Internship Report
On
Effect of Training and Development on Organizational Performance at Rangs Industries Ltd.

Submitted by:

Md. Mosarof Hossain
ID: BBA2001019082
Program: Bachelor of Business Administration
Major: HRM

Department of Business Administration

Sonargaon University (SU)

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of

Bachelor of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh

Submission Date: 05 January, 2024

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Submitted to:

Mst. Marium Akter

Lecturer

Department of Business Administration

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Letter of Transmittal

05 January, 2024
To
Mst. Marium Akter
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report on "Effect of training and development on organization performance at Rangs Industries Ltd."

Dear Madam,

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

Yours Sincerely

Md. Mosarof Hossain
ID: BBA2001019082
Program: BBA
Major: HRM
Department of Business Administration
Sonargaon University (SU)

Letter of Acceptance

This is to certify that **Md. Mosarof Hossain,** ID: BBA2001019082, Program: BBA, Major: HRM, Sonargaon University (SU), has done his thesis report on **"Effect of training and development on organization performance at Rangs Industries Ltd."** as a partial requirement of obtaining BBA degree. To my knowledge this report is original in nature and has been prepared by his under my guidance and was nowhere submitted for any purpose.

I wish his all success in life.

Mst. Marium Akter
Lecturer
Department of Business Administration
Sonargaon University (SU)

Student's Declaration

I thusly proclaim that the undertaking paper entitled **" Effect of training and development on organization performance at Rangs Industries Ltd."** submitted to Sonargaon University is a record of a unique work done by me under the guidance of **Mst. Marium Akter,** Lecturer**,** Department of Business Administration, Sonargaon University (SU), and this report work is submitted in the halfway satisfaction of the prerequisite for the honor of the course of BBA from Sonargaon University. I further proclaim that the work revealed in this undertaking has not been submitted and won't be submitted, either to some extent or full, for the honor of some other course in this organization or some other establishment or university.

Md. Mosarof Hossain
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Acknowledgement

At the very beginning I would like to express my sincere gratitude to Almighty Allah who has given me the chance to complete my thesis report in a very comfortable manner.

I would like to give special thanks to my supervisor **Mst. Marium Akter, Lecturer,** Department of Business Administration, Sonargaon University (SU) for her officious and praiseworthy guidelines and suggestion. She inspired me with the valuable guidelines to complete this report successfully.

Finally, I express my gratitude towards all my teachers of Sonargaon University (SU) whose help and co-operation made me possible to prepare this thesis report.

Executive Summary

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

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Acronyms and Elaboration

Acronyms	Elaboration
HR	Human Resources
HRM	Human Resource Management
LTD.	Limited
ACT	American College Testing

Chapter 01

Introduction

1.1 Introduction

Rangs group is a diversified and growing group of companies representing global brand in Bangladesh. Rangs is a well-Recognized name in business sector in Bangladesh since 1979. Rangs group is one of the premier conglomerates in Bangladesh. With Headquarter in Tejgaon, Dhaka, they conduct business countrywide. Driven by the passion to be the best and with a team of unique professionals, it brings trusted brand of the world within the reach of everyone in Bangladesh. Rangs group believe in delivering operational excellence to meet commitment. For the progression of its mission it has diversified and grown to be one of the largest industries and trading conglomerates in the country under the same management. With diversification and a rich variation of products it has earned repute among Bangladeshi people as a distributor of premier and quality products and service.

Rangs Industries Ltd (RIL) is one of the biggest players in the electronics industry in Bangladesh that was established in 1979, had spread its wings all over the country and has workforce of more than 700 and is a pioneer in the Electronics market. RIL is one of the sister concerns of Rangs Group of Companies (RGC), which is one of the most reputed and largest groups in Bangladesh. The company was registered under the Companies Act of 1913 and was incorporated in Bangladesh on 11th April, 1985. Rangs are importer and seller of Refrigerator, Freezer, Air Conditioner, Generator, Washing Machine and other electrical home appliances. All the products are being sold through wide range of network 36 Sales centers and more than 150 authorized dealers throughout the country. Rangs Industries Limited deals with plentiful products of which has about 10 global brands such as Samsung, Toshiba, Sharp, Hitachi, Panasonic and Sony, along with its own brand Toshin. Rangs Industries Limited has highly skill, well trained & experienced workforce at all departments who are working all departments all over Bangladesh.

1.2 Objective of the study

1.2.1 **Broad Objective:** The main objectives of the study is to find out the training & development process of Rangs Industries Ltd.

1.2.2 Specific Objectives:

- To understand the organizational work process
- To understand the academic purpose
- To know the training & development process
- To find out the position of Rangs Product in the electronics market

1.3 Limitations of study

The HR department is not an easy department to go through. It is very tuff for me to get information about the HR process.

While completing the study, I have to face some problems-

- Time was limited which was the main constraint
- Data & information use the mostly from secondary sources
- The main constraint of the study was insufficiency of information, which was required for the study

1.4 Methodology of study

Primary data:

- Directly conversation with the executives and staff the company.
- Direct communication with the factory employees of the company.
- Expert opinions.

Secondary data:

- Annual report of Rangs Industries Ltd
- Documents of Rangs Industries Ltd
- Different websites

Chapter 02

Literature Review

2.1 Literature Review

2.1.1 Industry Overview**:** Rangs industry is basically electronic industry company in Bangladesh. Electronic industry in Bangladesh is one of the fasted growing industries in the country with great potential. There are many company exist and compete along with Rangs industry Ltd. In Bangladesh there are many companies like

- Transcom Digital
- Esquire electronics
- M.K electronics
- Fair electronics ltd
- AC world Electronics
- Singer Bangladesh
- LG Eco plus
- Best Electronics
- Electro Mart
- ASTRA
- Sony RANGS

All these company import all their electronics and home appliances products from outside of Bangladesh like china, Singapore, Thailand, Japan and others country.

RIL have a new competitor which is ASTRA. A new brand which is a sister concern of RANCON company ltd. So from now RANCON have two electronics company. This is a Bangladeshi made products. There is also some own country brand like Walton, Marcelle, My One, Vision and other company produces their product in this country. Among these company TRANSCOM dominating the others companies in this industry. Transcom lead the No 1 position in this industry. TRANSCOM Electronics have more showroom over the country than other companies. Rangs Industry is in Number 2 position but they try to improving more to become a No one in the market. Brands that TRANSCOM exist Samsung, Whirlpool, Philips and their own brand Transtec. Brands of Rangs Industry is SANSUNG, TOSHIBA, TOSHIN, MEDIA, GENERAL and SONY. And most of the

company's main Brand are SAMSUNG and SONY. Others company like Walton can be a big threat for both TRANSCOM and RANGS Industries ltd.

WALTON doing good business in these industry right now because they have country made product that offer customers low price compare to other international branded products. Best Electronics have more branded products from other companies. They have Hitachi, Sharp, Samsung, Panasonic, Lenovo, Midea Micro-max, Philips and more. ESQUIRE Ltd is also the leading company in this industry. Their main brand is GENEREL and Sharp. By the 2000s, few local companies began to export locally manufactured electronic home appliances abroad. Walton is the largest contributor among them. Otherwise some companies like Best electronics, Electro mart, and Electra Ltd. sales country owned manufacturing electronics home appliances products like MY ONE, Vision and so on.

MK Electronics is also a leading organization in this sector. They started their journey from 1983. They have lots of branded products but their main brand is Samsung, Sony, Siemens and Hitachi. Rangs Industry ltd. Is basically run their business by importing products from others country. Rangs industry also has their own brand is TOSHIN. TOSHIN brand have all kinds of electronic home appliances like TV, Freezers, Refrigerator, Air condition, Micro oven and other appliances. In this electronics industry Rangs industry have many competitors like Transcom Electronics, Best electronics, MK electronics and also our Local brand Walton.

Human Asset management respects training and development as a work concerned with organizational action pointed at bettering the work execution of people and bunches in organizational settings. Training and development can be portrayed as "an instructive prepare which includes the honing of aptitudes, concepts, changing of demeanor and picking up more information to improve the execution of employees".

It appears that it increments the whole organizational performance and Preparing has the imperative part within the accomplishment of an organizational objective which relates to the interface of the organization and the workforce (Stone RJ. Human Asset Administration 2002).

Chapter 03

Organizational Overview

3.1 Background of Rancon Industrial Solutions Limited (RISL)

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

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

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

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

3.2 Vision

To assemble more globally renowned brands and to increase more service customer and

dealer around the country to provide on different extension to the consumer.

3.3 Mission

- Focus on the quality growth
- Focus on exceeding customer expectations by providing excellent customer support, addressing issue promptly, and offering user-friendly products.
- Commit to environmentally responsible practices by minimizing electronic waste.
- Expand market reach by making electronic products accessible and affordable across drivers regions.

3.4 Slogan

"Big savings, Great value."

3.5 Business Philosophy

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

3.6 Ultimate objectives:

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

3.7 Rancon Values:

- Leadership
- Passion to Excel
- Think out of the box
- Keep Learning

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

- **Emotional**: Passionate, Creative, Respectful, Open
- **Functional**: Simple, Ethical, Transparent, Ownership
- **Passionate:** We are Passionate-it's in all of us. Whether visible or hidden within for whatever reason. Everything we do is about doing the best we can. We are there for each other and we endeavor to help in every way we can.
- **Creative:** Everything we do we should do in a creative innovative manner. We bring energy to our work. Our communications demonstrates our creative flair. We provide creative and imaginative and services to our customers.
- **Respectful:** We are truly respectful to each other, our subordinates, peers, partners and customers. We treat everyone equally and we allow people to express their thoughts opinions in a respectful manner.
- **Open:** We have no hidden agendas. We share information freely. We can only be open with our customers, partners, and stakeholders if we are open with ourselves- regardless of hierarchy
- **Simple:** Everything we do and say should be simple and easy to understand. In terms of communications we make sure the massaging is in plain, simple language. Our plains are simple and uncomplicated.
- **Ethical:** we are moral, upright, honest, righteous, virtuous, honorable, keeping our promises in all we say and do. We clearly align to our internal and organizational code of ethics and code of honor. We will oppose all forms of corruptions.
- **Transparent:** A few key words and phrases sums this up: Honesty, openness, frankness, no lies, no deceit, no games, easily understood. We are transparent with our customers, with each other, with our subordinate and peers
- **Ownership:** whilst working individually or correctively, we clearly demonstrate individual and collective ownership. Making mistakes is clearly part of daily business as it is part of daily life- as long as we own up to this clear, no culture of fear.

Chapter 04
“Training & Development”
At Rangs Industries Ltd.

4.1 Training and Development

Training refers to the process of imparting specific skills or knowledge to improve an individual's performance in a particular job or task. Development, on the other hand, is a broader concept encompassing activities aimed at enhancing overall capabilities and preparing individuals for future responsibilities or roles within an organization. Training and Development is one of the main functions of the human resource management department. Training refers to a systematic setup where employees are instructed and taught matters of technical knowledge related to their jobs. It focuses on teaching employees how to use particular machines or how to do specific tasks to increase efficiency.

Whereas, Development refers to the overall holistic and educational growth and maturity of people in managerial positions. The process of development is in relation to insights, attitudes, adaptability, leadership and human relations. There are various types of training, including:

On-the-Job Training (OJT): Learning while performing tasks within the work environment.

Formal Training: Structured, organized programs with specific learning objectives.

Online Training: Utilizing digital platforms for learning, often self-paced.

Hands-On Training: Practical, interactive learning through physical activities.

Cross-Training: Learning multiple skills or tasks to enhance versatility.

Off-the-Job Training: Training conducted outside the regular work environment

Mentorship: Learning from a more experienced individual in a one-on-one setting.

Simulated Training: Replicating real-world scenarios for practice and learning.

Instructor-Led Training (ILT): Training led by a qualified instructor.

Self-Directed Learning: Individuals take control of their own learning pace and content

4.2 Rangs Electronic Limited Employee Training and Development Process

Rangs Electronic Limited, a leading electronics manufacturer and retailer in Bangladesh, understands the importance of employee training and development in achieving business goals and sustaining a competitive advantage. The company has established a

comprehensive training and development process to ensure its employees have the necessary skills and knowledge to perform their jobs effectively and contribute to the organization's success. This essay explores the various types of training provided by Rangs Electronic Limited to its employees.

Onboarding Training

Rangs Electronic Limited places great emphasis on providing new employees with a solid foundation to begin their careers. The company offers an extensive onboarding program that includes orientation sessions, job-specific training, and mentoring. This helps new hires understand the company's culture, values, and expectations and enables them to contribute to the organization more quickly.

Technical Training

As a leading electronics manufacturer and retailer, Rangs Electronic Limited recognizes the importance of providing its employees with technical skills necessary to excel in their roles. The company offers various technical training programs, including product knowledge, software usage, and equipment operation. These training programs ensure that employees have the required technical skills to perform their jobs efficiently and meet the company's high- quality standards.

Soft Skills Training

Rangs Electronic Limited believes that soft skills are crucial for employees to work effectively in a team and communicate with customers and colleagues. The company offers various soft skills training programs, including communication, leadership, and teamwork. These training programs help employees develop the necessary interpersonal skills to build strong relationships with colleagues, customers, and stakeholders. Management and Leadership Training Rangs Electronic Limited recognize the importance of developing its managers and leaders. to drive the organization's success. The company offers various management and leadership training programs, including strategic planning, change management, and performance management. These training programs help current and aspiring managers and leaders develop the necessary skills to lead teams, make informed decisions, and drive business growth.

Compliance Training

Rangs Electronic Limited is committed to ensuring that its employees comply with all relevant laws, regulations, and company policies. The company offers various compliance training programs, including code of conduct, anti-corruption, and data privacy. These training programs help employees understand their legal and ethical obligations and ensure that the company operates with integrity and transparency.

Career Development Training

Rangs Electronic Limited believes in providing its employees with opportunities for career growth and development. The company offers various career development training programs, including career planning, networking, and professional certification. These training programs help employees develop the necessary skills to advance their careers and take on new responsibilities within the organization.

Training Delivery Methods

Rangs Electronic Limited uses various training delivery methods to ensure that its training programs are engaging, interactive, and effective. These methods include classroom training, online training, on-the-job training, and mentoring. The company also uses a blended learning approach, combining different training delivery methods to provide a comprehensive learning experience.

Training Evaluation and Improvement

Rangs Electronic Limited evaluates the effectiveness of its training programs regularly and uses the feedback to improve them. The company uses various evaluation methods, including feedback surveys, assessments, and performance metrics. This helps the company ensure that its training programs are relevant, effective, and aligned with the organization's goals and objectives.

Conclusion

Rangs Electronic Limited's comprehensive training and development process is a critical component of its success. The company's various training programs, including onboarding, technical, soft skills, management and leadership, compliance, and career development,

ensure that its employees have the necessary skills and knowledge to perform their jobs effectively. The company's use of various training delivery methods and regular evaluation and improvement of its training programs ensure that its training is engaging, interactive, and effective. Overall, Rangs Electronic Limited's commitment to employee training and development is a testament to its dedication to its employees, customers, and stakeholders.

Chapter 05

Findings of the study

5. Findings of the Study

Category

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

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

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

Perception about the importance of cultural factors

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	9	7.5	7.5	7.5
Little or no importance	6	5.0	5.0	12.5

	Neutral	10	8.3	8.3	20.8
	Important	37	30.8	30.8	51.7
	Extremely important	58	48.3	48.3	100.0
	Total	120	100.0	100.0	

Table 2: Frequency of cultural factors of the population

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

Perception about the importance of attractive basic pay

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

Table 3: Frequency Distribution of attractive basic pay

In this table, among 120 respondents, 1.7% feel attractive basic pay is not important at

all, 5.8% neutral, 46.7% important and 45.8% extremely important.

Perception about the importance of functional skills development program

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

Table 4: Frequency of functional skills development program

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

Perception about the importance of Job security factors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	16	13.3	13.3	13.3

	at all	12	10.0	10.0	23.3
	Little or no importance	15	12.5	12.5	35.8
	Neutral	31	25.8	25.8	61.7
	Important	46	38.3	38.3	100.0
	Extremely important				
	Total	120	100.0	100.0	

Table 5: Frequency of reputation factors

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

Inspiring colleagues

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

Table 6: Frequency of inspiring colleagues

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

One sample T test

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

H1: $\mu \leq 3$ Respondents do not show any particular interest for working in Rancon Electronics Limited.

H0: $\mu > 3$ Respondents showed particular interest in working for Rancon Electronics Limited.

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

Test of mean for interested in working at Rancon Electronics Limited

H_0= Population mean value of interested in working at Rancon Electronics Limited is 3 or less.

H_1= Population mean value of interested in working at Rancon Electronics Limited is greater than 3.

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper

interested in working at Rancon Electronics LimitedAxiata Limited	4.530	119	.000	.567	.32	.81

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

Interpretation:

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

Test of mean for cultural factors

H0= $\mu \leq 3$, Respondents do not view cultural factors as important in their decisions

H1= $\mu > 3$, Respondents view cultural factors as important in their decisions

One-Sample Test

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

Table: One sample T-test of cultural factors

Interpretation:

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

One-Sample Test

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

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

Interpretation:

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

Test of mean for Work environment factors

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

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

One-Sample Test

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

Table: One sample T-test of Work environment factors

Interpretation:

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

Hypothesis testing for population correlations:

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

Correlations

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

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

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

H_0=There is no correlation between interested in working at Rancon Electronics Limited and cultural factors ($\rho=0$)

H_1=There is correlation between interested in working at Rancon Electronics Limited and cultural factors ($\rho\neq0$)

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

Correlations

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

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

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

H_0=There is no correlation between interested in working at Rancon Electronics Limited and Growth and development factors ($\rho=0$)

H_1=There is correlation between interested in working at Rancon Electronics Limited and Growth and development factors ($\rho\neq0$)

From table, it is seen that, the Pearson correlation of Rancon Electronics Limited. is .936, which is positive. But we are not about the positive correlation, since the calculated p-value of the correlation From table, it is seen that, the Pearson correlation of Rancon Electronics Limited. is .979, which is positive. But we are not about the positive correlation, since the calculated p-value of the correlation test is .000 which is smaller than the significance level α =.05, so the population correlation is statistically significant. Hence we reject the null

hypothesis and accept the alternative hypothesis that the positive correlation does exists between interested in working at Rancon Electronics Limited and reputation factors.

Correlations

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

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

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

H_0=There is no correlation between interested in working at Rancon Electronics Limited and Work environment factors ($\rho=0$)

H_1=There is correlation between interested in working at Rancon Electronics Limited and Work environment factors ($\rho\neq0$)

From table, it is seen that, the Pearson correlation of Rancon Electronics Limited. is

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

Regression

In this part, it will be focused on creating a multiple linear regression model in which the factors affecting interested in working at Rancon Electronics Limited will be dependent model and the rest will be independent model. I have already shown in the cross tabulation part to determine in what way each of the independent variables affect the dependent variable. In this regression model, it will be exactly quantified by how much the independent variables will affect the dependent variable.

Equation of the Regression Model:

$Yi = ß0 + \beta 1X1i + \beta 2X2i + \beta 3X3i + \beta 4X4i + \beta 5X5i + \acute{\varepsilon}i$

Here,

Y_i = Students and full time professionals preference on Rancon

Electronics Limited $ß_0$ = Intercept

X_{1i} = Cultural factors

X_{2i} = Pay and Benefit factors

X_{3i} = Growth and development factors

X_{4i} = Reputation factors

X_{5i} = Work

environment factors

$\acute{\varepsilon}_i$ = Error

Model Summary

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

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

Table: Model Summaries of Dependent & Independent Variables.

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

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

Analysis of Variance (ANOVA)

H_0= interested in working at Rancon Electronics Limited is not dependent on Work environment factors, cultural factors, pay and benefit factors , Growth and development factors, Job Security

H_1= interested in working at Rancon Electronics Limited is dependent on Work environment factors, cultural factors, pay and benefit factors , Growth and development factors, Job Security

ANOVA[b]

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

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

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

Table: ANOVA of dependent & independent variables.

Interpretation:

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

Validity of the model analysis using the F-test:

H0= All the multiple regression coefficients are 0 ($\beta1= \beta2= \beta3= \beta4= \beta5=0$)

H1= All the multiple regression coefficients are not 0 ($\beta1= \beta2= \beta3= \beta4= \beta5\neq0$)

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

Chapter 06

Recommendations & Conclusion

6.1 Recommendations:

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

- According to the cross tab analysis, both the full time professionals and the students showed similar point of interest in every variables related to the ultimate decision of choosing Rancon Electronics Limited as a future potential employer. It is hence, suggestible to the organization, Rancon Electronics limited, to develop a strategy for both targeted population, rather than developing separate strategies for two groups.

- The concerned authorities of Rancon Electronics Limited should focus more on promoting their basic pay, as the 48.5% of the targeted population (Full time professional and fresh graduates combined) expressed this factor as extremely important.
- Authorities in Rancon Electronics Limited should focus on promoting their organization as equal and fair, as this factor has been deemed as an extremely important factor by the 45% of the targeted population of this report (Full time professional and fresh graduates combined.)
- Concerned authorities of Rancon Electronics Limited should take initiatives about being more transparent in their day to operations, which can provide a clear understanding to a potential employee, as 37.5% of the targeted population expressed this factor as an extremely important factor.
- When asked about their suggestion towards Rancon Electronics, some targeted participants expressed that they prefer an organization, which can provide them

the result of a recruitment process, even if the outcome is negative. Hence, it is suggestible to the organization to be more prompt about delivering the outcome of a selection process; even of the result is unfavorable, so that they can look for another job opportunity.

Many respondents felt that, organizations should be transparent enough to present the explanation behind their termination so that they can know what went wrong in this case; RANCON ELECTRONICS LIMITED should organize whole day get-together weekend programs and share managements thought on progress of an employee. In this way how the employees are contributing to the company can be conveyed.

6.2 Conclusion:

Employer Branding is a broad term and includes many strategies and policies altogether. It does not concentrate on any particular strategy or theme. Any company going for a Employer Branding, can very successfully establish themselves as the employer of choice, if proper steps are taken with appropriate exposure and maintaining what they represent about themselves. Like many other organizations, Rancon Electronics Limited too needs to know if their Employer Branding is paying back according to their investment in it or not. For this purpose, they should carry out relentless efforts and initiatives to improve their pay and benefit factors, Cultural factors, work environment factors, Reputation factors and skill development factors, from time to time. The response of fresh graduate and full time professionals is the proof of that. Rancon Electronics limited is affirmative that, slowly and gradually the Employer Branding methods are going to make them to the no.1 employer of choice that they very much desire to be. Rancon Electronics limited plans not only to acquire and use talent, but also believes in making maximum utilization of these talents by developing them as well, not only on a local basis but also at a global level.

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