Internship Report

on

Job Satisfaction of Employees in Bangladesh:

A Case on NJ Tex Group



Submitted by:

Siam Anik

ID: BBA2103024032

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 Fulfillment of the degree of

Bachelor of Business Administration (BBA)

Sonargaon University (SU)

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

Date of Submission: August- 30, 2025

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Submitted to:

Md. Rasel Hawlader

Assistant Professor

Sonargaon University (SU)

Department of Business Administration

Sonargaon University (SU)

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

Date of Submission: August- 30, 2025

Letter of Transmittal

Date: 30/08/2025

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 on NJ Tex Group"**

Dear Sir,

With due respect, I am submitting my internship Report on the topic titled "job satisfaction" as a part of my BBA program. It is my honor to submit this report of my three-month-long internship program at NJ Tex Group. This report has been prepared to fulfill the assigned organization, where I studied factors influencing employee job satisfaction. It has been a great learning experience for me to work at Bangla Bazar Limited and prepare this report with utmost effort. I believe this experience will inspire me to conduct similar studies in the future.

I am thankful to you for your support, guidance, and constructive feedback during the preparation of this report, which propelled me to excel.

I genuinely hope that you find this report informative and useful in understanding employee job satisfaction at Bangla Bazar Limited, and that it meets the grading criteria set for this assignment.

Sincerely Yours,

_____

Siam Anik

ID: BBA2103024032

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

I, Mr. 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 on NJ Tex Group"** has been prepared by Siam Anik, ID: BBA2103024032, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment 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 himself. 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 Siam Anik, a student of Bachelor of Business Administration (BBA), ID: BBA2103024032 from Sonargaon University (SU) would like to solemnly declaration here that this report on **"Job Satisfaction of Employees in Bangladesh: A Case on NJ Tex Group"** 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 intonationally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Sincerely Yours,

_____

Siam Anik
ID: BBA2103024032
Major: HRM
Semester: Summer-2025
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

First and foremost, I want to express my heartfelt thanks to my supervisor, Md. Rasel Hawlader, Assistant Professor at the Department of Business Administration, Sonargaon University (SU), for his unwavering support and guidance throughout this report. His expertise in Human Resource Management and his insightful feedback have been invaluable in helping me complete this case study on the **" Job Satisfaction of Employees in Bangladesh: A Case on NJ Tex Group."**

I would also like to extend my gratitude to all the faculty members of the Department of Business Administration at Sonargaon University. Your continuous support and encouragement have created an environment where learning truly thrives.
A special thank you to NJ Tex Group for graciously providing me with the necessary resources and access to vital information that made this study possible. Your cooperation and transparency have been crucial in helping me gain real-world insights.

Lastly, I want to thank my family, friends, and classmates for their endless encouragement and motivation. Their support has been a constant source of strength and inspiration throughout this journey.

With sincere appreciation,

_____

Siam Anik
ID: BBA2103024032
Major: HRM
Semester: Summer-2025
Department of Business Administration
Sonargaon University (SU)

Executive Summary

This report, titled **"Job Satisfaction of Employees in Bangladesh: A Case on NJ Tex Group"** provides a detailed analysis of the recruitment and selection strategies and practices employed by NJ Tex Group, a leading manufacturer and exporter of garments in Bangladesh. The primary aim of this study is to explore how NJ Tex Group recruitment and selection process aligns with best practices in Human Resource Management (HRM) and contributes to the company's success. The study was conducted through data collection methods, including interviews with HR personnel, review of organizational documents, and a review of relevant literature on recruitment and selection processes. The analysis focuses on the key steps undertaken NJ Tex Group to attract and retain qualified candidates, including job analysis, advertising, screening, interviewing, and final selection. This report also assesses the effectiveness of these steps and the challenges the organization faces, such as attracting the right talent in a competitive market and ensuring a fair and unbiased selection process. The findings reveal that NJ Tex Group recruitment process is strategically aligned with its organizational objectives, helping to enhance employee satisfaction and ensure the recruitment of highly skilled candidates. The company emphasizes transparency, merit-based selection, and ensuring that candidates' values align with the company's culture. However, there are opportunities for improvement, such as further digitalization of the hiring process and the integration of advanced assessment tools to streamline candidate evaluation.

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Chapter: One
Introduction

1.1 Introduction

In the Human Resource Management cycle as in any organization, the employee job satisfaction is considered a vital role for organizational success and achievement. Job satisfaction refers to an individual's emotional and psychological response to various aspects of their job, including the work environment, compensation, career growth opportunities, and interpersonal relationships at work. In the textile sector, where production processes are labor-intensive and teamwork is crucial, maintaining a satisfied and motivated workforce is even more significant. NJ Tex Group, a prominent textile company, relies heavily on the skills, commitment, and performance of its employees to maintain its competitive advantage and meet production goals. Given the dynamic nature of the textile industry, with its challenges of meeting deadlines, ensuring product quality, and adapting to customer demands, understanding and enhancing employee job satisfaction is essential for ensuring consistent productivity and reducing employee turnover.

1.2 Objectives of the Study

Research objectives define the precise aims and scope of a study. which guide its direction and purpose. The primary objective of this report is to fulfill the requirements of the report. This report has been prepared as part of the Human Resource Management course, which is an essential component of the BBA program at Sonargaon University (SU). It also focuses on understanding how the recruitment and selection process works at NJ Tex Group, a leading company in the industry.

The objective of this report there are two types of objectives:

- General Objective
- Specific Objectives

General Objective

The general objective of this research is to investigate the factors influencing job satisfaction among employees of NJ Tex Group and to examine the effects of job satisfaction on employee performance and organizational outcomes.

Specific Objectives

- To measure the current level of job satisfaction among employees at NJ Tex Group.
- Evaluate employees' level of focus or engagement with their work tasks.
- Assess the degree to which employees perceive their personal work goals as aligned with NJ Tex Group's success goals.

1.3 Methodology of the Study

This study will utilize both primary and secondary data sources to ensure a comprehensive and well-rounded understanding of job satisfaction among employees at NJ Tex Group. The

use of multiple data sources enhances the validity, reliability, and depth of the research findings.

Data Sources

The data for this report was gathered from both Primary and Secondary Sources, with a greater emphasis placed on Secondary Sources.

Primary Sources

Primary Data Sources are original, firsthand information collected directly by the researcher for a specific research purpose. Data collected through the following sources included:

- One-on-one interviews or group discussions with staff to obtain detailed insights into job attitudes.
- Direct observations of workplace behavior or environment supervisor employee interactions to supplement survey data.

Secondary Sources

Secondary data refers to pre-existing information that has been collected by others for purposes other than the current study.

- Company Records.
- Academic and Industry Literature.
- NJ Tex Group's HR policies, manuals, and employee reports.

1.4 Limitations of the Study

While analyzing this research, several limitations emerged that affected the overall depth and completeness of the study. Although NJ Tex Group provided significant support and cooperation throughout the research process, certain constraints arose due to company confidentiality policies and internal data protection guidelines. These restrictions limited access to some critical information that could have further enriched the analysis. As a result, the findings should be interpreted with these limitations in mind. The main limitations identified are outlined below:

- It was difficult to collect completely accurate and detailed information from all employees, as some were reluctant to share personal views about their satisfaction.
- The study does not include other textile companies or other types of organizations, which limits the generalizability of the results.
- It does not address any organizational changes that may have happened before the internship period, or any changes that may occur in the future.
- It does not cover other human resource areas such as recruitment, performance appraisal, or employee training.
- It does not examine any external factors such as labor laws, market conditions, or the broader economic environment of the textile industry.

▪ Chapter: Two
Literature Review

Cabrera, W., & Estacio, D. (2022) explore study "Job Attitude as a Factor on Employees Performance", examined how employee attitudes—such as behavior, job satisfaction, commitment, motivation, and training—affect performance at La Consolacion University Philippines. Using surveys and descriptive analysis, results showed that all these attitude-related factors positively influence performance, with motivation and job commitment having the strongest impact. The study recommends competitive pay, retention policies, and training programs to sustain positive attitudes and improve organizational performance

Al-Ababneh et al. (2018) examined five-star hotels in Jordan to explore how internal service quality (ISQ) affects employee job satisfaction. Using SERVQUAL and Job Satisfaction Survey tools, they surveyed 238 employees and found a strong positive link between ISQ—especially assurance, responsiveness, and reliability—and job satisfaction. Co-worker relationships and operating conditions ranked highest in satisfaction, while communication and job nature ranked lowest. The study recommends that hotels invest in internal service quality as a strategy to boost staff satisfaction and organizational performance.

Ramli (2019) studied employees at private hospitals in Jakarta and found that a positive work environment significantly improves both job satisfaction and performance. Using a survey of 82 staff, the study showed that supportive leadership, safety, and good peer relationships enhance satisfaction, which in turn boosts performance. All three variables—work environment, satisfaction, and performance—were positively and significantly linked. The study recommends improving workplace conditions and communication to strengthen staff motivation and hospital outcomes.

Hidayah, T., & Tobing, D. S. K. (2018) influence of Job Satisfaction, Motivation, study examined 50 employees of STIE Mandala Jember (Indonesia) to analyze how job satisfaction, motivation, and organizational commitment affect performance. Using multiple linear regression, results showed that while all three variables together significantly influenced performance, motivation and organizational commitment had significant positive effects, whereas job satisfaction did not show a significant direct effect. This highlights that motivation and commitment are stronger drivers of performance than satisfaction alone.

Papavasili et al. (2019) studied job satisfaction among 196 municipal employees in Western Greece during the economic crisis. Despite major income losses and worsening conditions, overall satisfaction remained moderate. Employees were most satisfied with their departments and leadership, while salary satisfaction was low. The study found that good departmental organization and effective supervisors were key drivers of satisfaction. It recommends strengthening internal leadership and work structures to support employee morale during economic hardship.

Martini, I. A. O., Rahyuda, I. K., Sintaasih, D. K., & Piartrini, P. S. (2018) investigated 112 weaving ikat employees in Klungkung Regency, Bali, analyzing how competency (knowledge, skills, attitude) influences performance, with organizational commitment (affective, normative, continuance) as mediators. Using SEM-PLS, results showed that competency has a strong positive effect on employee performance, and organizational

commitment partially mediates this relationship. Among the commitments, normative commitment had the largest impact, followed by affective and continuance commitment.

Majeed, N., Ramayah, T., Mustamil, N. M., Nazri, M., & Jamshed, S. (2017) revealed study investigated how transformational leadership affects organizational citizenship behavior (OCB), with emotional intelligence as a mediator. Survey data from 320 employees of Pakistani pharmaceutical companies were analyzed using SEM-AMOS. Results revealed that transformational leadership positively influences both OCB and emotional intelligence, and that emotional intelligence partially mediates the relationship, strengthening the impact of leadership on extra-role behaviors .

Suharto, Suyanto, & Hendri (2019) research investigated the relationship between multicultural competence, organizational fairness, organizational commitment, and job performance among 350 civil servants in Lampung Province, Indonesia. Using Structural Equation Modeling (SEM), the study found that multicultural competence significantly enhances both organizational fairness and organizational commitment. Organizational fairness, in turn, positively affects organizational commitment but does not directly improve job performance. The strongest finding is that organizational commitment has a direct and significant positive impact on job performance, making it the primary factor linking employees' attitudes to their work outcomes.

Ratnasari, S. L., Sutjahjo, G., & Adam (2019) examined how career development, work motivation, and job satisfaction influence employee performance among 160 employees of the Regional Government of Riau Islands Province, Indonesia. Using path analysis with SPSS, the findings showed that career development and work motivation each have significant positive effects on both job satisfaction and employee performance. The study highlights that employees who are given opportunities for career growth and motivated with proper incentives tend to experience higher satisfaction, which in turn drives better performance.

Dziuba, S. T., Ingaldi, M., & Zhuravskaya, M. (2020) research investigated the link between job satisfaction, work performance, and workplace safety in a metallurgical enterprise. Using a survey of 47 employees, respondents assessed their satisfaction across 20 statements and three key factors: working conditions, relations with supervisors, and salary. The results showed an overall satisfaction index of 63.7%, indicating moderate satisfaction. Employees valued training, clarity about supervisors, and a friendly atmosphere, but expressed dissatisfaction with promotion opportunities, communication about company plans, and employment stability.

Schnell, T., & Hoffmann, C. (2020) article used longitudinal data to examine the reciprocal relationship between meaning in life and positive mental health. Drawing on three waves of data from a large population sample, the authors applied cross-lagged panel models to test whether meaning in life predicts later positive mental health or vice versa. The findings showed a strong bidirectional relationship: individuals with higher meaning in life reported better subsequent mental health, while those with higher positive mental health were more

likely to experience enhanced meaning in life over time. These results highlight the dynamic interplay between existential fulfillment and psychological well-being, suggesting that interventions fostering life meaning can strengthen mental health, and vice versa.

Alogna, V. K., Attig, M., & Beehr, T. A. (2020), explored paper examined how workplace spirituality—defined as employees' sense of purpose, interconnectedness, and alignment of personal values with organizational values—affects employee outcomes over time. Using a longitudinal design, the authors assessed whether workplace spirituality predicts job satisfaction, organizational commitment, and overall well-being. The findings indicated that higher workplace spirituality is positively associated with improved employee satisfaction, stronger organizational commitment, and greater psychological well-being. The study concludes that fostering workplace spirituality can be a powerful strategy for organizations to enhance both employee fulfillment and long-term organizational effectiveness.

Nguyen, T. T., Nguyen, D. N., Tran, Q. H., Le, T. H., & Bui, T. T. (2025) revealed the relationship between job satisfaction and job performance among healthcare workers in Vietnam, a sector facing high stress and resource challenges. Using survey data from a large sample of medical staff, the authors found a significant positive correlation between job satisfaction and performance. Specifically, aspects such as satisfaction with salary, working conditions, organizational support, and professional recognition were strongly associated with improved job outcomes. The authors conclude that policies aimed at improving job satisfaction—through fair compensation, supportive management, and better working environments.

Almazrouei, H., Khan, M., & Al Falasi, M. (2025) analyzed how job satisfaction influences employee performance in both public and private healthcare sectors in the United Arab Emirates. Drawing on survey data from healthcare professionals, the authors found a strong positive relationship between satisfaction and performance across both sectors, though the effects were more pronounced in the private sector. Key drivers of satisfaction included compensation, career development opportunities, work-life balance, and organizational support.

▪ Chapter: Three
Profile of the Organization

3.1 Company Overview



Figure 1: NJ Tex Group

Company Contact Details
Company Name: NJ Tex Group
Established: Established in 1982.
Plot# 2B, Road# 2 Gulshan-1, Dhaka 121 Bangladesh
Tel: 16413(Mobile) or +88 096 109 22456 (Overseas & Land Phone)
Fax: +880 9614303030; 880-9-612654350
E-mail: info@nztexgroup.com **Web**: www.nztexgroup.com

Company Overview

NZ TEX GROUP is a vertically integrated textile conglomerate based in Bangladesh, specializing in both denim and non-denim fabrics. Established in 1982, it's a family-owned business known for its weaving, dyeing, processing, and innovation in sustainable textiles. The company is a significant exporter, producing for major fashion brands in Europe, the USA, and Asia.

"Innovation that adds values"

We are a vertically integrated company, which means we manage every aspect of production—from knitting, dyeing, and finishing to cutting, sewing, and packing—all under one roof. Our dedicated Merchandising & Production team is highly experienced, ensuring top-quality products and services that meet the specific needs of our buyers worldwide. We operate with transparency, continually improve our quality and processes, and are committed to social ethics and environmental sustainability. Our core values of long-term relationships and transparency are the foundation of everything we do.

3.2 Company Vision, Mission

A) Vision of NZ Tex Group's

NZ Tex Group's is to be a leader in innovative apparel technology, positively impacting people's lives and the environment. They strive to achieve this by providing exceptional products and services while upholding sustainability, diversity, and ethical business practices. Their vision is deeply rooted in a commitment to continuous growth, innovation, and creating positive change within the community.

"Through vertical implementation and achieving continuous sustainable growth in an effort to create a positive impact in the community, creating happier bonds with our customers."

b) Mission of NZ Tex Group's

NZ Tex Group's mission is to provide customers with high-quality products within an efficient timeline, while also striving for continuous sustainable growth and positive impact on the community and the environment. They are a vertically integrated textile manufacturer specializing in both denim and non-denim fabrics.

"To provide our customers with products of effective quality through an efficient timeline."

3.3 Our Strategies



Figure 2: Core Value of Strategy

1. Sustainability

- **Commitment to UN SDGs**

  NZ Tex Group is committed to the UN Sustainability Development Goals and continuously strives to improve its impact on people and the planet.

- **Focus on sustainable fibers**

  They utilize and promote fibers with benefits like biodegradability, environmental preservation, and restoration.

- **Dyeing and Processing Efficiency**
  They focus on minimizing water and chemical usage, with techniques like dye bath wash-liquor retrieval to reduce stress on their ETP.

2. Innovation

- **Research and Development**

  They invest in R&D to develop innovative fabric solutions.

- **Collaboration and Adaptation**

  They collaborate with partners and adapt to new technologies to stay at the forefront of the industry.

- **Vertical Integration**
  Their vertically integrated facilities allow them to produce sustainable items from yarn spinning to finished garments.

3. Vertical Integration:

- **Control over production:**

  They have control over various stages of production, from yarn spinning to finished fabrics, which allows for better quality control and efficiency.

- **Faster lead times**
  Vertical integration can lead to faster turnaround times for fabric production and delivery.

4. Core Values

- **Commitment to work and clients**

  NZ Tex Group values their clients and the effort required to complete projects successfully.

- **Adaptability and Continuous Transformation**
  They embrace continuous transformation and development to meet changing customer needs and maintain environmental sustainability.

5. Key Markets

NZ Tex Group exports to major markets including Europe, the UK, the US, Australia, Japan, and South Korea.

3.4 Objectives of NZ Tex Group

- **Global Expansion and Fashion Industry Presence**
  This involves participating in international trade events like Texworld (Paris) and Kingpins (New York) to showcase their products and connect with potential clients.

- **Sustainable Textile Practices**

  They incorporate eco-friendly materials like European Flax, Hemp, Lenzing Tencel, Lenzing Ecovero, Organic Cotton, and Recycled Cotton, according to the NZ Tex Group.

- **Innovation and Continuous Improvement**

  They focus on product innovation, platform innovation, and process innovation, collaborating with suppliers and stakeholders.

- **Core Values and Ethical Conduct**
  They strive to create a positive impact on the community and build strong relationships with their customers.

- **Meeting Customer Needs**
  This includes providing high-quality products, innovative designs, and sustainable manufacturing processes.

3.5 Our Clients



Figure 3: Clients

3.6 Board of Directors

Founder And Managing Director	Nasir-Uddin Ahmed
Chairman	Zuifia Yasmeen
Board of Director	Lubana Tarannum Ahmed
Director	Nasif Ahmed
Director & Managing Director	Md. Khorshed Alom
Managing Director & HR	Shahryar Rahman

3.7 Product Category

Gens Denim Varites Pants



Danim Non Danim Jakets



Ladies Denim Varites Pants



3.8 Registered Office



Figure 4: Registered Office

3.9 SWOT Analysis

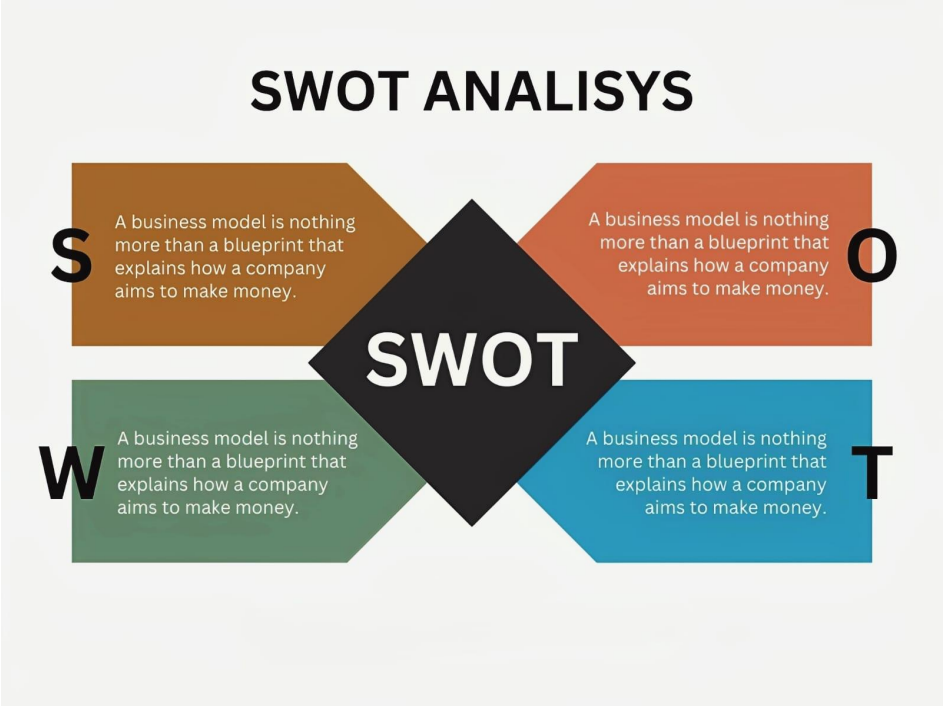


Figure 5: SWOT Analyses

Strengths

- **Vertical Integration**

  NZ Tex Group boasts a fully integrated mill setup, allowing for end-to-end control over production.

- **Innovation and Sustainability**

  The company emphasizes innovation and sustainability, offering eco-friendly fabrics and solutions.

- **Strong Workforce**

  With a large and skilled workforce, NZ Tex Group has the capacity to handle significant production volumes.

- **Rich Textile Heritage**

  The company leverages Bangladesh's rich textile heritage, particularly in weaving craftsmanship.

- **Global Reach**

  NZ Tex Group aims to extend its footprint in global fashion and clothing markets.

Weaknesses

- **Reliance on Imported Materials**

  A potential dependency on imported raw materials could pose a risk.

- **Competition in the Global Market**

  The textile industry is highly competitive, and NZ Tex Group faces competition from both domestic and international players.

- **Potential Infrastructure Issues**

  Like other Bangladeshi textile companies, NZ Tex Group might face challenges related to port capacity, customs clearance, and infrastructure.

- **Dependence on External Factors**

  The industry is subject to global economic conditions and fluctuations in demand.

- **Communication Gaps**
  Limited English proficiency among some workforce members could create communication barriers.

Opportunities

- **Expanding Export Markets**

  NZ Tex Group can explore new export opportunities and expand its presence in existing markets.

- **Developing Higher-Value Products**

  The company can focus on developing and producing higher-value, specialized fabrics and garments.

- **Adopting Advanced Technologies**

  Investing in new technologies can enhance production efficiency and product quality.

- **Strengthening Brand Recognition:**

  Building a strong brand image and reputation can enhance its market position.

- **Focusing on Niche Markets:**
  Targeting specific niche markets with unique product offerings can provide a competitive advantage.

Threats

- **Global Economic Instability**

  Economic downturns and recessions can negatively impact demand for textiles.

- **Fluctuating Raw Material Prices**

  Changes in the prices of raw materials can affect profitability.

- **Changing Consumer Preferences**

  Evolving consumer tastes and preferences can require constant adaptation and innovation.

- **Political Instability**

  Political instability in Bangladesh or other key markets could disrupt operations.

- **Climate Change**

  Climate change impacts, such as extreme weather events, could affect production and supply chains.

- **Trade Barriers and Regulations**

  Potential trade barriers and stricter environmental regulations could pose challenges for the industry.

▪ Chapter: Four
Internship Responsibilities

4.1 Internship Responsibilities

During my internship in the Human Resource Management (HRM) department of **NZ Tex Group**, I had the opportunity to work closely on HR functions that directly relate to my research topic, *Job Satisfaction of Employees in Bangladesh*. My tasks allowed me to observe, participate in, and analyze processes that influence employee satisfaction, such as recruitment, onboarding, attendance management, and internal communication. This experience strengthened my practical understanding of HR operations and enhanced my skills in data handling, coordination, and interpersonal communication.

Key Responsibilities:

- **Preparing Appointment Letters:** Drafted appointment letters for newly recruited employees by inputting essential employment details, helping me understand formal hiring documentation and its role in employee satisfaction from the first day.
- **Updating Employee Attendance:** Maintained and updated attendance records from January to March using Excel, tracking late arrivals and applying leave deductions according to company policy (one earned leave deducted for three consecutive late arrivals). This provided insight into how attendance policies affect employee morale and satisfaction.
- **Organizing Employee Files:** Sorted and maintained personal files in alphabetical order, ensuring each contained academic certificates, photographs, and NID copies. Confidentiality was strictly maintained, especially for top management records, reflecting the importance of trust in HR processes.
- **Assisting in Recruitment & Selection:** Supported the hiring process for various roles by screening CVs, shortlisting candidates, scheduling interviews, and communicating with applicants. Observing candidate evaluations and offer letter preparation provided valuable understanding of how fair and transparent recruitment can impact employee satisfaction.
- **Onboarding & Orientation:** Assisted in creating welcome kits, organizing orientation sessions, and guiding new employees through company policies, benefits, and procedures. These activities highlighted the importance of effective onboarding in improving early-stage job satisfaction.
- **Scheduling & Coordination:** Coordinated internal meetings and interview sessions, ensuring all participants were informed and prepared. Prepared candidate comparison sheets to support fair decision-making, reinforcing the role of structured processes in fostering a positive workplace environment

▪ Chapter: Five
Analysis of the Study

5.1 Job Satisfaction of Employees in NJ Tex Group

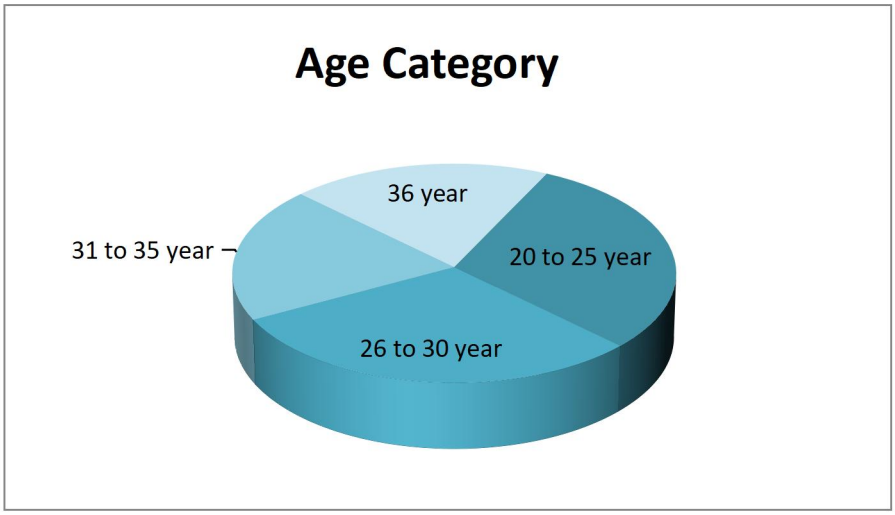
5.2 Data analysis

The data analysis of job satisfaction as an employee of **Nz Tex Group**. is presented in this section along with a quick comparison of job satisfaction to **Nz Tex Group** 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	30	30%
26 to 30 years	30	30%
31 to 35 years	20	20%
36 years and above	20	20%
Total	**100**	**100%**

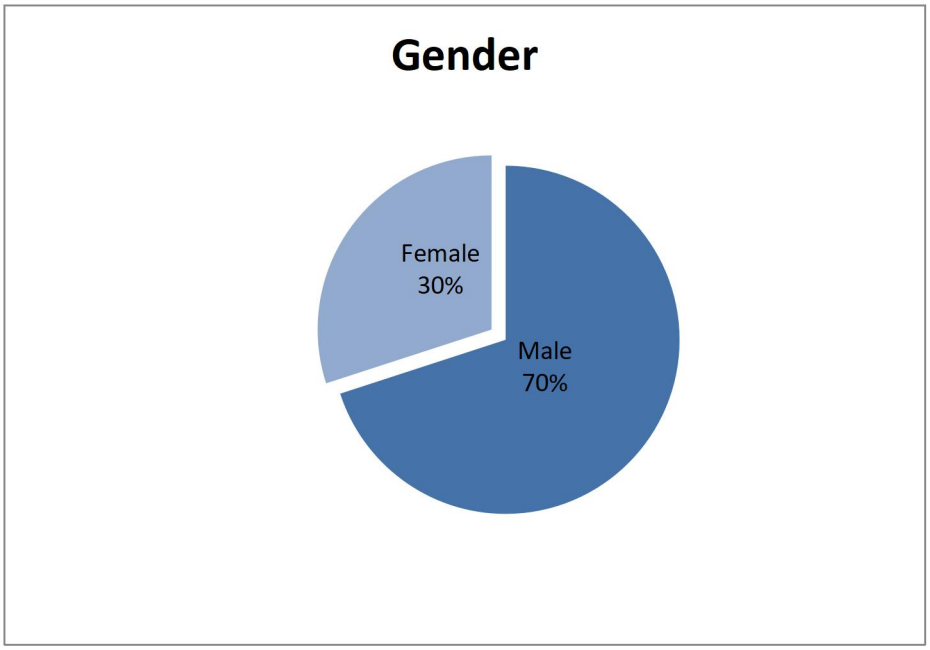


Interpretation

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

Table 2: Gender

Gender	Responses	Percentage
Male	70	20%
Female	30	20%
Total	**100 %**	



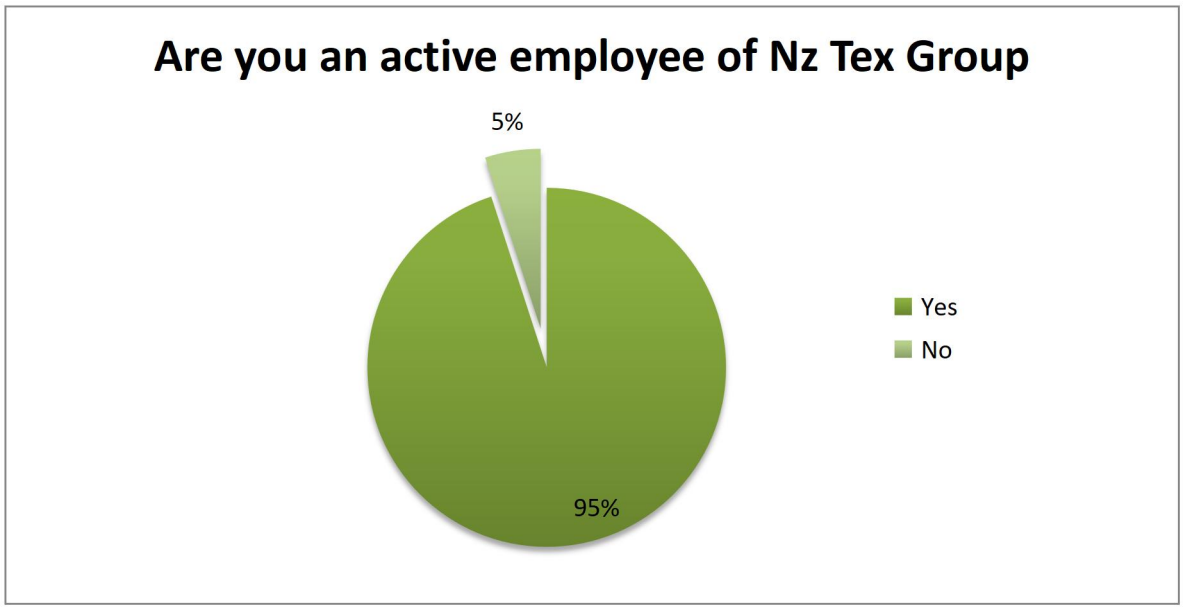
Interpretation

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 Nz Tex Group.

Table 3: Are you an active employee of Nz Tex Group.?

Opinion	Responses	Percentage%
Yes	95	95%
No	5	5%
Total	**100**	**100%**

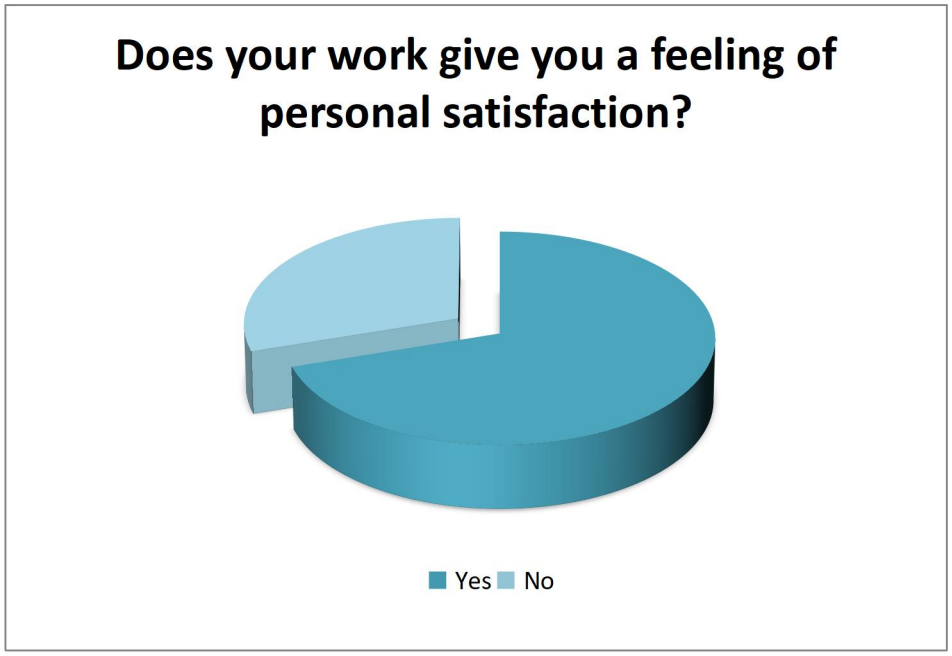


Interpretation

Out of 100 respondents surveyed, most of the respondents (95%) were active, and rests of the respondents (5%) were not active.

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

Opinion	Responses	Percentage%
Yes	70	70%
No	30	30%
Total	**100**	**100%**

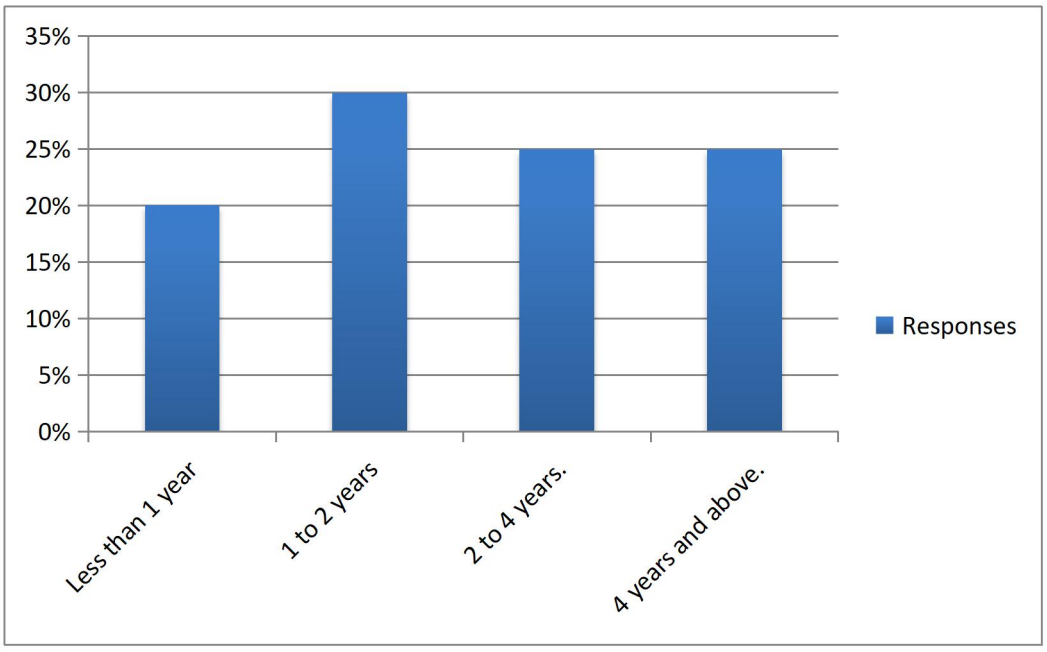


Interpretation

Out of 100 respondents surveyed, most of the respondents (70%) were satisfied and rests of the respondents (30%) 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.	25	25%
4 years and above.	25	25%
Total	**100**	**100%**

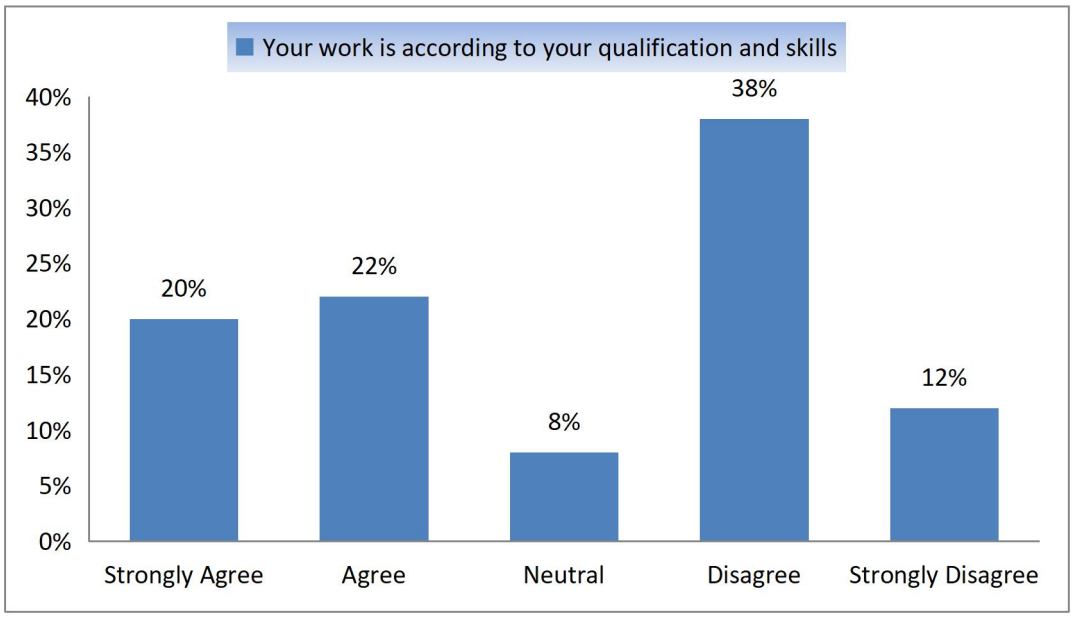


Interpretation

From the bar-chart we show that 20% respondents were less than 1 year, 30% respondents were 1 to 2 years, 50% respondents were 2 to 4 years and 25% respondents were above 4 years and above.

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

Opinion	Respondents	Percentage %
Strongly Agree	20	20%
Agree	22	22%
Neutral	8	8%
Disagree	38	38%
Strongly Disagree	12	12%
Total	**100**	**100%**

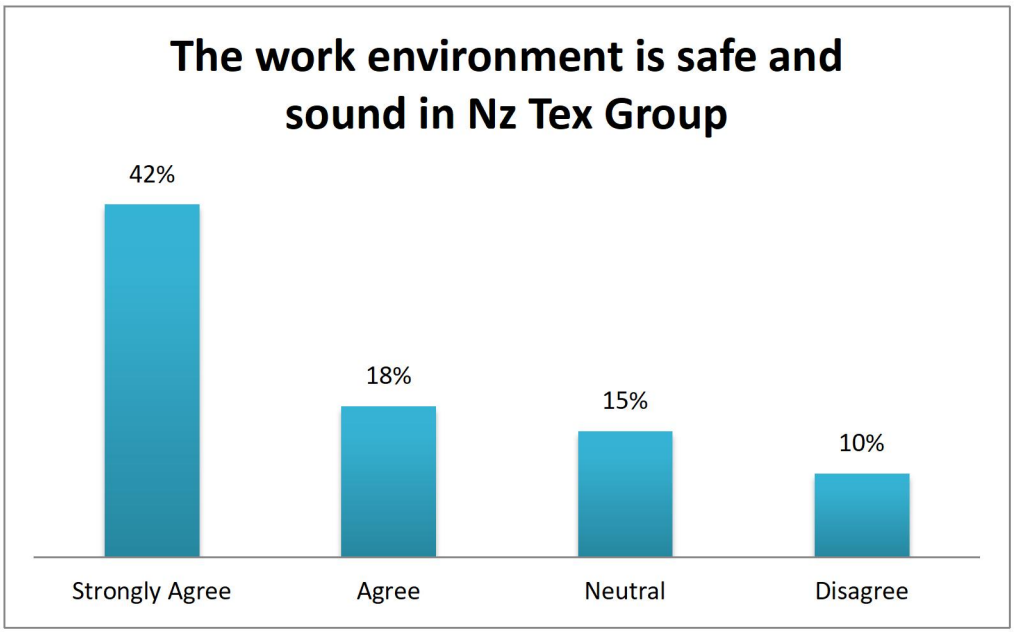


Interpretation

From the result of survey, its found that the Strongly Agree (20%) in second position there are Agree (22%), third position there are neutral (8%), fourth position there are disagree (38%) and Strongly disagree (12%). So work is according to your qualification and skills of the poor.

Table 7: The work environment is safe and sound in Nz Tex Group.

Opinion	Respondents	Percentage %
Strongly Agree	42	42%
Agree	18	18%
Neutral	15	15%
Disagree	10	10%
Strongly Disagree	15	15%
Total	**100**	**100%**

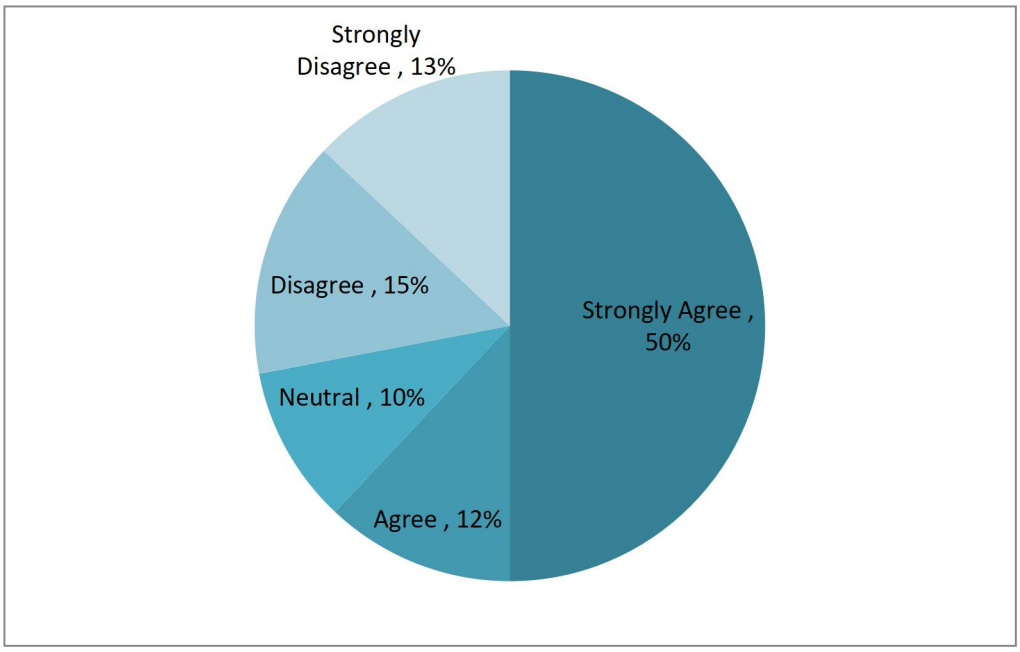


Interpretation

From the result of survey, its found that the Strongly Agree (30%) In second position there are Agree (12%), third position there are neutral (15%), 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 in Nz Tex Group.

Opinion	Respondents	Percentage %
Strongly Agree	50	50%
Agree	12	12%
Neutral	10	10%
Disagree	15	15%
Strongly Disagree	13	13%
Total	**100**	**100%**

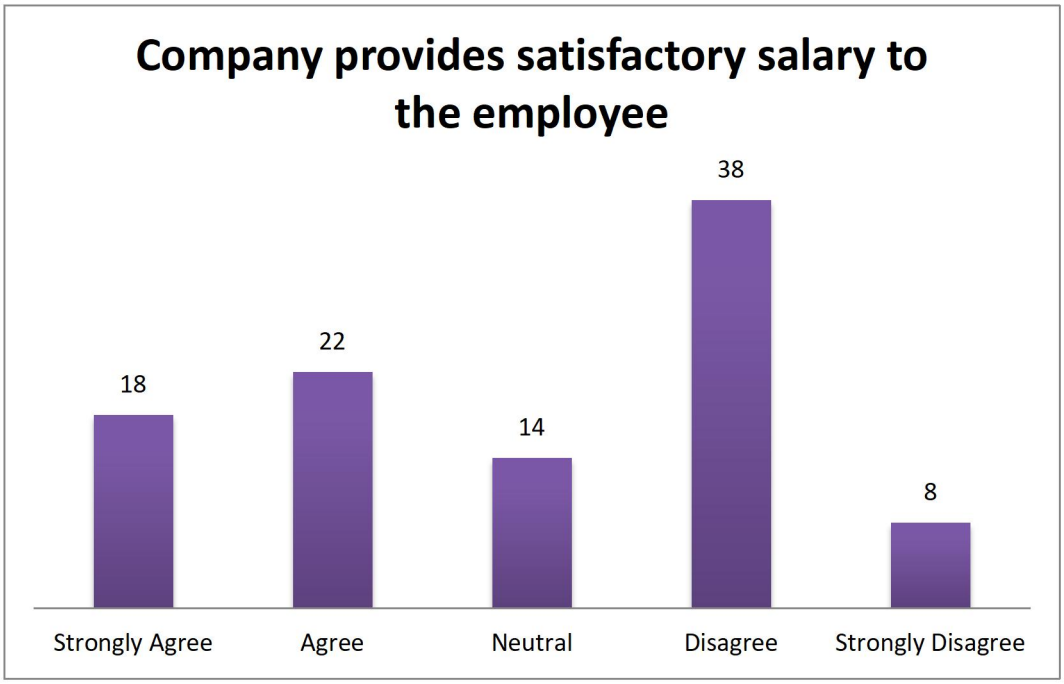


Interpretation

From the result of survey, its found that the Strongly Agree (50%) In second position there are Agree (12%), third position there are neutral (15%), fourth position there are disagree (10%) and Strongly disagree (13%). So working hour is satisfactory at **Nz Tex Group**. of the very good.

Table 9: Company provides satisfactory salary to the employee

Opinion	Respondents	Percentage %
Strongly Agree	18	18%
Agree	22	22%
Neutral	14	14%
Disagree	38	38%
Strongly Disagree	8	8%
Total	**100**	**100%**

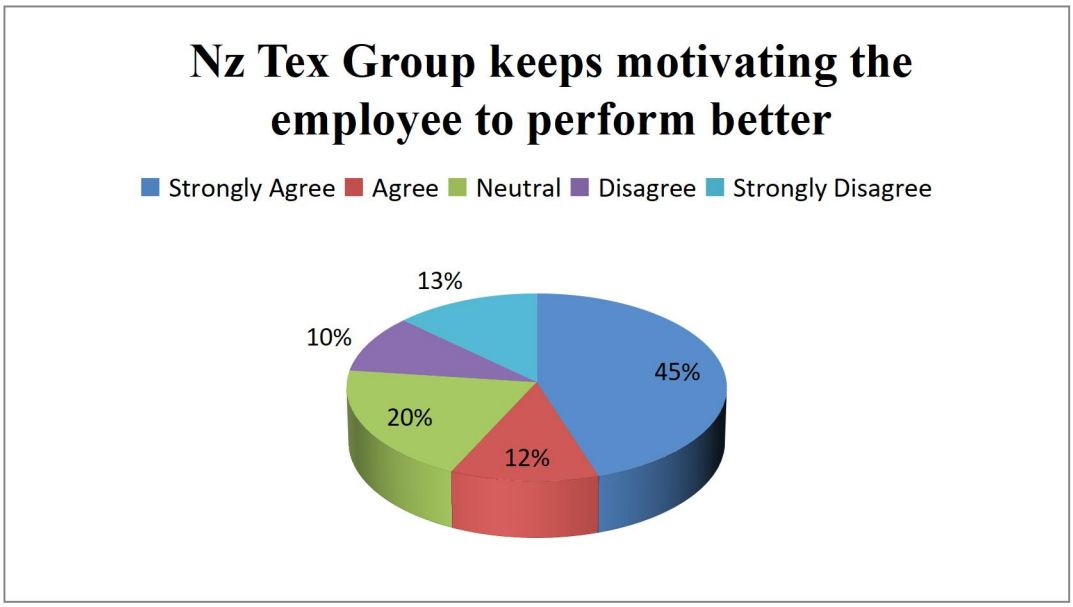


Interpretation

From the result of survey, its found that the Strongly Agree (18%) In second position there are Agree (22%), third position there are neutral (14%), fourth position there are disagree (38%) and Strongly disagree (8%). So Supervisor treats the employees fairly whenever they perform good job of the poor.

Table 10: Nz Tex Group keeps motivating the employee to perform better.

Opinion	Respondents	Percentage %
Strongly Agree	45	45%
Agree	12	12%
Neutral	20	20%
Disagree	10	10%
Strongly Disagree	13	13%
Total	**100**	**100%**



Interpretation

From the result of survey, its found that the Strongly Agree (45%) In second position there are Agree (12%), third position there are neutral (20%), fourth position there are disagree (10%) and Strongly disagree (13%). So AKH Group keeps motivating the employee to perform better of the superior.

▪ Chapter: Six
Findings

6.1 Findings

- **Underutilization of Social Media for Recruitment**

  The company's recruitment marketing on platforms such as LinkedIn, Facebook, and Instagram is limited. Stronger use of these channels could enhance employer branding, showcase workplace culture, and attract a wider pool of talented applicants.

- **Delays Due to Top Management Availability**

  After the written examination stage, HR requires approval from top management to proceed with interview scheduling. Due to the busy schedules of senior executives, obtaining timely approval is sometimes challenging, which can result in delays or missed opportunities to hire strong candidates.

- **Absence of a Structured Employee Referral Program**

  While employees are encouraged to refer candidates, there is no formal, incentive-based referral program in place. A well-structured system with rewards could leverage employees' networks to source high-quality candidates quickly and cost-effectively.

- **Onboarding and Early Retention Challenges**

  Although the onboarding process is functional, it lacks personalization and structured feedback collection. This sometimes leads to a mismatch between job expectations and actual roles, causing early dissatisfaction and, in some cases, higher turnover among new hires.

- **Limited Use of Advanced AI Technology**

  Although the organization uses an Applicant Tracking System (ATS) to manage applications, it does not yet integrate advanced AI tools for predictive hiring. AI-driven solutions could help evaluate cultural fit, forecast long-term employee performance, and analyze behavioral patterns, thereby improving hiring accuracy and retention rates.

- **Fairness and Lobbying**

  While the recruitment process generally follows established guidelines, there are occasional concerns regarding fairness. At times, personal connections or lobbying can influence decision-making, which may reduce transparency and affect candidate trust in the system.

- **Process Duration (Too Lengthy or Too Short)**

  The recruitment timeline is not always consistent. For certain positions, the process becomes unnecessarily lengthy due to delays in management approvals, causing the company to lose strong candidates. On the other hand, for some roles, the process is too short, which limits thorough evaluation and risks hiring mismatched candidates.

- **Lack of Properly Conducted Processes**

  Although recruitment steps are defined, they are not always executed systematically. For example, onboarding sessions lack structured feedback collection, and interviews sometimes lack standardized evaluation criteria. This inconsistency reduces the effectiveness of the process and creates room for bias.

- **Missing Important Steps**

  In some cases, key stages such as technical assessments or structured reference checks are skipped, especially when there is urgency to fill a position. This compromises the overall quality of hiring decisions and may impact long-term employee performance and satisfaction.

▪ Chapter Seven

Recommendations & Conclusion

7.1 Recommendations

Here are some practical steps to improve NZ Tex Group recruitment process:

- **Increase Social Media Recruitment Efforts**

  Use platforms such as LinkedIn, Facebook, and Instagram not only for job postings but also to showcase company culture, CSR activities, and employee engagement events.

- **Implement a Formal Employee Referral Program**

  Introduce a structured, incentive-based referral program to motivate current employees to recommend qualified candidates, reducing hiring time and costs.

- **Streamline Management Approvals**

  To address delays caused by unresponsive top management, assign a senior HR representative to oversee final interview scheduling, implement predefined approval time slots, and use an automated calendar system to secure faster confirmations.

- **Enhance the Onboarding Process**

  Personalize onboarding by collecting feedback from new hires, addressing their concerns, and providing clear expectations and resources to ensure a smooth integration into the organization.

- **Integrate Advanced Recruitment Technology**

  Implement AI-driven tools alongside the existing ATS to screen applications faster, assess cultural fit, predict long-term performance, and improve candidate shortlisting accuracy.

- **Strengthen Employer Branding**

  Regularly share company culture stories, employee success testimonials, and workplace highlights on social media platforms to attract high-quality candidates and enhance the company's public image.

- **Promote Workforce Diversity**

  Develop targeted recruitment initiatives to encourage applications from women, minorities, and individuals with disabilities, fostering a more inclusive and innovative workplace.

- **Provide Interview Feedback**

  Offer constructive feedback to candidates after interviews to create a positive impression, maintain professional relationships, and encourage reapplications from strong candidates in the future.

- **Track Recruitment Metrics**

  Monitor key performance indicators (KPIs) such as time-to-hire, cost-per-hire, and retention rates to evaluate recruitment effectiveness and identify areas for improvement.

7.2 Conclusion

This research on **NZ Tex Group** demonstrates that an effective recruitment and selection process is critical for attracting and retaining the right talent, which directly influences employee job satisfaction. The study revealed that while the company follows a structured hiring process, certain bottlenecks—such as delayed management approvals, underutilization of social media, and the absence of a formal referral program—can slow down talent acquisition and reduce competitiveness in the labor market. An important observation is that NZ Tex Group often prefers internal hiring for key positions, as existing employees are already familiar with the company's culture, policies, and workflows. While this approach supports employee loyalty and reduces training needs, it may also limit opportunities to introduce fresh perspectives and innovative ideas from external talent. Overall, this study reaffirms that the Human Resource department's role goes far beyond administrative tasks—it is central to shaping organizational culture, fostering employee engagement, and ensuring long-term growth. For NZ Tex Group, aligning recruitment and selection practices more closely with strategic HR policies, leveraging technology, and strengthening employer branding will lead to better hiring decisions, improved job satisfaction, and enhanced organizational performance.

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https://bd.linkedin.com/company/Recnztexgroup

Appendix

Sample of Questionnaire

"Job Satisfaction of Employees of NZ Tex Group."

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 of Nz Tex Group*. 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: Marital Status:

Gender:

Age:

Work Category:

1. Are you an active employee of Nz Tex Group.?

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. The work environment is safe and sound in Nz Tex Group.
a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

6. Working hour is satisfactory at Nz Tex Group.
a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

7. Company provides satisfactory salary to the employee.
a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

8. Nz Tex Group. keeps motivating the employee to perform better.
a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree