the market. In the business of PRAN RFL group the threats of substitution are high. Because there are Akij foods, Bd Foods, Square who are trying to take the market with their level best effort. So if PRAN RFL group is doing something unfair with the customers then the customers can easily switch to other companies. So PRAN should be aware of that.

**Bargaining Power of the Buyers:**

An assessment of how easy it is for suppliers to drive up prices. This is driven by the: number of suppliers of each essential input; uniqueness of their product or service; relative size and strength of the supplier; and cost of switching from one supplier to another. The bargaining power of the consumer is very low. Because most of the products are of fixed price so they have no choice bargaining.

**Bargaining Power of Suppliers:**

An assessment of how easy it is for buyers to drive prices down. This is driven by the: number of buyers in the market; importance of each individual buyer to the organization; and cost to the buyer of switching from one supplier to another. If a business has just a few powerful buyers, they are often able to dictate terms. Bargaining power of suppliers is very low as well. As Bangladesh is an agricultural country so there are many sellers of the raw materials of food. Therefore, there is many chance of bargaining power of the sellers.

**Competitive Rivalry:**

The main driver is the number and capability of competitors in the market. Many competitors, offering undifferentiated products and services, will reduce market attractiveness. Current rivalry is very much high of the PRAN RFL group as there are some huge groups like Akij group and others so it is seen that the rivalry amongst the current companies are very high.

## 4.2 Professional level Analysis

### 4.2.1 Coordinating regular batch:

PRAN is a place where an intern can learn a lot of things about the recruitment process. As an intern it was a great experience for me to help my supervisor in coordinating regular batches. To conduct a regular batch, first of all, We collect CVs from different sources. Then We take their initial interview that is called as primary interview as well.

**Initial interview:** It is also called as primary interview. We ask the candidates about their current status, motorbike capability, skills of computer and ask them some questions related to their job. Then we select the passed candidates for the next procedure.

**HR Viva:** After that, We take their HR viva on Head office. We take the HR viva with an HRBP and an Area Manager of that relevant division. We ask different types of questions related to their education, work experiences and expectations. Then we select the perfect candidates to attend in the final interview.

**Written, IT & Management Viva:** Then we fix a date and inform the selected candidates about their written, IT and final interview. These exams and viva held in Pran HR Office that is situated in Badda, Dhaka. Then I take their written exam and assist them for IT test. Then only passed candidates can attend the Management viva which is also known as final viva.

After that, candidates who pass in written, IT and final viva are successfully selected to join in our Pran group for different positions according to their education, performance and job experience. During my three months of internship program, I have coordinated many batches of different positions successfully.

### 4.2.2 General Learnings

Recruitment and selection practices are important attributes in any organization. The PRAN group also follows a certain process and practice for their recruitment and selection. The overall practice is analyzed below:

1. Identify the vacant post
2. Job Analysis
3. Job description
4. Person specification

5. Advertise the job
6. Send Application

### **Stage one: Identify the post**

In every organization, they may have a vacant post due to labor turnover and other reasons. It is mainly the responsibility of the HRM manager to identify the vacant post in the organization. In that case, another department of the organization has reported to the HR manager to inform them that there are few or one vacant post in their department. In the PRAN group they also follow the same strategy for identifying vacant posts in their shops where frequent vacancies are detected. According to Pramila Rao, for employees filling up the vacancy is a daunting and time-consuming task, in the basic category making a plan is important to identify the vacancy and a permanent system of identifying should be established (Rao, 2010).

### **Stage two: carry out job analysis**

After identifying the vacant post, the next task is to analyze the job properly. The job analysis process can be different according to various organizations. In the view of Junaid Ashraf, the job analysis can be defined as the organization's evaluation process recording the duties, responsibilities, authorities and identifying the work environment that can recruit in that specific job (Ashraf, 2017). In the PRAN group, they also did the job analysis according to the ability and durability of the organization and they like to become specific in their job analysis. According to Noreen Heraty, the policy decision of job analysis in various firms differs according to ownership, size and unionization. The job analysis can be changed according to a situation such as in this Covid-19 situation (Heraty and Morley, 2019).

### **Stage three: Creating a job description**

A job description can be defined as a document that contains the task and responsibilities of the job for the recruiters. The job description may contain duties, pay policy, location, hours and conditions and environment of the workplace. According to Mike Leat, now the touch of technology is present in the job description and those who use technology may have got more success (Hsu and Leat, 2000). Most of the time new recruiters are attracted by the job description and in the PRAN group, they have a separate governing body to write an appropriate job description.

### **Stage four: Creating person specification**

This is a more specific statement, and this is now conducted by most of the organization. According

to Jim Stewart, a job specification can be defined as a document that contains the skill set and qualification needed for the job (Stewart and Knowles, 2000). Previously the job analysis contained this specification but now some modern firms including the PRAN group have introduced this new person specification statement by this the applicant is more specific about the requirement for the job and by person specification, many applicants may not be eligible for the job and by this way, the number of the applicant for the job is also reduced.

#### **Stage five: Advertise the job**

After doing job analyzing, description and person specification now it is time to inform the fellow applicant or potential applicant for the job. This work is done by the organization, and it is one of the most important parts of the whole recruitment practice. According to Dave Bartram, job advertising means promoting the vacant post and informing the potential applications of the job. It can be done by leaflet, TV advertisement, Billboards and by using the current employees for promoting the job (Bartram and Lindley, 2017)

#### **Stage six: Send out an application form and request a CV**

In this part, the applicant is sent to the candidate who wishes to apply for the job. This is the last stage of recruitment practice and after this, the selection and test practice has been started. Here the applicant may receive the application form and fill it up according to the requirement of the employer. In the PRAN group, they now send this application form online and because of the pandemic situation, the whole procedure is done through online activities.

#### **4.2.3 Effective lessons learned from the Internship Experience:**

An internship is a process where we as students learn the strife of working at the corporate level. It is a process which helps us shape our career and plays an important part in our decision making as to what industry we want to work in. Through this internship my goal was not only to gain information regarding the work activities related to HR but also to understand organizational culture in a real-world setting. I have outlined some of my most valuable learning through this internship.

**Different organizational skills:** Throughout my internship I have learned various organizational skills. The most significant ones were; meeting deadlines, multitasking, setting goals to be attained, meeting expectation of the supervisor and of course planning for next HR strategies. I also learned about organize different file, documentation process and maintaining personal file for different

employees.

**Communication and interpersonal skills:** Working in a consultant agency we must deal with various kinds of people; hence communication here plays a big role. I had to communicate with different employees from different department, sent mail about official notice to candidates, contact candidates for interview. The right kind of communication sometimes may land you the best sort of opportunity to work with more candidates and batches. The communication also needs to be smooth and effective with peers as it is vital to come up with proper strategic plans and that only happens when the communication is pitch perfect. Therefore, skills such as listening skills, non – verbal cues, decision making skills and assertiveness all play an important combined role.

**Practical knowledge about the HR operation:** While some may think HR is all about is recruiting and hiring, but in practical life HR has many things to do. Different documentation process, company laws and their services, training and performance evaluation process, I learned during this internship period. These variations are not clearly understood for a student who have not practically worked in the field of business study. Other than that, my internship program also let me understand the HR operational part which are not always practically covered in different business study courses. For example, arranging training, managing different critical situation and take appropriate management decision to maintain sound & healthy office environment.

**Assumption of responsibilities:** Taking responsibility and giving a positive result at the end of the day is a big challenge in itself. PRAN gave me extensive knowledge of this. Here I have personally seen corporate people with their responsibilities every day. My confidence level was higher than I expected when I spent this short period of time in PRAN.

**Ability to work under pressure:** Working under pressure was one of the things that I was already aware of before joining PRAN. During my interview I was told they particularly enjoyed the company of someone who can take on multiple tasks and pressure. Hence, I had to go in prepared. Even after that in the beginning the pressure felt tremendous due to handling multiple batches and working with multiple teams. However, this challenge gave me perspectives of working under pressure and how well I could manage my time.

**Others:** While doing this internship, I learned many new things, which for me were completely unknown. In expansion to learning from the organization and the university, moreover, I learned other things. And it'll help me within the close future when I will work in a different organization.



### 4.3 Company level analysis

#### **Right person in the right place at the right time:**

The purpose of PRAN human resources management is to ensure the right people are in the right place at the right time in the organization. PRAN always try to select right person in right place at the right time because it helps to reduce the company cost. If they select and retain the right person in right position, they will be able to gain the profit. That's why when they recruit people they take different test to judge their candidates properly. The employees represent their company. PRAN give possibilities to all applicants without bias to race, gender, incapacity, religion, age, or some other standards permissible by way of the statutory legal guidelines of the country. In PRAN Recruitment and selection is totally depend on task- associated standards. Recruitment and choice method is continually applied and promotes fairness, range, and transparency.

#### **Special observation:**

- Internal sources are mainly used for entry level management or supervisor posts and external sources are used for top level management recruitment. PRAN regularly uses their internal sources. They often arrange promotion test for their existing candidates. As the internal sources are cost effective and can be used urgently, the company always appreciate such sources.
- All the stages are strictly performed by the recruitment and selection team of PRAN Group. There is no scope of corruption in any stages of recruitment and selection. Highly experienced staff of HR department can easily sort out the best candidates. From determining demand of staff to issuing offer letter, they remain very careful. From all gathered information and analysis, it can be said the performance of recruitment team of PRAN Group is satisfactory.

## **Chapter 5: Conclusions & Recommendation**

## 5.1 Summary:

This section illustrates the summary of the findings, limitation of the findings, the recommendations for the company and the conclusion part of the report. It also reflects the overall findings of the report.

Summary of Findings:

- Merit, aggressiveness, and competencies are the basis for selection.
- Functional competencies are given much priority than the appearance.
- Recruitment sources are job fair, employee reference, advertisement, promotion, and online platforms.
- For most of the position candidates must go through written test and preliminary viva.
- Candidates must meet height and weight requirement before sitting for written test.
- Candidates are not differentiated based on race, community, religion, or gender.
- Some salary package is determined through the negotiations.
- No place of corruption in recruitment and selection process.
- No structured questionnaire is used for interview.
- No score card is used for grading the candidates

## 5.2 Limitations

There are some limitations of the findings:

- No use of structured questionnaire for the interview.
- Evaluation of employees is not fully automated.
- No arrangement of group interview for many candidates.
- Sometimes candidates have to wait for whole day for the interview.

- No use of score card for evaluating candidates.
- Students of public universities get priority and extra pay scale.

### **5.3 Recommendations**

Some recommendations are presented here so that PRAN can improve their existing recruitment and selection practices:

- The recruitment department of PRAN Group should use a structured questionnaire for the interview so that they can compare and grade the answers taken from the candidates.
- PRAN Group should focus on the automation of recruitment and evaluation process. Time, cost, and effort can be minimized with such automation of the system.
- In case of many candidates group interview can be arranged by the recruiter to facilitate the process.
- HR department should simplify the whole recruitment process so that candidates should not face any difficulties or delay.
- A score card should be used to evaluate the candidates.
- Candidates from each and every university in Bangladesh should be treated equally.

## 5.4 Conclusion:

The evaluation of recruitment and selection practices of PRAN Group is illustrated in this study. It highlights the stages and sources of recruitment and selection process managed by PRAN Group. PRAN Group is the leading manufacturer of consumer goods which exports its products over hundred countries. PRAN Group has an efficient HR department to perform various activities as it has a massive workforce. It performs all the task beginning from identifying needs of workforce to issuing offer letter for joining. HR department has already initiated full automation of employee evaluation. It will mitigate the time, cost and effort make the HR department more efficient. The existing recruitment and selection practices are getting more competent to pick up the best employee from a large pool of candidates. The success of PRAN Group is largely attributable to these proficient recruitment and selection practices.

The broad objective of the study is to evaluate the recruitment and selection practices of PRAN Group. The specific objectives are to investigate the sources of recruitment of the PRAN Group, to analyze different stages of recruitment and selection process of the company and to suggest how PRAN Group can improve its existing recruitment and selection practices. PRAN follows a well-organized recruitment and selection process. Data have been collected from both primary and secondary sources. Primary sources include data from personal observation and informal interviews of the existing employees of HR department. Secondary data have been used from relevant articles, journals, books etc.

At PRAN Group, recruitment and selection practice begins with determining demand of workforce and ends up with the selection of qualified employees. In between this, different activities are to be performed by HR department. The functions of recruitment and selection that have been observed at PRAN Group evaluating needs, describing the job position, examining the recruiting options, advertising, calling candidates, applications screening and Short-listing, conducting written test, arranging interviews, making employment decision, issuing Offer letter etc. The recruitment and selection team are meeting up the needs of competent workforce. But this study attempts to show those activities which ensures the selection of eligible employees. This study evaluates the practices based on information gathered and employee perception.

It is found that among all the sources of recruitment, promotion test is the most convenient and cost- effective source. Internal employees who are promoted through test become highly

motivated towards their job and they don't need extra training like freshers. It is also observed that employee referral is an effective source of potential employee. From recruiter viewpoint it is better option as the candidate is known by the current employee. On the other hand, from candidate view as he/she is referred by current employee, he/she is bound to perform well. Finally, it can be concluded with that efficient recruitment and selection practices ensure the success of PRAN Group at a great extent.

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# Appendix