

Discussion on Improving Enterprise Intern Program and Increasing Return Rate -Case Study N Company

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Abstract

In the resource-based theory, companies can create sustainable competitive advantages because they have valuable, rare, inimitable, and non-substitutable resources and capabilities. With the advent of the VUCA era, the competitive relationship between enterprises has intensified, and how to have a sustainable competitive advantage is a major issue for the company. Peter F. Drucker, said “employees are important assets of the company”. Therefore, employees are an important source of value creation for the company. During market turmoil and organizational change, companies are all actively robbing talents. Internships are one of the means for companies to recruit talents, because companies can contact talents early and increase potential candidates. Recruitment methods that effectively interact with companies can not only help interns learn and interact with employees, they can better understand the internal and actual work conditions of the company. At the same time, company can also judge the degree of fit between potential applicants and organization, increasing the accuracy of talent selection.

The students found that although the company had an internship plan, it did not have a perfect design and implementation, resulting in the intern’s unwillingness to stay and increasing the potential training cost. Therefore, this research focuses on the analysis of the intern project and proposes several solutions to the problem. , Respectively: 1. Create an employer brand, effectively enhance the attractiveness of the organization through social media, and increase the rate of more outstanding talents coming to apply. 2. Redesign the intern program. 3. Establish an mentoring system.4.Increase incentives for retention. Through the above points, I will re-plan and design the interns project, hoping to increase the rate of interns returning to work after graduation.

Keywords: resource-based theory, employer brand, Redesign the intern program mentoring, Increase incentives for retention