

Recruitment Channel and Selection Process: A Comparative Study of Daraz and Prothom Alo



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Subject: Submission of report on “Recruitment Channel and Selection Process: A Comparative Study of Daraz and Prothom Alo”

Dear Ma’am,

We are pleased to submit our report on “Recruitment and Selection Process: A Comparative Study of Daraz and Prothom Alo.”

The report provides a thorough examination of the recruitment and selection processes of two prominent organizations, Daraz and Prothom Alo. It outlines how job seekers navigate through these processes to become employees, with a focus on the methodologies, criteria, and effectiveness of each company’s approach.

Throughout the preparation of this report, we have gathered valuable insights and hands-on experience, which we hope will be beneficial in our future professional endeavors. We are happy to clarify any points or provide additional details should you require further information.

We kindly ask you to accept our report, taking into consideration the challenges and limitations we encountered in the process.

Sincerely,

Sakib Shikder- (22202060)

Sumaiya Shimu – (22202076)

Mushfiq Hussain Rafsan - (22202080)

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Executive summery

This report explores and compares the recruitment and selection processes of two leading organizations in Bangladesh: Daraz, a top e-commerce platform, and Prothom Alo, the most widely read Bangla-language newspaper. Each organization's hiring practices reflect its unique industry requirements and strategic goals. This study delves into their methods, highlights strengths and challenges, and provides recommendations for improvement.

Daraz adopts a modern, technology-driven approach to recruitment. It utilizes platforms like LinkedIn, Facebook, and BD Jobs to attract candidates and engages in campus recruitment through programs like the Daraz Future Leadership Program. Daraz also hires temporary workers during peak periods, such as their 11.11 sales campaign, and focuses on promoting internal talent to foster career growth. Its selection process involves case studies, two-way interviews (HR and departmental), and background checks. Daraz emphasizes speed and flexibility, ensuring that its recruitment aligns with the fast-paced nature of the e-commerce industry.

Prothom Alo, on the other hand, follows a more traditional, structured approach to hiring. The company posts job openings on platforms like BD Jobs and LinkedIn, uses employee referrals, and collaborates with recruitment agencies when needed. Its selection process is multi-layered, including CV screening, background checks, and several rounds of interviews. Practical tests are conducted for specific roles, such as content creation for writers and HR policy tests for HR positions. Senior executives, including the Editor-in-Chief, are directly involved in the final selection stage to ensure alignment with the company's values and goals.

Key Findings

1. Daraz demonstrates innovation, speed, and adaptability in its recruitment process. However, it could improve its background verification process and adopt a more structured approach for senior-level hiring.

2. Prothom Alo maintains rigorous and detailed hiring practices to uphold its journalistic standards but would benefit from incorporating modern techniques like seasonal hiring and leadership development programs.

Daraz should enhance its background checks, incorporate role-specific practical tests, and implement a structured process for hiring senior executives.

Prothom Alo could adopt temporary hiring strategies during busy periods, introduce campus recruitment programs, and simplify its final interview stage to reduce hiring time without compromising quality.

This report highlights how both organizations can learn from each other to improve their recruitment strategies. Daraz's emphasis on technology and innovation can inspire Prothom Alo to modernize its approach, while Prothom Alo's rigorous and detailed processes can guide Daraz in enhancing its thoroughness.

Overall, the study emphasizes the importance of aligning recruitment and selection practices with organizational goals and industry-specific needs. It offers insights for businesses looking to refine their hiring strategies and for job seekers aiming to understand and navigate the recruitment landscape effectively. A well-structured recruitment process is essential for achieving sustainable growth, building strong teams, and ensuring long-term success for any organization.

Table of Content

Title Fly	i
Title Page.....	ii
Letter of Transmittal.....	iii
Executive Summary.....	iv
1. Introduction.....	1
○ 1.1 Background of the Study.....	1
○ 1.2 Significance of the Study.....	1
○ 1.3 Objective of the Study.....	2
• 1.3.1 Broad Objective.....	2
• 1.3.2 Specific Objectives	2
○ 1.4 Limitations.....	2
2. Research Methodology.....	3
○ 2.1 Methodology.....	3
○	
3. Recruitment Channel and Selection Process of Daraz.....	4
○ 3.1 Overview of Daraz.....	4
○ 3.2 Recruitment Channels of Daraz.....	5
○ 3.3 Selection Process of Daraz	7

4. Recruitment Channel and Selection Process of Prothom Alo.....	9
○ 4.1 Overview of Prothom Alo.....	9
○ 4.2 Recruitment Channels of Prothom Alo.....	10
○ 4.3 Selection Process of Prothom Alo.....	11
5.Comparison and Improvement.....	12
6. Literature Review.....	14
7. Recommendations.....	16
8. Conclusion.....	18
9. References	19
10. Appendix.....	20

1. Introduction

1.1 Background of the Study

Hiring the right people is essential for any organization's success. Recruitment and selection are the processes that help companies find and choose employees who fit their needs. In a competitive job market, companies put a lot of effort into these processes to ensure they attract and hire skilled people who can help the company grow. Daraz, a leading e-commerce business, and Prothom Alo, one of the top media organizations in Bangladesh, have different hiring needs and challenges due to the nature of their work.

This study looks at how Daraz and Prothom Alo recruit and select their employees, covering each step from the first job advertisement to the final hiring decision and employee onboarding. By interviewing employees from both companies, this report offers insight into the recruitment practices of these organizations, highlighting their approaches and any challenges they face. This comparison aims to show effective methods that may help other companies improve their own hiring processes.

1.2 Significance of the study

This study is important because it looks closely at how two well-known companies, Daraz and Prothom Alo, handle their recruitment and selection processes. By comparing their methods, the study provides useful insights into what works well and what can be improved in hiring practices, which can help other companies hire better. For organizations, the study shows ways to improve their hiring processes, helping them find and choose the best candidates for their needs. HR

professionals can use the findings to make their recruitment strategies more efficient, leading to better hiring decisions and less turnover. This study also adds to the knowledge in the field of human resource management and can guide future research on recruitment in different industries. Job seekers can benefit from the study too. It helps them understand what companies look for during the hiring process, so they can better prepare for interviews and applications. Overall, this study offers valuable lessons that can help improve recruitment practices for both businesses and job seekers.

1.3 Objective of the report

1.3.1 Broad objective

To understand the role of recruitment and selection processes in achieving organizational goals by comparing practices in Daraz and Prothom Alo.

1.3.2 Specific objective

To find out how Daraz and Prothom Alo hire employees.

To see the differences in their selection processes.

To understand the problems they face while recruiting.

To check how their hiring methods affect the employees they choose.

To offer simple ways to make their recruitment better.

1.4 Limitations

1. Sample size and diversity
2. Time constants
3. Limited excess of data
4. Lack of consideration for candidate experience
5. Overemphasis on internal practices
6. Confidential issues

2. Research Methodology

2.1 METHODOLOGY

Sources and Method of Data Collection

This report is mainly based on both primary and secondary data sources. However, researcher has adopted the Questionnaire method for the purpose of the collection of the primary data as data collection procedure. The following methodologies have been adopted in preparing the report:

Primary Source

Interviewing employee of Darazz

Interviewing employee of Prothom Alo

Secondary Source

Journal

Article

Linked In

BD JOBS

Darazz website

Prothom Alo website

3. Recruitment Channel and Selection Process of Daraz

3.1 Overview of Daraz

Daraz is a popular online marketplace and e-commerce platform that acts as a digital bridge between buyers and sellers. It was founded in 2012 and currently operates in five South Asian countries: Bangladesh, Pakistan, Sri Lanka, Nepal, and Myanmar. In 2018, Daraz was acquired by Alibaba Group, a leading e-commerce company from China. This partnership has helped Daraz to improve its technology and provide better services at an international standard.

The Human Resources Department is responsible for managing the entire workforce of the organization. Daraz Bangladesh Limited has a very strong and dynamic Human Resources department. Which takes care of the entire workforce of the organization all over Bangladesh. The HR department controls the entire management of workforce from the head office situated in Banani, Dhaka. There are several wings in the HR department such as Talent Acquisition, HR Operations, Employer Branding & Organizational Development. Each of them operates independently with individual head of departments and subsequent employees. The Talent Acquisition wing is responsible for all the talent hunting & management all over the organization. The HR Operations wing is responsible for taking care of various operations related to HR such as payroll, HRIS etc. The Employer Branding & OD wing takes care of various employee privilege programs which assists in employee engagement.

Daraz offers a wide range of services and opportunities for both buyers and sellers. Some of its main activities include:

1. Product Marketplace:

Daraz features a large variety of products, including electronics, fashion, home appliances, health and beauty products, groceries, and more.

2. Opportunities for Sellers:

It provides businesses and sellers with a platform to sell their products online, helping them reach a larger audience.

3. Flash Sales and Campaigns:

Daraz regularly organizes discount campaigns, flash sales, and special offers during festivals and other occasions.

4. Delivery Services:

The platform ensures fast and reliable delivery services for customers.

5. Daraz Wallet and EMI Options:

Daraz offers modern payment solutions, including a wallet system, EMI (Equated Monthly Installments), and special discounts through various banks. Daraz aims to create a simple, affordable, and reliable online shopping experience for customers while helping businesses grow through digital solutions.

3.2 Recruitment Channels of Daraz

Daraz Bangladesh Limited follows a structured, dynamic, and well-thought-out recruitment process to ensure the selection of candidates who align with the company's objectives and possess the potential to thrive in their roles. The organization is committed to fostering equal employment opportunities for both men and women, emphasizing inclusivity and fairness in its hiring practices.

Internal Recruitment

1. Qualification Inventory:

Daraz reviews the skills and experience of current employees to identify suitable candidates for open positions.

2. Rehiring Previous Employees:

The company often rehired former employees, as they are familiar with the company culture and processes, reducing onboarding time.

3. Internal Job Postings:

Vacancies are posted on internal platforms like bulletin boards, group chats or apps such as Hidden Talk to keep employees informed about new vacancies.

4. Cross-Department Recruitment:

Employees are recruited from other departments, promoting internal mobility and skill diversification within the company.

5. Promotion and Transfers:

Daraz focuses on promoting or transferring internal employees, fostering career growth and retaining talent.

6. Temporary Roles:

During high-demand periods like the 11.11 campaign, Daraz hires temporary or part-time employees, often with little or no prior experience required. These roles allow Daraz to scale quickly in response to seasonal demand, while also offering internal employees the chance to refer friends or acquaintances for these short-term roles.

7. Internal Mobility:

Employees can be moved between departments or locations to fill vacancies, providing career development opportunities.

8. Cost-Effective Recruitment:

Internal recruitment eliminates the need for external advertising or third-party agencies, reducing hiring costs.

9.High Executive Recruitment:

Daraz fills high executive positions by targeting senior professionals from competitive companies, avoiding public advertisements and traditional interviews. They directly approach top talent with relevant experience to align with their strategic goals.

External Recruitment

Daraz employs a comprehensive external recruitment strategy to attract and onboard talented individuals who align with its organizational needs. The recruitment process starts with the department intending to hire new employees submitting a requisition to the HR department through an online form. This form, completed by the line manager, provides detailed information about the type of candidates required, assisting HR in crafting precise job descriptions and specifications. Daraz leverages the following external recruitment methods:

1.Social Media Platforms:

Daraz uses Facebook and LinkedIn to reach a diverse and professional audience.

2.Job Portals:

Platforms such as Bdjobs help Daraz connect with a wide range of candidates.

3.Campus Recruitment:

Daraz actively engages in campus recruitment to attract fresh graduates, particularly through its Daraz Future Leadership Program (DFLP).

3.3 Selection Process of Daraz

Daraz follows a clear and flexible selection process to hire the right candidates. The process changes based on the role but always aims to find skilled and motivated people. Here is a simple overview:

1. Case Study for Interns:

Interns are often hired through a case study-solving process. Candidates are given real-life business problems to test their problem-solving and creative thinking skills.

2. Two-Way Interview:

At their selection process, they follow two-way interview: HR Interview: This interview focuses on the candidate's personality, communication, and cultural fit. Departmental Interview: This interview checks specific skills and knowledge related to the job role.

3. Contract Hiring for Campaigns (e.g., 11.11):

For big campaigns like 11.11, Daraz hires candidates on a contract basis with only one interview. If the candidates perform well during the campaign, their contract is extended or they are offered permanent positions.

4. Youth Leadership Program:

Daraz runs a Youth Leadership Program to find and train young leaders. Selected candidates are

given mid-level roles with good salaries and leadership opportunities.

5. References and Background Checks:

Before finalizing a candidate, Daraz conducts thorough background checks. Verification includes academic qualifications, previous employment, and professional references. This step ensures the authenticity and reliability of every hire.

6. Performance and Growth Opportunities:

Employees are regularly evaluated based on their performance. Skilled and hardworking individuals are rewarded with extended contracts, permanent roles, or promotions to leadership positions.



4. Recruitment Channel and Selection Process of Prothom Alo

4.1 Overview of Prothom Alo

ProthomAlo established its place in the media scene of Bangladesh on November 4, 1998. It started its journey with a sense of challenge and a feeling of humility to serve this nation as a truly independent newspaper. The newspaper made its debut at a historic time when, with the fall of the autocratic regime, the country was well set to begin a new era towards establishing a democratic system of government which eluded Bangladesh for long.

ProthomAlo is the largest circulating Bangla & English language daily newspaper in Bangladesh. It has grown to become a trusted source of news, providing coverage on politics, economy, sports, entertainment, and more. Prothom Alo operates through multiple platforms, including print, online, and mobile applications, reaching millions of readers daily.

Matiur Rahman, editor and publisher of The Daily ProthomAlo, is also on its 12-member board of directors, of which LatifurRahman is Chairman. The board deals with financial matters. Latifur Rahman's Transcom Group owns Prothom Alo, the largest circulating Bengali daily newspaper in Bangladesh. The company operates primarily from its headquarters in Progoti Insurance Bhobon, 20-21, Kawran Bazar, Dhaka - 1215, Bangladesh. According to available information, Prothom Alo newspaper has three main printing facilities located in Dhaka, Chittagong, and Bogra, which can be considered as its primary "branches" for distribution across Bangladesh.

Recruitment and Selection Process of Prothom Alo are job posting, application submission, Initial Screening, written Test, Interview Process, HR Interview, Technical interview, Final Selection.

Prothom Alo's goal is to provide accurate, unbiased, and objective news, aiming to bring positive changes in society .

4.2 Recruitment Channels of Prothom Alo

In Prothom Alo, the recruitment process involves both internal and external methods, as follows:

Internal Recruitment

1. Informing Employees:

The HR department communicates job vacancies to employees through internal channels like WhatsApp groups or by directly informing other departments about the vacancy.

2. Employee Referrals:

Employees are encouraged to refer suitable candidates. These referrals are double-checked for authenticity to ensure quality recommendations.

3. Support from Third-Party Agencies:

Sometimes, HR collaborates with recruitment agencies to identify potential candidates, especially for roles requiring specific expertise.

4. Senior Executive Roles:

For higher-level positions, such as senior executives, the organization focuses on hiring experienced professionals. They often target individuals from competing companies to ensure competency.

External Recruitment

1. Job Postings on Public Platforms: Prothom Alo posts job openings on platforms like BD Jobs, LinkedIn, and other external sources to attract a diverse pool of candidates.

4.3 Selection Process of Prothom Alo

1. CV Screening:

CVs are reviewed to check if candidates experience and qualifications match the job requirements. Shortlisted candidates are invited for the first interview.

2. First Interview:

Conducted by HR and the department head responsible for the position. Focuses on assessing the candidate's initial suitability for the role based on communication skills, experience, and attitude.

3. Background Verification:

After the first interview, candidates' profiles (e.g., LinkedIn, Facebook) are analyzed for authenticity and reputation. HR communicates with mutual connections or ex-colleagues for further validation. Only candidates deemed suitable proceed to the second interview.

4. Second Interview:

Involves key personnel, including the Executive Editor, News Editor, and Managing Editor. This stage evaluates:

- Communication skills.
- Claims made in the CV.

Additional tests are conducted based on the department:

- For content creation roles: Practical test to create content.

- For HR roles: MCQ test on HR policies.
- For campaign/project roles: Candidates design a project using given components.

5. Final Interview with Matiur Rahman Sir:

Candidates who perform well in the second interview meet the Editor-in-Chief. Discussions include work expectations and salary negotiation, which is finalized on the same day.

6. Selection and Confirmation:

Successful candidates are informed via email and phone call. Joining details are shared, and HR coordinates with the candidate's current employer to confirm the joining date. Feedback from the candidate's current employer is requested for final clearance. This thorough process ensures that Prothom Alo selects the best candidates for its team.



5. Comparison and Improvement

Comparison of Recruitment Channels: Daraz vs. Prothom Alo

Daraz uses a mix of internal and external recruitment channels. Internally, they emphasize internal mobility, cross- department recruitment, promotions, and rehiring former employees. They also hire temporary employees during high- demand periods, such as their 11.11 campaign, to meet seasonal needs. Externally, Daraz utilizes social media platforms like LinkedIn and Facebook, job portals like Bdjobs, and campus recruitment programs such as the Daraz Future Leadership Program to attract fresh graduates.

Prothom Alo, on the other hand, also employs both internal and external methods but with some differences. Internally, they rely on informing employees about job openings, encouraging employee referrals, and occasionally working with third-party recruitment agencies for specialized roles. Externally, Prothom Alo posts job vacancies on platforms like LinkedIn and Bdjobs, while also targeting senior professionals from competing companies for executive roles. Unlike Daraz, Prothom Alo does not focus on seasonal or temporary recruitment.

Comparison of Selection Processes: Daraz vs. Prothom Alo:

The selection process at Daraz is flexible and tailored to the role. For interns, they use case studies to evaluate problem-solving skills. General recruitment involves a two-way interview process: the HR interview focuses on personality and cultural fit, while the departmental interview assesses job-specific skills. For campaign-specific hiring, such as during the 11.11 event, candidates undergo a quick single interview. Daraz also conducts thorough background checks before finalizing hires and offers special programs like the Youth Leadership Program for grooming mid-level managers.

Prothom Alo follows a more traditional and structured approach. Their process begins with CV screening and background checks, including an analysis of candidates' social media profiles. Shortlisted candidates face a first interview with HR and the relevant department head. A second interview is conducted by key personnel, such as editors or managers, and includes additional tests specific to the role (e.g., content creation tasks for writers or MCQs for HR candidates). The final stage involves a personal interview with the Editor-in-Chief, where work expectations and salary are discussed.

Improvements for Daraz:

Daraz could enhance its background check process by incorporating more detailed verifications, similar to Prothom Alo's social media and reference checks. Introducing role-specific practical tests during the selection process could improve their ability to assess candidates' skills. For high-level positions, Daraz could adopt a more structured and multi-step interview process to ensure alignment with company goals.

Improvements for Prothom Alo:

Prothom Alo could benefit from incorporating seasonal or temporary hiring strategies, as seen in Daraz's campaign- specific recruitment, to address short-term needs efficiently. Introducing campus recruitment programs like Daraz's Future Leadership Program could help attract and groom fresh talent. Simplifying the final interview stage might also streamline the process and reduce the time required for hiring without compromising the quality of candidates selected.

6. Literature Review

Recruitment is a decision of human resource management planning regarding the number of employees needed, when needed, as well as the criteria for what is needed in an organization. It is the first step in acquiring staff and is considered a positive function that aims to attract a large pool of qualified candidates to apply for available job vacancies (Armstrong, 2009)

It has been observed that the organizations do advertise their vacant positions both on the electronic print media as well as the different types of other media channels to attract different types of talented applicants for their said organization (Russo et al., 2000)

A recruitment agency, also known as a labor broker, is an organization that takes contract responsibilities of recruiting employees for an organization for an agreed consideration. This arrangement seems to be very efficient in recruiting the ablest type of people in the different types of employability (Florea, 2014)

Employee referral is typically denoted as a recruitment technique where employees are asked to recommend potential individuals outside of the organization for vacant positions. In this method, it is generally observed that the employees are selected on the basis of the referrals of the present employees in an organization (Stephen et al., 2013)

Employee selection commences after prospective employees have been recruited in an organization. In the views of Maloney (2001), the selection can be considered to be a process where the best candidate is considered from a pool of available candidature. It is generally a type of procedure-oriented activity in which the different types of techniques and methodologies are

used to select the most deserving candidate from the list of the available candidates (Abbas, et al 2021)

The process of interviews is probably one of the most common methods that are generally used in the process of selection of candidates. It generally reveals much subjective analysis if the applicant and the person's compatibility with the said type of job in the concerned organization. Different types of situations may be considered in respect to gaining available information from the candidates during interpersonal communication. (Lievens, F., 2019

It has been observed that generally, after the carrying out of the different types of interview steps, the candidate should have been considered to be selected for the said process, but in some organizations it has been observed that the last and the final round of interview is conducted by the supervisor of the different types of organizations (Broyles et al., 2011)

The purpose of the reference check in any organization is to cross verify the different types of information that a candidate has provided in the information sheet and also to have knowledge about his past behavior in the different types of organizations that the said person has been working for (Hedricks et al., 2019)

Recruitment and selection involves making predictions about future behavior so that decisions can be made about who will be most suitable for a particular job. Predictions must always be couched in terms of probabilities because the future is unpredictable. However, informed judgements can be made, rather than uninformed guesses. This requires a systematic process of assessment of both individual differences and organizational requirements. (Newell, S. 2005).

7. Recommendations

Considering the above role, it can be recommended that Daraz and Prothom Alo adopt different techniques and tools to enhance their recruitment and selection practices. It is seen that in order to create a stronger employer brand image and attract a bigger talent pool, companies are increasingly investing in their employer brand. The effect of a strong employer brand is always recognized, and it is recommended that Daraz, along with Prothom Alo are given

Recommendation for DARAZ

- Utilize social media platforms like Facebook, Twitter, and Instagram for targeted recruitment campaigns.
- Upgrade careers section on Daraz website to highlight company culture, values, and employee benefits.
- Implement ai-driven tools to streamline the initial screening of applications, saving time and ensuring a fair selection process.
- Establish partnerships with educational institutions to create tailored programs, job fairs specifically for Daraz.
- Organize competitions and offer scholarship competitions to identify and attract highpotential students early.
- Build and maintain talent pools by keeping a database of potential candidates who have previously applied or have shown interest in Daraz. Engage with these candidates regularly through newsletters and updates about job openings.
- Offer continuous learning opportunities, such as training, online courses, and certifications, to current and potential employees.
- Encourage current employees to apply for open positions within Daraz to foster internal growth and development.

Recommendation on Prothom Alo.

- Upgrade career section on Prothom Alo website to highlight company culture, values, and employee benefits.
- Utilize social media platforms like Facebook, Twitter, and Instagram for targeted recruitment campaigns.
- Organize competitions and offer scholarship competitions to identify and attract high potential students early.
- Build and maintain talent pools by keeping a database of potential candidates who have previously applied or have shown interest in Daraz. Engage with these candidates regularly through newsletters and updates about job openings.
- Use Prothom Alo's regional editions to target candidates from specific locations. Run localized events or career fairs in collaboration with Prothom Alo to attract talent.
- Create a strong network of freelance journalists and contributors to provide flexibility and access to diverse writing talent. Develop a dedicated portal for freelancers to apply and submit their work. Create relationships with journalistic and media associations to attract experienced professionals by participating in industry conferences and events to network with potential candidates.
- Encourage current employees to apply for open positions within Prothom Alo to foster internal growth and development.

8. Conclusion

The recruitment and selection processes of Daraz and Prothom Alo reflect their respective organizational mission & vision and industry-specific requirements. Daraz, as a leading e-commerce platform, adopts a technology-driven approach, leveraging digital tools, data analytics, and virtual platforms to streamline its recruitment process and ensure the selection of candidates with the necessary skills and adaptability for a fast-paced digital environment. Conversely, Prothom Alo, as a prominent media organization, emphasizes traditional yet rigorous methods to uphold journalistic standards, creativity, and cultural alignment, focusing on candidates' communication and analytical skills.

Both organizations exhibit an undertaking to efficiency and effectiveness in their recruitment channel, by different methodologies. Daraz emphasizes innovation and quickness in talent acquisition, while Prothom Alo prioritizes the alignment of candidates with its core values of integrity and editorial excellence.

This comparative analysis underscores the importance of tailoring recruitment strategies to align with organizational goals and industry dynamics. It also highlights the necessity of integrating technological advancements with human expertise to ensure an optimal balance between efficiency and the selection of high-quality candidates.

Both organizations demonstrate that a well-structured recruitment and selection process is pivotal for achieving sustainable growth, fostering organizational culture, and meeting long-term objectives.

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10. Appendix

Research Question for “Daraz”

- What are the steps of recruitment channel followed by Daraz?
- What are the difference among e-commerce companies in Bangladesh in the field recruitment channel?
- What are the steps of selection channel followed by Daraz?
- What are the good things which are related with the recruitment channel of Daraz?
- What are the challenges which are related with the recruitment channel of Daraz?
- What are the challenges which are related with the selection channel of Daraz?
- What are the way to improve the challenge associated with the recruitment & the selection channel of Daraz?

Research Question for “Prothom Alo”

- What are the steps of recruitment channel followed by Prothom Alo?
- What are the difference among newspaper industry in Bangladesh in the field recruitment channel?
- What are the steps of selection channel followed by Prothom Alo?
- What are the good things which are related with the recruitment channel of Prothom Alo?
- What are the challenges which are related with the recruitment channel of Prothom Alo?
- What are the challenges which are related with the selection channel of Prothom Alo?
- What are the way to improve the challenge associated with the recruitment & the selection channel of Prothom Alo?