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The Impact of HRM Practices on Job Satisfaction in Organisations of Bangladesh

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Abstract

The purpose of this study is to investigate and define the impact of human resource strategies on employee job satisfaction in Bangladeshi organizations. In an ever-changing environment, it is critical to gain a deeper understanding of the issues and factors affecting employees, as employees are an organization's most valuable asset. The primary goal of this research is to ascertain and investigate the influence of human resource management techniques in Bangladeshi organizations. Recruitment and selection, performance review, training and development, salary, working environment, job design and duties, promotion, job security, and appreciation are all examples of these practices. The study concentrated on the case of Bangladesh's organization. A questionnaire was issued to around 120 employees, and 100 responded. Primary data were obtained and analysed using the Statistical Package for Social Science (SPSS) computer software tool. Finally, the research concludes with results and recommendations for the bank's human resource management processes to be improved.

1.0 Introduction

A firm's operations must be managed in today's ever-changing globe. Human resource management is now critical for any business, as it must be able to deal with all the challenges that organizations encounter. Managing people effectively is the goal of human resource management (HRM). For Beardwell et. al. (2004), HRM encompasses everything of an organization's philosophy, policies, procedures, and practices for managing its people. One of the most pressing organizational concerns is the necessity for a large and adaptable human resource pool.

Human resource management (HRM) can also be defined as the exploitation of people to fulfill organizational goals (Mondy and Noe, 2005). HRM, according to Denishi and Griffin (2009), encompasses all of a manager's duties and responsibilities related to the development and maintenance of a qualified staff. Among the components of HRM that have an impact on employee morale and job satisfaction are the recruitment and selection process, training and development opportunities, performance appraisal techniques, remuneration packages and working conditions. The effectiveness of an organization is largely dependent on the quality of its human resources. Human resource management (HRM) has taken on a significant role in most firms nowadays (Blake, 1995). In order to keep employees working for their company and prevent them from switching to another, job satisfaction, which can be described as the employee being satisfied with what he or she is doing, is critical. Human resource initiatives

that foster a sense of commitment among employees are used to gauge job satisfaction. Any company's effectiveness relies heavily on its employees' sense of purpose and fulfilment at work. An organization's employees and employers both benefit from it. If they're happy at work, they'll feel safer in their mental, physical, financial and technical lives as well. As a result, the employee is more likely to stay with the company in the long run. Employees that are dissatisfied in their jobs are more likely to leave, which causes a slew of issues for the business. In the first place, training and developing talented people costs companies a lot of time and money, so ensuring that staff are happy in their jobs is critical. As a result, employee happiness is critical, as employees are a company's most important assets. According to Griffeth, Hom, and Gaertner (2000), job satisfaction is negatively associated with employee turnover. The relationship between turnover and productivity has also been discussed by Glance, Hogg, and Huberman (1997), who claim that reduced turnover is associated with higher levels of output. According to Amah (2009), job satisfaction has a negative correlation with turnover intention and the organization's production system.

1.1 Significance of the Study

For the reasons listed below, the research is critical. When it comes to the research environment, Bangladesh suffers from a lack of studies on HRM practices because human capital is undervalued in poor countries. In addition, most researchers used three to five HRM practices to estimate job satisfaction in earlier studies. For this study, however, nine different practices are taken into account, with the goal of determining the total impact on employee happiness. As a result, our study is one of the few that examines a wide range of HRM practices at once.

1.2 Hypothesis of the Study

- H1: Recruitment and selection has significant and positive effect on employee's job satisfaction in organisation of Bangladesh
- H2: Training and development has significant and positive effect on employee's job satisfaction in organisation of Bangladesh.
- H3: Performance appraisal has significant and positive effect on employee's job satisfaction in organisation of Bangladesh.
- H4: Compensation has significant and positive effect on employee's job satisfaction in organisation of Bangladesh.
- H5: Recognition and Appreciation has significant and positive effect on employee's job satisfaction in organisation of Bangladesh.

2.0 Literature Review

Comprehensive and cogent approach to employment and development of people is what human resource management (HRM) is all about? In a study of Armstrong (2006), according to Armstrong, HRM can be viewed as a guiding concept for how organizations should manage their people. Management of human resources is critical for any company's ability to meet the difficulties of today's business and to expand and prosper. Employee satisfaction is essential if

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you want to obtain these perks and advantages. Proper HRM policies and procedures are required to keep employees happy (Rahman, 2013).

For example, HRM practices have been shown to improve employee job satisfaction, organizational commitment, and organizational fairness, according to Edgar and Greare (2005a). The relationship between human resources practices and job happiness has been extensively researched across the globe. Job satisfaction is thought to be directly linked to human resources practices, according to Absar et al. Teseem and Soeters (2006) conducted research in Eritrea on eight HRM practices and policies and found that these practices and policies were associated with employee satisfaction. Specifically, these HR practices are human resource management policy, human resource planning, policy and philosophy; recruitment and selection procedures; placement procedures; training procedures; compensation procedures; employee performance evaluation procedures; motivational forces and factors; employee grievances; promotion procedures; empowerment; and physical and social safety; self-esteem; and self-actualization; and pension. When it comes to using HR practices to improve performance, the current economic and political climate isn't ideal.

2.1 Job Satisfaction

Satisfaction with one's job can be described as one's attitude toward one's work. Job satisfaction is defined by researchers as employee behaviour that is influenced by factors such as compensation, working environment, control, promotion, social network, and other similar characteristics (Blum and Naylor, 1986). Employment satisfaction may also be defined as a combination of feelings and beliefs regarding one's current job that one has. Extreme job happiness and discontent are both possible states of mind. This study was conducted by George et al. Job satisfaction is important because it encourages employees to stay with the company and attracts new talent, both of which are beneficial to the business (Nabi et al., 2016). Low turnover and low absenteeism are linked to high levels of job satisfaction (Hackman and Oldham, 1975). To put it another way, happy employees are more likely to stick around and contribute to the company's success. Job satisfaction motivates employees to put in more effort, which boosts productivity. On the other hand, dissatisfied employees are a major source of problems for the company's operations. Job satisfaction can be influenced by a variety of factors, including income, working environment, relationships with superiors, and advancement prospects.

Workers are more likely to abandon their employment if they are not satisfied with them, according to Wong (1989). According to his findings, those who are dissatisfied at work are less committed and productive. Many studies have found that dissatisfaction with one's employment leads to significant employee turnover because people wait to change jobs until they find motivation and acknowledgment for their work. Due to staff attrition, the company is spending less money on training and development.

2.2 Recruitment and Selection

Selecting an employee is the process by which managers and others utilize specialized instruments to choose an individual from a pool of candidates who are more likely to succeed

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in the position (Bratton and Gold, 2007). There are four steps in the recruitment and selection process: defining the need, preparing the recruitment campaign, attracting candidates, and selecting candidates (Armstrong, 2010). There are ways for finding and making proper selections when it comes to hiring for present and future positions according to Werner and DeSimone (2009). To gauge an organization's effectiveness and efficiency, look no further than what its people are doing on a daily basis. As a result, organizations are continually on the lookout for individuals with the best knowledge and skills needed for the job, and the organization gains from their suggestions and ideas for growth. The first and most important stage in achieving an organization's goal is recruiting and selecting the right people. HRM processes such as recruiting and selection are critical to an organization's performance, according to Gopinath (2014). A company's recruitment tactics have an effect on the quality of new hires, according to him. Recruiting and selecting new employees is a critical part of human resources management because it affects all aspects of an organization. New issues in recruiting and selection have arisen as a result of recent technical advancements, globalization, societal trends, and changes within businesses. Contrarily, Ray (2011) indicates that work satisfaction is barely impacted by recruiting and selection.

2.3 Training and Development

Through the imparting of information, training can help employees achieve the required degree of comprehension or expertise, according to Forgacs (2009). Training, according to Armstrong (2000), is a systematic method for improving employees' proficiencies in order to help the company meet its goals. Through training, employees gain knowledge, confidence, motivation, and commitment that ultimately improves their abilities to carry out skills in a more effective manner (Mullins, 2005).

Training, according to Mullins (2005), is a crucial part of HRM because it is necessary for good management. Increasing productivity and accomplishing goals are both possible outcomes of a well-designed training and development program. Specific training for employees has been demonstrated in studies to have a larger effect on pay and productivity (Barrett, 1998).

2.4 Performance Appraisal

One of the HRM methods used to evaluate employees in the company is performance appraisal. Organizations view performance appraisal as a critical tool because the information and conclusions it produces are critical in making key personnel decisions like promotion requirements and salary increases (Muczyk and Gable, 1987).

Employee results have been evaluated by researchers (Vignaswaran, 2005; Kuvaas, 2006). A study by Bekele and Shigutu (2014) revealed a link between employees' views on performance appraisal and organizational commitment and job performance, but a link between employee turnover intentions and their views on performance appraisal. A thorough performance evaluation helps to clarify objectives and increases the impartiality and accuracy of performance evaluations, both of which are important. However, it has been discovered that performance assessments are a key source of prejudice in the management of diversity and equity in the workplaces, especially because of the influence of raters on the real process

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(Sharma, 2016). There is also some evidence to suggest that employee happiness is linked to how well employees recognize the objectivity of evaluations.

2.5 Compensation

Employees are compensated with monetary compensation for the work they perform. When employees are adequately compensated, their productivity and effort increase. Previous studies have shown that job satisfaction is closely linked to rewards. Providing incentives to employees has been shown to increase job satisfaction (Gerald and Dorothee, 2004). Another major finding from their study is that employees are happier when they receive awards that they believe they deserve.

Rewarding employees who do better by paying them more than average performers is critical to improving organizational efficiency. Compensation has a motivating influence (Hewitt, 2009).

Performance-related compensation and seniority-based reward schemes boost employee satisfaction. Pay structures that are seen as unfair lead to lower levels of overall job satisfaction and contentment with pay among non-union workers. It is true that HR policies can improve employee job satisfaction, but non-union members may suffer if workplace pay inequity increases (Petrescu and Simmons, 2008).

2.6 Recognition and Appreciation

The concept of recognition refers to the act of valuing one's coworkers. According to Armstrong (2006), appreciating a job well done increases job satisfaction. Performance improves when given both criticism and positive comments. The higher the turnover rate, the more expensive it is for the company. When employees receive negative feedback from upper management, they are more likely to leave. According to Lawler (2003), acknowledgment is crucial for motivating staff and raising productivity. An organization's aims and values are further supported when people and teams receive timely, informal or formal recognition for their behavior, efforts and business results that go above and beyond customary expectations, according to Harrison (2011). As a result, we now incorporate this facet of HRM practices in our analysis to see how employee recognition affects their job satisfaction.

3.0 Research Methodology

A research design is a function that enable us to answer the research question as clearly as possible, and performed by build meaningful structure for the project (Kirshenblatt, 2006) In this research we use explanatory research design since we are looking for correlation between variables of HRM practices and how they affect job satisfaction. Explanatory research is also called causal research and it is conducted to identify the extent and nature of cause-and-effect relationships. Causal studies focus on an analysis of a situation or a specific problem to explain the patterns of relationships between variables (Zikmund, 2009).

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3.1 Data Collection Methods

For any research, data is the core and it is crucial thing for researcher who need to address problem and conduct research. Without accurate data, results will be dismissed and non-functional. In this research, the data that is used is primary data. Primary data is the data collected by the researcher for the first time. It is also called as the raw data. In our research, primary data is obtained through questionnaire technique, which is directed to lower level employees of the bank and managers at the head offices. An advantage of using primary data is that researchers are collecting information for the specific purposes of their study. The questions the researchers ask are tailored to elicit the data that will help them with their study. In this work, we used the same approach, tailoring the questionnaire specific to our research objectives and questions.

3.2 Data Collection Instruments

Data collection instruments are essential to conducting scientific research. It allows us to collect information that we want. Some tools used to collect data are documents review, observation, questioning, measuring, or a combination of different methods (Abawi, 2014). In this work, we use questionnaires as our data collection instrument.

3.3 Questionnaire Design

For the purpose of research, the study designed a questionnaire with two sections. Section A consists of questions related to job satisfaction and HRM practices and section B is about demographic background. The set of questionnaires in section A consists of 30 questions whereas there are 5 questions in section A. Section B involves 5 sets of questions corresponding to questions related to job satisfaction, recruitment and selection, compensation, training and development, performance appraisal, and recognition and appreciation respectively. Section A includes questions related to gender, age, qualification and Occupation and marital status in the organisation. The questions were adapted from Qunash and Raheel (2013). In this research we used Likert scale ranging from 1 to 5 (1- strongly agree to 5 – strongly disagree).

3.4 Data Analysis Techniques

In this research, primary data has been collected by using the questionnaire method and analysed using Statistical Package for Social Science (SPSS). Descriptive statistics and frequency, correlation analyses, and regression analysis used to analyse data. In descriptive statistics, mean and standard deviation were computed as variables of interest. In addition, in correlation analysis, the relationship between two variables was measured in order to find whether they are correlated or not. Finally, multiple linear regression is used to identify which of the independent variables have the most major effect on the dependent variable, namely job satisfaction. Below, more detailed information is given about each one of these steps.

4.0 Analysis Results

Table 1 shows that 74% were male and 26% were female out of 100 respondents. It is evident from these numbers that the decision to buy Bangladesh affected most consumers. The group was separated into five categories of age. The chart above shows that the bulk of responders

are 29 to 38 years of old (32%), next 18 to 28 years (28%) and 39 to 48 years of age (25 percent).

Table: 1 Demographic Characteristics of Respondents

		Freq.	Percent	Cum.
				Freq.
	Male	74	74	74
Gender	Female	26	26	100
	18 – 28	28	28	28
	29 - 38	32	32	60
Age	39 - 48	25	25	85
	49 - 58	10	20	95
	59 - 68	5	5	100
	Academic/Teaching	10	10	10
	Admin/Management	12	12	22
	Banking/Finance	8	8	30
	Business	13	13	43
Occupation	Engineer	5	5	48
	Medical	7	7	55
	Student	20	20	75
	Unemployed	15	15	90
	Retired	10	10	100
Academic	High school	23	23	23
Qualification				
	Diploma	9	9	32
	Graduation	35	35	67
	Post-Graduation	21	21	88
	PhD or Above	12	12	100
	Single	58	58	58
Marital Status	Married	42	42	100

Approximately 58% (58%) of respondents are individual. The remaining 42 interviewees (42%) are married; this question was not answered by a widower or a divorced respondent. Table 1 below shows that 23 (23%) of those interviewed have finished their high school, 9 (9%) have graduate studies and 35 (2%) have graduate studies.

4.1 Reliability Test

Since the developed an original questionnaire by adapting from various previous research papers, the reliability of the questionnaire questions needs to be measured. To do this, the reliability of the scale was measured using the Cronbach's alpha. With the aid of SPSS, the analysis compute Cronbach alpha for each set of questions to measure reliability of questionnaire. The results were presented in the Table below.

Table 2: Reliability Test

	Reliability Statistics			
Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
Job satisfaction	.861	.860	5	
Recruitment and Selection	.728	.725	5	
Training and Development	.784	.790	5	
Compensation	.732	.732	5	
Performance Appraisal	.807	.808	5	
Recognition and Appreciation	.785	.789	5	

Table 2 represents the reliability statistics of job satisfaction and HRM practices questionnaire. A Cronbach's Alpha value of above 0.7 is considered as sufficient and acceptable in general. The Table shows that all of the dimensions measured in the questionnaire are reliable and consistent since the alpha values are more than 0.7.

The table 3 shows that the highest mean is 3.2 and the lowest is 2.77 and the average is 2.78 for the 5 items which represent how much the employees are satisfied with recognition and appreciation in organisation of Bangladesh.

Table 3: Descriptive Test

Variables	Average Mean	Average standard dev	
Job satisfaction	3.18	1.13	
Recruitment and	3.48	1.03	
Selection	3.46		
Training and	3.20	1.121	
Development	3.20	1.121	
Compensation	2.91	1.18	
Recognition and	2.77	1.12	
Appreciation	2.11	1.12	

4.2 Correlation Analysis

First, the study measure the correlation between job satisfaction and each one of the HRM dimensions one by one by using Pearson's correlation analysis. The following table presents the resulting correlation coefficients.

Table 4: Correlation Coefficient

Correlation Coefficient				
Job satisfaction	1			
Recruitment and	263*			
Selection	.203 ·			

Training and Development	.226*
Compensation	.323**
Performance Appraisal	.255*
Recognition and	.285**
Appreciation	.203***

^{*.} Correlation is significant at the 0.05 level (2-tailed).

According to the results in Table 4.22, all of the independent variables are positively correlated with the dependent variable, job satisfaction. The correlation with the variables job security and recognition and appreciation are significant at a higher significance level. Evaluating the values, the compensation and Recognition and Appreciation have the two highest correlation coefficients (0.323 and 0.285 respectively, while promotion and training and development have the lowest values (0.226, 0.241 respectively).

4.3 Multiple Regression Analysis

Table 5: Model Summary

Model	R	R	Adjusted	Std.	Change Statistics				
		Square	R	Error	R	F	df1	df2	P val
			Square	of the	Square	Change			
				Estimate	Change				
1	744	.554	.549	.54328	.554	110.618	1	89	.000
2	.799	.638	.630	.49222	.084	20.423	1	88	.000
3	.820	.672	.661	.47128	.034	8.996	1	87	.004
4	.836	.698	.684	.45474	.026	7.443	1	86	.008
5	.847	.718	.701	44231	.020	5.900	1	85	.017

The final R2 value obtained from the above analysis is .718, which means these independent variables can explain only 71.8% of the variation in job satisfaction levels of the employees in the bank. The variables that are significant in 95% significance level are those which have p-values smaller than 0.05, namely recruitment and selection, training and compensation, recognition and appreciation, and job design. The coefficients of these variables can be seen from the table below.

Table 6: Regression Analysis

Model	Unstandardized B	Coefficients Std. Error	Standardised Coefficients Beta	t	Sig.		
(Constant)	1.151	.202		5.704	.000		

^{**.} Correlation is significant at the 0.01 level (2-tailed)

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Recognition	.733	.070	.744	10.517	.000
Recruitment and Selection	.287	.096	.254	2.999	.004
Training and Development	.274	.089	.292	3.064	.002
Compensation	.195	.077	.197	2.538	.013
Recognition and Appreciation	.250	.091	.221	2.754	.007

4.4 Research Findings of HRM Practices

According to the findings, it can be concluded that Bangladesh's organization has an effective recruitment procedure that satisfies its personnel. The recruitment process in Bangladeshi organizations involves a number of processes, from application to selection, which aids in picking the best candidates for the best positions. Employees are likely to believe that this method is fair, resulting in high levels of satisfaction. The second practice, training and development, is outlined and implemented in the Bangladesh organization's strategic plans. However, regression analysis indicates that this dimension has no discernible effect on job satisfaction levels. According to responder response, employees are generally satisfied with the training program and believe their abilities have improved. However, the low-education group scores significantly lower on this dimension, which may be brought to the managers' notice. In comparison to other organizations in Bangladesh, organizations are investing more in training their staff, as top management recognizes the importance of training programs in increasing performance and productivity.

Employee satisfaction levels are not particularly high, based on input on remuneration practices. Lower age groups and employees with a shorter term of service, in particular, believe that their salaries are insufficient. Given the bank's large share of youthful employees and the fact that compensation has a substantial impact on job satisfaction levels, top managers should find a means to boost satisfaction in this human resource management area.

In terms of performance appraisal, the findings indicate that employees are generally receptive to being satisfied. Several of them remarked in the comments area that their line supervisors are discussing their performance with them and attempting to motivate them to reach organizational goals. However, it is worth noting that employees with a lower level of education and administrative managers have lower performance appraisal scores than the norm. The research indicates that employees in Bangladeshi organizations feel reasonably secure in their jobs. Several of them stated that workers would be the last item to go if the bank had financial difficulties. The length of service in Bangladeshi organizations demonstrates that the majority of employees work for more than five years, indicating that employees are contented

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and secure. Indeed, employees who have worked for the bank for more than ten years are the most satisfied with this feature.

It is discovered that employees in Bangladeshi organizations do not feel valued for their efforts and receive rewards and motivation from top management. The finding indicates that employees are dissatisfied with the practice of acknowledgment and gratitude. However, because recognition has a big impact on job happiness, it must be addressed. To summarize, it demonstrates that employees are typically content with their work environment and the recruitment and selection process, but are less satisfied with their recognition, salary, and advancement.

5.0 Recommendations

In terms of recruiting and selection, the report suggests that Bangladeshi organizations provide female candidates a chance to be hired, as female employment opportunities are extremely limited in the banking sector. Additionally, it would be more advantageous for the organization to raise the educational qualification for selected individuals to at least a bachelor's degree, as financial institutions require technological abilities.

According to the analysis and comments of the respondents, the study advises that the Bank of Bangladesh strengthen and expand its training program in order to meet all of the employees' requirements and to keep up with changes in knowledge and technology. Given that low-education employees have low satisfaction levels in this dimension, possibly special training programs for this set of employees can be identified.

In terms of compensation, the study's analysis and employee responses suggest that management should boost employee salaries and incentives, as well as provide loans to help employees enhance their personal lives. Loans are not permitted in Bangladeshi organizations, and employees are dissatisfied with this practice. Although the bank rewards employees based on performance, considering the dissatisfied employee categories, they may consider increasing starting compensation. Given that the majority of bank employees are young, upgrading their remuneration packages might significantly boost their job happiness and productivity.

6.0 Conclusion

This research has presented an overview of human resource management methods and their impact on job satisfaction in Bangladeshi organizations. The study's findings suggested that Bangladeshi organizations have made strides in terms of human resource management when compared to other Bangladeshi organizations. The report advises that Bangladeshi organizations strengthen their promotion systems by promoting individuals with skills and expertise. Additionally, respondents state that the bank's training program does not reach every employee, and the study recommends that the bank extend its training program. Additionally, the compensation system is meant to be enhanced by raising staff salaries and benefits. Given that job happiness is greatly affected in these Bangladeshi organizations by recognition, job

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design, recruiting and selection, compensation, and job security, the bank's management should focus on improving these aspects in order to achieve happier and more productive employees.

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Biography of the Author



Md Munjur Hossain (Babu) was born on 15/08/1990 in Pabna, Bangladesh in a reputed Muslim family. He is the only son of Md Amzad Hossain and Asia Begum. He passed SSC in Business Studies from Safipur (Ansar VDP High School) Gazipur in 2007 and HND (Higher National Diploma) from BTCE in 2012. Then He has completed Bachelor in AMMT and MBA in Product and Fashion Merchandising (PFM) from Shanto-Mariam University (SMUCT). Due to his desire to study, he

also completed a two-year diploma in Hotel Management from NYTTC. He has also done a short course on Income Tax Return Fulfilment (Income Tax and VAT Law Firm Online Service) and TDP training from Anser V.D.P. At the same time, He likes to keep himself engaged in social work. Only to serve the people he joined Lion Club International and Bangladesh Lion Foundation. He is also a member of the Advisory Council of the Gupinpur Youth Generation Development Association in his village and a member of the Human Rights Commission at Shabujbag Thana. Although he is involved in business and service. He has a strong desire to be a teacher in the future. He wants to dedicate his life to the welfare of the people because in the midst of love human success and welfare exist.

























