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UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**CAMPUS BANDARAYA MELAKA**

**FACULTY OF BUSINESS AND MANAGEMENT**

Bachelor of Business Administration (Hons) Human Resource Management

(BA243)

Industrial Training Report and Swot Analysis at KPJ Pasir Gudang Specialist Hospital

(HRM666)

**August 2024 – January 2025**

**PREPARE FOR**

Madam Nurul Zamratul Asyikin Binti Ahmad

**PREPARE BY**

Nurul Balqis binti Abdullah

(2022908407)

16<sup>th</sup> February 2025

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## **EXECUTIVE SUMMARY**

The goal of this letter is to describe my 6-month training experience at the KPJ Pasir Gudang Specialist Hospital's Human Resources Department, which began in August 2024 and ended in January 2025. This internship will allow me to complete my Bachelor of Business Administration (Hons) Human Resource Management Degree. In this report, I have presented everything significant about this organization, particularly my department where I completed my internship, based on my experiences at that time. By questioning the employees about the company and simultaneously finding it on the portal, I also obtain all the information I need about the department and the organization. In this report, I also describe my internship experiences. Based on my observations, I perform an analysis of the organization's strengths, weaknesses, opportunities, and threats. This report concludes with recommendations based on my analysis, and a final image of the chores I completed throughout my internship.

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## **1.0 ACKNOWLEDGEMENT**

First and most, praise and appreciation to God, the Almighty, for showering me with blessings during the project work, allowing me to accomplish it successfully. My profound and heartfelt appreciation goes out to Madam Zamratul, my internship adviser, for allowing me to conduct corporate research and for her essential advice during this process. I really improved my report writing thanks to the guidance, and I expect to get fantastic outcomes. I will apply that advice in my future efforts.

I would also want to thank Miss Syahirah, Head of Human Resources at KPJ Pasir Gudang Specialist Hospital, for educating and sharing her expertise in the HR field to me. Not to mention the senior HR professionals, who offered me constant career coaching and counsel during my internship. I have also learnt a lot in the subject of human resources; I have not only studied theoretically, but I have also applied what I have learned at university and during my internship. I have a great deal of expertise in a variety of different areas, including training, payroll, and recruitment. My goal of taking a more active role in managing the program has also been realized, and I am thrilled with the worthwhile experience.

Finally, I want to express my gratitude to my family for their unwavering support. They also offered me guidance on how to become more resilient, patient, and situation adaptive. The family also made sure I was safe by making sure I got home and to work safely during my industrial training. May God's grace remain upon them forever.

## 2.0 STUDENT'S PROFILE



### PERSONAL DETAILS

**Date of Birth**  
1 January 2002

**Nationality**  
Malaysia

**Religion**  
Islam

**Address**  
Pasir Gudang, Johor

### EDUCATION

(BA243) Bachelor of Business  
Administration (Hons.) Human  
Resource Management  
**UiTM Cawangan Melaka Kampus  
Bandaraya Melaka (On-going)**  
**CGPA 3.12**

(BA118) Diploma in Office  
Management and Technology  
**UiTM Cawangan Melaka Kampus  
Alor Gajah**  
**CGPA 3.60**

Sijil Pelajaran Malaysia (SPM) 2018  
**5 A, 2 B, 1 D**

### REFERENCES

Miss Amirah Hazimah binti Borhanordin  
• Finance Lecturer

Miss Siti Syahirah binti Mohd Zainal  
• Internship Supervisor

# NURUL BALQIS BINTI ABDULLAH

### OBJECTIVE

Aspiring Human Resources professional eager to explore and deepen my understanding of the HR field. Committed to learning and developing skills in recruitment, employee relations, and organizational development while supporting the company's HR initiatives and goals.

### CONTACT



### EXPERIENCES

**Internship at KPJ Pasir Gudang Specialist Hospital**  
April 2024–January 2025

- ✓ **Recruitment & Onboarding:** Assisted in screening resumes, and scheduling interviews
- ✓ **Employee Records Management:** updated employee databases & ensuring accurate documentation and compliance.
- ✓ **Training & Development:** Helped organize training sessions, & collected feedback

**Reserve Officer Training Unit (ROTU)**  
April 2022–September 2025

- ✓ Theoretical & practical aspects on any military subject are examined and evaluated.
- ✓ Responsibility to plan Continuous Training for the need to review lessons that require further emphasis.
- ✓ Disciplined, high quality, and mentally and physically strong

**Voluntary Aid Detachment (VAD) 67**  
February 2019–March 2022

- ✓ Position of assistant head of protocol and discipline
- ✓ As floor manager & program runner, in charge of all movement during the show, both on and off stage.
- ✓ Blood donation campaign, Annual General Meeting (AGM) & Cadet Certification Ceremony

### SKILLS

- ✓ Active participate
- ✓ Muet Band 4
- ✓ Microsoft team, Word, Excel
- ✓ Editing – Flimora, Canva, Adobe Photoshop, & Capcut
- ✓ Typing skills
- ✓ First Aid



### 3.0 COMPANY'S PROFILE

#### 3.1 Company's Name, Logo, Location, Operating Hour



*Figure 1, Old Logo KPJ*

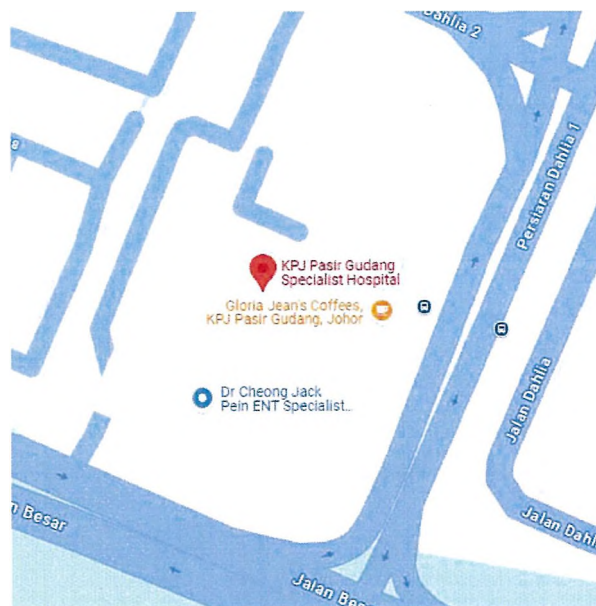


*Figure 2, New Logo (Rebrand)*

KPJ Healthcare Bhd, the country's top private healthcare service provider, has undertaken a significant rebranding process, which includes a fresh new logo. KPJ Pasir Gudang Specialist Hospital (KPJ PGSH) altered the logo on every corner and document in January 2025. This procedure was first carried out in phases till the year's conclusion. According to an interview with its president and managing director, Chin Keat Chyuan, the group's new logo has a more modern appearance with a golden script that has gentle curves and rounded corners (Reporters, 2024). Furthermore, KPJ Pasir Gudang is now updating its name tags and business attire with a new logo motif. KPJ's rebranding comes shortly after introducing new partnership ideals to workers as part of corporate restructuring. Furthermore, the newly chosen partnership values constitute the KPJ cultural statement, symbolized by the abbreviation C.A.R.E., and are intended to revolutionize the workplace (Reporters, 2024).

In summary, KPJ Pasir Gudang Specialist Hospital is the 23rd hospital under the KPJ Healthcare Berhad group's ownership (Torres, 2024). It is a private healthcare facility in Pasir Gudang, Johor, right in the middle of an industrial sector that is expanding quickly. The primary objective of KPJ Pasir Gudang Specialist Hospital is to address the medical requirements of Pasir Gudang and the surrounding districts of Johor. It has been dedicated for a long time, till today (Torres, 2024). The hospital is located at Persiaran Dahlia 2, Taman Bukit Dahlia, 81700 Pasir Gudang, Johor.

During operational hours, patients can book appointments on the schedule while visiting the consultant clinic. According to website KPJ, appointments may also be arranged at the Admissions Desk in the lobby. The hours that KPJ PGSH is available to assist patients are 8:00 am to 6:00 pm. Office hours are from 8:30 a.m. to 5:30 p.m. The hours of operation are Monday through Friday. The office is open from 8:30 am to 12:30 pm on Saturdays. Patients should visit the Accident and Emergency (A&E) Department on the ground floor if they have an emergency or are admitted after business hours, on weekends, or on public holidays.



*Figure 3, Google Maps of KPJ Pasir Gudang Specialist Hospital*

## **3.2 Vision, Mission, Objective, Goal**

### 3.2.1 Vision

The Preferred Healthcare Partner

The primary goal of KPJ is to provide all patients with outstanding medical care, diagnosis, and treatment. They are committed to becoming the preferred care partner, utilizing modern technology, skilled doctors, and well-trained staff who work together to provide the finest diagnostic and treatment solutions. This is the most recent vision for the entire KPJ.

### 3.2.2 Mission

Deliver Quality Healthcare Services



Enhancing the health of individuals and the communities they serve is the goal of KPJ. Under the direction of knowledgeable and compassionate medical professionals, they are always committed to clinical excellence and cutting-edge technology for better patient results.

### 3.2.3 Core Values

They are guided by their five Core Values, which reinforce their commitment to "Take Care of Life," according to the Integrated Annual Report 2023. Through the application of these five Core Values, KPJ Compassionate patient-centered healthcare services are developed and provided.

### 3.2.4. Share Values

Acronym for C.A.R.E

**C** – Committed

**A** – Accountable

**R** – Respectful

**E** - Excellent

According to their website, KPJ is guided by the principles of Committed, Accountable, Respectful, and Excellent. There are more than 29 specialty hospitals spread around the nation that make up KPJ's integrated network. The Group presently operates two hospitals in Indonesia, a hospital in Bangladesh, and a significant portion of a hospital in Bangkok as a result of its international growth.

Their hospitals are still accredited by organizations like the Malaysian Health Quality Association (MSQH) and the Joint Commission International (XI). The Integrated Management System (IMS), which incorporates and prioritizes the Quality Management System (MS ISO 9001:2015), Environment (MS ISO 14001:2015), Occupational Safety and Health (OHSAS 18001:1999) System, and other ISO and SIRIM certifications, has subsequently certified KPJ Hospital. As a result, patients will have more confidence while accepting the offer at this facility.

### 3.2.5 Objective

These are objective example was taken from the KPJ Tawakal website:

1. Provide a full range of specialist, clinical and support services.
2. Emphasize on work ethics and confidentiality.
3. Provide a safe, secure and conducive environment.

### •3.3 Organizational Structure

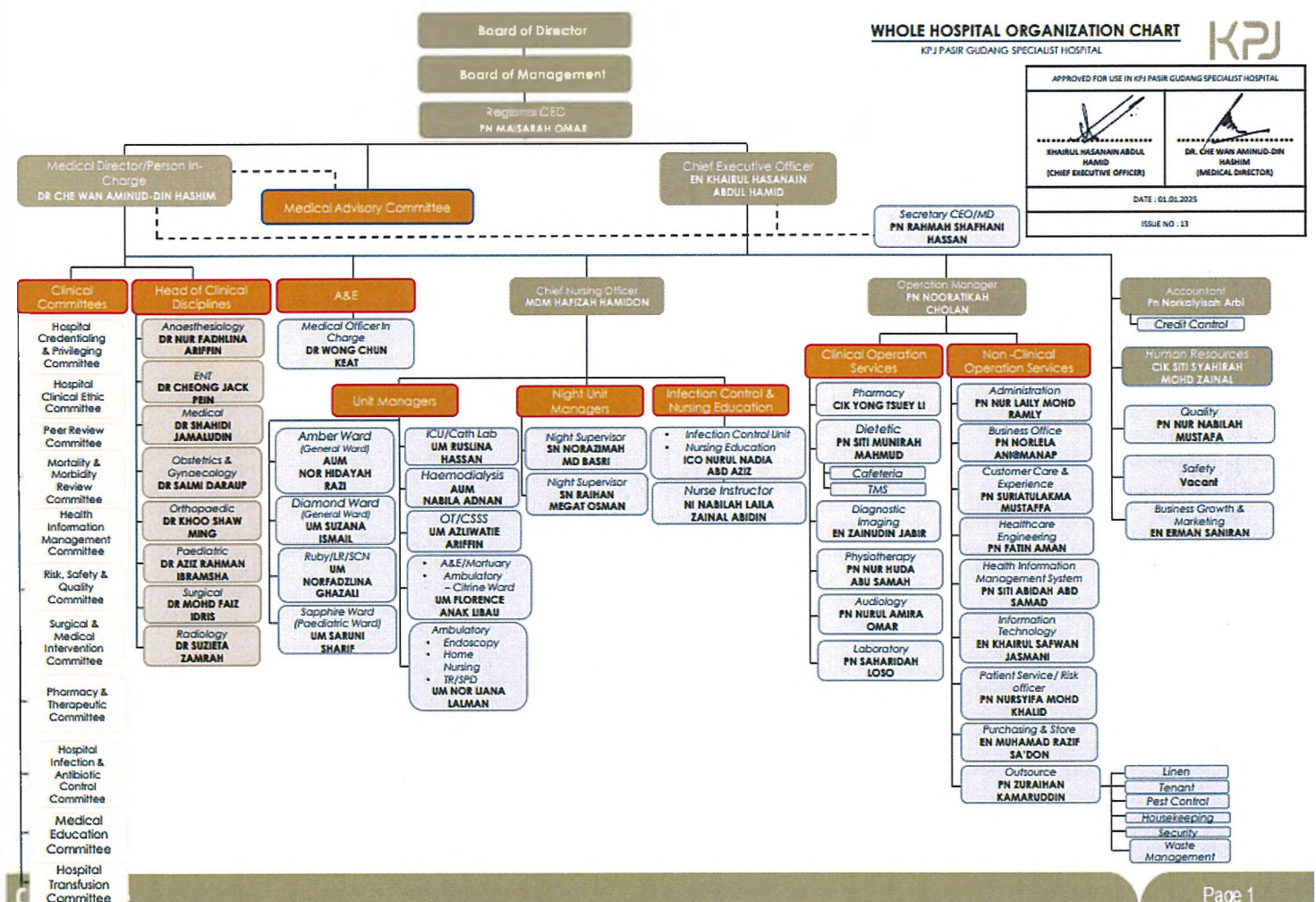
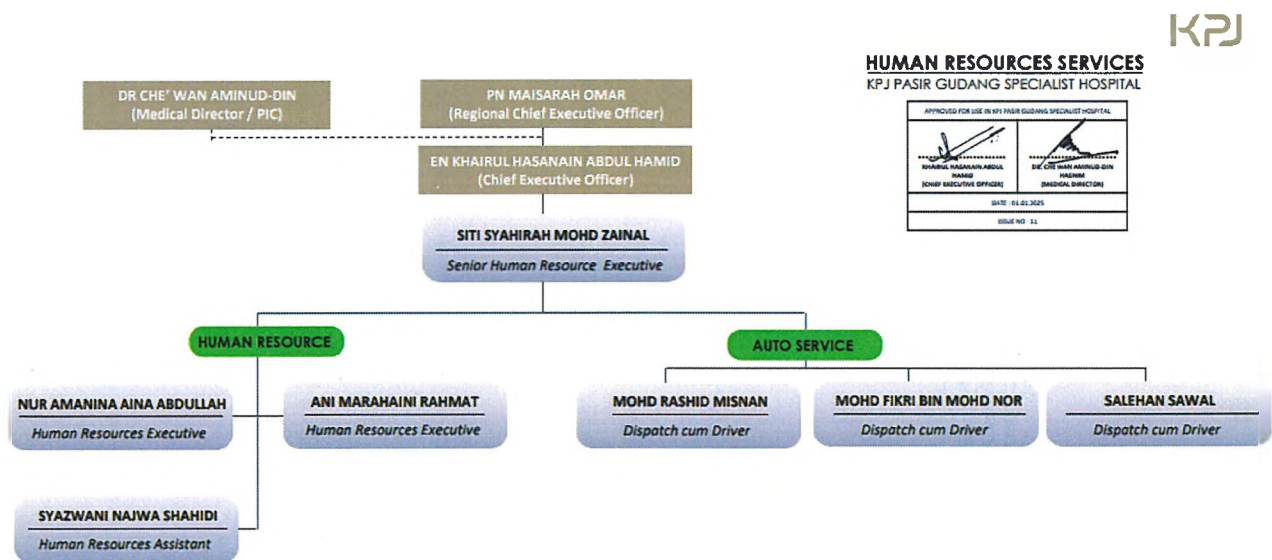


Figure 4, Whole Hospital Organization Chart

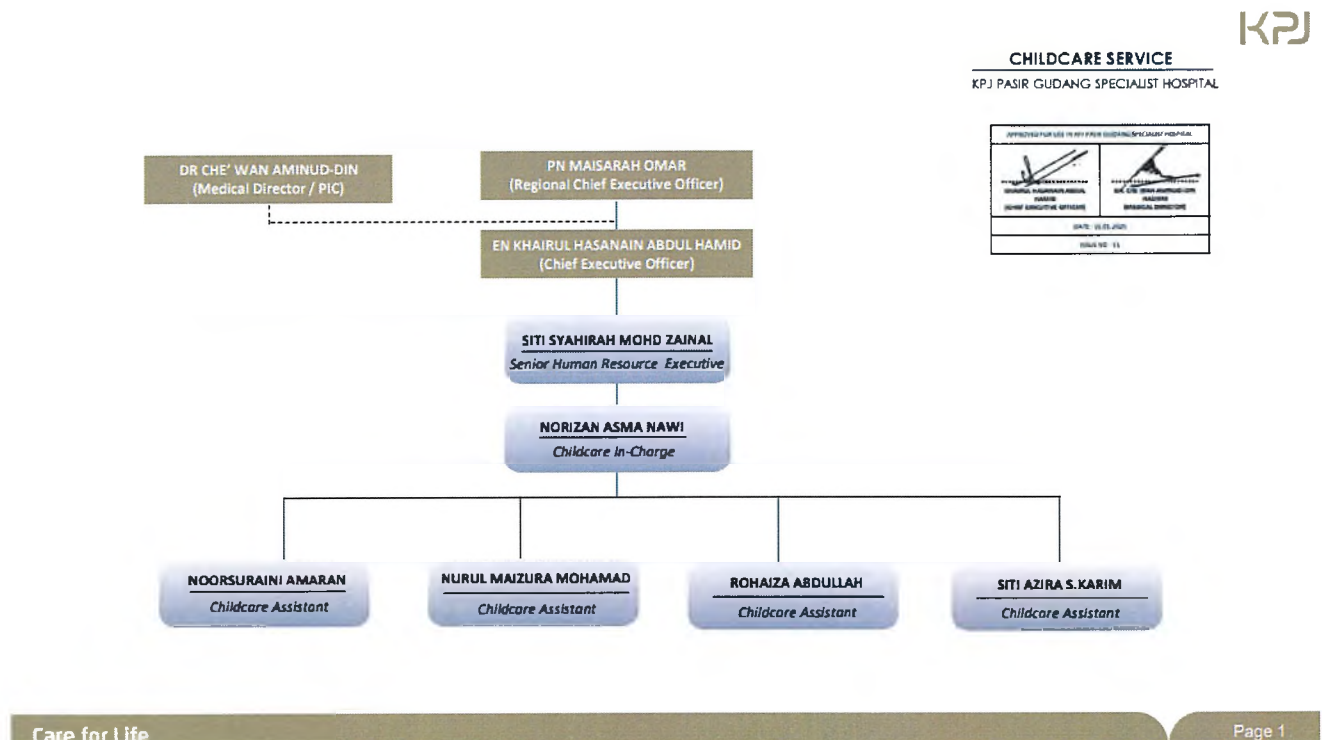
The organizational structure of a hospital is meant to provide successful management, communication, and patient care. This organizational chart begins with the Board of Directors from HQ, followed by the Management Board and the RCEO, Puan

Maisarah Omar at the top. Next are the Medical Director, Dr Che Wan Aminud-Din Hashim and the Chief Executive Officer, Encik Khairul Hasanain Abdul Hamid. Additionally, the Head of Human Resources, Miss Siti Syahirah Mohd Zainal, Chief Nursing Officer, Madam Hafizah Hamidon, Operations Manager, Puan Nooratikah Cholan, and Accountant Officer, Madam Norkaiyisah are in charge of making the hospital's organizational structure more effective. The Operation Manager also serves as the leader of both non-clinical and clinical operation services. The Head Nurse oversees the Night Unit Managers, the Unit Manager Department, Infection Control, and Nursing Education.



*Figure 5 Organization Chart Human Resource Services & Auto Service*

Miss Syahirah leads the organization that falls under the Human Resource Service. Three further HR employees follow: Madam Nur Amanina, who handles hospital payroll; Madam Ani, who oversees the training division; and, finally, HR support, Miss Syazwani, who serves as a recruiter and clerk in this division. The Auto Service department, which employs three drivers, is then managed by the HR department.



*Figure 6 Organization Chart Childcare Service*

Miss Syahirah is also in charge of the Childcare Service, which is aided by Madam Norizan Asma Nawi.

### • 3.4 Products or Services

1. Home Nursing Services
2. Fertility Screening Package
3. Basic Health Screening
4. Typhoid Vaccination
5. Essential Health Screening
6. Male Comprehensive Screening Package
7. Circumcision Package (Neonate & Child)
8. Female Premier Screening Package
9. Pre-Employment/ Pre-University
10. Ambulatory Blood Pressure monitoring
11. Wellman Screening Package
12. Male Premier Screening Package
13. Platinum Female Screening Package
14. Platinum Male Screening Package
15. Female Comprehensive Screening Package
16. HPV Vaccination Package
17. Influenza Vaccination Package
18. Hajj and Umrah Vaccine Package
19. Audiometry Package
20. Laser Therapy
21. Post Covid Lung Assessment Package
22. Mammogram Package
23. Maternity Package (Normal Delivery)
24. Paket Wisata Medis
25. Cancer Awareness Package
26. CT Cardiac Angiogram
27. Cardiac Screening Package
28. Coronary Angiogram Package
29. Madani Malaysia Sihat Package
30. Yellow Fever Vaccination
31. Maternity Package (Caesarean Delivery)

#### 4.0 TRAINING REFLECTION

I completed my internship at KPJ PGSH, which is close to where I live. I completed this industry training for six months, beginning on 12 April 2024 and ending on 24 January 2025. Every Sunday through Friday, I will work from 8:30 a.m. until 5 p.m. However, my working hours altered from December to January when I replaced Madam Ani, who was on maternity leave. As a result, I am responsible for internal training as well as other activities. At that moment, I adjusted my working hours to 5:30 p.m. and rotated with other Human Resources employees on Saturdays. Our working hours on Saturdays are 8:30 am to 12:30 pm. Furthermore, my job hours shifted from Monday to Saturday owing to the change in working days in Johor.

Aside from that, I receive RM500 every month in allowance. Moreover, I have to wear baju kurung and white hijab every Sunday through Thursday and Monday through Friday. I am required to wear athletic clothing and headscarf that is either dark blue or black on Fridays or Saturdays. Miss Siti Syahirah is the hospital's Head of Human Resources, and she is my supervisor. She has been at this institution for seven years, including two years as Head of Human Resources. She taught me a lot, and we share many interests. Miss Syahirah is very helpful to me by offering and assigning projects that are suitable for me.

I have performed a variety of tasks during my industrial training, including:

##### **Provide Additional Assistance**

-Assist in providing complimentary breakfast to employees, including nurses and other department offices, on Fridays. However, the initiative was cancelled in the early part of December. The breakfasts that have been served include Lontong, Nasi lemak, and Soto Nasi.

-I also been tasked with helping the Quality department help Puan Nabilah to update the new logo on key papers including the department's goal and vision for 2025. It is because they are understaffed.

- I was once assigned with putting together birthday cards to make gifts for birthdays ranging from August to December. I also need to phone each department to notify them of the gift's collecting.

- I was tasked with picking up Christmas presents at Midvalley Mall, which entails picking up cookies from FamousAmous during working hours.



## **Recruitment**

-Helped to arrange interviews, evaluate resumes, and oversee the onboarding procedures for new employees. I will assist in printing candidates' resumes based on the established criteria.

-Additionally, I will assist in calling each applicant to inquire about their attendance at the interview. The candidates will then get an email from me with information regarding the interview and the required documents.

-I will also assist with interview preparation, including setting up the interview location and preparing important paperwork. I also had the chance to go to an interview for a position as an HR assistant. I could observe how the interview was held in the hospital, and it was for the purpose of finding care assistance at the time.

## **Training**

-I will make a list of the staff members who will be attending the training, as well as a list of the food that will be served. After that, I will obtain the signatures of the Operations Manager, Outsource Officer, and Head of Human Resources.

-I will prepare during the training which is to prepare registration documents, prepare a laptop, install LCD and MIC.

-Furthermore, I must make ensure that there are an adequate number of table chairs and that they are in good condition. As well, I have to make sure that the food is delivered on time so as not to disrupt training.

-I also need to update Excel staff by month with the staff names based on the training names including external and internal. Since headquarters will review the Excel to keep an eye on it, I must update by the fifth of each month.

## **Payroll**

-I assist in creating vendor payment memorandum that are sent to the Finance Department.

-Assist with payroll processing, benefits enrolment, and employee queries. Along with answering staff inquiries regarding their health coverage, I also assist in giving detailed instructions on how to receive a treatment discount.

- I have helped Puan Nina in calculating nurse and physiotherapist overtime according to their fixed fees.
- I also assist in creating papers like staff confirmations and Guarantee Letters (GL), and I let the personnel know when they are ready.

### **Knowledge & Technical Abilities Related to Work**

- My understanding of Excel has grown as a result of completing the assigned assignments. I struggled a little at first with Excel, but I managed to get beyond the issue. In actuality, I increased my understanding of Excel usage since I want to finish things faster and more precisely.
- I am capable of grasping how to utilize the HR program, which includes Workday, Kaizen, and P1 System, and use it to do tasks.
- Initially, my lack of confidence made it difficult for me to talk on the workplace phone. However, with frequent practice, it became a habit for me. I gained self-assurance and improved my ability to communicate and resolve issues for both employees, visitors and Vendors (bankers and trainees).
- I was able to improve my editing abilities since I had to modify logos, posters, and preliminary programs. I have been using the Canva applications and searching Google for a lot of ideas to create quality work.
- As long as I replaced Puan Ani, I was in charge of arranging thumb prints for new workers as well as staff experiencing system issues. It's something new for me, and I'm delighted to be able to perfect this talent.

### **Knowledge & Skills Related to Personal Development**

- After receiving support from senior HR, I overcame my shyness. I discovered how to speak without panic or fear. I gained self-assurance in interacting with employees without requiring assistance from my superiors.
- When I was assigned the duty of calculating the staff's yearly leave, I had to communicate extensively and learn how to obtain approval of the choice from the head of services. My

comprehension of communication has grown to be more fluid. Indirectly, I feel valued and appreciated for assisting with this assignment.

## 5.0 SWOT ANALYSIS



### 5.1 STRENGTH

#### ■ **Training**, Well Designed Learning and Development (L&D) program

The organisation is committed to training and skill development for its employees in order to improve their job performance and problem-solving capabilities, as well as their productivity and efficiency. This skill development initiative will help KPJ employees be more flexible and adaptive when presented with new duties and difficulties. KPJ has a comprehensive Learning and Development policy that explains their approach to employee training, upskilling, and career advancement. Guidelines and processes for determining training requirements, choosing suitable learning programs, assigning funds for training activities, and assessing the success of training projects are all included. Supporting employees in gaining new abilities, competences, and information that complement the company's aims and objectives is the goal of this policy.

Employee Development Policy has been implemented at KPJ Healthcare Berhad. This is to highlight the significance of lifelong learning and skill development in promoting both personal development and organisational success. The Talent Management Department is essential in planning training programs and guaranteeing adherence to the minimal requirement of 30 training hours annually for all staff members (KPJ HEALTHCARE BERHAD, 2024).

Training Hours by Gender	2021		2022		2023	
	Male	Female	Male	Female	Male	Female
Total No. of Employees	3,385	11,862	3,516	12,611	<b>3,480</b>	<b>13,000</b>
Total No. of Training Hours	103,834	368,140	125,391	444,566	<b>135,585</b>	<b>510,059</b>
Average Training Hours Per Employee	31	31	36	35	<b>39</b>	<b>39</b>

#### ■ **Recruitment,** Aggressive recruitment

In the midst of a healthcare skill shortage, they are dedicated to developing and sustaining a talent pool in order to remain competitive. Their strategy includes providing compensation that is higher than industry norms and making sure that their staff members are motivated to meet their strategic goals and objectives. To determine how well candidates fit KPJ's technical criteria and fundamental values, its recruitment team use behavioural interviewing approaches. During the interview process, candidates are asked situational and behavioural questions to demonstrate how they have demonstrated these values in their previous or current employment, as well as assessed for technical ability.

Moreover, by offering equal chances in every facet of their human resource management, they exemplify the values of equality and inclusiveness. This encompasses procedures such as personnel recruiting, training, development, and career promotion. In keeping with the hospital's commitment to supporting staff career advancement, they prioritise hiring from within through interdepartmental transfers above hiring from outside. Fairness and non-discrimination against applicants on the basis of race, religion, gender, age, sexual orientation, disability, political views, or nationality are guaranteed by their hiring process.

Internal	External	External
<ul style="list-style-type: none"> <li>•Referral Program for Employees in Selected Positions</li> <li>•Job advertising are posted on their intranet websites, KPJ Buzz and Employee Self-Service (ESS), which reach all KPJ hospitals and organisations.</li> </ul>	<ul style="list-style-type: none"> <li>•Posting employment advertising at chosen public and private institutions and colleges.</li> <li>•Engaging in on-campus employment fairs at public and private colleges and institutions to hire recent nursing graduates by sponsoring PTPTN</li> </ul>	<ul style="list-style-type: none"> <li>•Employing recruiters to fill specialisation jobs</li> <li>•Advertising via newspapers or on job boards like JobStreet Malaysia, LinkedIn, and KPJ's corporate website</li> </ul>

This revolutionary job fair has gained a spot in the Malaysia Book of Records for 'Most Career Fairs Running Simultaneously'. It was held on November 24-25 at 29 KPJ Specialist Hospitals around the country. Approximately 20,000 people participated in the initiative. This event has set a new benchmark in healthcare recruitment, demonstrating KPJ Healthcare's dedication to revolutionising Malaysia's healthcare sector. The partnership with KPJ Healthcare, Malaysia's Ministry of Human Resources, Talent Corporation Malaysia Berhad (TalentCorp), Pertubuhan Keselamatan Sosial (PERKESO), and Talentbank are highly successful. This demonstrates their joint effort to developing employment opportunities, improving skills, and fostering inclusion throughout the healthcare industry (KPJ HEALTHCARE BERHAD, 2024).





## ■ Payroll, Competitive compensation

Their compensation strategy helps them recruit and maintain a diversified talent pool while acknowledging the efforts and dedication of employees to the Group. Both individual and group performance, as well as actions and principles that support the provision of health and customer-focused care, have an impact on compensation decisions. They have developed a special remuneration strategy for members of the highest governing body and top management. Furthermore, they praise and reward their staff members for their accomplishments and hard work. This could entail programs like performance-based bonuses, employee of the month awards, or other types of recognition that are consistent with the organization's ideals (KPJ HEALTHCARE BERHAD, 2024). Annual Performance Bonuses and Long Service Awards are two such instances.

Among the perks provided to their full-time staff are the following:

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Annual health examinations are offered to staff members, their partners, and their parents.

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Life insurance of RM50,000 upon death, with the possibility to upgrade to RM200,000.

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Group Personal Accident insurance covers up to 60 months of basic income.

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## 5.2 WEAKNESS

### ■ Training, Inadequate Feedback and Evaluation

The success of training is largely determined by training evaluation. Poor training evaluation, including reaction, learning, and behavior, can lead to a loss of excitement and involvement in the workplace (Ali, 2022). Evaluating training efficacy is crucial for making decisions about continuing, improving, and allocating resources (Ali, 2022). But after spending a lot of money on training, companies still find that their workers' contextual and task performance falls short of expectations (Ali, 2022). At KPJ PGSH, they provide form assessment training. Throughout my observation, the form received casual responses. Despite giving perfect grades, they did not directly comment on the instruction they had received. Furthermore, because they revere senior speakers, they are unwilling to



offer open criticism. As a result, substantial time, money, and effort were squandered on poorly thought out, ineffective training programs that lacked any kind of preceding study to pinpoint the gaps in the professionals' expertise (Ali, 2022).

#### ■ **Recruitment**, Overemphasis on External Candidates

Employee turnover is at an all-time high in practically every Malaysian industry, and it does not appear to be decreasing (Collins, 2022). Due to this, the Head of HR is having several problems finding and employing qualified candidates. Recruiting outside of the workplace may provide disappointing outcomes. External hiring may bring in fresh ideas, viewpoints, and abilities that can be vital to the expansion and competitiveness of a firm (Kimaro, 2025). But it can also result in internal conflict and discontent among present workers, who could feel passed over for promotions or other chances. Maintaining operational efficiency and achieving organizational objectives need this strategy, but it may also have unforeseen effects on the surviving employees' morale (Kimaro, 2025). The notion that outsider applicants are being prioritized over internal promotions can lead to unhappiness, decreased motivation, and a sense of undervaluation among present personnel. It is usually very difficult to hire people from outside sources since it restricts employees' ability to advance and, if poorly managed, can increase the likelihood of turnover for current employees (Kimaro, 2025).

#### ■ **Payroll**, Failure to Adjust Pay for Market Conditions

Hospitals that do not frequently examine or change remuneration to stay up with industry developments or regional market conditions risk falling behind in terms of competitive pay. This might happen if hospitals fail to monitor developments in the local employment market or do not compare pay against rivals. Employee retention is a major problem for organizations operating in this highly competitive industry. Inequitable pay policies can cause discontent and demotivation, which can eventually raise turnover rates (Fitri, 2024). Failure to provide competitive remuneration may cause employees to seek opportunities elsewhere, resulting in increasing turnover rates (Fitri, 2024). The Hospital industry's ability to retain employees may be greatly impacted by performance-based incentives. If pay is below market value, hospitals may find it difficult to draw in competent applicants and run the danger of losing current staff to rival establishments that provide better perks or higher

salary. Reduced employee retention, a lack of skill, and higher hiring expenses might result from this.

### 5.3 OPPORTUNITY

#### ■ **Training,** Leverage Technology for Training and Feedback

The traditional educational system imposes onerous time and location constraints in order to maintain a conducive learning environment (Sarker et al., 2019). Opportunities to address learning environment requirements and overcome learning obstacles are presented by digital technology. These days, it is a useful tool for learning and improving comprehension (Sarker et al., 2019). Thus, it is important for KPJ employees to learn more in this rapidly evolving technological environment. The digital learning environment has the ability to improve creativity, teamwork, and customisation, according to Sarker et al., (2019)'s paper. In addition, a digital learning environment enhances learning-focused engagement and the capacity for creative thought. Furthermore, by merging immersive VR experiences with engaging gamification tactics, trainers may build dynamic and motivating learning environments. This integration promotes experiential learning and better information retention in addition to increasing employee enthusiasm and engagement (Kabiga Chelule Kwemoi & Kiu Publication Extension, 2024). Transparent feedback, obvious progress,' rewards for accomplishment, and entertaining strategies that appeal to their innate impulses all help to motivate trainees to keep learning and developing their abilities.

Human resources (HR) can also implement learning management systems (LMS) or applications that track progress and can gather automatic feedback. An inclusive learning environment for academic advancement is supported by a typical learning management system (LMS), which has intervening mechanisms that encourage online collaborative groups, professional training, conversations, and communication, among other things (Bradley, 2020). Instructors that support student autonomy in online contexts analyze learners' perspectives, feelings, and ideas, as well as help learners to establish self-regulatory techniques that motivate and enhance motivating factors, offer feedback, and utilize instructional language (Bradley, 2020).

## ■ **Recruitment**, Employer Branding and Recruitment Marketing

By implementing a vigorous recruitment marketing strategy, hospitals may enhance their employer brand and position themselves as a top destination for medical professionals. In order to demonstrate their dedication to the welfare and development of their staff, hospitals might adopt forceful strategies to promote their values, mission, and workplace culture. Employer branding is one of these efforts since it improves both the organization's image as a firm and its HRM practices. Employer branding, according to the concept's creators, is the collection of practical, financial, and emotional advantages that come with working for a firm (Buchelt et al., 2021). It is made abundantly evident how important target groups are to the dissemination of information about the employer's material and immaterial advantages that set it apart from competitors (Buchelt et al., 2021).

Employer brand's impact in luring talent to businesses begins with how the business views possible applicants prior to the hiring process. The proper sequencing of phases such as candidate identification, selection methods, and post-selection activities will have a beneficial influence on the intended employer brand before contacting the applicant (Ada et al., 2023). On the other side, functional advantages of the employer brand define objectively desirable employment components such as wage, social benefits, and leave allowance, whereas symbolic benefits are associated with views of the business reputation (Ada et al., 2023). Candidates will love working for the firm because of the anticipated financial benefits and social recognition.

## ■ **Payroll**, Position as a Market Leader in Compensation

In the healthcare sector, branding and reputation management are essential components that include creating and preserving the reputation, identity, and trustworthiness of healthcare providers, organizations, and services (H. Nurgül Durmuş Şenyapar, 2024). To differentiate one's products and build a solid reputation in the market, one must employ powerful branding techniques (H. Nurgül Durmuş Şenyapar, 2024). The success of its implementation depends not only on transaction costs, but also on firms' capacity to comprehend variations in domestic and foreign markets, as well as generate competitive advantage and adapt to the obstacles that occur (Rua & Santos, 2022).

Research has indicated that remuneration has a major impact on employee retention. Companies looking to increase employee retention rates should take a holistic strategy that addresses other employee-important aspects and competitive pay in order to value and keep top talent and achieve long-term success and sustainability (Sorn et al., 2023). The necessity of a carefully thought-out pay plan and system design in order to increase employee retention and accomplish company objectives (Sorn et al., 2023). Employee remuneration affects organizational performance, turnover, work satisfaction, burnout, and training/development.

## 5.4 THREAT

### ■ **Training,** High Initial Investment Costs

- **Threat:** Acquiring advanced training technologies (e.g., VR, LMS, or AI-based platforms) can require significant financial resources, which might strain budgets.
- **Impact:** Without careful financial planning, the hospital might face resource constraints that could delay or derail other critical initiatives.

Regardless of their risk preferences, all managers are concerned about the investment risks involved with training, and they avoid training that is more expensive or that targets people with less work expertise or who are approaching retirement (Caliendo et al., 2024). This shows that the primary cause of training risk is not the possibility that the expenses of training will be outweighed by the benefits (investment risk), but rather the possibility that skilled employees would quit the company (turnover risk) (Caliendo et al., 2024).

### ■ **Recruitment,** Limited Resources for Sustained Campaigns

- **Threat:** Recruitment marketing campaigns require ongoing investments in advertising, technology, and branding initiatives, which might strain the hospital's budget.
- **Impact:** Insufficient resources could lead to inconsistent or ineffective branding efforts, reducing their impact.

Despite being acknowledged as a crucial role for matching and acquiring talent with businesses' long-term goals, strategic recruitment's application and real-world effects are still not well understood (Nascimento et al., 2024). The precise definition of strategic recruiting and how it varies from conventional recruitment procedures are not universally agreed upon.

Its uneven use and imprecise evaluation of its effects may result from this conceptual ambiguity (Nascimento et al., 2024). Implementing strategic recruiting can be challenging because to opposition to change, limited resources, and difficulties quantifying progress (Nascimento et al., 2024). Consequently, it becomes essential to recognize these difficulties and the requisite best practices.

■ **Payroll, Rising Employee Expectations**

- **Threat:** Positioning as a compensation leader can create high employee expectations for constant pay increases, bonuses, or benefits enhancements.
- **Impact:** Failing to meet these expectations in the future could result in dissatisfaction, reduced morale, or turnover.

Compensation, which is crucial for both individual employees and the business as a whole, is one of the organization's greatest expenditures (Kang & Lee, 2021). There are difficulties in matching employee expectations with remuneration schemes. Companies have to reconcile providing for the demands of their workforce with preserving their financial stability (Fitri, 2024). When it comes to a potential source of long-term competitive advantage for the company, the pay sector might be crucial to its success or failure (Kang & Lee, 2021). Organizational restrictions have a negative impact on employee job satisfaction since bad working conditions and inadequate resources make executing one's job harder (Yean et al., 2022). As a result, failing to successfully fulfill their work obligations may result in negative job experiences and, as a result, job unhappiness (Yean et al., 2022).

## 6. RECOMMENDATION

### **Improving Hospital Workforce Management: AI's Potential in Human Resources**

Globally, artificial intelligence technologies have been among the most significant element in a variety of businesses. This is because of their potential to automate repetitive operations, enhance decision-making, and boost productivity (Shahzad et al., 2023). Enhancing humans with AI applications rather than replacing them results in increased organisational advantages since both AI and humans can succeed and perform effectively together (Budhwar et al., 2023). I decided on this recommendation since the hospital's HR department consists of simply four staff members who handle the following four responsibilities: hiring, training, payroll, and other managing human resources tasks. Additionally, these are one of the departments that constantly need interns to assist with tasks. This is due to a large amount of labour being dumped; utilizing an AI system can simplify and accelerate their task. By doing that, they can manage the 433 staff at this hospital with 0% mistakes and do the task more quickly. Fortunately, organizations may attain the best strategic business results, such improving service quality, worker efficiency, and cost-effective satisfaction, by utilizing AI and other relevant intelligence-based technologies (Budhwar et al., 2023).

#### **Human resource planning, recruiting, and selection.**

Previously, recruiting managers spent hours integrating through applications and resumes to discover qualified personnel (Shahzad et al., 2023). AI helps with HR planning by forecasting future workforce requirements and making wise hiring choices. It also seems apparent that enhanced by artificial intelligence recruiting and selection play an important role in attracting and choosing the most skilled workforce to organizations since these sophisticated technologies can access data (Budhwar et al., 2023). Aside from that, it has the ability to make judgments quickly and process vast amounts of data in a period that is far faster than human capabilities (Budhwar et al., 2023). AI systems can therefore better identify job candidates—that is, those who are most qualified and interested in the position—and communicate the job opportunity more effectively (Budhwar et al., 2023).

#### **Training and growth.**

This might be useful for monitoring skill gaps or creating appropriate training plans (Budhwar et al., 2023). These AI systems assist staff members who are skill-deficient in determining their training requirements and finishing the necessary courses. This



technological knowledge may also be used to offer healthcare personnel options for training and growth (Shahzad et al., 2023). AI may help HR managers evaluate training efficacy and make judgments on employee competencies, including emotional and cognitive capacities. It will assist in placing the most qualified worker in the appropriate roles based on their skills (Budhwar et al., 2023). Other than that, E-learning systems, webinars, and virtual classrooms may help provide training content and keep staff up to date on industry developments and best practices. Moreover, this technology may assist HR personnel in tracking employee performance and giving feedback.

#### Benefits and compensation.

Payroll system automation helps HR managers manage all payroll-related tasks and other value-added activities more effectively (Budhwar et al., 2023). AI technologies can help managers and specialists gather important information on employee salary and perks. These technologies assist in calculating and determining employee wage criteria for certain employment (Budhwar et al., 2023). Implementing a digital HR system with AI capabilities may significantly cut time spent on putting up employee compensation and benefits plans, which was previously a time-consuming effort for HR staff members using outdated techniques (Li et al., 2023). Thus, integrating AI technologies transforms the procedure and frees up HR personnel's time to concentrate on more vital subjects.

### **7. CONCLUSION**

The SWOT analysis of Human Resources (HR) in hospitals gives useful insights into the department's effectiveness and opportunities for development. Utilizing technology, improving workforce planning, enhancing employee well-being initiatives, and embracing data-driven decision-making are all essential for hospitals to maximize additional HR services. A well-designed human resources system is essential to the hospital's performance because it creates a motivated, skilled, and effective workforce, which improves patient outcomes in the end. I was also able to learn about the usage of artificial intelligence in human resources in other nations. I hope Malaysia can achieve the same level of technical advancement as China. I am really appreciative of the chance to complete my industrial training at KPJ Pasir Gudang. I have developed a new personality, practical future skills, and new contacts in the human resources area throughout those six months. Hopefully, everything I have learnt will help me succeed one day.

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## 9. APPENDICES





