

**Thesis Paper**  
**On**  
**The Effect of Training and Development Programs on Employee**  
**Productivity at Samsung Mobile Bangladesh**

**Submitted by:**

**Mehedy Hasan Jihad**

**ID: MBA2501034029**

Program: MBA

Major: HRM

Department of Business Administration  
Sonargaon University (SU)

**Submitted to:**

Department of Business Administration

Faculty of Business

Sonargaon University (SU)



**Sonargaon University (SU)**

**Dhaka-1215**

**Date of Submission: 03/01/2026**

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**Supervised by:**

**Md. Rasel Hawlader**

Assistant Professor

Department of Business Administration  
Sonargaon University (SU)



**Sonargaon University (SU)**  
**Dhaka-1215**

**Date of Submission: 03/01/2026**

## Letter of Transmittal

Date: 03/01/2026

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

Subject: Submission of Thesis paper on “The Effect of Training and Development Programs on Employee Productivity at Samsung Mobile Bangladesh.”

Dear Sir/Madam,

With due respect, I am pleased to submit my report titled “The Effect of Training and Development Programs on Employee Productivity at Samsung Mobile Bangladesh.” This report has been prepared as part of my academic requirement for the Thesis (Report and Defence) of Human Resource Management course.

The study aims to analyze how training and development initiatives influence the performance and productivity of employees at Samsung Mobile Bangladesh. It focuses on identifying the effectiveness of existing training methods, employee responses, and the overall contribution of these programs toward organizational growth.

I have tried my best to prepare the report in a meaningful and comprehensive manner by collecting relevant data and information. I sincerely hope that this report meets your expectations and provides valuable insights into the topic.

I would like to express my sincere gratitude to you for your kind guidance, encouragement, and constructive feedback throughout the preparation of this report.

Thank you for your time and consideration.

Yours sincerely,

Mehedy Hasan Jihad  
ID: MBA2501034029  
MBA Major: HRM  
Semester: Fall, 2025  
Sonargaon University (SU)

## Letter of Acceptance

This is to certify that thesis paper of “Human Resources Management: The Effect of Training and Development Programs on Employee Productivity at Samsung Mobile Bangladesh.” has been prepared as a part of completion of the Master of Business Administration (MBA) program from Department of Business Administration, Sonargaon University (SU), carried out by Mehedy Hasan Jihad, bearing ID: MBA2501034029 under my supervision.

The report or the information will not be used for any other purposes.

-----  
Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University (SU).

## **Student's Declaration**

This is Mehedy Hasan Jihad, a student of Master of Business Administration (MBA), ID: MBA2501034029 from Sonargaon University (SU) would like to solemnly declaration here that this report on “The effect of training and development programs on employee productivity at Samsung Mobile Bangladesh” has been authentically prepared by me under supervisor of Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University.

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

Sincerely Yours,

---

**Mehedy Hasan Jihad**  
ID: MBA2501034029  
Major: HRM  
Department of Business Administration  
Sonargaon University (SU)

## **Acknowledgement**

For the fear of sounding like a vote of thanks. I could not possibly thank all of those marvelous people who have contributed something of them to this report. They are of course some special people who cannot go without mention.

At first I express my deepest gratitude to almighty Allah for giving me the strength and composure to finish the task within the schedule time.

I would like to thank to my respectable teacher Mr. Md. Rasel Hawlader for giving me the opportunity to do this job under his guidance.

Then I would like to thank to the officials of Samsung Mobile Bangladesh for their cooperation and excellent support to produce the relevant information and convey my special thanks to Mr. Towhid Hasan, Sr. Manager, Human Resources Department of Samsung Mobile Bangladesh for his suggestions and kind considerations. Without his help this report might not have been a comprehensive one. Once again I would like to express my sincere appreciation and gratitude to him for his kind help in the preparation of this report.

There are times in such projects when the clock beats you time and again you run out of energy and just want to finish at once and forever. My friends, Teachers and inmates made me endure such times with their unfailing humor and warm wishers.

Finally, I am grateful to all of the cooperative staffs of the production department.

Thanks and best regards,

Mehedy Hasan Jihad  
MBA2501034029  
Department of Business Administration  
Sonargaon University

## Executive Summary

In today's highly competitive and technology-driven business environment, employee productivity has become a critical determinant of organizational success. For multinational corporations such as Samsung Mobile Bangladesh, continuous training and development (T&D) programs play a vital role in equipping employees with the skills, knowledge, and competencies required to adapt to rapid technological advancements and evolving market demands. This study examines the effect of training and development programs on employee productivity at Samsung Mobile Bangladesh. The primary objective of this study is to assess how various training initiatives—such as onboarding training, technical skill development, leadership training, and continuous professional development—contribute to improving employee performance and overall productivity. The study also explores employees' perceptions of the effectiveness of these programs and identifies key areas where training outcomes align with organizational goals. The findings indicate that well-structured training and development programs have a significant positive impact on employee productivity at Samsung Mobile Bangladesh. Employees who participated in regular training demonstrated improved job-related skills, higher efficiency, better problem-solving abilities, and increased confidence in handling complex tasks. Additionally, training programs were found to enhance employee motivation, job satisfaction, and commitment, which indirectly contribute to higher productivity levels. Furthermore, the study reveals that continuous development initiatives help reduce performance gaps, minimize errors, and foster a culture of learning and innovation within the organization. However, the effectiveness of training programs depends largely on their relevance to job roles, the quality of trainers, and the application of learned skills in real workplace scenarios. In conclusion, the study underscores that investment in training and development is a strategic necessity rather than a cost for Samsung Mobile Bangladesh. By aligning training programs with organizational objectives and employee needs, the company can sustain high productivity, maintain competitive advantage, and support long-term organizational growth. The findings of this study may also serve as a valuable reference for other organizations in the mobile and technology sector in Bangladesh seeking to enhance employee productivity through effective human resource development practices.

<b>Table of Contents</b>		
<b>Sl. No.</b>	<b>Name of Contents</b>	<b>Page No.</b>
	Letter of Transmittal	3
	Letter of Authorization/Certificate of Supervisor	4
	Student's Declaration	5
	Acknowledgement	6
	Executive Summary	7
	Table of Contents	8
	<b>Chapter One: Introduction</b>	<b>9-13</b>
1.1	Introduction	10
1.2	Objectives of the Study	10
1.3	Methodology of the Study	10-12
1.4	Limitations of the Study	12
	<b>Chapter Two: Literature Review and Theoretical Discussion</b>	<b>14-22</b>
2.1	Human Resource Management	15
2.2	Managerial Functions of HRM	15
2.3	Operative duties of HRM	16
2.4	Training & Development Practice	16-21
	<b>Chapter Three: Profile of the Organization</b>	<b>23-33</b>
3.1	Company Overview	24
3.2	Vision and Mission	24
3.3	Products and Services	24-31
3.4	Swot analysis of Samsung Mobile Bangladesh	31
3.5	Weakness	32
3.6	Opportunity	32
3.7	Threats	33
	<b>Chapter Four: Analysis &amp; Findings</b>	<b>34-40</b>
4.1	Introduction	35
4.2	Demographic profile of respondents	35
4.3	Analysis of training and development progress	35
4.4	Analysis of employee productivity	37
4.5	Correction between training and employee productivity	37
4.6	Challenges in training programs	37
4.7	Gaps of Limitations	35
4.8	Findings of the study	38
	<b>Chapter Five: Recommendations &amp; Conclusion</b>	<b>41-41</b>
5.1	Recommendations	42
5.2	Conclusion	42
	Bibliography	44
	References	45

# **Chapter-01**

## **Introduction**

## **1.1 Introduction**

In the era of globalization and rapid technological advancement, organizations face increasing pressure to improve operational efficiency, innovation, and service quality in order to remain competitive. Among the various factors that contribute to organizational success, human resources have emerged as a critical strategic asset. The effectiveness with which employees perform their roles largely depends on their skills, knowledge, and ability to adapt to continuous change. Consequently, training and development (T&D) programs have become an essential component of modern human resource management, aimed at enhancing employee capabilities and improving overall productivity.

Training refers to the systematic process of enhancing employees' job-related skills and competencies to improve their current performance, while development focuses on long-term growth, career advancement, and leadership potential. Well-designed training and development programs enable employees to keep pace with technological innovations, improve problem-solving abilities, and align individual performance with organizational goals. Numerous studies have established a strong relationship between effective training practices and positive employee outcomes such as higher productivity, improved job satisfaction, increased motivation, and reduced turnover.

## **1.2 Objectives of the study**

### **General Objective**

The general objective of training and development is to enhance employees' knowledge, skills, abilities, and overall performance in order to improve individual productivity and organizational effectiveness.

### **Specific Objectives**

1. To improve employees' job-related skills and technical competencies.
2. To enhance employees' efficiency and productivity in performing assigned tasks.
3. To reduce performance gaps, errors, and workplace inefficiencies.
4. To help employees adapt to technological changes and new work processes.
5. To increase employee motivation, confidence, and job satisfaction.
6. To develop employees' problem-solving, decision-making, and interpersonal skills.
7. To prepare employees for career growth, leadership roles, and future responsibilities.
8. To ensure consistent quality of work and service delivery across the organization.
9. To promote a culture of continuous learning and professional development.
10. To support organizational goals by aligning employee performance with strategic objectives.

### **1.3 Methodology of the study**

The research methodology adopted to examine The Effect of Training and Development Programs on Employee Productivity at Samsung Mobile Bangladesh. It explains the research design, study area, population and sample, data sources, research instruments, variables, data analysis techniques, and ethical considerations. The methodology has been designed to ensure the reliability, validity, and scientific rigor of the study.

#### **1.3.1 Research Design**

The study employs a quantitative research approach using a descriptive and explanatory research design. The descriptive aspect of the research aims to identify the existing training and development practices implemented at Samsung Mobile Bangladesh, while the explanatory aspect seeks to analyze the relationship between training and development programs and employee productivity. A quantitative approach is considered appropriate as it enables numerical measurement of perceptions, behaviors, and productivity outcomes, allowing for statistical analysis and objective interpretation.

The research follows a cross-sectional design, where data are collected from respondents at a single point in time. This design is suitable for assessing the current impact of training and development programs on employee productivity within the organization.

#### **1.3.2 Study Area**

The study is conducted at Samsung Mobile Bangladesh, focusing on its operational units involved in sales, marketing, customer service, technical support, and administrative functions. These departments are directly affected by training and development initiatives and contribute significantly to organizational productivity.

#### **1.3.3 Population of the Study**

The population of the study comprises all permanent and contractual employees of Samsung Mobile Bangladesh who have participated in at least one training or development program during the past one to three years. Employees with training exposure are selected to ensure that respondents possess adequate knowledge and experience to evaluate the effectiveness of training programs.

#### **1.3.4 Sample Size and Sampling Technique**

Due to time and resource constraints, a sample survey method is adopted.

##### **1.3.4.1 Sampling Technique**

A stratified random sampling technique is used to ensure proportional representation of employees from different departments. The population is first divided into strata based on

functional areas such as sales, customer service, technical operations, and management. Respondents are then selected randomly from each stratum.

#### **1.3.4.2 Sample Size**

A sample size of approximately 100 employees is considered adequate for meaningful statistical analysis and is consistent with similar organizational research studies. The final sample size depends on accessibility and response rates.

#### **1.3.5 Sources of Data**

The study utilizes both primary and secondary data sources.

##### **1.3.5.1 Primary Data**

Primary data are collected through a structured questionnaire administered to selected employees of Samsung Mobile Bangladesh. The questionnaire is designed to capture respondents' perceptions regarding training and development programs and their impact on productivity.

##### **1.3.5.2 Secondary Data**

Secondary data are collected from:

- Internal training reports and HR documents of Samsung Mobile Bangladesh
- Company policies and annual reports
- Academic journals, books, theses, and conference papers
- Relevant online databases and publications

Secondary data support the theoretical framework and provide contextual background for the study.

#### **1.3.6 Research Instrument**

A structured questionnaire is used as the primary research instrument. The questionnaire consists of closed-ended questions to facilitate quantitative analysis and is divided into the following sections:

#### **1.4 Limitations of the Study**

- Some information was not provided to me because of the confidentiality of HR
- The competition between other competitive companies.
- Some employees were not interested to give interview.
- As I am a student I have some limitations in experience.
- Time will be a main oblige in accumulating all choose of fact in a formal manner.

- The people to be interviewed may not be cooperative.
- Lack of information on the website regarding the selected company and the topic for the report.
- Confidential data will be difficult to collect because of their secrecy that is not revealed.
- The findings of the survey will be based on the employee response of the selected company and the results may not properly reflect the same for other Bangladeshi companies inside Dhaka.

## **Chapter-02**

# **Literature Review and Theoretical Discussion**

## **2.1 Human Resource Management**

According to Byars&Rue, “Human resource management is defined as a system of activities and strategies that focus on successfully managing employees at all level so fan organization to achieve organizational goals.”

According to Leon C. Megginson “The knowledge, skills, creative abilities, talents and aptitudes obtained in the population; whereas from the view point of the individual enterprise, they represent the total of inherent abilities, acquired knowledge and skills as exemplified in the talents and aptitudes of its employees.”

According to Dunn and Stephens, “The HRM is the process of attracting, holding and motivating all manager line and staff.”

According to Noe Raymond "Many companies now recognize that learning through training, development, and knowledge management helps employees strengthen or increase their skills in order to improve or make new products, generate new and innovative ideas, and provide high-quality customer service.

According to Harold Stolovitch, 2002 “A must have for trainers... Telling Ain't Training is an essential book for all learning and development professionals.”

According Elaine Biech, 2015 “Develop and deliver a robust employee training and development program Training and Development For Dummies gives you the tools you need to develop a strong and effective training and development program.”

According to Elaine Biech, 2016According “There are more similarities than differences between how artists and scientists work. Both ask countless questions. Both search in earnest for answers. Both are dedicated to reaching the best results.”

According to Sharon Boller, 2020 “Better Learning Solutions Through Better Learning Experiences When training and development initiatives treat learning as something that occurs as a one-time event, the learner and the business suffer.”

According to Halelly Azulay, 2012 It has been estimated that 70 percent of employee development takes place through informal learning, rather than through formal learning events. Employee Development on a Shoestring offers insights and lessons for leveraging non-training activities for on-the-job employee development.

## **2.2 Managerial Functions of HRM**

1. **Planning:** Planning is a very important feature of an organization to set goals and targets. Guidelines and approaches are enlisted by HR to perform those goals.

During the planning process the primary task is to anticipate vacancies and list the task necessities and determine the induction sources. HR supervisor makes the demand and supply forecast for every job group to consider strategic goals of the organization and each job market.

2. Organizing: The next vital HR feature is to amplify and make blueprint the structure of the corporation. It includes the following:

- Manpower is grouped into positions or activities they will be performing.
- Assign different functions to different persons.
- Delegate authority according to the undertakings and obligations that are allocated.

3. Directing: Manpower are encouraged and guided through directing to perform organizational targets. In this stage supervisor take numerous motivational strategies and making friendly relationship with manpower. This stage is very challenging for HR supervisor of an organization. HR supervisor must have the capacity of finding manpower desires & approaches to meet them. Motivation could be a nonstop procedure here because after fulfilling previous desires, new desire can also additionally come ahead.

4. Controlling: The controlling is the last function of managerial function cycle. After controlling HR again go for planning. Here the HR Manager makes an exam of outcome carried out with the requirements that have been set in the strategy planning stage to see if there are any deviations from the set requirements. Hence any deviation may be corrected on the following cycle.

### **2.3 Operative Duties of HRM**

1. Employment: Employment is the primary operative feature of Human resource management. This activity is performed via the HR supervisor for all the area of any corporation. The HR department develops manpower policies, rules, guidelines and co-ordinates with all the departments of the organization. Employment accommodates securing and employing professional who possess crucial talent that is essential for attaining the organizational target and objects.

2. Training and Development: Training refers to a deliberate effort with the aid of an employer to facilitate manpower's gaining knowledge of job-related competencies. Training constitutes a primary notion in HR development. It is involved with developing a specific skill to a desired standard by using guidance and practice. Training is a notably useful device that can bring an employee into a position

where they can do their job correctly, effectively and conscientiously. Training is the act of increasing the know-how and skill of a manpower for doing a specific job. Development refers to the learning of KSA; it is the desired outcome of the training activities. Development implies opportunities created to assist manpower grow.

- i. Compensation and Benefits: A company fixed its compensation and benefit to compare othercompany in market. They try to set a standard compensation and benefit plan. Some compensation and benefits plan are given below:  
Working hour flexibility, Education Reimbursement for children, Dental/Medical Insurance, Extended vacation, Maternal/Paternal Leave.
- ii. Maintenance: To retain the efficient and skilled professionals in the corporation, HR manager have to ensure the employment safety of them. HR department have to provide positive working atmosphere to work precisely.

Ensuring that recreational activities won't hamper the work process, HR manager should provide recreational activities in the workplace. HR manager should provide transportation and canteen facilities to the workforce.

Performance Appraisal: HR department can evaluate employees on the basis of their performance in the workplace. Through this function HR manager can find out the efficiency of an employee's in the organization and can evaluate whether the workers needany improvement in other areas. Workforces who have not met the minimal requirements of the job, HR team draws certain development plans for them through the help of this function.

Ensuring Legal Compliance: This function performs an indispensable role to protect the company. The HR branch of every workplace be subject of all the legal guidelines and policies that relate to working hours, employment, working conditions, tax allowances, minimum wage etc. compliance with such laws is a very great deal wished for the existence of a company.

## **2.4 Training and Development Practice:**

Training: Training refers to a deliberate effort through a company to facilitate employee's getting to know of job-related competencies. Training constitutes a simple thought in human resource development. It is concerned with growing particular ability to a favored standard by education and practice. Training is an enormously beneficial device that can bring a worker into a function where they can do their job correctly, effectively, and conscientiously. Training is the act of increasing the understanding and skill of a worker for doing a unique job.

### **The goal of training:**

- To develop the KSA(knowledge, skill, attitude) which is emphasized in training programs
- And apply them in their day to day activities

### Methods of employee Training and Development

#### **On the job training:**

Under this technique new or inexperienced personnel take a look at by using watching peers or supervisor performing the job and making an attempt to imitate the behavior.

Types of on the job training:

iii. Job rotation: Two types of job rotation-

- ✓ Vertical job rotation: Vertical job position is for every employee. On the basis of job position vertical job position occurs and responsibilities vary from one position to another position.
- ✓ Horizontal job rotation: Horizontal job rotation only for the outstanding performer. There are opportunities for multi skill development. For example- branch manager etc.

iv. Assistant to positions: Employee learns their everyday work from the assistant. In Bangladesh GP, Banglalink etc. provide this type of training.

v. Committee Assignment: A given organizational problem is solved by a group of trainees by discussing the problem. This helps to boost team work. For example: cross functional team, multi- task/project team.

vi. Internship training: Internship is very common on the job training method. It is compulsory for student of business studies, engineering and medica

## Off the job training:

Off-the-job training is performed in a vicinity in particular distinct for training.

It may be close to the place of work or away from work place.

Types of off the job training:

1. Case study method: A trainee solves any problem which is associated with an enterprise given by HR supervisor. The case is evaluated and all viable solutions are come out by trainee. Trainee's analytic and necessary thinking can be intensified by this technique.
  2. Simulation exercises: HR supervisor create an imaginary situation under this method and trainees are asked to act on it.
- ✓ Role play: In role play trainee is given a trouble situation and HR tell them to simulate an anticipate role of specific character in the situation. HR records whole play and gives trainee an opportunity to observe their own performance.
  - ✓ Games-Based Training: Trainees compete in a sequence of decision making duties which permits them to discover a distinctive kind of strategies alternatives and experience the penalties which have an effect on the different players, but with without hazard to the person or the organization. Rules/ regulations or technology companies use game based training. For examples- Microsoft, IBM etc. companies follow this training method.
  - ✓ Experimental learning: Employees who endure experiential gaining knowledge of discover methods to learn about problems and boost sensible options that last long the activities equipped at some stage in experiential mastering procedures assist to increase the standards of expertise s haring which will increase the comprehension of all personnel involved in the training.
3. Outdoor training: Training is provided at out of office. A contemporary way of training.
    - ✓ Practical implementation: Survival training and cross functional team.
    - ✓ Theoretical: Overseas training that is theory based. This type of training provided by Google, IBM, Intel etc.

4. Vestibule training: Machine based or technology based training. HR supervisor use vestibule training to train employees who deal with tools and machine. This training is provided by HR supervisor away from the actual work floor.
5. Soft skill training: Soft skills are interpersonal skills hardwired to an individual's personality, and they characterize how you interact with other people in the workplace For example –leadership excellence, effective communication, team building, building powerful habits etc.

**Training process model-**

ADDIE Model: According to Branson, Rayner, Cox, Furman, King, Hannum, Watson, “ADDIE was created by the Center for Educational Technology at Florida State University for the U.S. Army and then quickly adapted by all the U.S. Armed Forces”. Four steps of ADDIE Model-

**Step 1- Analysis phase:** To identify the organizational gap, analysis phase is used. Examples of current performance gaps are low level of customer satisfaction, profitability shortfalls, high turnover rate etc. The analysis phase is also known as a Training Need Analysis (TNA). TNA actually collect information regarding the individual employee performance deficiency. In the analysis phase the cause of performance gap are identified.

**TNA Form:**

Job responsibility	Required skills & competencies	Actual skills & competencies	Gaps	Recommendation

Employee Signature

Supervisor Signature

Head of HR Signature

**Step 2- Design phase :** A vital method in the design phase is the advent of training objectives. These provide direction for what will be trained and how. Another phase of design process is finding out how the organizational constraints will be addressed via the training. Finally figuring out the elements needed in the training program to facilitate gaining knowledge of and its transfer back to the job are the key results from the design phase.

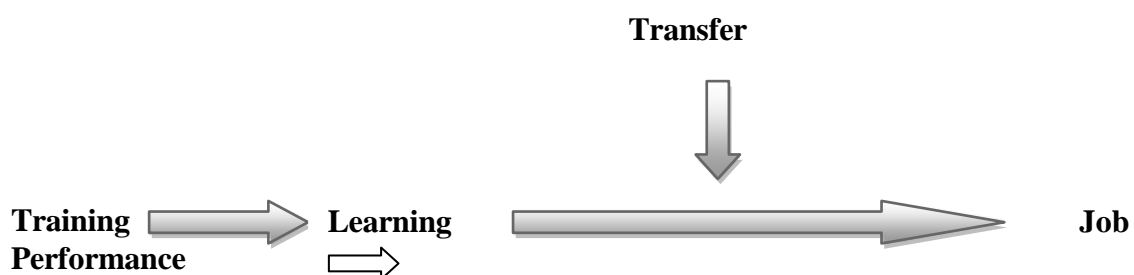
**Step 3- Development phase:** To meet the training objectives, HR uses the guideline from design phase to formulate an instructional strategy in development process. The instructional approach describes the order, timing and aggregate of strategies and factors to be used in the training program to meet the objectives. The training objectives provide the center attention for program improvement and the tips from the design segment set the parameters for what will and what will no longer work. Output of the phase are all of the things needed to put into effect the training program.

**Step 4- Implementation phase:** During the implementation phase all the previous phase of the training process comes together. Before actual delivering the training, it is useful to conduct a pilot program. If any modifications are required before training is ready to go live, HR can test training program in this phase.

**Step 5- Evaluation phase:** Two types of evaluation are used. First, process evaluation determines how well a particular training process achieved its objectives. In other words, did the trainer follow the suggested training process? Outcome evaluation is conducted at the end of training. This type of training evaluation uses the training objective as the standard. If the outcome evaluation is positive the process will successful. If the outcome is less than standard then again back to analysis stage and this full process will continue again.

### Transfer of Training

This is a learning procedure by which we can ensure learning outcome. According to Simons, “There are three kinds of transfer: from prior knowledge to learning, from learning to new learning, and from learning to application.” Transfer of training is always result oriented.



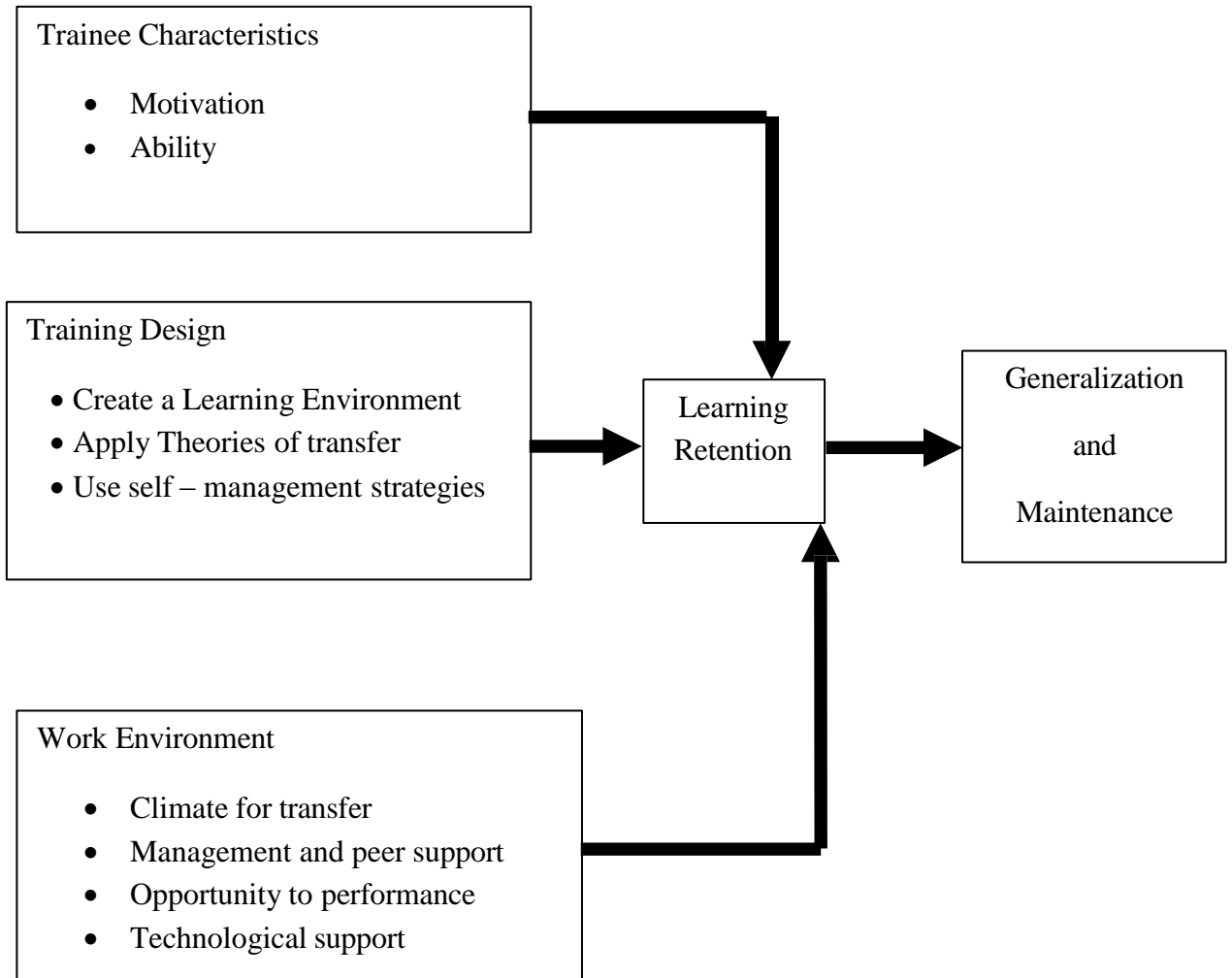
We need to compare two things before training performance & after training performance. If after training performance result is positive then we call it transfer of training is successful.

#### Factors that influence transfer of training:

- Characteristics of Trainee: Transfer of training depends on individual trainee’s characteristics.
- Training Design: Training design depends on the nature of the organization.

### A Model Of Transfer Process

According to Baldwin and Ford, “It is the most commonly cited model of transfer, which defines the transfer of training as the generalization and maintenance of material learned in training to the work environment.”



# **Chapter-03**

## **Profile of the organization**

### **3.1 Company Overview**

Samsung Electronics Co., Ltd., established in 1969 in Suwon, South Korea, is one of the world's largest and most respected technology conglomerates. It operates globally in consumer electronics, semiconductors, telecommunications, and digital solutions. Samsung has earned a reputation for innovation, quality, and market leadership, with mobile technology being one of its most prominent business segments.

Samsung Mobile Bangladesh is a subsidiary of Samsung Electronics, focusing on the mobile phone sector in Bangladesh. Since its establishment in the country, Samsung Mobile Bangladesh has contributed significantly to technological innovation, market penetration, and consumer awareness in the mobile device sector. The company's operations include sales, marketing, technical support, and customer service, all designed to ensure high-quality products and services in a highly competitive market.

Samsung Mobile Bangladesh emphasizes employee development as a strategic priority, recognizing that skilled and motivated employees are critical for maintaining productivity and sustaining competitive advantage. The company implements systematic training and development programs to ensure that employees are capable of handling technological advancements, market dynamics, and customer expectations effectively.

### **3.2 Vision and Mission**

Vision:

To be the most innovative and customer-focused mobile technology company in Bangladesh, providing solutions that enhance everyday life and work efficiency.

Mission:

- Deliver high-quality and technologically advanced mobile devices tailored to consumer needs.
- Ensure excellent after-sales service and customer support.
- Invest in employees' skills and competencies through continuous training and development programs.
- Maintain a highly productive and motivated workforce aligned with organizational objectives.
- Sustain leadership in the Bangladeshi mobile technology market through innovation and operational excellence.

### **3.3 Products and Services**

Samsung Mobile Bangladesh offers a wide range of products and services:

1. Smartphones: Covering flagship, mid-range, and budget segments, equipped with advanced technology and innovative features.
2. Tablets and Wearables: Includes tablets, smartwatches, and fitness bands, integrated with Samsung's ecosystem of services.

3. Accessories: Chargers, headphones, and other mobile accessories to enhance user experience.
4. Customer Service: Managed through authorized service centers, warranty support, product repair, and technical assistance.

These offerings allow Samsung Mobile Bangladesh to cater to diverse consumer segments while maintaining high standards of quality and technological innovation.

### **Samsung Mobile Bangladesh some Product List :**

Category	Product Name
Smartphones	Samsung Galaxy S24 Ultra
Smartphones	Samsung Galaxy A55 5G
Tablets	Samsung Galaxy Tab S10 Ultra
Tablets	Samsung Galaxy Tab A9+ 5G
Accessories	Samsung Galaxy Buds2 Pro
Accessories	Samsung Galaxy Watch6 Classic
Feature Phones	Samsung Guru Music 2

#### **1. Samsung Galaxy S24 Ultra**

The Samsung Galaxy S24 Ultra, released in January 2024, is a flagship smartphone that combines cutting-edge technology with premium design. Key features include:

- **Display:** 6.8-inch Dynamic AMOLED with a 120Hz refresh rate, offering a resolution of 3120 x 1440 pixels for vibrant and smooth visuals.
- **Processor:** Powered by the Qualcomm Snapdragon 8 Gen 3 chipset, ensuring top-tier performance for demanding applications and multitasking.
- **Memory and Storage:** Equipped with 12GB of RAM and available in storage options of 256GB, 512GB, and 1TB, providing ample space for apps, media, and files.
- **Cameras:**
  - **Rear Cameras:**
    - 200MP main sensor for exceptional photo clarity.
    - 12MP ultra-wide lens for expansive shots.

- 10MP telephoto lens with 3x optical zoom.
- 50MP periscope lens offering 5x optical zoom for detailed distant captures.
- Front Camera: High-resolution sensor designed for sharp and vibrant selfies.
- Battery: 5000mAh capacity supporting 45W wired fast charging and wireless charging capabilities, ensuring prolonged usage with quick recharge times.
- Operating System: Runs on Android 14, with Samsung's One UI enhancements, providing a user-friendly and customizable interface.
- Additional Features:
  - 5G connectivity for rapid internet speeds.
  - In-display fingerprint sensor for secure and convenient unlocking.
  - S Pen support, enhancing productivity and creative capabilities.

The Galaxy S24 Ultra stands out with its advanced camera system, high-performance hardware, and premium build quality, making it a top choice for users seeking a flagship smartphone experience.

## 2. Samsung Galaxy A55 5G

The Samsung Galaxy A55 5G, released in March 2024, is a mid-range smartphone that balances performance, design, and affordability. Key specifications include:

- Display: 6.6-inch FHD+ Super AMOLED with a 120Hz refresh rate, offering a resolution of 2340x1080 pixels for vibrant and smooth visuals.

Processor: Powered by Samsung's Exynos 1480 chipset, ensuring efficient performance for daily tasks and multitasking.

Memory and Storage: Available configurations include 6GB, 8GB, or 12GB of RAM, with internal storage options of 128GB or 256GB. Storage is expandable via a hybrid microSD slot, supporting up to 1TB.

- Cameras:
  - Rear Cameras:
    - 50MP main sensor with Optical Image Stabilization (OIS) for clear and stable photos.
    - 12MP ultra-wide lens for capturing expansive scenes.
    - 5MP macro lens for detailed close-up shots.
  - Front Camera: 32MP sensor designed for high-quality selfies and video calls.
- Battery: 5000mAh capacity supporting 25W fast charging, providing ample power for extended use throughout the day.
- Operating System: Runs on Android 14, with Samsung's One UI enhancements, offering a user-friendly and customizable interface.

- **Additional Features:**
  - 5G connectivity for rapid internet speeds.
  - In-display fingerprint sensor for secure and convenient unlocking.
  - IP67 rating for dust and water resistance, providing durability in various environments.

### 3. Samsung Galaxy Tab S9 Ultra

The Samsung Galaxy Tab S9 Ultra is a flagship tablet designed for productivity, entertainment, and creativity. Here are its key facilities and features:

#### Display and Build

- **14.6-inch Dynamic AMOLED 2X Display:** Offers vibrant colors, deep contrasts, and a 120Hz refresh rate for smooth scrolling and immersive viewing experiences.
- **Resolution:** 2960 x 1848 pixels, providing sharp and detailed visuals.
- **Durability:** IP68-rated water and dust resistance, ensuring resilience in various environments.

#### Performance

- **Processor:** Powered by the Qualcomm Snapdragon 8 Gen 2 chipset, delivering high-speed performance for multitasking and demanding applications.
- **Memory and Storage:**
  - Configurations up to 16GB RAM.
  - Storage options of 256GB, 512GB, and 1TB, expandable via microSD.
- **Operating System:** Android 13 with Samsung's One UI, providing a user-friendly and customizable interface.

#### S Pen Support

- Includes an S Pen with ultra-low latency, making it ideal for drawing, note-taking, and editing.
- The pen is also IP68-rated and magnetically attaches to the tablet for easy storage and charging.

#### Cameras

- **Rear Cameras:**
  - 13MP main camera.
  - 8MP ultra-wide camera for capturing expansive scenes.
- **Front Cameras:**
  - Dual 12MP cameras designed for high-quality video calls, offering wide-angle views and intelligent framing.

#### Battery and Charging

- **Battery:** Massive 11,200mAh capacity for extended usage.
- **Charging:** 45W fast charging support ensures quick recharge times.

## Multimedia and Productivity

- **Sound:** Quad speakers tuned by AKG with Dolby Atmos support for an immersive audio experience.
- **Productivity Features:**
  - Samsung DeX for a desktop-like experience.
  - Multi-window support for multitasking.
  - Compatibility with external keyboards and accessories.

## Connectivity

- **5G and Wi-Fi 6E Support:** Ensures ultra-fast internet connectivity.
- **Ports:** USB-C for fast data transfer and charging.

## Additional Features

- **Security:** In-display fingerprint scanner for secure access.
- **Gaming:** Optimized for high-end gaming with advanced cooling systems.
- **Accessories:** Compatible with Galaxy ecosystem devices for seamless integration.

The Samsung Galaxy Tab S9 Ultra is ideal for professionals, creators, and entertainment enthusiasts who need a powerful, versatile tablet for work and play.

## 4. Samsung Galaxy Tab A9+ 5G

The Samsung Galaxy Tab A9+ 5G is a mid-range tablet designed for affordability, portability, and functionality, catering to users seeking versatile entertainment and productivity features. Here are its key facilities:

### Display and Build

- **11.0-inch LCD Display:** Delivers crisp visuals with a resolution of 1920 x 1200 pixels, suitable for watching videos, reading, and browsing.
- **Refresh Rate:** 90Hz for smoother scrolling and gaming experiences.
- **Slim and Lightweight Design:** Easy to carry, making it ideal for on-the-go use.

### Performance

- **Processor:** Qualcomm Snapdragon 695 chipset ensures efficient performance for daily tasks and moderate multitasking.
- **Memory and Storage:**
  - **RAM:** Configurations of 4GB or 6GB.
  - **Storage:** 64GB or 128GB internal storage, expandable via a microSD card up to 1TB.

- **Operating System:** Android 13 with Samsung's One UI Core, offering a simplified and intuitive interface.

### Battery and Charging

- **Battery:** 7,040mAh capacity ensures prolonged usage for web browsing, media playback, and more.
- **Charging:** 15W fast charging for quick power-ups.

### Cameras

- **Rear Camera:**
  - 8MP sensor for capturing clear photos and videos.
- **Front Camera:**
  - 5MP sensor designed for video calls and selfies.

### Connectivity

- **5G Support:** Enables high-speed internet connectivity for streaming, downloading, and online gaming.
- **Wi-Fi and Bluetooth 5.1:** Provides stable and fast connections for peripherals and internet.
- **USB-C Port:** Facilitates fast data transfers and charging.

### Multimedia and Entertainment

- **Dual Speakers:** Tuned with Dolby Atmos for immersive audio quality.
- **Gaming:** Handles light to moderate gaming smoothly, supported by the capable processor and refresh rate.

### Additional Features

- **Kids Mode:** Includes a dedicated interface with parental controls for safe and enjoyable use by children.
- **Samsung Knox:** Ensures security with multi-layered protection for sensitive data.
- **Productivity:**
  - Multi-window and split-screen features for multitasking.
  - Compatible with third-party Bluetooth keyboards for increased productivity.

The Samsung Galaxy Tab A9+ 5G is ideal for users seeking an affordable tablet with 5G connectivity, decent performance, and features suited for both entertainment and light productivity tasks. It strikes a balance between functionality and budget-friendliness.

### ⇒ **Samsung Brand Shops and Retailers**

- **National Distributor:** Excel Telecom (Pvt.) Ltd. is the official distributor of Samsung products in Bangladesh, responsible for supplying and managing Samsung's mobile phones and consumer electronics.
- **Samsung Brand Shops:** Excel Telecom directly operates over 40 exclusive Samsung Brand Shops, strategically located in major cities across Bangladesh, including Dhaka, Chattogram, and Sylhet.
- **Retailer Network:** The company collaborates with a vast network of approximately 2,000 authorized retailers to distribute Samsung products nationwide.
- **Product Range:** These shops offer Samsung smartphones, tablets, wearables, and accessories alongside consumer electronics like TVs and home appliances.
- **After-Sales Service:** Customers receive premium after-sales support, including warranty services, through the Samsung Care service centers managed by Excel Telecom.
- **E-Commerce Presence:** Excel Telecom runs the Excel eStore, an online platform for purchasing authentic Samsung products with delivery options across the country.
- **Collaborations:** Partnerships with platforms like Minister My-One Group's E-Raz enhance the accessibility of Samsung products.
- **Customer Engagement:** The Samsung Brand Shops host promotional events, product launches, and hands-on experiences for customers.
- **Retail Expansion:** Excel Telecom continues to expand its retailer network and brand shop count to maintain its leadership in Samsung product distribution.

## **4. Organizational Structure**

Samsung Mobile Bangladesh follows a functional organizational structure designed to improve efficiency and accountability. Key departments include:

- **Human Resources (HR):** Focuses on recruitment, employee development, performance management, training, and career progression.
- **Sales and Marketing:** Handles market research, advertising, promotions, and brand management.
- **Technical Support and Service:** Responsible for product installation, repair, maintenance, and customer satisfaction.
- **Finance and Administration:** Manages budgeting, financial planning, accounting, and administrative functions.

This structure ensures clear roles and responsibilities, smooth workflow, and effective decision-making. HR plays a particularly strategic role by developing training modules and professional development plans that directly impact employee productivity.

## **5. Human Resource Practices and Training Programs**

Samsung Mobile Bangladesh regards training and development as a strategic investment rather than a cost. HR practices focus on enhancing employees' competencies and aligning their skills with organizational goals. Key HR initiatives include:

1. **Technical Training:** Regular workshops on product knowledge, mobile technology, software updates, and troubleshooting techniques.
2. **Soft Skills Development:** Communication, customer service, problem-solving, and teamwork training to improve service delivery.
3. **Leadership and Managerial Training:** Programs designed to prepare employees for supervisory and managerial roles.
4. **On-the-Job Learning and Mentoring:** Practical learning opportunities where employees apply new skills under supervision.
5. **Performance Monitoring and Feedback:** Continuous evaluation to identify skill gaps and training needs.

These initiatives not only enhance employee performance and productivity but also contribute to employee satisfaction, retention, and organizational efficiency.

## **6. Achievements and Market Position**

- **Market Leadership:** Samsung Mobile Bangladesh is one of the top smartphone brands in the country, known for reliability and innovation.
- **Employee Development:** Implementation of structured training programs has led to measurable improvements in employee skills, job performance, and service quality.
- **Innovation and Product Quality:** The company frequently introduces technologically advanced mobile devices, maintaining a strong competitive edge.
- **Customer Satisfaction:** High-quality after-sales services and responsive support centers have strengthened brand loyalty.

Samsung Mobile Bangladesh continues to demonstrate a strong link between employee development initiatives and organizational performance, making it an ideal subject for studying the effect of training on productivity.

## **7. Relevance to the Study**

The organization's focus on employee training and development makes it a suitable case for examining how structured HR practices influence employee productivity. The various training programs, performance monitoring systems, and professional development initiatives provide a comprehensive environment for assessing the impact of training on work efficiency, skill enhancement, and organizational outcomes.

### **3.4 SWOT Analysis of Samsung Mobile Bangladesh**

#### **Strengths**

1. **Strong Brand Reputation:** Samsung is a globally recognized brand known for innovation, quality, and reliability, which attracts a loyal customer base in Bangladesh.
2. **Wide Product Range:** Offers a diverse range of smartphones, tablets, wearables, and accessories catering to different market segments.
3. **Advanced Technology and Innovation:** Regular product launches with cutting-edge technology, keeping the brand ahead in a competitive market.
4. **Strong Distribution and Service Network:** Extensive network of authorized dealers and service centers ensures availability and after-sales support across Bangladesh.
5. **Employee Development Programs:** Structured training and development programs enhance employee skills, productivity, and customer service quality.
6. **Financial Stability:** Strong parent company support enables substantial investment in R&D, marketing, and HR initiatives.

#### **3.5 Weaknesses**

1. **High Product Prices:** Premium pricing of flagship models may limit accessibility for price-sensitive consumers in Bangladesh.
2. **Dependency on Imported Products:** Reliance on imported devices may lead to supply chain delays or increased costs due to tariffs and currency fluctuations.
3. **Limited Focus on Local Customization:** Some products may not fully cater to the unique preferences and needs of Bangladeshi consumers.
4. **Employee Turnover in Retail Operations:** High workload and competition in retail roles may contribute to employee turnover despite training programs.

#### **3.6 Opportunities**

1. **Growing Smartphone Market in Bangladesh:** Increasing smartphone penetration and tech-savvy youth provide an expanding consumer base.
2. **Introduction of Affordable Models:** Developing cost-effective smartphones can capture mid-range and budget-conscious consumers.
3. **Expansion of Online and E-Commerce Channels:** Strengthening digital sales and marketing channels can improve market reach and customer engagement.
4. **Corporate and Enterprise Solutions:** Providing customized solutions for businesses, schools, and institutions can open new revenue streams.
5. **Skill Development Initiatives:** Continued investment in employee training can improve service quality, productivity, and customer satisfaction.

### **3.7 Threats**

1. **Intense Competition:** Competing brands such as Xiaomi, Oppo, Vivo, and local brands offer similar features at lower prices, impacting market share.
2. **Rapid Technological Changes:** Continuous innovation in mobile technology requires constant R&D investment to stay relevant.
3. **Economic and Regulatory Challenges:** Inflation, import duties, and government policies may affect pricing and supply chain efficiency.
4. **Counterfeit Products:** Presence of counterfeit Samsung products in the market can damage brand reputation and reduce sales.
5. **Changing Consumer Preferences:** Rapidly shifting trends and high expectations for technology may require continuous adaptation.

# **Chapter-04**

## **Analysis and findings**

## **4.1 Introduction**

The analysis and findings of the study on the effect of training and development programs on employee productivity at Samsung Mobile Bangladesh. The data collected from employees through surveys, interviews, and observation during the internship have been analyzed to understand how training initiatives influence performance, skills, and overall productivity. Both quantitative and qualitative analyses have been used to provide a comprehensive insight into the effectiveness of the training programs.

## **4.2 Demographic Profile of Respondents**

The study included employees from various departments, including sales, technical support, customer service, and administrative functions. The demographic breakdown is summarized below:

- Gender: Majority male (60%), female (40%)
- Age Group: 21–30 years (55%), 31–40 years (35%), above 40 years (10%)
- Educational Qualification: Graduate (50%), Diploma (30%), Postgraduate (20%)
- Experience in Samsung Mobile Bangladesh: Less than 2 years (40%), 2–5 years (45%), more than 5 years (15%)

The demographic data shows a diverse workforce with varying levels of experience, which allows for assessing the impact of training programs across different employee profiles.

## **4.3 Analysis of Training and Development Programs**

### **4.3.1 Types of Training Programs**

Samsung Mobile Bangladesh implements a variety of training and development initiatives, including:

1. **Technical Training:** Focused on mobile technology, software troubleshooting, and product knowledge.
2. **Soft Skills Development:** Enhancing communication, customer handling, and teamwork.
3. **Leadership and Managerial Training:** Preparing employees for supervisory and managerial roles.
4. **On-the-Job Training and Mentoring:** Practical, hands-on learning guided by experienced staff.

Finding: Over 85% of employees reported that they have participated in at least one formal training program within the last year. Technical and customer service training were the most common programs attended.

### **4.3.2 Frequency and Duration of Training**

- Frequency: Monthly for sales and technical staff, quarterly for managerial staff.

- Duration: Ranges from 1-day workshops to 2-week technical sessions.

Finding: Employees indicated that frequent short-term trainings were more effective in improving their day-to-day work efficiency than occasional long-term programs.

### 4.3.3 Employee Perception of Training Effectiveness

Employees were asked to rate the effectiveness of the training programs on a scale of 1 to 5 (1 = Not Effective, 5 = Highly Effective).

Training Aspect	Average Rating
Technical Knowledge Enhancement	4.5
Customer Service Improvement	4.2
Problem-Solving and Decision Making	4.0
Leadership and Career Development	3.8

Finding: Overall, employees perceive the training programs as highly beneficial for improving their technical and soft skills, though leadership training received slightly lower ratings due to limited availability for junior employees.

## 4.4 Analysis of Employee Productivity

Employee productivity was measured based on work efficiency, accuracy, task completion, customer satisfaction, and performance appraisal scores.

### 4.4.1 Impact of Technical Training

- Employees who received regular technical training were able to handle product troubleshooting faster, resolve customer issues more accurately, and reduce dependency on senior staff.
- Finding: Technical training has a direct and significant impact on productivity, particularly in technical support and service departments.

### 4.4.2 Impact of Soft Skills Training

- Soft skills training improved customer interactions, communication, and teamwork.
- Employees reported higher confidence in handling complaints and providing solutions.
- Finding: Soft skills training indirectly contributes to productivity by improving customer satisfaction and work coordination.

### 4.4.3 Impact of Leadership and Managerial Training

- Leadership training for supervisors and team leads helped in task delegation, motivation, and conflict management.

- Finding: Leadership training improves team productivity, although the effect is more noticeable in managerial roles than among junior employees.

#### **4.5 Correction Between Training and Employee Productivity**

Using quantitative analysis (Likert-scale survey data), the study identified a positive correlation between training and productivity:

- Employees who rated training effectiveness above 4.0 showed a 15–20% higher performance rating compared to those with lower training scores.
- Frequent and relevant training sessions were associated with higher task completion rates and fewer errors.

Finding: Training and development programs significantly enhance employee productivity, both directly (technical skills) and indirectly (soft skills, motivation).

#### **4.6 Challenges in Training Programs**

Despite the overall positive impact, employees reported some challenges:

1. Time Constraints: High workload sometimes limits participation in training sessions.
2. Limited Leadership Training Opportunities: Junior staff have fewer opportunities for managerial skill development.
3. Training Relevance: Some employees suggested that certain sessions could be more aligned with specific job roles.

Finding: Addressing these challenges could further improve the effectiveness of training programs and maximize productivity gains.

#### **4.7 Gaps of Limitations**

1. Samsung Mobile Bangladesh provides comprehensive training programs, including technical, soft skills, and leadership development.
2. Technical training has the highest impact on immediate productivity, particularly in technical and service-related roles.
3. Soft skills and leadership training improve teamwork, customer satisfaction, and team-level productivity.
4. Employees perceive training as a key factor in improving job performance, confidence, and motivation.
5. Challenges such as time constraints and limited leadership training for junior staff indicate areas for improvement.
6. Overall, the study confirms a positive and significant relationship between training and development programs and employee productivity at Samsung Mobile Bangladesh.

## **4.8 Findings of the Study**

An in-depth assessment of Samsung Training and Development (T&D) practices reveals several critical areas that require strategic attention and improvement. While the organization has effectively integrated learning initiatives within its healthcare-based social enterprise model, multiple operational limitations continue to challenge the achievement of its long-term human resource development goals. Each of these issues is elaborated below.

### **4.8.1 Limited Budget Allocation for Training**

Samsung faces financial constraints that restrict its investment in advanced training tools, professional certifications, and digital learning resources. As a non-profit healthcare organization, the allocation for training programs is often secondary to operational and service delivery expenses. This limitation affects the ability to offer specialized courses on healthcare technology, leadership, and data management. From an HRM standpoint, limited financial investment undermines the development of core competencies, weakens competitive advantage, and hinders long-term capacity building.

### **4.8.2 Inconsistent Training for Volunteers**

A significant weakness in Samsung system is the inconsistency of training sessions for part-time volunteers. Since volunteers play a crucial role in community operations, irregular participation leads to skill gaps and inconsistent service delivery. Some volunteers miss scheduled training due to time conflicts or short-term engagement, resulting in variations in performance standards. Consistency in volunteer training is essential for ensuring that all team members adhere to the same operational protocols and quality benchmarks, particularly in healthcare-related activities.

### **4.8.3 Lack of Data-Driven Evaluation**

Samsung currently lacks a robust mechanism to evaluate the effectiveness of its training programs through measurable performance indicators. There are no systematic tools or analytics used to assess learning outcomes, behavioral changes, or the return on training investment (ROI). This absence of data-driven evaluation prevents evidence-based decision-making and improvement in training design. Adopting frameworks such as Kirkpatrick's Four-Level Evaluation Model or ROI analysis would enable Samsung to measure learning impact more accurately and ensure alignment with strategic goals.

### **4.8.4 Absence of Leadership Development Programs**

The organization lacks a structured leadership development framework to identify, mentor, and prepare future leaders. Without a defined leadership pipeline, Samsung risks facing leadership shortages and succession challenges as it grows. In the healthcare context, leadership competency is particularly crucial for managing crises, motivating teams, and maintaining service standards. Introducing leadership workshops, mentoring systems, and cross-departmental rotations could help build a culture of internal leadership development.

#### **4.8.5 Insufficient Healthcare-Specific Training Modules**

Although general orientation and skill development sessions exist, Samsung training content lacks sufficient focus on healthcare-specific competencies. Areas such as first-aid, patient data management, and medical ethics receive minimal attention in the current programs. This gap limits the relevance of training for employees and volunteers directly engaged in healthcare delivery. Incorporating sector-specific modules aligned with healthcare regulations and safety standards would significantly enhance the organization's operational effectiveness.

#### **4.8.6 High Turnover among Volunteers**

The organization experiences a high rate of volunteer turnover, which leads to repeated onboarding, increased administrative workload, and reduced team cohesion. The transient nature of volunteer engagement limits the continuity of skills and knowledge within the organization. Frequent turnover also necessitates recurring training investments, which strain HR resources. Introducing recognition systems, certification opportunities, and flexible volunteering arrangements may help reduce attrition and foster longer-term engagement.

#### **4.8.7 Time Constraints for Employees**

Employees often struggle to balance training participation with daily operational responsibilities. Due to heavy workloads and tight schedules, staff members may deprioritize development programs, resulting in lower attendance and engagement. This issue diminishes the overall impact of training initiatives. Implementing flexible learning methods, such as online or blended training, would allow employees to learn at their own pace without compromising daily productivity.

#### **4.8.8 Inadequate Post-Training Follow-Up**

A notable limitation is the absence of follow-up mechanisms after training completion. Employees and volunteers rarely receive refresher sessions, feedback-based evaluations, or mentorship to reinforce learning. Without reinforcement, skills tend to deteriorate over time, reducing the long-term effectiveness of training. Regular post-training assessments, refresher workshops, and performance reviews would help sustain knowledge retention and behavioral improvement.

#### **4.8.9 Uneven Access to Training Opportunities**

Disparity exists between the headquarters and regional staff in terms of access to training resources. Employees at the central office have greater exposure to seminars, workshops, and capacity-building sessions, whereas regional teams receive limited opportunities due to geographic and logistical constraints. This imbalance leads to uneven skill levels and affects team cohesion across locations. Equal distribution of learning resources through digital platforms or decentralized training programs would help maintain fairness and consistency in employee development.

#### **4.8.10 Limited Integration with Strategic HR Goals**

Training programs at Samsung are not yet fully integrated into the broader HR strategy. Many initiatives are reactive rather than proactive, focusing on short-term skill gaps instead of long-term organizational growth. Without alignment between T&D and HR planning, the organization misses opportunities to strategically develop its workforce in line with evolving business and healthcare demands. Integrating training objectives with performance management and succession planning would enhance overall HR effectiveness

# **Chapter-05**

## **Recommendations and conclusion**

## **5.1 Recommendations**

Based on the analysis and findings, the following recommendations are proposed to enhance the effectiveness of training and development programs and further improve employee productivity at Samsung Mobile Bangladesh:

### **5.1.1 Enhance Technical Training Programs**

- Continue and expand technical training sessions for all employees, especially frontline technical staff, to ensure they remain updated with the latest mobile technology, software updates, and troubleshooting techniques.
- Introduce role-specific technical training modules to make learning more relevant and directly applicable to daily tasks.
- Implement practical assessments and on-the-job evaluations after training to ensure skills are effectively applied in real work scenarios.

### **5.1.2 Strengthen Soft Skills and Customer Service Training**

- Provide regular soft skills workshops focusing on communication, conflict resolution, and customer relationship management.
- Include scenario-based training exercises to simulate real-life customer interactions and improve problem-solving capabilities.
- Encourage peer learning and mentorship programs where experienced employees can guide newer staff in customer handling and teamwork.

### **5.1.3 Expand Leadership and Managerial Development**

- Increase access to leadership training for junior and mid-level employees to build a pipeline of future team leaders and managers.
- Introduce management simulation programs and project-based leadership opportunities to develop decision-making and team management skills.
- Align leadership development initiatives with succession planning to ensure continuity in management roles.

### **5.1.4 Optimize Training Frequency and Duration**

- Maintain a balanced training schedule that minimizes disruption to daily work while ensuring continuous learning.
- Introduce a mix of short-term, frequent sessions and long-term intensive programs to cater to different learning needs.
- Implement e-learning platforms and online training modules to provide flexible learning opportunities that employees can access anytime.

### **5.1.5 Monitor and Evaluate Training Effectiveness**

- Develop a systematic feedback mechanism to assess the effectiveness of training programs from participants' perspectives.
- Use performance metrics such as productivity rates, error reduction, and customer satisfaction to measure the impact of training initiatives.

- Regularly review and update training content to ensure it aligns with organizational goals and technological advancements.

#### **5.1.6 Promote a Culture of Continuous Learning**

- Encourage employees to take ownership of their development through self-directed learning, workshops, and certifications.
- Recognize and reward employees who actively participate in training programs and demonstrate improved productivity.
- Foster knowledge sharing through internal seminars, collaborative projects, and discussion forums to enhance collective learning.

### **5.2 Conclusion**

The study demonstrates that training and development programs have a significant and positive effect on employee productivity at Samsung Mobile Bangladesh. Well-structured training initiatives enhance employees' technical skills, job-related knowledge, and problem-solving abilities, which in turn improve work efficiency, quality of performance, and overall output. Development programs also contribute to higher motivation, job satisfaction, and commitment by aligning individual competencies with organizational goals. The findings indicate that continuous learning opportunities, modern training methods, and management support play a crucial role in translating training investments into measurable productivity gains. Therefore, sustained emphasis on strategic training and development is essential for Samsung Mobile Bangladesh to maintain a skilled workforce, improve operational performance, and achieve long-term competitive advantage in the dynamic mobile technology market.

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