Internship Report

on

Job Satisfaction of Employee in Bangladesh: A Case Study on Leads Corporation Limited

Submitted by:

Mahanika Haque

Id: BBA2001019046

Program: Bachelor of Business Administration (BBA)

Major: Human Resource Management (HRM)

Semester: Summer-2025

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfilment of the degree of

Bachelor of Business Administration (BBA)

Sonargaon University (SU)

147/1, Green Road, Tejgaon, Dhaka-1215, Bangladesh

Date of Submission: August 30, 2025

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Submitted to:

Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University (SU)

Sonargaon University (SU)

147/1, Green Road, Tejgaon, Dhaka-1215, Bangladesh

Date of Submission: August 30, 2025

Letter of Transmittal

August 30, 2025

To,
Md. Rasel Hawlader
Assistant Professor
Department of Business Administration
Sonargaon University (SU), Dhaka.

Subject: **Submission of Report on "Job Satisfaction of Employees in Bangladesh: A Case Study on Leads Corporation Ltd."**

Dear Sir,

With due respect and honor, I would like to inform you that, I have successfully completed the requirements to entitle myself for the report, which is a mandatory requirement to completion of the BBA program. This is a great pleasure for me to submit the report on, **"Job Satisfaction of Employees in Bangladesh: A Case Study on Leads Corporation Ltd."** Here I gathered what I believe the most completed information available. I believe that it will provide a clear scenario of the HRM polices of the prominent software Leads Corporation Ltd. in Bangladesh.

This report is all about to synchronize my theoretical learning from BBA program with the real corporate world. I attempted my every move to go through all the necessary materials, documents, guidelines, and other subsequent reports which fulfil the requirements of this report I have placed my most effort on preparing this term paper and tried to leave no stone unturned to make the report a vivid and comprehensive one despite a lot of limitations. I sincerely believe that it will serve the required purposes. I will always be obliged to furnish any clarification regarding this paper, if required.

I humble request you to accept this report for your kind evaluation.

Kind regards,

_____

Mahanika Haque

ID: BBA2001019046

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

I, Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU) hereby certify that the Report work entitled as **"Job Satisfaction of Employees in Bangladesh: A Case Study on Leads Corporation Ltd."** has been prepared by **Mahanika Haque, ID: BBA2001019046**, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfilment for the degree of the Bachelor of Business Administration (BBA) with major in HRM. To the best of my knowledge, the above-mentioned work has been conducted by the student herself. Any option and/or suggestion made in this study are entirely that of the author of this report.

The report is an original work and prepared as a partial requirement of the degree the Bachelor of Business Administration (BBA).

Md. Rasel Hawlader
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Student's Declaration

This is Mahanika Haque, a student of Bachelor of Business Administration (BBA), ID: BBA2001019046 from Sonargaon University (SU) would like to solemnly declaration here that this report on **"Job Satisfaction of Employees in Bangladesh: A Case Study on Leads Corporation Ltd."** has been authentically prepared by me under supervisor of Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act intentionally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Sincerely Yours,

_____

Mahanika Haque
ID: BBA2001019046
Major: HRM
Semester: Summer-2025
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Acknowledgement

First and foremost, I would like to express my sincere gratitude to my supervisor, Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for his invaluable guidance, support, and encouragement throughout the preparation of this report. His insights and expertise in the field of Human Resource Management have greatly enriched my understanding and enabled me to complete this case study on the **"Job Satisfaction of Employees in Bangladesh: A Case Study on Leads Corporation Ltd.".**

I would also like to extend my appreciation to the faculty members of the Department of Business Administration at Sonargaon University for their continuous support and dedication to fostering an environment of learning and growth. My sincere thanks go to Western Engineering Group for allowing me access to information that has been vital to the successful completion of this study.

Finally, I am deeply grateful to my family, friends, and classmates for their encouragement, motivation, and assistance throughout this journey. Their support has been instrumental in helping me focus and complete this work.

Sincerely,

_____

Mahanika Haque

ID: BBA2001019046
Major: HRM
Semester: Summer-2025
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Executive Summary

This report, **"Job Satisfaction of Employees: A Case Study on Leads Corporation Ltd."**, provides a comprehensive analysis of the factors influencing employee job satisfaction within the context of Bangladesh's dynamic corporate environment. The primary objective of this study is to explore how Leads Corporation Ltd. fosters job satisfaction among its workforce and how this contributes to overall organizational performance. To conduct this case study, data was collected through interviews with HR personnel and selected employees, analysis of internal company documents, and a review of relevant literature on job satisfaction. The report examines key dimensions of job satisfaction at Leads Corporation, including work environment, compensation, career development opportunities, leadership style, employee recognition, and work-life balance. The findings suggest that Leads Corporation has implemented several effective strategies to enhance employee satisfaction, such as regular performance evaluations, professional development programs, open communication policies, and a supportive workplace culture. Despite these efforts, challenges remain, particularly in areas such as workload management and aligning employee expectations with organizational goals. The study concludes that Leads Corporation Ltd.'s focus on employee satisfaction has played a crucial role in maintaining employee retention, improving productivity, and fostering a positive organizational culture. However, there is room for improvement through enhanced employee engagement initiatives, more flexible work arrangements, and the use of data analytics to better understand employee needs. This case study offers valuable insights for other organizations in Bangladesh aiming to boost employee satisfaction as a means of driving sustainable growth and long-term success.

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Chapter: One

Introduction

1.1 Introduction

Employee is one of the crucial element for an organization. Without commitment and effort from employees an organization cannot survive or succeed. To get commitment and loyalty, organizations must satisfy their employees. Although it's not easy for the organizations in making individual satisfied, because people work for different reasons. That's why, Job Satisfaction is one of the most crucial but controversial issues in industrial psychology. Some of the employees want material success while others might emphasize job challenging. Every individual standpoint, job satisfaction might be one of the most desirable, outcomes that employees could obtain. There are main three characteristics of job satisfaction. Biological, Emotional, Social and Psychology. It that forces employees to behave positively. Motivation pushes employees to do their best performance. Motivation also pushes employees to give effort to achieve organizational goals.

Job satisfaction on the other part, is made up of two words "job" and "satisfaction". Job on one hand, is an occupational act that is carried out by an individual in return for a reward. It connotes what one does to receive regular payment or appreciation, while satisfaction on the other part, is the way one feels about events, rewards, people, relation and amount of mental gladness on the job. They claim that employees or workforce who are satisfied with their job by reasons of several institutional factors such as leadership, pay/salary, co-worker, promotion opportunities, communication flow and working environment among others, feel highly committed to their organization.

Job satisfaction and organizational commitment are equally very important to customer or patrons' satisfaction particularly in service-oriented organizations such as educational institutions like the public universities which must recognize that employees' satisfaction will go a long way toward contributing to their goal of having happy and fulfilling students. Thus, Job satisfaction is a frequently studied subject in work and organizational literature in several disciplines such as psychology, sociology, economics and management sciences. This is mainly because many experts believe that Job Satisfaction trends can affect employment scenario and influence organizational commitment, work effort, employees' absenteeism and turnover.

I had the opportunity to work in one of the most important company who overseas money by making software. It's a national company. Now I get my report topic is Job Satisfaction of Employee of Leads Corporation Limited.

1.2 Objectives of the Study

Every research work is conducted to achieve specific objectives, which guides its direction and purpose. The main objective of this report is to learn about job satisfaction of employees. This report has been prepared as a part of Human Resource Management course. Which is an essential component of the BBA program at **Sonargaon University (SU).**

The objectives of this report there are two types of objectives.

- General Objectives
- Specific Objectives

i. General Objective

The general objective of this study is to know and understand of the Job satisfaction of employees of Leads corporation Limited.

ii. Specific Objectives

- The specific objectives of this study are as follows:
- To measure the overall employees of job satisfaction of Leads Corporation Limited.
- To identify the employee's satisfaction on level of various factors of job satisfaction.
- To identify the causes job dissatisfaction of employee.
- To explore the challenges, weaknesses, and obstacles in the current process.
- To make suggestions for improving the job satisfaction in Leads Corporation Limited.

1.3 Methodology of the Study

The study has been conducted on personal interview of the Leads Corporation Limited. To prepare this report on Leads Job Satisfaction of employee process, I used a mix research method. I reviewed internal documents, day to day operations, and had informal chats with employees. I do that to understand how employee satisfaction work for an organization. As well as a questionnaire used to be collected various information related with job satisfaction and observation method is used in various issues to know the actual behavioural aspects of employees.

Data Source

The information and data for this report have been collected from both primary and secondary sources with a stronger focus on secondary data for broader perspective. I reviewed internal data, talk with employees. I also collect data from the company's website, HR reports, and industry article.

Primary Data

Primary sources are those that information was gathered through direct observation, discussion with HR personnel and informal interviews with interns and employees at LCL. These are:

- Face-to-face conversions with authorities
- Direct observation
- Face-to-face conversations with employees
- Informal interviews with HR managers, supervisors
- Questionnaire Survey

Secondary Data

- Website of Leads Corporation Limited
- Different study reports
- Different books and manuals
- Various article and journals
- Corporate publications of LCL

In addition, I have incorporated my own practical experience. I gathered information by observation, having formal chats with employees and company's documents. And also during the report work and learned from my university studies.

1.4 Limitations of the Study

Nothings ahead of limitations. So, while preparing this report, some limitations became apparent, which impacted the depth and completeness of the study. While The Leads Corporation Limited was extremely cooperative and helpful throughout this process. But some restrictions arose from company's internal rules. Because they concern about their market security. The major limitations of the study are as follows:

- It was quite hard to collect accurate information.
- The data I collect was incomplete and lacked detail.
- As this was my first time doing this kind of research, that's why experience affected some parts of this study.
- The time was a major limitation for me while preparing the report.
- Limited experience in studying corporate processes impacted analysis.
- Some of secondary data was outdated, affecting the relevance of my findings.
- It was challenging to get up-to-date and practical data.
- The report is based on experience within a specific department and may not fully represent the job satisfaction of employee in other units of the organizations.
- Employee felt hesitation to provide their opinion on job satisfaction.
- Money limitation.

Chapter: Two

Literature Review

2.1 Literature Review

Job satisfaction is one of the most researched object in the area of workplace psychology. It involves with multitudinous psychological issues ranging from leadership to job design. There are some important factors presents in job satisfactions, such as: organizational factors, organizational factors like salaries and wages, promotional chances and company policies are vary important in job satisfaction. Job satisfaction is the pleasurable emotional state resulting from the appraisal of one's job as facilitating the achievement of one's job values. In short, job satisfaction is like the extent to which people like satisfaction or dissatisfaction their jobs.

Namaziandost and prachi Juneja (2021) reported job satisfaction is that the positive and negative feelings of an employee towards his job or it are the quantity of happiness connected with the work. Both management and employees have a very important role to play in guaranteeing a positive atmosphere at the workplace and eventually job satisfaction.

Lovely, S, N, Afzal, M, K, & Alam, Z. (2019) explored purpose of the study is to investigate the impact of job satisfaction and organizational commitment on job performance of private commercial bank employees in Bangladesh. For the study, data were collected from 395 employees of different private commercial banks through structured questionnaire. To evaluate the relationship and impact between variables, correlation and regression analysis were used. The findings revealed that job satisfaction and organizational commitment are positively correlated with employee's job performance. Those two independent variables also impacts positively on job performance. The influence of job satisfaction is more than the influence of organizational commitment on employee's performance. Recommendations have been offered for the decision makers in business organization on how to improve job satisfaction and directions for future research have also been suggested.

Snack Nation (2018) revealed an increase in creativity, productivity, and overall quality has all been linked to employee satisfaction. Happier employees are more efficient and productive and that they also care more about what they are doing.

Joshua Bourne and Janis Strathearn (2021) found out for a few people, the proper job might entail earning a particular salary, for others, the correct job might involve having a supportive team. Sometimes we forget that individuals work for people, not companies. When people aren't happy, they don't show up systematically, they end up less and their work quality suffers.

Shiyani (2021) explored job satisfaction meaning employees positive feeling regarding job duties, which play role model as motivation. Job satisfaction relates to the total relationships between an individual and the employer for which he is paid.

Gagné et al. (2019) explained that employees experience greater job satisfaction when their basic psychological needs—autonomy, competence, and relatedness—are fulfilled. This study, based on Self-Determination Theory, showed that intrinsic motivation plays a critical role in workplace satisfaction across 23 countries, especially in organizations that promote autonomy and meaningful engagement.

Bakker and Demerouti (2018) defined the Job Demands-Resources (JD-R) model suggests that employees are more satisfied when they have adequate resources—such as support and autonomy—to meet job demands. When these resources are in place, employees report lower burnout and greater engagement, particularly in high-pressure environments.

Alshmemri, Shahwan-Akl, and Maude (2019) identified this study revisited Herzberg's Two-Factor Theory and confirmed that motivational factors like recognition, achievement, and personal growth have a stronger impact on job satisfaction than hygiene factors like salary or job security. These effects were especially prominent among younger professionals.

Wang and Kim (2021) according to Equity Theory, job satisfaction is strongly influenced by perceptions of fairness. This research found that when employees perceive inequality in rewards, workload, or recognition compared to their peers, their satisfaction and commitment significantly decline—even if their pay is objectively adequate.

Zhao, Li, and Chen (2025) revealed transformational leadership, which includes vision sharing, intellectual stimulation, and individual consideration, was found to directly improve employee satisfaction. This leadership style fosters emotional support and motivation, helping employees feel more valued and engaged, especially in the post-pandemic workplace.

Chapter: Three

Profile of the Organization

3.1 Overview

Overview of LEADS Corporation Limited

LEADS Corporation Limited is a pioneering Information and Communication Technology (ICT) company based in Dhaka, Bangladesh. Established in 1992, LEADS began as the exclusive distributor for NCR Corporation in Bangladesh, taking over support services for NCR's local customers. Since then, LEADS has evolved into a leading provider of application software, particularly for the financial sector, and has expanded its offerings to include a wide range of IT solutions and services.

Core Offerings

LEADS specializes in designing, developing, implementing, and maintaining business application software for both domestic and international markets. Its flagship product, Bank Ultimus, serves as a comprehensive Core Banking Solution (CBS) for banks and non-banking financial institutions (NBFIs). Additionally, LEADS provides solutions for agent banking, capital markets, broker houses, life insurance, and enterprise resource planning (ERP). The company offers end-to-end software development services, including system analysis, use case development, system architecture and design, system integration, native and web API development, UI/UX design, database design and administration, functional and system testing, quality assurance, and project management. Beyond software development, LEADS delivers diversified IT solutions such as network infrastructure building, plastic card personalization, and the delivery and installation of PCs, servers, storage and backup solutions, point-of-sale (POS) systems, and automated teller machines (ATMs)

Emerging Technologies

Recognizing the transformative potential of emerging technologies, LEADS has ventured into areas like block chain, Internet of Things, and Artificial Intelligence (AI). These innovations are integrated into their solutions to address complex challenges and enhance service delivery in sectors such as banking, insurance, and capital markets. LEADS is also expanding its footprint internationally, with projects in regions including Japan, Thailand, and North America.

Milestones and Recognition

- **1992**: Became the exclusive distributor for NCR Corporation in Bangladesh.
- **2017**: Awarded the 'Best ICT Solution Provider (Local Market Focus)' by The Daily Star ICT Awards.
- **2018**: Secured multiple accolades in The BASIS National ICT Awards across various categories.
- **2020**: Chairman Mr. Shaikh Abdul Aziz received the 'ICT Pioneer Award' for significant contributions to Bangladesh's technology sector.
- **2022**: Inaugurated 'LEADS Tower' in Mirpur, Dhaka, marking a significant milestone in the company's growth.

Company Profile

Company Name: Leads Soft (A concern of LEADS Corporation Limited)
Head Office: LEADS Tower, M-20, Main Road 2, Section 14, Mirpur, Dhaka 1206, Bangladesh
Phone: (+880) 241001205, (+880) 1934086080
E-mail: info@leads-bd.com
Website: www.leads.com.bd
Chairman: Shaikh Abdul Aziz
Managing Director: Shaikh Abdul Wahid
Chief Executive Officer (CEO): Anisur Rahman Khan
Year of Establishment: 1992

Production Capacity / Monthly:
Leads Corporation Ltd. focuses on software product development and implementation. Its capacity is measured by the number of successful project deliveries, client integrations, and development milestones achieved per month, tailored to client demand rather than physical output.

Total Turnover:
Not publicly disclosed. However, Leads Corporation Ltd. is a financially stable organization serving both public and private sector clients locally and internationally.

Number of Employees: 245+ (including developers, analysts, consultants, and administrative staff)

Main Products:

- Core Banking Solutions (Bank Ultimus)
- Agent Banking solution (Ncore365)
- Non-Banking Financial Institution (NBFI) Solutions
- Insurance Solutions
- Capital Market Solutions
- Enterprise Resource Planning (ERP) Systems
- Data Warehousing and Business Analysis Tools
- Custom Digital Innovation Products

Services Offered:

- IT Infrastructure & Support Services
- Virtual Office Solutions
- Corporate and Technical Training
- Business and Technology Consultancy
- Managed IT Services
- Customized Application Development
- Resource Outsourcing for Software Projects

Buyers / Clients:

- Local and international banks

- Non-banking financial institutions (NBFIs)
- Insurance companies
- Capital market entities
- Government organizations and large enterprises

Suppliers / Partners:

- Global technology vendors
- Local hardware and network infrastructure providers
- Software licensing partners
- Professional training and development institutions

Chairman: Shaikh Abdul Aziz

Mr. Sheikh Abdul Aziz, born on February 1941, had his education in commerce at the University of Dhaka during early 60s, and then did his MBA from the institute of Business Administration, Karachi, Pakistan in 1965, majoring in Marketing. The same year he took up job with Pakistan Tobacco Company Limited, which became Bangladesh Tobacco Company Limited in 1972 after the liberation of Bangladesh and now called British American Tobacco Company Bangladesh (BAT). Mr. Aziz left Bangladesh Tobacco Company Limited in 1983 to become an entrepreneur. He established a company producing ad exporting Ready-made Garments. 1992 brought about a major change in his business life when he entered the Information and Communication Technology (ICT) industry and formed LEADS corporation limited. Mr. Aziz played a major role in convincing the government, in 1997, about the need for extending special assistance to this sector, which eventually led to the creation of Bangladesh Association of Software and Services (BASIS).

3.2 Vision of Leads Corporation Ltd

- Be a model of excellence as an Information & Communication Technology (ICT) company.
- Become a leading provider of banking solutions and ERP software in the financial technology sector.
- Deliver innovative, secure, and scalable digital solutions tailored to the evolving needs of financial institutions.
- Build strong, long-term relationships that shareholders, customers, suppliers, associates, and society are proud to be associated with.
- Support financial inclusion and contribute to the digital transformation of banking and enterprise operations.
- Maintain a reputation for quality, reliability, and professional integrity in all aspects of service and development.

3.3 Mission of Leads Corporation Ltd

The mission of Leads Corporation Ltd is to empower financial institutions by developing innovative, secure, and scalable banking software solutions. Their goal is to streamline banking operations, enhance customer experience, and support the digital transformation of the financial sector. Leads Corporation Ltd is dedicated to delivering high-quality, reliable, and compliant technology that meets the evolving needs of modern banking.

3.4 Objectives of LEADS Corporation Ltd.

1. Digital Transformation

Enable banks to transition from legacy systems to a fully digital, integrated core banking platform.

2. Comprehensive Banking Coverage

Support Retail, SME, and Corporate banking operations including Trade Finance, Loan Management, and Treasury.

3. Regulatory Compliance

Ensure full compliance with Central Bank requirements such as KYC, CIF, and Transaction Profiling (TP).

4. Technology-Driven Innovation

Integrate emerging technologies like AI, Block chain, Mobile Apps, and Data Analytics to enhance service delivery.

5. Platform Independence

Offer a platform-independent, N-Tier architecture for easy deployment and scalability.

6. Operational Efficiency

Automate front-end and back-end banking processes to reduce manual tasks and improve service speed.

8. Customer-Centric Approach

Provide a centralized system that enhances the customer experience across all banking channels.

9. Future-Readiness

Build a solution that is adaptable to evolving market demands and future banking innovations.

3.5 Functions of LEADS Corporation Ltd. LEADS Corporation Ltd. is a leading IT solutions provider in Bangladesh, specializing in software development, systems integration, and IT consulting for a wide range of industries, particularly the financial sector. Its core functions include:

1. Software Development

Design, develop, and maintain customized enterprise software solutions, including the flagship Core Banking Solution Bank Ultimus, tailored for banks and financial institutions.

2. Core Banking Implementation

Provide end-to-end implementation, migration, customization, and support services for core banking systems to streamline operations and improve banking efficiency.

3. System Integration

Offer integration of diverse IT systems and platforms to create a seamless, centralized infrastructure for clients, especially in financial services.

4. IT Consulting Services

Deliver expert consulting to help organizations plan, implement, and manage technology-driven business transformation.

5. Product Innovation & R&D

Continuously invest in research and development to incorporate emerging technologies such as Artificial Intelligence (AI), Blockchain, Data Analytics, and Mobile Banking into their solutions.

6. Regulatory Compliance Support

Develop systems that align with Central Bank regulations, including KYC (Know Your Customer), CIF (Customer Information File), and transaction profiling, ensuring financial institutions meet legal and compliance requirements.

7. Client Support & Maintenance

Provide ongoing technical support, training, and system upgrades to clients to ensure optimal system performance and user satisfaction.

8. Digital Transformation Services

Help organizations transition from manual or outdated systems to modern, automated, and digital infrastructures for improved efficiency and competitiveness.

3.6 Key Strengths

1.Industry Expertise

Over three decades of experience in delivering IT solutions, especially for the banking and financial sector.

2. Flagship Product – BankUltimus

A proven, scalable, and feature-rich Core Banking Solution serving a wide range of financial institutions.

3. Regulatory Compliance

Deep understanding of local and international banking regulations, including KYC, CIF, and Central Bank requirements.

4. Advanced Technology Stack

Utilizes modern technologies such as AI, Blockchain, Data Analytics, and Mobile platforms to build future-ready systems.

5. Customization & Flexibility

Ability to tailor solutions to meet the specific needs of clients, ensuring relevance and effectiveness.

6. Strong Technical Team

A highly skilled and experienced team of software developers, analysts, and system architects.

7. Reliable Client Support

Dedicated support and maintenance services to ensure smooth operations and client satisfaction.

8. Successful Track Record

Trusted by major banks and institutions in Bangladesh and abroad, with numerous successful implementations.

3.7 Weaknesses

1.Limited Global Presence

While strong in the local and regional market, the company has relatively limited exposure and brand recognition in the global IT solutions market.

2. Dependency on Banking Sector

A major portion of its business is focused on the financial sector, which may limit diversification opportunities in other growing industries like healthcare, e-commerce, or logistics.

3. Legacy System Support Burden

Supporting older systems alongside new technology implementations can sometimes slow innovation and increase maintenance complexity.

4. Scalability Challenges for Smaller Clients

High-end enterprise solutions like BankUltimus may be too resource-intensive or costly for smaller financial institutions or start up.

5. Limited Marketing Outreach

Compared to international competitors, LEADS may not invest as heavily in digital marketing, branding, or global partnerships.

6. Talent Retention

As with many tech companies, retaining skilled professionals in a competitive job market can be challenging.

3.8 Opportunities

1. Expansion into International Markets

Opportunity to enter emerging markets in Asia, Africa, and the Middle East with localized core banking solutions.

2. Partnerships with FinTech Companies

Collaborating with FinTech startups can help enhance digital offerings and reach a younger, tech-savvy customer base.

3. Growth in Digital Banking

The global shift toward digital banking creates demand for secure, scalable, and innovative core banking platforms like BankUltimus.

4. Adoption of AI & Automation

Integrating Artificial Intelligence and process automation into banking systems can improve product offerings and operational efficiency.

5. Cloud-Based Solutions

Increasing demand for cloud computing in the banking sector presents an opportunity to offer cloud-based versions of existing software.

6. Cybersecurity Solutions

As cybersecurity threats rise, developing advanced security modules or services could position LEADS as a trusted provider in secure banking technology.

7. Diversification into Other Sectors

Applying existing IT expertise to sectors such as healthcare, insurance, or education could open up new revenue streams.

8. Central Bank Digital Currency (CBDC) Integration

As countries explore or launch digital currencies, there's an opportunity to support infrastructure or compliance systems related to CBDC.

3.9 Threats

1. Intense Market Competition

Rising competition from global and regional IT firms and FinTech startups may challenge LEADS' market share and pricing strategies.

2. Rapid Technological Change

Constant advancements in technology require continuous innovation; falling behind could make products outdated or less competitive.

3. Cybersecurity Risks

As a provider of banking solutions, LEADS is a potential target for cyberattacks, which could impact client trust and reputation.

4. Regulatory Changes

Frequent updates in banking and financial regulations can increase compliance costs and require system adjustments.

5. Client Dependency

Heavy reliance on banking clients makes the company vulnerable to downturns or instability in the financial sector.

6. Talent Retention Challenges

High demand for skilled IT professionals may lead to staff turnover, affecting ongoing projects and product development.

7. Economic Instability

Economic downturns, especially in emerging markets, can delay IT investments by banks and affect project pipelines.

Chapter: Four

Internship Responsibilities

4.1 The Internship Responsibilities

As a part of the internship at the Human Resource Management (HRM) of Leads Corporation Limited, various responsibilities were undertaken to contribute to the efficient functioning of the department. These responsibilities provided hands-on experience in HR operations and insights into the strategic aspects of workforce management. During my internship I had the opportunity to get directly involved in one of the most important functions of HR: Job Satisfaction of Employee.

1) Recruitment and selection

In the recruitment and selection process by screening resumes, coordinating interview, and maintaining candidate database. This involved collaborating with hiring managers to ensure the selection of candidates and aligned with organizational needs.

2) Policy Implementation

Policy implementation reflects a complex change process where government decisions are transformed into programs, procedures, regulations, or practices aimed at social betterment. Policy implementation helped in communicating and implementing HR policies within the organization. Ensured that employees were aware of company guidelines and facilitated compliance with these policies.

3) Orientation and Training

Orientation and Training are so important. Supported the planning and execution of employee orientation sessions for new hire. Assisted in the preparation of training materials and scheduling workshops to enhance employee skill sets.

4) Administrative Support

Provide general administrative support to the HR team, including drafting correspondence, scheduling meetings, and managing departmental communication channels.

5) Employee Records Management

Updated and organized employee records, ensuring compliance with data protection policies. This responsibility provided exposure to HR information systems and the importance of accuracy in recorded-keeping.

6) Event Coordination

Contributed to organizing employee engagement activities and HR events. This included coordinating logistics and ensuring successful execution of initiatives aimed at fostering team cohesion and workplace satisfactions.

7) HR Documentation and Reporting

Prepared HR reports, including recruitment metrics, attendance record, and performance evaluations. These reports were crucial for managerial decision-making and provided insights into HR analysis.

4.2 Job Responsibilities in Leads Corporation Limited

1) Recruitment and Selection

I hardly involved in the recruitment process, which included posting job advertisements across various recruitment platforms and job boards. I reviewed resumes, screened candidates, and also I helped the team in selecting suitable candidates for interview. I also helped interview schedules, ensure smooth communication with candidates. I accommodate with the preparation of interview materials and participated in initial phone screenings to assess candidate suitability.

2) Training and Development

We know that, training and development is most important for an organization. I help the HR team in organizing employee training sessions, workshop and seminars aimed at improving skills and professional growth. I also worked to gather feedback from participants to assess the effectiveness of the program. My contributions supported the company's dedications to employee development and performance improvement.

3) Employee Relations

I helped encourage positive employee relations by contributing to employee engagement activities. Such as team-building, wellness initiatives, identification programs. I also supported employees with any HR related issues. Addressing their concerns about any kind of policies, their leave or performance reviews. I help build a positive work environment and ensured that employees felt valued.

4) Administrative Support

As an intern, I furnish crucial administrative support to the HR team. I helped them to ensure smooth day-to-day operations. In this operations included organizations meetings, managing calendars for HR personnel. I also helped manage HR documentation, including official memos, reports, and resemblance, and supported the filling and documentations process to ensure that, all records were up to date and acquiescent with company policies.

5) HR Reporting and Data Analysis

In this role, I help with compiling data and generating reports on various HR metrics, such as turnover rates, recruitment success, training outcomes, and employee performance. I helped the HR team analyse this data to identify trends. I help with reporting on employee satisfaction or identify where training could be improved. This report helped the HR team to select processes and make data improvements in employee arrangement and retention.

6) Employee Record Management

One of my main responsibilities was assisting in the management and employee records. This involved maintaining accurate data in the HR information system (HRIS). I ensured each employee's personal data, their job history, their performance history, and also benefits information were correctly documented. I assisted all employee data up-to-date, which was important for HR reporting and legal assent.

7) Compliance and Legal Support

Part of the HR team, I helped them to ensure that the company's HR practices were compliant with labor laws and pronouncement. I helped in tracking employee leave, ensuring that it cling to legal requirements. I also assisted maintain records related to employee health and safety and ensure that company policies were up-to-date. This responsibility was need in helping the company avoid legal risks and also maintain amenable, ethical workplace.

8) Cross Department Collaboration

All over my internship, I worked closely with different departments within the company to sleek HR operations and contribute to company-wide initiatives. This included collaborating with departments like finance to process payroll, IT to manage HRIS systems, and operation to ensure HR practices were aligned with the overall company strategy. My role in cross departmental communication and cooperation assisted HR function more efficiently and effectively, leading to improved processes and stronger interdepartmental relationships.

Chapter: Five

Analysis of the Study

5.1 Job Satisfaction of Employees of Leads Corporation Ltd.

5.2 Data analysis:

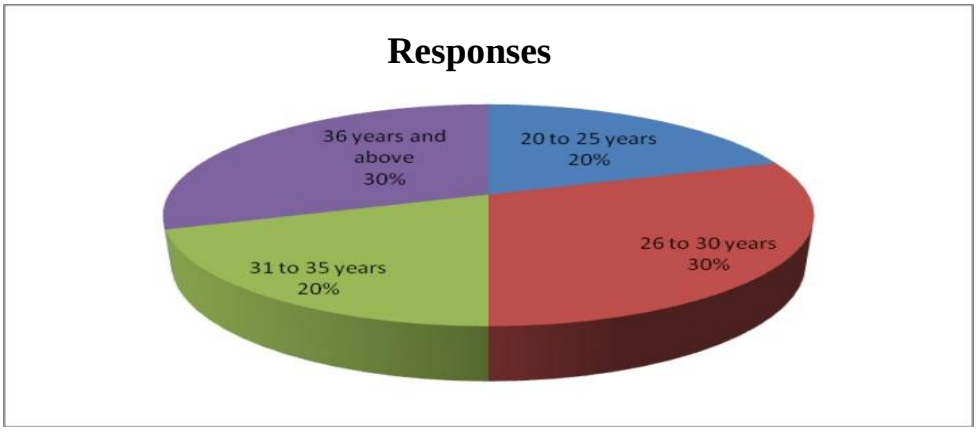
The data analysis of job satisfaction as an employee of Leads Corporation Ltd. is presented in this section along with a quick comparison of job satisfaction to Leads Corporation Ltd.'s performance. The findings are organized based on the numerous characteristics of employee quality. There are distinct questions for each dimension. With the aid of a systematic questionnaire, these questions were posed to the respondents, and the report's findings are presented in accordance with their answers. Following are the study's findings:

Part-A: Socio-demographic characteristics of the Respondents

Table:1 Age category

Age	Responses	Percentage
20 to 25 years	20	20%
26 to 30 years	30	30%
31 to 35 years	20	20%
36 years and above	30	30%
Total	**100**	**100%**

Source: Primary Data



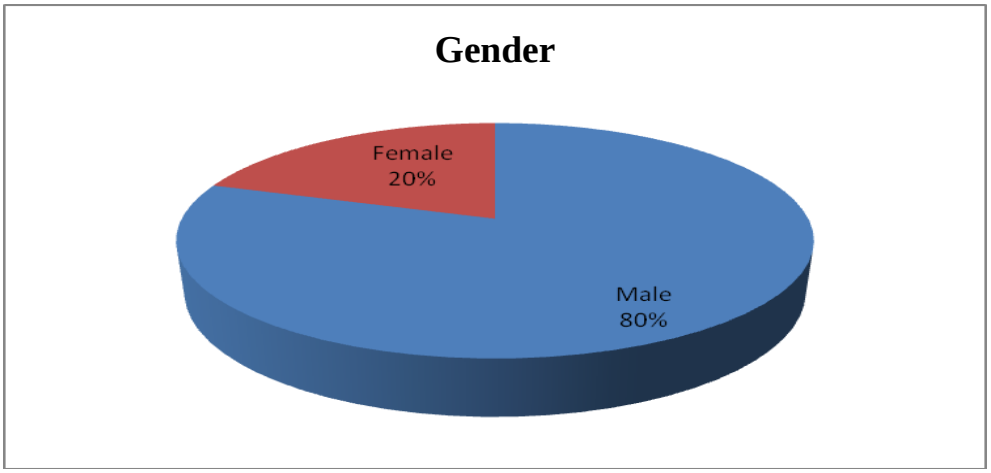
Interpretation

The graph shows that 20% respondents were 20 to 25 years old, 30% respondents were 26 to 23 years old, 20% respondents were 31 to 35 years old and 30% respondents were above 36 years and above.

Table 2: Gender

Gender	Responses	Percentage
Male	80	20%
Female	20	20%
Total	**100**	**100%**

Source: Primary Data



Interpretation

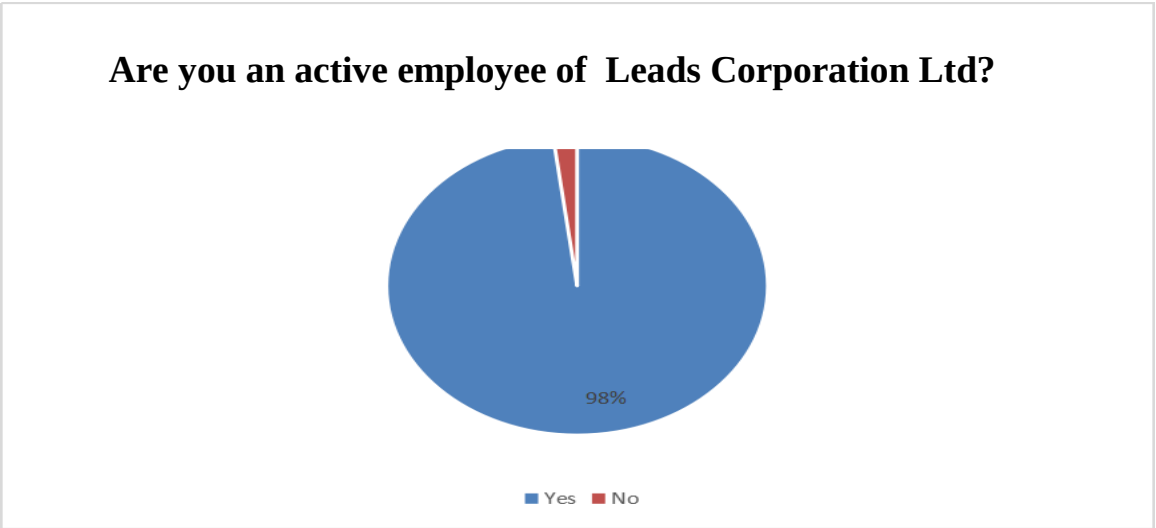
Out of 100 respondents surveyed, most of the respondents (80%) were male, and rests of the respondent (20%) were Female.

Part-B: Results related to Job Satisfaction of Employee of Leads Corporation Ltd

Table 3: Are you an active employee of Leads Corporation Ltd.?

Opinion	Responses	Percentage
Yes	98	98%
No	2	2%
Total	**100**	**100%**

Source: Primary Data



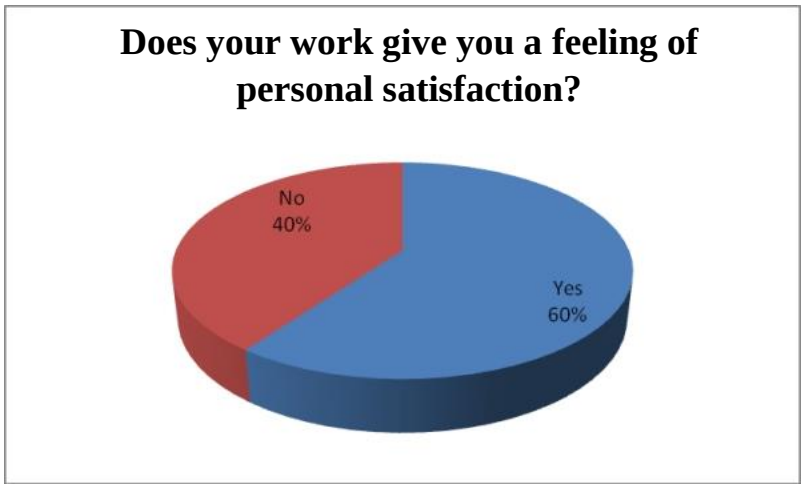
Interpretation

Out of 100 respondents surveyed, most of the respondents (98%) were active, and rests of the respondents (2%) were not active.

Table 4: Does your work give you a feeling of personal satisfaction?

Opinion	Responses	Percentage
Yes	60	60%
No	40	40%
Total	**100**	**100%**

Source: Primary Data



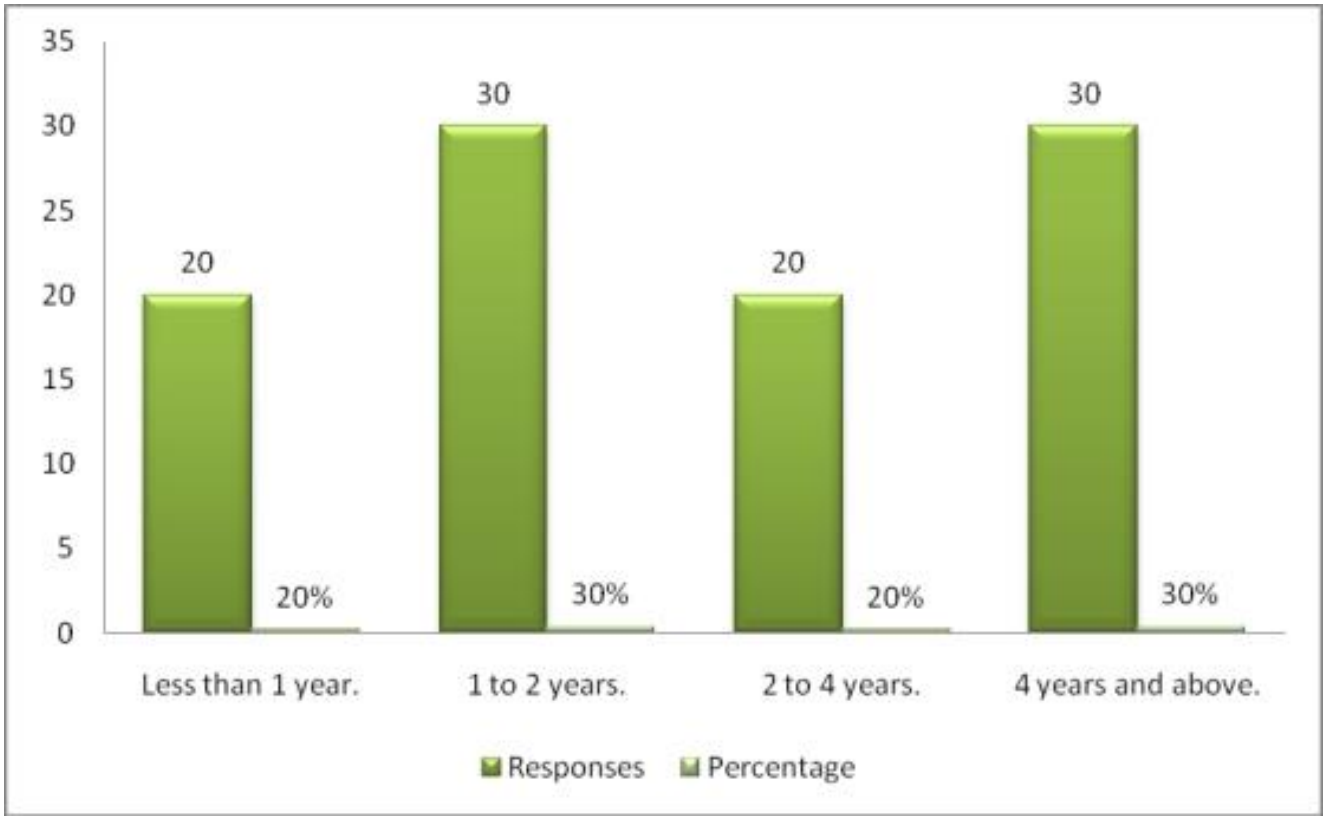
Interpretation

Out of 100 respondents surveyed, most of the respondents (60%) were satisfied and rests of the respondents (40%) were dissatisfied.

Table: 5 How long have you been working for this organization?

Opinion	Responses	Percentage
Less than 1 year	20	20%
1 to 2 years	30	30%
2 to 4 years.	20	20%
4 years and above.	30	30%
Total	**100**	**100%**

Source: Primary Data



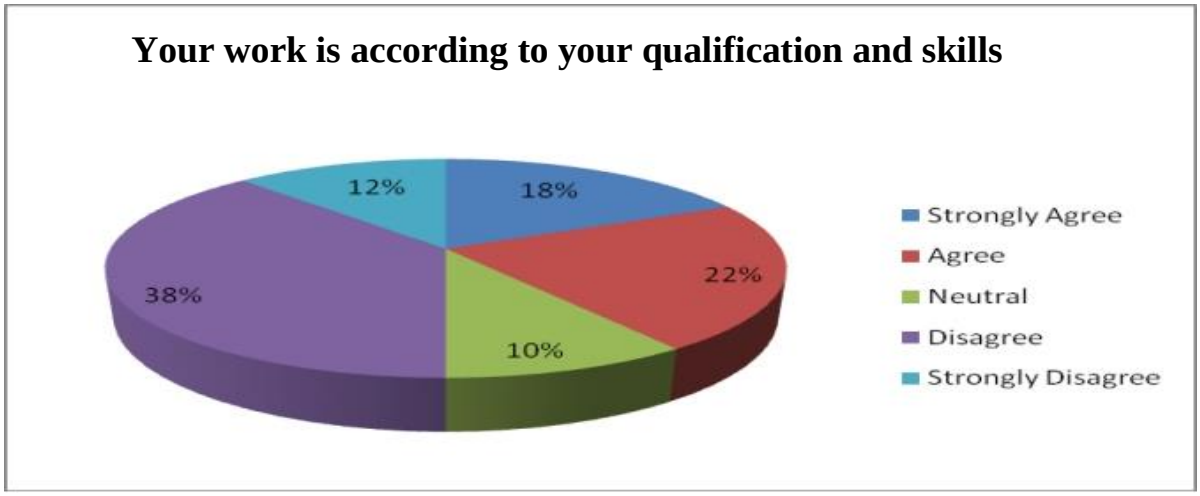
Interpretation

From the bar-chart we show that 20% respondents were less than 1 year, 30% respondents were 1 to 2 years, 20% respondents were 2 to 4 years and 30% respondents were above 4 years and above.

Table 6: Your work is according to your qualification and skills

Opinion	Respondents	Percentage (%)
Strongly Agree	18	18%
Agree	22	22%
Neutral	10	10%
Disagree	38	38%
Strongly Disagree	12	12%
Total	100	100

Source: Primary Data



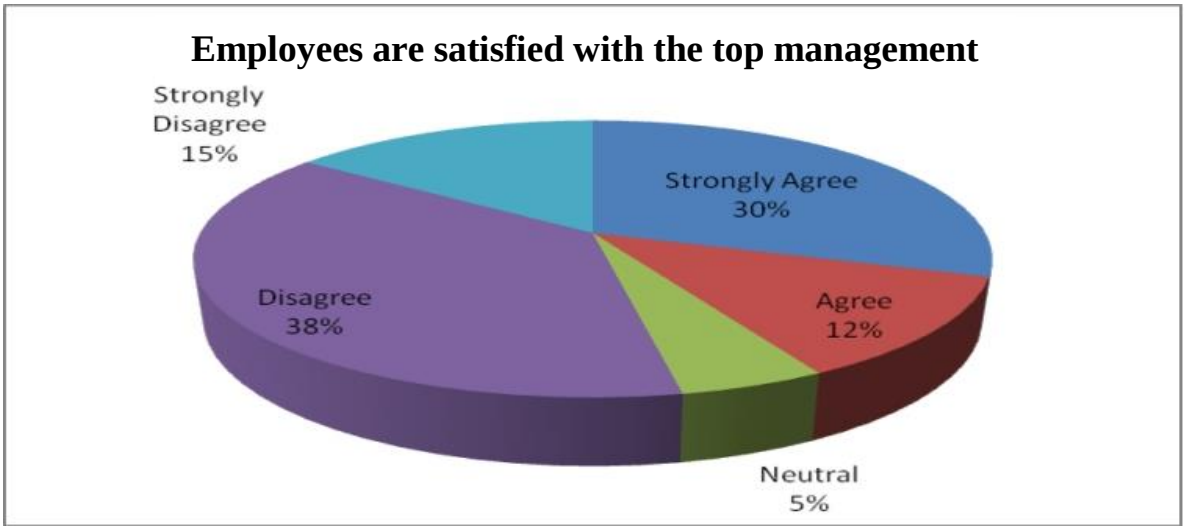
Interpretation

From the result of survey, its found that the Strongly Agree (18%) in second position there are Agree (22%), third position there are neutral (10%), fourth position there are disagree (38%) and Strongly disagree (12%). So work is according to your qualification and skills of the poor.

Table 7: Employees are satisfied with the top management

Opinion	Respondents	Percentage (%)
Strongly Agree	30	30%
Agree	12	12%
Neutral	5	5%
Disagree	38	38%
Strongly Disagree	15	15%
Total	100	100%

Data Source:



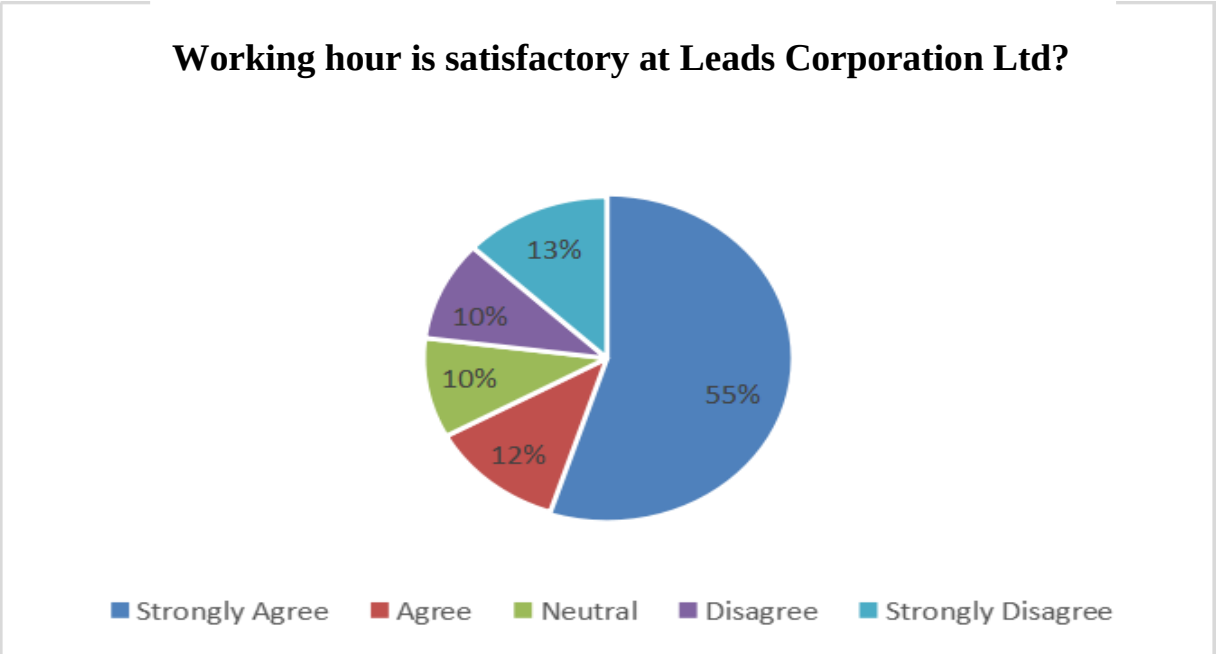
Interpretation

From the result of survey, its found that the Strongly Agree (30%) In second position there are Agree (12%), third position there are neutral (5%), fourth position there are disagree (38%) and Strongly disagree (15%). So employees are satisfied with the top management of the poor.

Table 8: Working hour is satisfactory at Leads Corporation Ltd.

Opinion	Respondents	Percentage %
Strongly Agree	55	55%
Agree	12	12%
Neutral	10	10%
Disagree	10	10%
Strongly Disagree	13	13%
Total	100	100%

Source: Primary Data



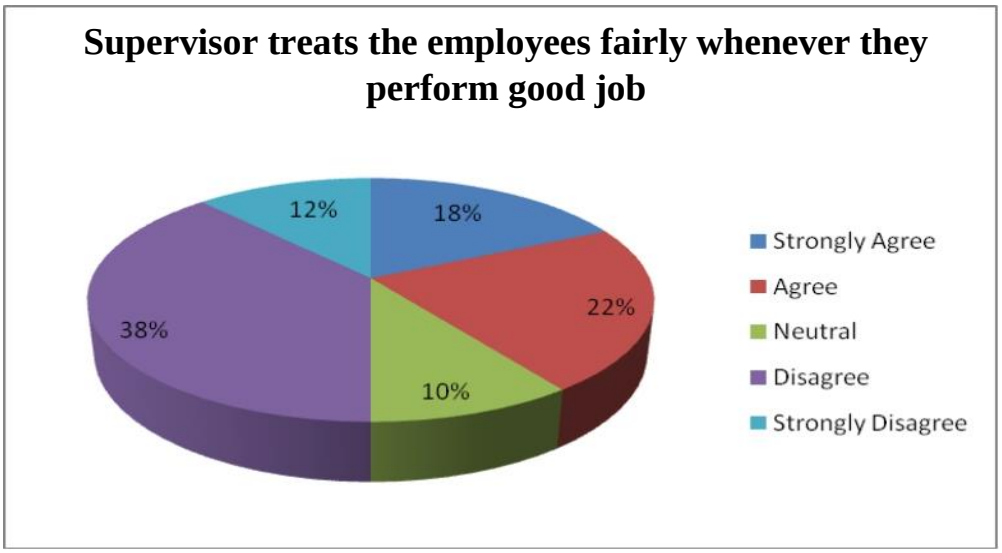
Interpretation

From the result of survey, its found that the Strongly Agree (55%) In second position there are Agree (12%), third position there are neutral (10%), fourth position there are disagree (10%) and Strongly disagree (13%). So working hour is satisfactory at Leads Corporation Ltd. of the very good.

Table 9: Supervisor treats the employees fairly whenever they perform good job

Opinion	Respondents	Percentage (%)
Strongly Agree	18	18%
Agree	22	22%
Neutral	10	10%
Disagree	38	38%
Strongly Disagree	12	12%
Total	100	100

Source: Primary Data



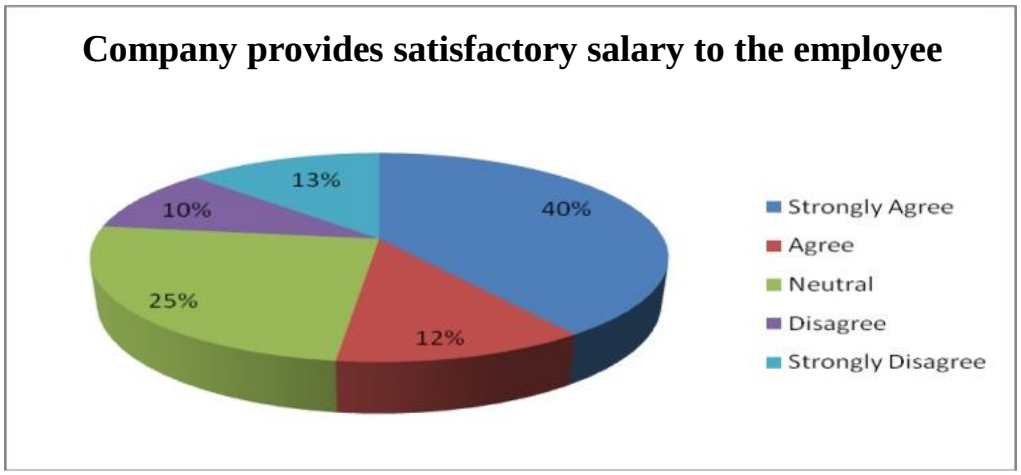
Interpretation

From the result of survey, its found that the Strongly Agree (18%) In second position there are Agree (22%), third position there are neutral (10%), fourth position there are disagree (38%) and Strongly disagree (12%). So Supervisor treats the employees fairly whenever they perform good job of the poor.

Table 10: Company provides satisfactory salary to the employee

Opinion	Respondents	Percentage (%)
Strongly Agree	40	40%
Agree	12	12%
Neutral	25	25%
Disagree	10	10%
Strongly Disagree	13	13%
Total	100	100%

Source: Primary Data



Interpretation

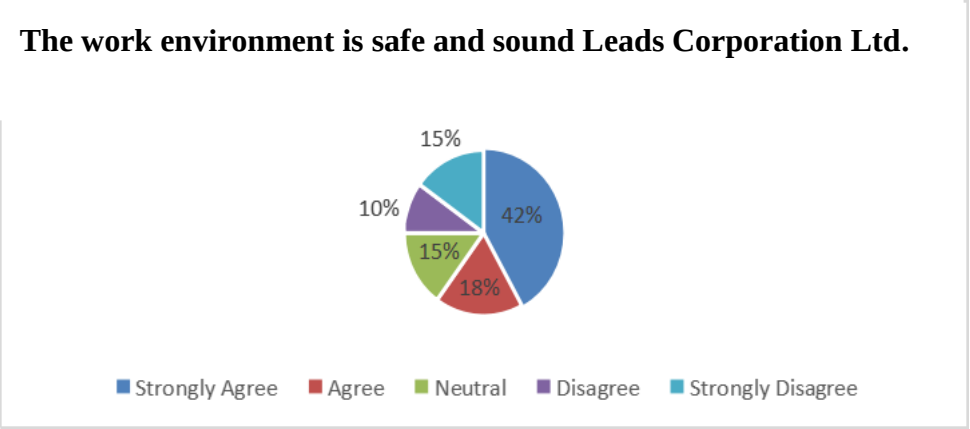
From the result of survey, its found that the Strongly Agree (40%) In second position there are Agree (12%), third position there are neutral (25%), fourth position there are disagree (10%) and Strongly disagree (13%). So Company provides satisfactory salary to the employee of the superior.

Table 11: The work environment is safe and sound in Leads Corporation Ltd.

Opinion	Respondents	Percentage (%)
Strongly Agree	42	42%
Agree	18	18%
Neutral	15	15%
Disagree	10	10%

Strongly Disagree	15	15%
Total	100	100%

Source: Primary Data



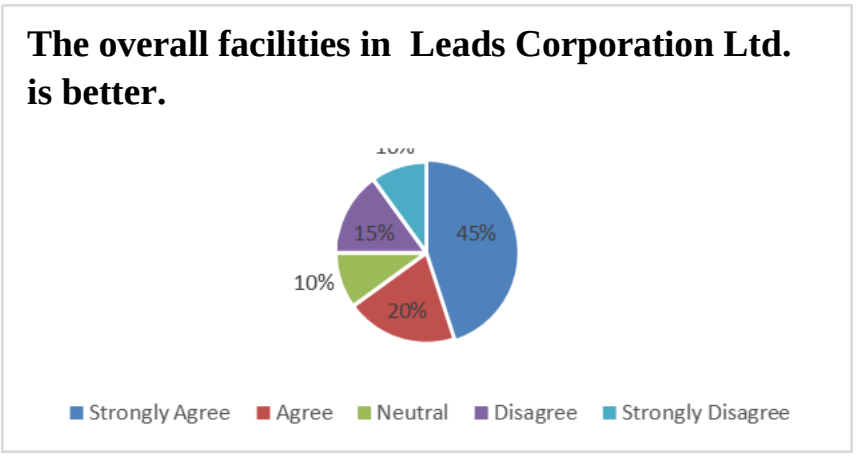
Interpretation

From the result of survey, it's found that the Strongly Agree (42%) In second position there are Agree (18%), third position there are neutral (15%), fourth position there are disagree (10%) and Strongly disagree (15%). So work environment is safe and sound in Leads Corporation Ltd. of the very good.

Table 12: The overall facilities in Leads Corporation Ltd. is comparatively better.

Opinion	Respondents	Percentage (%)
Strongly Agree	45	45%
Agree	20	20%
Neutral	10	10%
Disagree	15	15%
Strongly Disagree	10	10%
Total	100	100%

Source: Primary Data



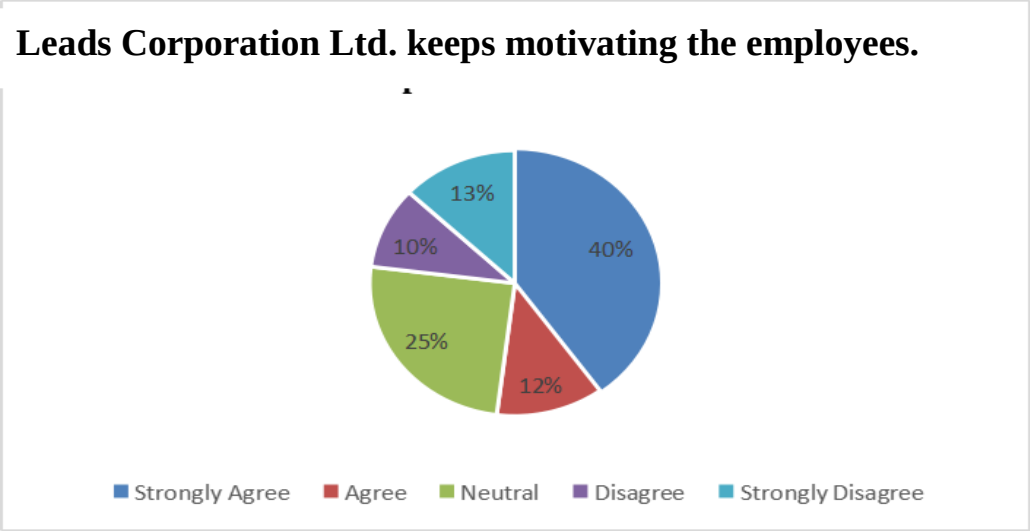
Interpretation

From the result of survey, it's found that the Strongly Agree (45%) In second position there are Agree (20%), third position there are neutral (10%), fourth position there are disagree (15%) and Strongly disagree (10%). So overall facilities in Leads Corporation Ltd. is comparatively better of the very good.

Table 13: Leads Corporation Ltd. keeps motivating the employee to perform better.

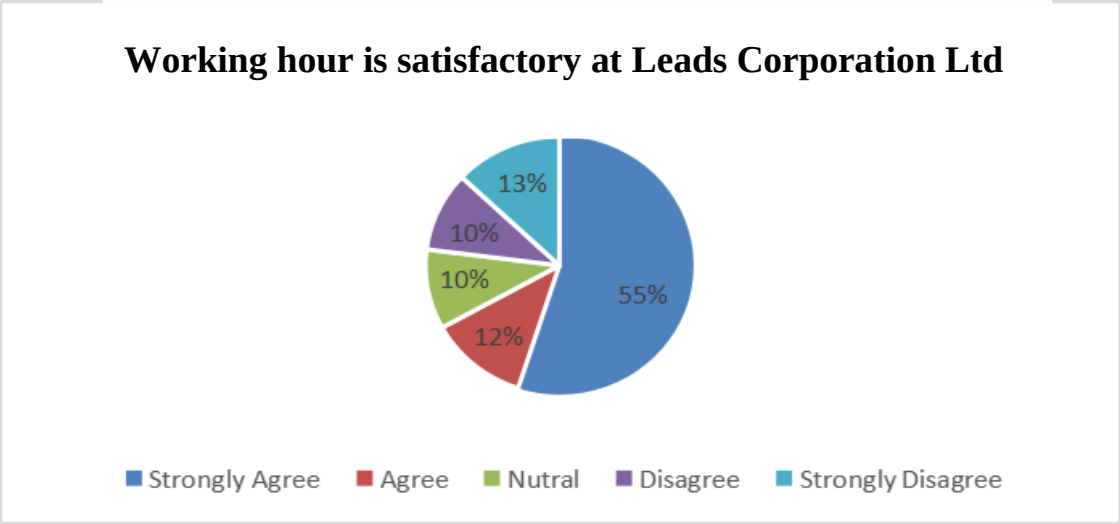
Opinion	Respondents	Percentage (%)
Strongly Agree	40	40%
Agree	12	12%
Neutral	25	25%
Disagree	10	10%
Strongly Disagree	13	13%
Total	100	100%

Source: Primary Data



Opinion	Respondents	Percentage (%)
Strongly Agree	55	55%
Agree	12	12%
Neutral	10	10%
Disagree	10	10%
Strongly Disagree	13	13%
Total	100	100%

Source: Primary Data



Interpretation

From the result of survey, its found that the Strongly Agree (55%) In second position there are Agree (12%), third position there are neutral (10%), fourth position there are disagree (10%) and Strongly disagree (13%). So Employees have enough opportunities for professional growth of the very good.

Chapter: Six

Findings

6.1 Findings

- The competitive salary offered by Leads Corporation Ltd. is **not considered satisfactory** by many employees compared to industry standards.
- Some employees have expressed **concerns about job security**, particularly during periods of organizational restructuring.
- The **promotion process lacks transparency**, leading to dissatisfaction among employees who feel their performance is not fairly evaluated.
- **Recognition and appreciation** for employee efforts are often inadequate, especially for those in non-client-facing roles.
- **Workload during peak project times** is excessively high, resulting in stress and reduced work-life balance.
- There is **limited flexibility** in work schedules, and employees have little opportunity for remote or hybrid work arrangements.
- **Managerial feedback is infrequent and vague**, which makes it difficult for employees to understand expectations or improve performance.
- **Communication between departments is weak**, leading to confusion, inefficiencies, and delays in project execution.
- Employees feel **excluded from decision-making processes**, which reduces their sense of ownership and engagement.
- **Training and development opportunities are not consistently provided**, limiting employee growth and skill enhancement.

Chapter: Seven

Recommendations and Conclusion

7.1 Recommendations

- The company should implement a structured on boarding program for interns, including technical orientation, documentation access, and training on internal tools and workflows.
- More detailed and up-to-date technical documentation should be maintained for core systems to help new team members and interns understand the architecture and coding standards efficiently.
- Interns should be given opportunities to work on more diverse tasks, including backend development, database management, and integration-level programming, to broaden their technical exposure.
- The company could arrange hands-on sessions or walkthroughs on software deployment processes, CI/CD pipelines, and environment setup to strengthen real-world DevOps understanding.
- Interns should be allowed to observe or participate in client meetings, requirement analysis sessions, or product demos to gain insights into the full software development lifecycle.
- It is recommended to create a formal feedback system for interns, including periodic performance evaluations and one-on-one sessions with mentors or team leads.
- The company should consider organizing internal technical workshops or boot camps to enhance interns' skills in modern technologies and industry-standard frameworks.
- Communication flow between departments (development, QA, UI/UX, management) should be improved by encouraging joint meetings or more consistent update sharing.
- Code review sessions and pair programming activities should be extended to interns to encourage collaborative development and peer learning.
- Interns' contributions should be recognized more formally—through certificates, verbal appreciation in meetings, or showcasing completed features in sprint reviews—to boost motivation.
- Introducing a mentorship program where each intern is assigned a dedicated mentor could improve learning efficiency and engagement throughout the internship period.
- Encourage the use of widely adopted open-source tools and modern frameworks to align intern training with current industry standards and expectations.

7.2 Conclusion

My internship at **LEADS Corporation Limited** as a Human Resources (HR) intern was a valuable and insightful experience that allowed me to understand the dynamics of HR functions within a leading software company. Throughout my internship, I was involved in various HR activities, including recruitment processes, employee engagement, performance tracking, and documentation management. This experience gave me practical exposure to how HR contributes to the development of a healthy workplace culture, efficient workforce planning, and smooth organizational operations—especially in a fast-paced technology-driven environment. I also had the opportunity to interact with professionals from various departments, which enhanced my interpersonal skills and gave me a broader perspective on cross-functional collaboration. Despite the overall positive experience, I observed a few areas where improvement is possible, such as better orientation for new interns, more consistent feedback mechanisms, and enhanced internal communication between departments. Overall, this internship has strengthened my understanding of core HR practices and helped bridge the gap between academic knowledge and real-world application. I am confident that the skills and professional exposure gained from this experience will serve as a strong foundation for my future career in Human Resource Management.

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Appendix

Sample of Questionnaire

"Job Satisfaction of Employees Leads Corporation Ltd."

Dear respondents, the purpose of this survey is to collect data for an internship report which is largely based on the quest to find out the job Satisfaction of *Employees Leads Corporation ltd*. It would be a big help for me if you kindly take a moment and go through the questionnaire and answer them according to your own experience. All the information of yours will be kept as highly confidential.

Name: Age:

Gender: Work Category:

1.Are you an active employee Leads Corporation Ltd.?

a) Yes.
b) No.

2. Does your work give you a feeling of personal satisfaction?

a) Yes.
b) No.

3. How long have you been working for this organization?

a) Less than 1 year.
b) 1 to 2 years.
c) 2 to 4 years.
d) 4 years and above.

4. Your work is according to your qualification and skills.

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

5.Employees are satisfied with the top management.

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

6. Working hour is satisfactory at Leads Corporation

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

7. Supervisor treats the employees fairly whenever they perform good job.

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

8. Company provides satisfactory salary to the employee.

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

9. The work environment is safe and sound in Leads Corporation

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

10. The overall facilities in Leads Corporation are comparatively better.

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
f) Strongly Disagree

11. Leads Corporation keeps motivating the employee to perform better.

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

12. Employees have enough opportunities for professional growth.

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

13. What comment/recommendation do you have in your mind that you want to share?

a) Disagree
b) Strongly Disagree

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