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UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

**FACULTY OF BUSINESS MANAGEMENT**

**BACHELOR OF HUMAN RESOURCE MANAGEMENT (BA243) HONS.**

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**INDUSTRIAL TRAINING (HRM666)**



**COMPANY: SUDONG SDN BHD**

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**PREPARED BY:**

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**STUDENT ID:**

**2022908241**

**PREPARED FOR:**

**MADAM NURUL AIDA BINTI HARUN**

**INTERNSHIP DURATION:**

**12 AUGUST 2024 – 24 JANUARY 2025**

**SUBMISSION DATE:**

**17 JANUARY 2025**

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**Maklumbalas (/)**



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<b>Tajuk Laporan</b>	INDUSTRIAL TRAINING REPORT	<b>Nama Syarikat</b>	SUDONG SDN BHD

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## **EXECUTIVE SUMMARY**

The report provides a comprehensive analysis of the industrial training conducted at Sudong Sdn Bhd from August 12, 2024, to January 24, 2025. This internship has provided the student with substantial learning opportunities, facilitating the application of their academic knowledge and enhancing their understanding of a prominent organization in this sector.

Sudong Sdn Bhd, a subsidiary of SingTel Group, delivers vital customer care services and strives to ensure exceptional client experiences. The organization seeks to attain its goals by innovation, customer-centricity, and operational superiority. During the internship, the student primarily collaborated with the Talent Acquisition team, engaging in activities such as coordinating interviews, handling job offers, facilitating onboarding procedures, and communicating with applicants during various stages of the application process. This practical experience provided the student with an opportunity to deepen their comprehension of human resources management and talent acquisition methods.

The internship offered various advantages, such as practical experience in Human Resource (HR) operations, enhanced communication skills, and a more profound comprehension of the business milieu. The student acquired significant insights into recruitment methods, onboarding procedures, and the significance of proficient applicant engagement.

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis identified Sudong's strengths, including extensive benefits and specialized divisions. Weaknesses encompassed insufficient adaptation to digitalization and an overdependence on physical documents. Opportunities were discovered in enhancing the utilization of Artificial Intelligence (AI) and promoting employee well-being. Threats encompassed the competitive employment landscape and escalating employee demands.

The internship at Sudong Sdn Bhd was a valuable experience that greatly enhanced the student's development and professional advancement. The competencies and expertise gained during this era will be important for their future profession.

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## **ACKNOWLEDGEMENT**

With the grace and permission of Allah, I wanted to extend my heartfelt gratitude for letting me, a student of practical training, successfully undergo this internship and complete this report. Despite its seemingly straightforward nature, this report demanded considerable time and effort to gather information and carry it out effectively.

Apart from that, I would like to express my gratitude to Madam Nurul Aida Binti Harun, my dear supervisor, who supported and guided me during my internship with helpful guidance. From the very first encounter thereafter, her presence conveyed genuine warmth and encouragement, surpassing mere technical expertise. Her thoughtful and concise critiques were so insightful that she encouraged me to improve my internship report to the fullest extent possible.

My gratitude also goes out to the entire Human Resource Team. My internship was enjoyable and educational because of their kind welcome and desire to share their expertise and insights. My comprehension of the industry has been greatly influenced by each team member, and I am grateful for the collaborative environment.

Finally, I would like to express my gratitude to my friends and family for their help during the practical training. Their continuous support during my internship served as a continual source of encouragement. Their support and affection kept me going forward in times of need and strengthened my resolve. It would have been much harder to attain this milestone without their assistance.

Finally, my academic and professional development has been improved by this internship, which has been a remarkable learning opportunity. I sincerely appreciate the contributions made by everyone involved in this wonderful experience.

## 1.0 STUDENT'S PROFILE

**NURUL ALIAH SYAMEMI BINTI NORAZMAN**



### OBJECTIVE

Highly motivated and detail-oriented student from Universiti Teknologi MARA (UiTM) in Bachelor of Business Administration (Hons.) Human Resource Management with a current CGPA 3.48. Proficient in administrative skills, Microsoft software and other office tools. Vice Chancellor's Award (ANC) recipient with First Class Honours, CGPA: 3.73 (Diploma). Dedicated, hardworking and committed to become a dependable and valuable team member.

### EDUCATION

**Universiti Teknologi MARA (UiTM) Campus Bandaraya Melaka** **March 2022 - PRESENT**  
Bachelor of Business Administration (Hons.) Human Resource Management  
• CGPA: 3.48  
• Relevant coursework: Business Analytic, Employment Law, Compensation and Benefits

**Universiti Teknologi MARA (UiTM) Campus Alor Gajah, Melaka** **August 2019 - February 2022**  
Diploma in Office Management and Technology  
• CGPA: 3.73 | MUET: Band 3.5  
• Relevant coursework: Office Software, Document Processing, Administrative Office

### INVOLVEMENT

**SkillSync: Closing the Gap Between Employee Abilities and Organizational Demands** **June 2024**  
UiTM, Publicity and Multimedia Bureau

- Helped in managing an online webinar by the speaker, Encik Anwar Bin Abd Rahman, who is a consultant at the Consulate General of Malaysia, Jeddah, Kingdom of Saudi Arabia, and contributed to designing the programme poster and e-certificate for participants.

**Profession and Pause** **May 2024**  
UiTM, Leader of Special Duties Bureau

- Preparing the venue for a 2 hours face-to-face programme at the ZDKU that involved 47 students from the UiTM Campus Bandaraya Melaka, where the attendees gained valuable insight on how to achieve a harmonious balance between career and personal lives which is work-life balance.

**Business Registration with CCM** **November 2023**  
UiTM, Team Member

- Helped in organizing an online webinar regarding SSM business registration by Encik Mohd Faiz Mohtar as the speaker with over 80 students participated from UiTM Campus Bandaraya Melaka and Alor Gajah, Melaka, contributed in ensuring the smooth flow of the programme.

**Let's Endeavour Together** **June 2023**  
UiTM, Facilitator

- Handled a knowledge transfer programme as a facilitator at SMK Tun Tuah for 53 students in Form 5, which taught the students about how to manage stress while studying by doing activities related to decreasing stress levels and received 90% positive feedback from the students for overall programme.

**Battle of the Peers** **June 2023**  
MBA2433A & 3B, Team Member

- Organized an event with various games at Pusat Pelajar, which attracted the participants of over 200 students from different courses at UiTM Campus Bandaraya Melaka.

**Lensa Kasih: Loving is Caring**  
UiTM. Facilitator

**January 2023**

- Assist in managing Corporate Social Responsibility under the subject MGT538 at Rumah Kasih Tun Abdul Aziz, which the activities conducted are explorace, colouring, aerobics and DIY decoration, and gave various gifts to 23 children to make them feel appreciated.

## **EXPERIENCE**

**Sudong Sdn Bhd**  
HR Intern (Talent Acquisition)

**August 2024 - January 2025**

- Compiling candidates' documents for sorting, recording, and filing, including employment and tax forms and stored in e-digital and physical P-Files, with proper sorting and labeling.
- Individual assists new hires in onboarding, preparing materials, coordinating the NEO, ensuring documentation, and addressing any concerns, ensuring a smooth transition into their new environment.
- Conducting phone interviews to evaluate candidates' qualifications, skills, English proficiency, and suitability for customer service roles.

## **ACHIEVEMENTS**

- Vice Chancellor's Award (ANC) Recipient | CGPA: 3.73 (First Class Honours)
- Dean's List Award: Semester 1, 4 and 5 (Degree)
- Dean's List Award: 5 out of 5 semesters (Diploma)
- Consolation prize in SULAM programme "International Teaching Aid Competition 2023"
- Bronze Award - Category Innovation in V-MiiEX 2021 "Creativity in The New Norms"

## **ADDITIONAL INFORMATION**

### **Technical Skills**

- Keyboarding (Advanced), Canva (Advanced), Capcut (Advanced), Microsoft Words (Advanced), Microsoft PowerPoint (Intermediated), Microsoft Excel (Intermediated) and Adobe Photoshop (Intermediated)

### **Soft Skills**

- Adaptability, fast-learner, problem-solving, teamwork, self-awareness, time management and disciplined

### **Language**

- Malay (Native), English (Professional Working Proficiency) and Mandarin (Basic)

## **REFERENCES**

- |                                   |                        |
|-----------------------------------|------------------------|
| • Madam Noorain Binti Mohd Nordin | • Louise Tai Shu Qian  |
| • Academic Advisor/Lecturer       | • TA Manager Cum IIRBP |
| • UiTM Campus Bandaraya Melaka    | • Sudong Sdn Bhd       |

## **2.0 COMPANY'S PROFILE**

### **2.1 Company Background**



*Figure 1: Company's Logo*

Singapore Telecommunications Ltd. (SingTel) is the sole owner of Sudong Sdn Bhd. It plays a significant role in Asia's communication industry, offering a range of services that include voice and data transmission through fixed, wireless, and internet platforms. The office of the company is on Levels 7, 8, 9, 10, 11, and 13 in Tower B, Jaya 99, Jalan Tun Sri Lanang, 75100 Melaka. The management office is located on Level 9 and the operational floors take up the other levels. The office hours are Monday through Friday, from 8:30 am to 6:00 pm. Some departments work on shift schedules, which can be either 8-hour shifts or 12-hour shifts. Sudong Sdn Bhd also operates continuously, remaining open 24 hours a day.

Sudong Sdn Bhd operates as a call centre, offering essential telecommunication services to SingTel's customers. Sudong wants to become a leading player in the call center industry by leveraging SingTel's extensive infrastructure and expertise. They strive to deliver exceptional customer support solutions, customized to meet the unique requirements of their clientele.

### **2.2 Vision**

To be a leading communications and digital services provider.

### **2.3 Mission**

We believe that the world is a better place when technology is used to help people and businesses communicate effortlessly. We make communication easier, faster, and more reliable for customers, while delivering value to our stakeholders.



## **2.4 Objectives and Goal**

SingTel is realigning its strategy to create new growth opportunities in the 5G era, sharpening its focus and boosting shareholder value. Since they laid out their new direction in 2021, they've been working on refreshing their main consumer and enterprise areas by using their 5G knowledge. At the same time, they're growing their key areas like NCS, data centres, and digital banking to take advantage of new opportunities created by big trends like technology growth and digitalization happening all over the region. Simultaneously, they are leveraging their extensive collection of high-quality infrastructure assets to invest in crucial digital economy infrastructure. While they work on growing their business, they still really care about reaching their sustainability goals, showing how committed they are to creating a more inclusive digital future.

SingTel is genuinely committed to fostering a sustainable future for all stakeholders. They highlight four main areas of sustainability: climate change and the environment; people and the future of work; community impact; and sustainable value creation. The aim is to create a long-lasting positive impact on stakeholders by using its resources, people, and strategic partnerships. SingTel Group knows that there can be unexpected issues in its industry, so its sustainability strategy is all about creating shared value and reducing risks for the company, its stakeholders, and the environment.

## 2.5 Organizational Structure



Figure 2: Organizational Chart

—:Direct reporting

--:Indirect reporting

## **2.6 SingTel Products or Services**

Sudong Sdn Bhd, being a part of SingTel, provides customer service for SingTel users and helps promote SingTel's products. Customer service involves helping, supporting, and guiding customers before and after they buy or use a product. It's crucial for keeping buyers happy, holding onto customers, and helping the business grow.

SingTel offers a variety of tech and telecom products tailored to meet various needs. SingTel offers a wide range of Information and Communication Technology (ICT) and telecommunication solutions that include connectivity, cloud services, cybersecurity, data centres, and managed services.

Their offerings include mobile devices, broadband services, and home networking solutions. SingTel offers post-paid and prepaid mobile plans that encompass features such as short message service (SMS), internet access, and talk time. In addition to a range of handsets and devices, they offer supplementary services such as international calling and roaming packages. SingTel provides broadband internet access over fibre-optic cables, Asymmetric Digital Subscriber Lines (ADSL), or high-speed cable connections for both enterprises and residences. Their packages integrate home line bundles with Internet Protocol Television (IPTV) services.

Apart from its several offerings, SingTel provides worldwide solutions including submarine cable networks, satellite services, international voice, and data services. After that, one has a wide range of media and entertainment options available, including Cast and SingTel TV on streaming platforms. For movies or sports networks especially, some materials are acquired through partnerships with well-known film production businesses.

Their offerings include digital platforms and solutions tailored for e-commerce, digital payments, digital advertising, and IoT (Internet of Things) applications, specifically aimed at enhancing smart homes, smart cities, and industrial environments.

Furthermore, through partnerships and initiatives such as SingTel Dash, SingTel's VIA, and GOMO by SingTel, the company has entered the financial services sector by offering digital banking solutions and mobile wallet options.

SingTel offers a wide range of products and services. SingTel demonstrates its dedication to innovation and leadership in the fields of technology and telecommunications with its extensive array of products and services.

### **3.0 TRAINING'S REFLECTION**

During the internship at Sudong Sdn Bhd, which took place from August 12, 2024, to January 24, 2025, the student gained valuable experience working in the Human Resources (HR) department, particularly with the Talent Acquisition Team. The student works from 8:30 in the morning to 6:00 in the evening, Monday through Friday. The student was able to acquire essential knowledge regarding talent acquisition strategies, recruiting compliance, and HR governance within the telecommunications industry by participating in this intensive experience that lasted for six months. The six-month intensive internship provided the student with extensive knowledge of talent acquisition strategies, hiring regulations, and HR governance within the telecommunications industry.

As part of the role on the talent acquisition team, the student helped doing phone call interviews, organized interviews, assisted with onboarding, and interacted with candidates throughout the application process. This internship has significantly contributed to the student's improvement which are technical skills and the ability to communicate with people inside and outside the organization.

#### **3.1 Roles and responsibilities**

##### **3.1.1 Phone Call Interview**

One of the student responsibilities in the HR department at Sudong Sdn Bhd was doing phone interviews. The student has conducted several phone interviews with candidates, which is crucial as it serves as a preliminary step to evaluate their qualifications, skills, English proficiency, and suitability for the role. The hiring manager then runs more thorough virtual interviews using Teams. Phone interviews let the Talent Acquisition team focus more on the candidates' answers in their capacity as customer service representatives. To determine how the candidates would deal with customers, the student focused especially on their English competency, customer service ability, and voice quality during the phone call. If the student were interested in a contact centre position, they also wanted to know whether they would be open to working shifts, overtime, and

over public holidays. This helped the student to decide which department would be ideal for them and choose them for the second interview, which is the following stage.

### 3.1.2 Organizing Interviews

The student also took on the task of organizing interviews, which included negotiating suitable times for candidates and hiring managers, getting ready the required materials, and ensuring the interview went as best it could have. To help the recruiting managers evaluate the prospects properly, the student gathers the required documentation like resumes and evaluation forms. Being the primary point of contact between the company and the candidates, it's imperative to have good communication. The student answers all questions and concerns, checks interview plans, and sends reminders and follow-up notes. Good handling of these chores will help the student increase the general effectiveness of the recruitment process.

### 3.1.3 Offering assistance during the Onboarding Process

The student also helps new hires during their onboarding process. This means making sure that on their first day, new hires have a seamless introduction to their new environment. Among the student's duties is assisting in preparing welcome packets, including the staff handbook and panel clinic list for onboarding. The student took on the responsibility of coordinating the agenda for the New Employee Orientation (NEO) and making sure that newly hired employees complete all necessary documentation, such as employment agreements and tax (TP3) forms. Moreover, the student addressed the issues raised by fresh employees about the business and its amenities with efficiency. Helping new hires adapt to their new surroundings and environments was one of the duties assigned to students.

### 3.1.4 Interacting with Candidates during their Application Process

Additionally, the student was engaged with candidates throughout their application process. Answering candidate questions, keeping them apprised of application status, and directing them through the entire hiring process are all part of this. For instance, the student reminded the candidates to complete the New Employee Setup (NES), which is essential for profile creation as

staff in our system (HRC). They will receive their Global Employee Identification Number (GEID), which is their staff ID, through this NES, and once onboarded, their account profile will become visible. The student communicates with candidates to schedule interviews, send reminders, and provide necessary information about the interview process. Additionally, the student offered support and answered any questions candidates may have, ensuring they had a positive experience and a clear understanding of the next steps.

### 3.1.5 Compile Candidates' Documents for Sorting, Record and Filing

Last but not least, another important task that the student was required to do was to compile candidates' documents for sorting, recording, and filing. For this purpose, the student compiled all the reverted documents from candidates, including employment documents such as offer letters, beneficiary nomination forms, and tax forms. The student has to make sure that all documents are signed and filled in by the candidates before printing them out and keeping them for future reference by other HR colleagues. Once they have been onboarded and the candidates' profiles have been checked by HR executives, the students sort and scan them and then record them on the shared drive, which is the e-digital P-File. The student completed all these steps and then stored them in the compactor, which holds the staff's physical P-File. The student must ensure the proper sorting of every form and document, adhering to the checklist, and labelling each P-File with the name and Global Employee Identification Number (GEID) on both the cover page and the side of the file. The GEID number will guide the file arrangement.

## **3.2 Gains During Internship**

### **3.2.1 Benefits**

One of the benefits was a monthly allowance of RM1000. This allowance partially covered the student's living expenses and provided financial stability during their internship. Additionally, the student had the allowance deposited into their bank account on the final working day of every month.

Apart from that, the business also provided the student with a laptop and a mouse as additional necessary tools. These were rather important in helping the student effectively complete tasks so that all required tools were at hand for a successful day of work. The offer of these resources to the intern shows the company's commitment and dedication to helping them increase their capability to participate actively in the organization.

In addition, the student had the advantage of having exclusive access to the office building, which is equipped with various useful services on each floor. These amenities include coffee machines, microwaves, and refrigerators for storing food. The establishment of a Surau on the ground floor, along with the installation of a Musolla on each level, was done to assist Muslim employees in their prayer habits. The availability of these amenities significantly enhanced the overall atmosphere of the workplace.

Finally, during major celebrations, the Cust Care Team also makes sure to pamper every staff member especially to raise spirits. We delighted in a variety of delicious delicacies including gratis ice cream, churros, cendol ice, Nasi Kandar, and chicken chop rice over the celebrations of Deepavali and Christmas. The addition of these treats greatly improved our workplace and helped to create a more friendly and cooperative environment among colleagues.

### **3.2.2 Knowledge and Skills**

During their stay in HR, the student gained a great degree of expertise in the field and the convoluted procedures of the hiring process. This encompassed investigating several human



resources elements, including performance management, staff interactions, and employment law compliance. The student had the chance to participate in real hiring-related tasks like candidate reviews, interview coordination, and onboarding process assistance. Under the direction of seasoned HR experts, the student developed insightful knowledge and useful abilities that would help them in their next projects.

Moreover, the student enhanced their ability to manage time effectively. This experience has enabled the student to effectively prioritize tasks, set deadlines, and utilize resources efficiently to complete projects successfully. The student developed the skill to juggle various tasks at once and adjust quickly to changing priorities. With ongoing practice and guidance, the student has developed the ability to work effectively, maintain organization, and consistently meet deadlines. The importance of these skills extends beyond the HR field and is relevant to any future job opportunities the student may encounter.

In the end, the student's interpersonal skills significantly improved. With colleagues, the student has shown notable improvement in their capacity for communication and teamwork. The student honed active listening, providing helpful criticism, and deft conflict management. The student also has developed abilities that enable the growth of good connections, efficient team player contributions, and a nice working environment. The capacity to collaborate efficiently with others and adjust to changing circumstances are among the student's primary personal strengths, which will undoubtedly benefit the student in any professional journey.

## 4.0 SWOT ANALYSIS

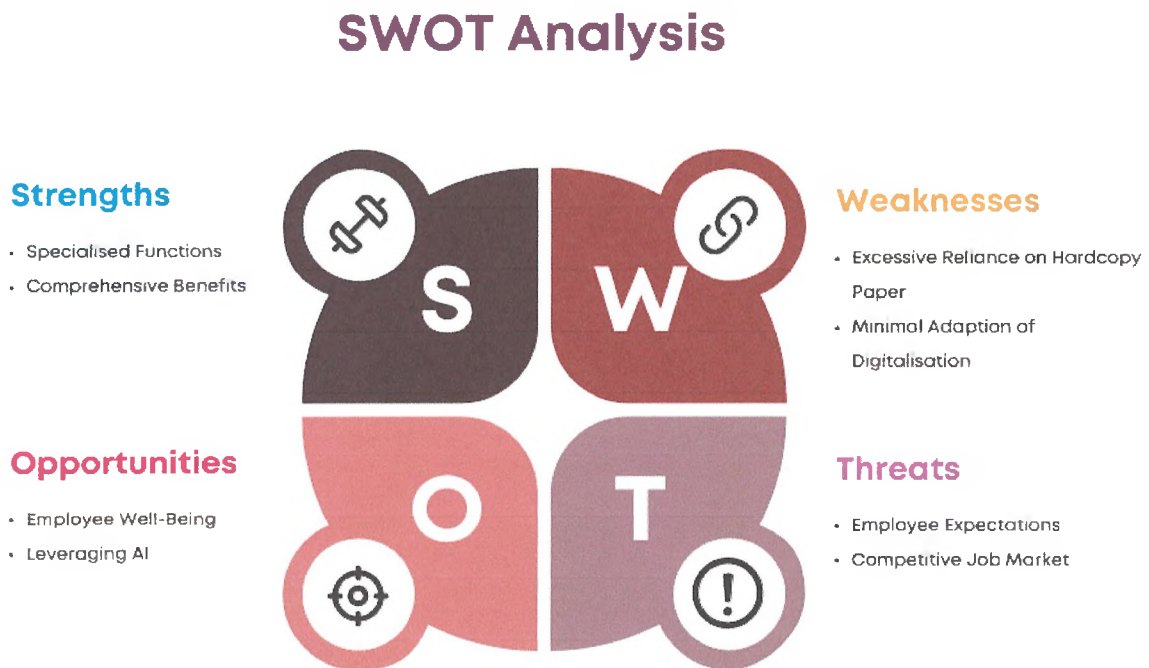


Figure 3: SWOT Analysis

## **5.0 DISCUSSION AND RECOMMENDATION**

### **5.1 Strengths**

#### **a. Specialized Functions**

The distinct roles within the HR department showcase significant strengths, offering multiple benefits that enhance overall organizational performance and boost employee satisfaction. Specialized divisions focussing on specific HR functions, including talent acquisition, payroll, HR business partner roles, shared services, employee relations, and industrial relations, promote improved knowledge, efficiency, and effectiveness in managing human resources. Adeyoyin et al., 2015, proposed that job specialization boosts efficiency and expertise, which in turn results in enhanced productivity and performance.

The HR department can function more efficiently by allocating responsibilities to specialised departments. Each division can use best practices, utilise specific tools or technology, and improve its operating procedures to more effectively manage employee welfare. HR operations can therefore function efficiently and expedite decision-making processes. The recruitment team may focus on attracting suitable and sufficiently qualified individuals who will facilitate the company's attainment of its long-term goals. In human resources, industrial relations is essential for ensuring compliance and effective management of labour relations. This ensures compliance with all labour regulations and facilitates their effective implementation, hence minimising the risk of legal issues and fostering equitable working conditions.

Ultimately, certain divisions within the HR department are essential for enhancing the department's capacity to efficiently oversee the entire workforce of an organisation. Addressing the diverse requirements of the company's personnel necessitates the provision of diverse expertise, effective solutions, new concepts, and customised support. To effectively support its personnel, align them with contemporary strategies, and enhance overall corporate performance, an organisation must implement a specialist strategy.

To enhance the professional development of HR personnel, Sudong must continue investing in education and training. Niati et al. (2021) assert that training is essential for improving job performance and facilitating professional development. The study indicated that job training, especially when coupled with effective supervision and high employee involvement, had a positive and significant impact on work performance (Andri & Mandataris, 2023). Thus, improving staff abilities and raising general production depends on investments in job training. These changes may be certificates, industry conferences, and workshop attendance, which would enable HR professionals to keep updated on the most recent trends and best practices.

#### b. Comprehensive Benefits

Sudong provides several benefits, including yearly leave, medical leave, health insurance, bonuses, pay hikes, and additional perks. Li (2023) asserts that multiple company performance metrics, such as retention, engagement, commitment, motivation, and productivity, indicate that employee benefits are beneficial. By effectively retaining top talent, enhancing employee engagement and commitment, and ultimately increasing overall productivity, companies can achieve significant benefits.

Sudong provides long annual leave to guarantee staff members have sufficient time to rest and rejuvenate. This will enable staff members to combine their personal lives with their employment to prevent burnout. Moreover, sick breaks are provided so that workers take time off from work during illness without worrying about job losses or money thereby encouraging a compassionate working atmosphere. Sudong also provides health insurance with all-inclusive coverage for dental treatments, vision assistance, and medical advice for the staff. Sudong ensures that every employee performs their responsibilities free from any regard for possible cost of healthcare by offering them this kind of advantage, reducing their load from medical expenses.

Moreover, Sudong also gives employees performance-based bonuses in honor of their dedication and diligence. These incentives acknowledge their contributions to the success of the company and support constant high standards of productivity and performance, therefore acting as an additional cash reward. Finally, depending on performance and longevity, consistent pay

increases are given to guarantee staff members feel valued and motivated to pursue additional professional growth with Sudong. This strategy not only honours their ongoing efforts but also enables them to keep financial stability and seek long-term career development.

With its comprehensive benefits package, which shows commitment to general fulfilment, financial stability, and well-being of its employees, Sudong stands out from its rivals. Since it might influence work performance and contentment, Sudong is strongly advised to keep improving the advantages for the employees. Akter et al. 2020 claim that employees' general performance and satisfaction benefit from rewards. Both monetary and non-monetary incentives play a crucial role in motivating employees. To raise performance, companies should set up sensible reward programs.

## **5.2 Weaknesses**

### **a. Excessive Reliance on Hardcopy Paper**

One of the main weaknesses in the HR department that causes problems, expenses, damage to the natural surroundings, and poor productivity levels is the lack of control over the usage of hardcopy paper. Paperwork requires time and claims human error, hence the slow rate of process and productivity. Manual records also depend much on storage space around working stations, which causes hidden clutter and expensive storage costs. However, the use of traditional paper-based documentation poses numerous challenges, including physical destruction, loss, and theft, which make security and compliance processes challenging.

Regarding environmental problems, inappropriate use of paper is harmful since it causes an environmental vice by means of too high consumption leading to deforestation and more garbage. Shiyue et al. (2021) point out that among the most energy-intensive sectors and main causes of greenhouse gas emissions, especially carbon dioxide (CO<sub>2</sub>), are the pulp and paper industries. Meanwhile, paper records are rigid, not easily searchable, and not designed for fast searching and remote working which are essential features of today's workplace.

To cut the usage of hardcopy papers, Sudong should adopt a more digital and green approach. By use of an Electronic Document Management System (EDMS), HR records and forms can be digitized and securely kept, therefore reducing the demand for actual storage space and improving document management. Organizations who wish to increase productivity, lower expenses, better secure records, maximize office spaces, follow legal guidelines, and lower carbon footprints will find this vital. Whatever their original system or format, EDMS guarantees that staff members have access to current information and helps to effectively govern data sources and documentation.

Furthermore, using secure digital signature solutions would eliminate the necessity for prints awaiting one's signature, so enhancing the efficiency in document security. These projects will thus enable Sudong to overcome its shortcomings in digital adoption and paper reliance,

thereby promoting efficiency benefits; cost reduction; improved data security; and creation of a more environmentally friendly workplace.

#### b. Minimal Adaption of Digitalization

The HR department can mitigate one of its shortcomings by implementing digitalization to a limited extent. In the rapidly evolving, technology-driven landscape, organizations must leverage their existing systems, AI capabilities, and reporting tools to enhance their efficiency in routine operational activities. As an example, tasks that require extensive manual labor, including data entry, payroll processing, and performance evaluations, tend to be labor-intensive and prone to inaccuracies.

The lack of effective aggregation, storage, and analysis of HR data significantly complicates the process of making informed decisions based on it. Accurate and concise knowledge serves as the bedrock for numerous human resource functions, strategic initiatives, and employee interactions in our current fact-driven environment. Additionally, it aids HR in making well-informed decisions that improve the effectiveness of operational systems. This also allows HR management to explore innovative strategies for improving operations, increasing efficiency, reducing risks, and enhancing employee satisfaction, among other advantages. As stated by Prasad, 2024, inadequate data quality can lead to various challenges, including inaccurate decision-making, diminished efficiency, compliance issues, and potential harm to reputation.

The lack of accessible digital tools can negatively impact employee satisfaction, involvement, and retention rates. Contemporary workers believe in seamless digital engagements. This limitation also places the company at a competitive disadvantage, given that advanced HR technology is essential for attracting, retaining, and developing talent.

To address the limited adoption of digitalization, Sudong ought to develop a comprehensive strategy that emphasizes several critical areas. The Talent Acquisition team serves as a prime example, as the implementation of the Applicant Tracking System (ATS) was a direct outcome of investing in HR technology. It aids recruiters by minimizing manual labor and

technical responsibilities and enabling them to concentrate on data analysis, which ultimately improves the decision-making process. This increases efficiency in the recruitment process by minimizing administrative tasks. As agreed by Peicheva (2022), in this scenario, recruiters have the opportunity to utilize automated features such as reminders and notifications.

Furthermore, providing computer instruction to human resource personnel ensures the effective use of this modern technology. The importance of digital literacy increases for sustainable socioeconomic growth in Society 5.0, as the digital era continues to evolve (Sá et al., 2021). Society 5.0 is a concept aimed at establishing an exceptionally intelligent society that leverages digital technology to foster sustained social and economic advancement (Sá et al., 2021).



### **5.3 Opportunities**

#### **a. Employee Well-Being**

Prioritizing and focusing on employee welfare is a critical strategic consideration for the HR department at Sudong, as it contributes to improved efficiency, reduced labour turnover, and the cultivation of a positive organizational culture. The effective establishment and implementation of wellness programs have the potential to significantly enhance the overall health of employees, encompassing physical, mental, and emotional well-being, which in turn can lead to increased productivity and improved employee morale.

Sudong could start workouts or fitness programs to improve physical health. Encouraging physical activity and a healthy lifestyle not only reduces medical care costs but also enhances workers' energy levels and overall efficiency. According to Wang et al., 2018, voluntary employee fitness programs can help companies draw in gifted people and improve their sustainability performances. These initiatives help to create a better workplace since they give staff welfare and happiness a top priority. Moreover, including nutritious food for staff members and organizing nutrition-oriented seminars would help greatly improve the general state of health of the personnel.

Furthermore, it is important to note that mental health is as important as physical health. Sudong can assist with services including Employee Assistance Programs (EAPs), which offer discreet and professional assistance for mental health issues. Companies might provide courses on mindfulness, stress management, and work-related balance so that staff members might learn how to handle tension. The company culture should be changed such that mental health concerns are well-known and welcomed by employees so that they seek treatment when pressured. By establishing a psychologically healthy work environment, using thorough policies and methods, and offering preventative and treatment referral services for mental health issues, offices can help to improve mental health (Attridge, 2019).

Sudong should implement comprehensive wellness programs addressing physical, mental, and emotional health to enhance staff well-being. This involves creating initiatives designed to promote work-life balance, mental health assistance, and a positive and inspiring work

environment. Physical well-being will be enhanced through the implementation and execution of wellness programs encompassing exercise activities, health assessments, nutrition, and healthy living seminars. Mental health needs will be addressed through the provision of Employee Assistance Programs (EAPs), which include mental health assistance, stress management, mindfulness, and work-life balance seminars.

Based on Sharar et al. (2012) study results, EAP counselling can help with workplace outcomes, especially in areas including absenteeism, presenteeism, life satisfaction, and occupational stress. Improving employee well-being will raise job satisfaction, engagement, and retention rates as well as change employee behaviour. More supported and valued employees will help to raise morale and productivity levels.

#### b. Leveraging AI

The opportunity to implement artificial intelligence (AI) might help to strengthen Sudong's HR operation. Furthermore remarkable is the implementation of artificial intelligence technology in the domain of HR since it helps to make the procedures more precise, efficient, and optimized, so affecting several facets of this subject. Malik et al. (2020) further claimed that the adoption of artificial intelligence applications in HRM practices has brought favourable consequences from improving the cost efficiency of human resources, personalized employee experience, higher degrees of job satisfaction, organizational commitment and less turnover behaviour.

Regarding talent acquisition and recruitment, artificial intelligence is quite important as it simplifies necessary procedures. It helps to lighten the load on candidate matching, resume screening, and interview scheduling among other repetitive chores. These tools' advanced search algorithms help to effectively process many applications, therefore enabling the identification of the most suitable applicants based on given criteria. This strategy guarantees the timely sourcing and procurement of top talent, removes bias, increases the efficacy and efficiency of the candidate choosing process, and guarantees. Organizations have to identify key jobs, address prejudices, create harmonic systems, keep openness about the use of AI tools, and stress human interaction in

the last stages of the hiring process if effective use of AI tools is to be realized (Black & Van Esch, 2020).

However, administrative chores could be greatly improved in the human resource department by including artificial intelligence via chatbots and virtual assistants. This technology can efficiently handle payroll processing, control leave requests, and answer often-requested queries. Freeing HR employees from administrative responsibilities, helps them concentrate on more important activities.

Not to mention, the application of artificial intelligence in the HRM process offers the capacity to forecast probably required trends and personnel needs. AI can predict future labor demand, turnover rates, and skill shortages by means of historical data analysis and powerful analytical tools. Representing most of the workforce, AI-based machines use big data analysis and machine learning to generate forecasts and educated judgments (Samarasinghe & Medis, 2020). In strategic human resource management (HRM), recruitment, training, and performance management, this supports companies.

To maximise the potential of AI, Sudong ought to implement AI tools for immediate feedback, performance monitoring, and tailored development strategies. This approach will assist in recognizing high achievers and fostering ongoing enhancement. Moreover, leveraging AI for predictive analytics can enhance proactive workforce planning and enable informed decision-making by forecasting future HR needs, such as staffing requirements, potential turnover, and skill gaps.

Gutierriz et al. (2019) claim that by letting HR teams concentrate on more strategic activities, the application of artificial intelligence in HR can help to contribute to the strategic positioning of the HR domain. Commonly performed duties by humans can be automated by artificial intelligence, therefore streamlining procedures and freeing up time for HR experts to work on tasks unable for replacement by machines. Greater organizational effectiveness and competitive advantage can follow from this. Maintaining human judgment, empathy, and

personalizing in HR decision-making procedures helps organizations to balance the advantages of artificial intelligence with human-centric approaches (Kumandang et al., 2022).

## **5.4 Threats**

### **a. Employee Expectations**

The rising expectations of employees present a significant challenge for HR operations. There is a clear trend emerging among candidates who are becoming more precise regarding their expectations from employers. The expectations include competitive salaries, comprehensive benefits, supportive working environments, flexible work arrangements, and opportunities for career growth. The BCW Change report from 2022 highlights that employee expectations are shaped by factors like job security, fair and competitive pay, corporate culture, and flexibility in the workplace. Addressing these heightened expectations is essential for drawing in and keeping top-tier talent; nonetheless, it can impose considerable pressure on the resources of an organization.

Not to add, requests for flexible work schedules including remote work choices, flexible hours, and generous leave policies are rising. Some businesses cannot afford to offer these choices, thus their possibilities of employment and staff turnover may be much changed. Furthermore, the present generation of workers also gives the social and environmental responsibility of the company top importance. Companies are expected to implement corporate social responsibility (CSR) policies and ethical behaviour at the highest standards. Based on the study carried out by Tangngisalu et al. (2020), it is argued that the results indicate that prioritizing CSR practices aligned with principles of fairness and integrity can improve employee satisfaction, commitment, and job performance, with significant implications for HRM strategies and corporate social responsibility practices in organizations.

Furthermore among other possibilities, workers always look for ways for professional development, such training or promotions. By means of training, mentoring initiatives, and encouragement of promotion prospects, companies can meet these objectives and help staff members to grow professionally. Lack of these choices might cause workers to feel limited in their current roles, which would drive them to look for other paths of professional development. Promoting a friendly workplace and supporting a balanced business culture is absolutely vital.

Apart from offering competitive pay, employees now want their companies to be creative, inclusive, and supportive.

Sudong should regularly go over the advantages to help reduce the threat of growing employee expectations. Sudong will also be able to assess the viability of applying flexible work schedules in a contact centre. The implementation and support of remote work policies can provide employees with the flexibility necessary to effectively balance their professional and personal lives. Stella and Iheriohanma (2020) claim that both employer-initiated and employee-generated flexible working schedules are beneficial for the company and raise job satisfaction by improving the performance of the business; hence, more studies on the effects of flexible working schedules for improved performance and job-life balance should be done.

Besides that, one should not undervalue Corporate Social Responsibility (CSR) projects. In terms of its reputation as a conscientious company, Sudong might benefit from encouraging environmental programs, supporting local businesses and volunteer activities as well as from using good ethical practices in its operations. Employer proposition value is crucial for a confident definition of the core of a company. Sudong will concentrate on improving its corporate posture and strengthening its employment position in the Melaka job market through brainstorming.

#### b. Competitive Job Market

HR operations have a great difficulty drawing and keeping top workers in the competitive employment market of today. In the current tight job market, attracting and keeping gifted employees is growing more difficult; the issues related to hiring are just getting more difficult (Kruskovic et al., 2023). Businesses find it challenging to stand out in such a competitive market since sometimes people get job offers from different companies and companies. Finding outstanding talent can be difficult throughout the hiring process since the pool of applicants is quite experienced and highly qualified. They are thus discriminating in their choice of employment.

Additionally, retaining good employees becomes even more difficult because they receive enticing offers from other employers be it in the same industry or brand new environment, which may in turn mean that there will be increased turnovers, reorganizations, and high costs of recruiting and training. This makes organizations compromise their resources budget line by having to attract talent by paying better salaries and ensuring they offer better benefits.

Attracting possible candidates and strengthening the employer brand depends on constant communication of original value propositions. Though simpler stated than done, this is no less difficult. Organizations may find it challenging to fill important roles given the growing competitiveness of talented employees. Possibly stifling output and creativity, this situation might cause a lack of required talents.

Sudong has to enhance its employer branding by precisely expressing the company's culture, values, and advantages if it is to solve the challenges given by the very competitive labour market. Emphasizing staff comments and providing results that improve the standing of the company will help to accomplish this. Organizations must recognize the importance of workplace branding, according to Kruskovic et al. (2023). To address issues in human resource management, particularly in recruitment and retention, they advise providing incentives including benefits and professional development opportunities for staff, so improving the work environment to be more supportive, and using social media along with other creative strategies for talent acquisition. In addition, with a well-developed and implemented pattern of strategic talent management and talent retention policies, organizations can ensure the maintenance of their most valuable asset which is people in the future.

## **6.0 CONCLUSION**

In summary, the student's internship at Sudong Sdn Bhd has been highly advantageous, allowing the student to acquire direct experience in human resources management and to develop a varied array of professional abilities. Throughout the student's internship, they have developed several skills, including advanced computer literacy, particularly in Excel for data analysis, alongside improved communication and time management capabilities.

Collaboration with the HR department and involvement in multiple stages of the recruitment process provided the student with essential preparation for future pursuits in this domain. The supportive organizational culture, together with the resources supplied by Sudong in terms of equipment and working circumstances, has been important in promoting the students' personal and professional growth and is proving to be highly beneficial.

Overall, this internship markedly improves the student's technical competencies and interpersonal communication skills, while concurrently intensifying their enthusiasm for this discipline. The student is assured that the knowledge and experience gained during this period will be pivotal in influencing future career trajectories. The student expresses profound gratitude to Sudong for this wonderful experience and is hopeful about using this knowledge for future career pursuits.



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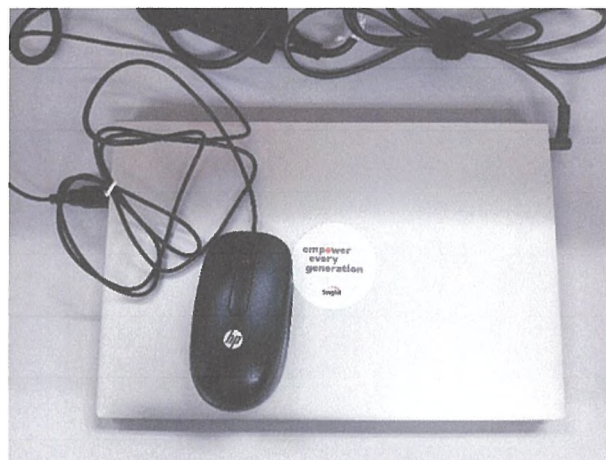
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## APPENDICES



*Figure 4: My work desk*



*Figure 5: The company properties that's given to me during my internship*



*Figure 6: The company staff ID and access card*





*Figure 8: Face capture to enter the office*



*Figure 9: Office's receptionist*





*Figure 10: Office building that containing other companies as well*



*Figure 11: Shredder machine*



*Figure 12: Security Pass for entrance to office premise*

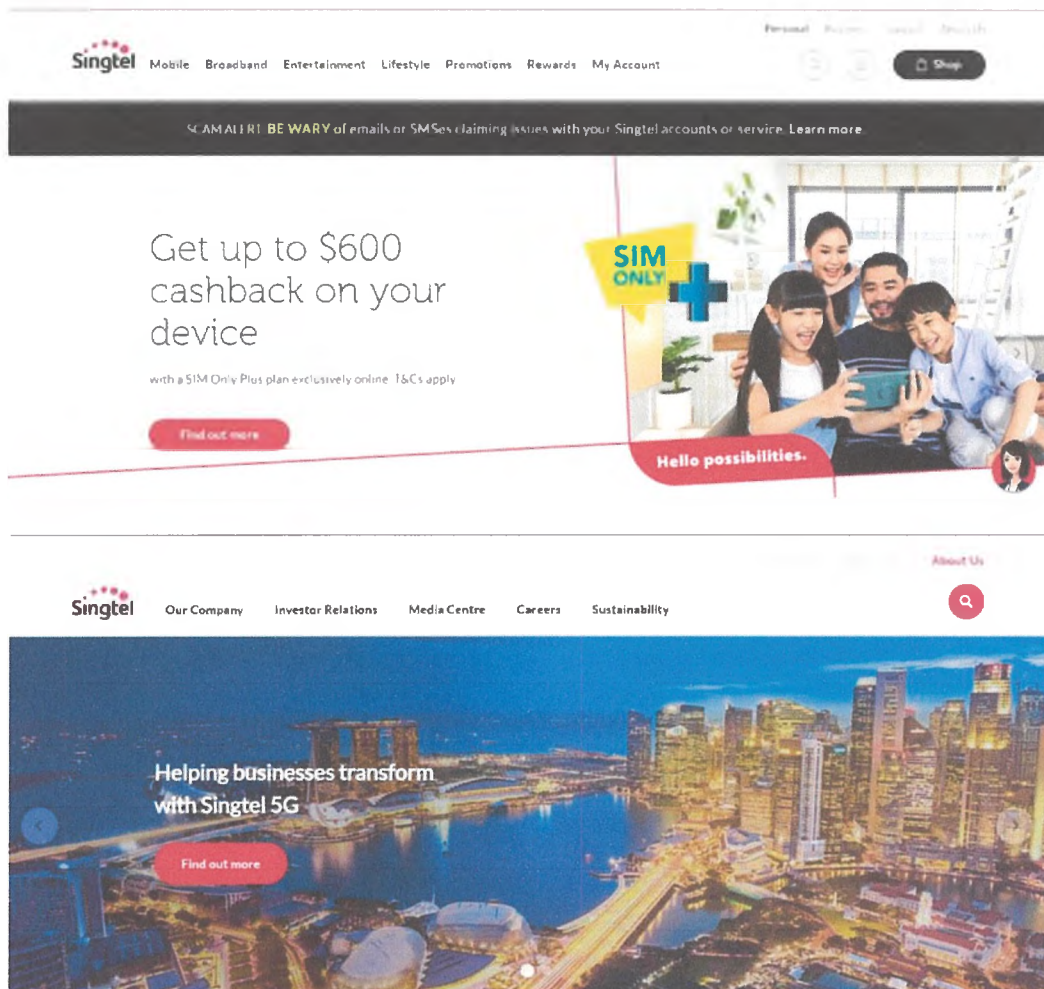


Figure 13: Company Webpage

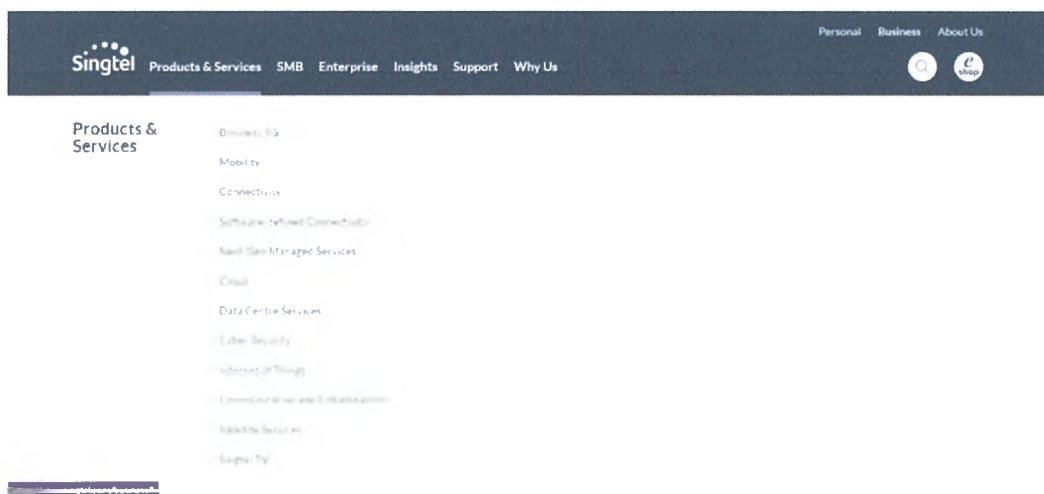


Figure 14: Company Products





*Figure 15: Ping-pong Table*



*Figure 16: Multimedia/Game/Karaoke Room*



*Figure 17: Gym Room*



*Figure 18: Nursery Room*



*Figure 19: Recharge Space*





*Figure 20: Weekly Badminton Activity – 25<sup>th</sup> Sep 2024*



*Figure 21: Deepavali's Special – Musical Chairs*





*Figure 22: Care Team Activity – Candle Making Workshop*





*Figure 23: Christmas Eve Special – Free food provided*



*Figure 24: Christmas Eve Special Activity – Tower Cup Using Head*





Figure 25: Weekly Pickleball Activity – 22<sup>nd</sup> Jan 2025



*Figure 26: Internship's Farewell and Welcoming Dinner – 15<sup>th</sup> Aug 2024*



*Figure 27: The student's Birthday Celebration – 24<sup>th</sup> Dec 2024*



*Figure 28: The student's Internship Farewell – 24<sup>th</sup> Jan 2025*





Figure 29: Some courses need to be completed on the first month the student enter the company and PDPA Training