

The Effectiveness of LinkedIn for Students: A Comprehensive Investigation into Network Building, Job Search and Career Enhancement

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ABSTRACT

This research paper talks about the LinkedIn how it has become an integral part for job seekers and Recruiters. It talks about the journey of LinkedIn as how it has grown from professional network to job seeking and content sharing platform. This research paper includes a detailed review of literature related to the topic, covering topics like career development, building professional network and job possibilities on LinkedIn. To gather insights, we conducted a survey was conducted among undergraduates and postgraduates. The analysis output gave us an idea on user feel about the job search features, the recommendations on users' area of interest, and scope of building professional network. Through the output analysis, the study identifies that the platform give importance on job opportunities and career development In essence, the paper offers valuable insights into how LinkedIn has become a pivotal player in the professional realm, influencing jobseekers' success and recruiters' strategies.

Key words: Career development, Professional networking, Update on trends and post Graduates

INTRODUCTION

In the year 2003 LinkedIn was established as a platform for social media which basically focused on career development and for professional networking along with the job advancement, the main objective and basic goal was make sure that they are interconnected to each other. It also focused on employers, recruiters, job seekers and job professional to make easier to connect and engage. At present LinkedIn is consider to be the world's biggest professional network. At present it is in 200 nations and they have 850 million users as of 2023 amongst all the region the United States of America said to be having highest users with the count of 199 million. According to a study conducted in the sates it says that 3 people join every seconded, roughly the organisation has around 61 million companies/ organisation which is been listed in the platform.

The main agenda or goal is to assist the users in building the professional network and managing them. The users should setup their own profiles, which will considered to be as virtual/ online resumes for the

recruiters which will act as individuals' proof. So this profile option is all about the individuals information and their work history, background and the accomplishment, along with this it also focuses building the request with the industry experts, professionals and industry peers and many more professional network. In order to establish connection, they also have an option of joining the interested and relevant industry groups to know what's happening in the industry and what are the current trends and relevant job opportunities, and these also give an opportunity to exchange ideas and industry specific issues and pickup tips from others in similar fields and overview.

Individuals of social networking sites like LinkedIn may narrow down employment opportunities based on a variety of criteria, such as the size of the business, area, sector, sort of job, date submitted, and expertise level. Furthermore, the application helps users with receiving suggestions for employment based on their interests and profile data.

On the other hand, LinkedIn gives employers the ability to publish about employment possibilities, recruitment initiatives, and even their hunt for qualified applicants; recruiters can utilise the network to locate and interact with potential prospects. Using LinkedIn's messaging tool, recruiters may connect with possible applicants.

Since the day LinkedIn established and came into the industry, it has evolved from just posting a job opportunity to the leading platform for professional connection and network building. Along with that, it also gives updates about the industries and job world by publishing the articles.

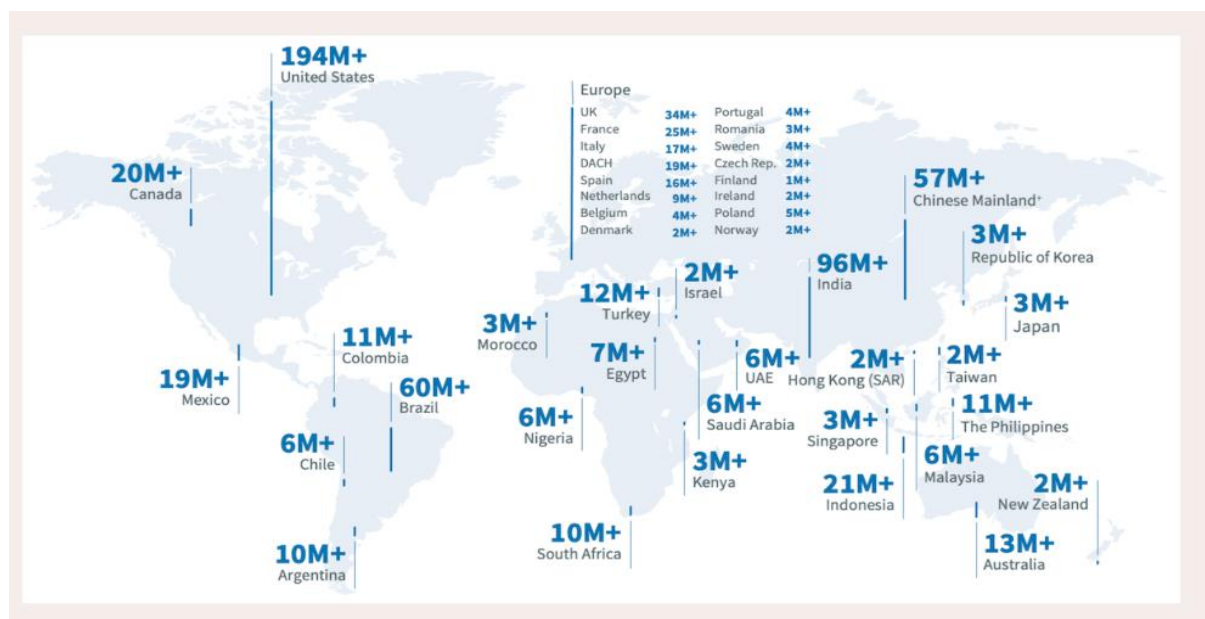
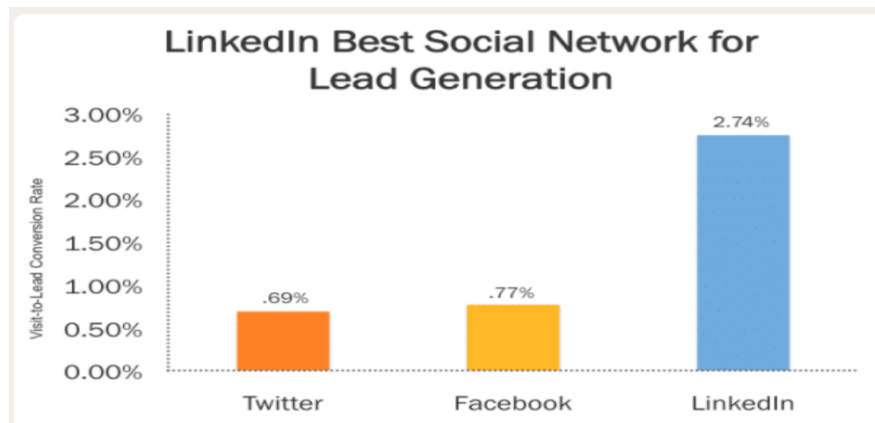
The major competitors for LinkedIn with similar features are CareerBuilder, Indeed, Glassdoor, and AngelList.

Apart from all these, it acts as a platform for many people who wish to seamlessly explore career options; this social media platform is considered to be a treasure of resources for job exploration and network building. It also gives users the chance to follow the companies, many prominent industry leaders and experts and influencers in their area of industry to get updates on the latest trends and opportunities in the respective field.

Amidst intense competition in the industry, LinkedIn was able to create its own mark and brand which helped the company to rule and be the pioneer in professional networking and career development. These exclusive opportunities which have been offered by the company give an extraordinary chance for all the users to decide on the perfect position for them and making the connection with the industry simultaneously by presenting their work capabilities and exclusive talent. Apart from all these features, like recommendations and referrals, gives users an extra opportunity in finding the job. When it comes to

other end the companies and recruiters also have a chance to see the candidates whom they like and can also interact with the potentially ones directly without any hustle.

Here are few statistics to show how LinkedIn helps people in building professional network and lead generation.



Career	Business	Sales	Hiring
Get hired and get ahead	Grow and nurture your network	Unlock sales opportunities	Find and hire talent
<ul style="list-style-type: none"> Stand out and get in touch with hiring managers See how you compare to other applicants Learn new skills to advance your career 	<ul style="list-style-type: none"> Find and contact the right people Promote and grow your business Learn new skills to enhance your professional brand 	<ul style="list-style-type: none"> Find leads and accounts in your target market Get real-time insights for warm outreach Build trusted relationships with customers and prospects 	<ul style="list-style-type: none"> Find great candidates, faster Contact top talent directly Build relationships with prospective hires
Select plan	Select plan	Select plan	Select plan

These are the few plans that are available in the app based on the individual's requirement the plan could be selected.

OBJECTIVE

- The main objective of this paper is to see how LinkedIn helps users to find the right job and build professional network
- The other objective is to see how it helps undergraduates and postgraduation's in Career development
- Weather to see if the platform helps its users to keep up to date with the trends.

REVIEW OF LITRERATURE

- In this paper it talks about how the users of LinkedIn build or develop relationship between personal branding, career development and job possibility, the author of this paper also talks about the people mainly focus on more visibility of their profile to the recruiters rather than building personal brand, by explaining this the author tells the main purpose of the LinkedIn usage which are attracting the recruiters and exploring the job opportunities. (Basu, 2021)
- This paper talks about the user modelling which helps in evaluating the quality of job search ranking in order to get a clear picture of the platform and the metrics he compares it with the other countries famous platform called as seek.com which talks about the metrics such as click-through rate, job application conversion rate for evaluation the quality of job searching ranking (Wicaksono, 2019)
- In this research paper it discusses about the how the evolution of social media and internet has given opportunity for people id searching job opportunities and for other recruitment purpose, so users believe LinkedIn is most trusted and appropriate platform for their need and it also being valued by the recruiters. The research also tells that an active and updated profile has the highest chance to get noticed by the recruiters and get an update. (Guilherme Pinho, 2019)

- This research paper talks about the validating the LinkedIn profile in the IT field, the author says that the profiles were really productive and had the Potential for professional development, this paper also tells how recruiters selected the candidates based on the different level of experiences so this platform had helped both the candidates and recruiters in career development. (David Aguado, 2019)

- This research paper talks about the LinkedIn has helped the candidates to find domine related jobs, the main goal of the app was to improve the job specific and hiring and efficiency of the work by having the right people at right work, the platform also understood the models of the company and collect the job posters feedback so that the user have best approach in understanding the jobs, this platform not only helps to find job leads but also focuses on the companies , skills required and the assessment question along with the procedures for the hiring the candidates. So, to sum up this paper it explains the application of deep transfer learning and how expert feedback system works which helps in enhancing the deeper understanding of the LinkedIn and helps in jib targeting and recommendation for the users. (Shan Li, 2020)

- This research paper talks about the comparison between the online job portals and social media platform for job seekers, this paper goes in and explain the how traditional channels helps candidates in finding the right job this traditional channel includes campus recruitment, job agencies and many more. While on the other hand the social media plays an important and crucial role in assess the candidates based on the job profile. Later on, this paper talks about the how social media is more advance in providing more personalized job recommendation with cost-effectiveness and accuracy. (Joshi, 2018)

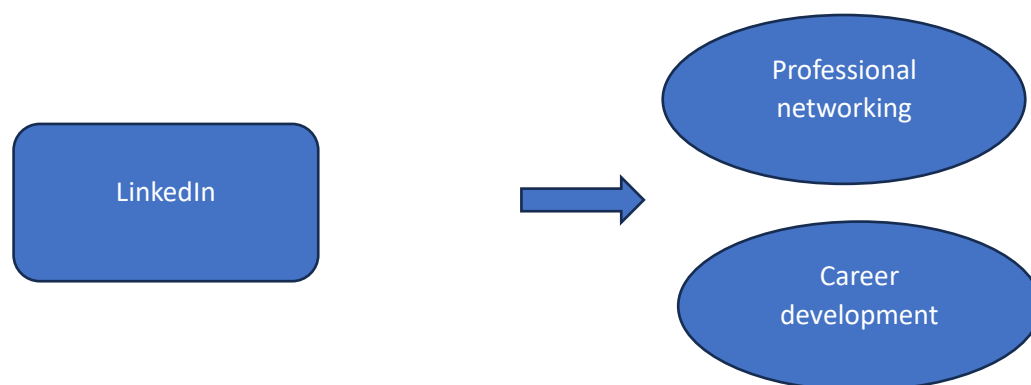
- This research paper talks about the drawbacks about the LinkedIn app and how they learnt from the mistakes, it talks about the unique information retrieval system and their modelling challenges which are associated with the talent and recommendation system, overall, this paper talks about the limitation of the app. (Sahin Cem Geyik, 2018)

- In this research paper it talks about how today's business is using the LinkedIn app for the hiring process; the research shows that in the country around 65% effectively uses to search job and they feel more trustworthy when they are using this app and they feel more confident and secure about the information that have been stored in data. (Silvia Lorincová, 2018)

➤ This paper talks about the different elements that influences the job seekers intensions to use social media platform like LinkedIn for professional networking and Job possibilities. In this paper they have snowball statistical method to see the effectiveness of this app in job search for this they had surveyed 290 people, by the end we got to know the positive relationship between the expected and actually assumptions on the usage of LinkedIn. (Thurasamy Ramayah, 2011)

➤ In this research paper we see how the world has changed from traditional to social media usage for professional networking and job seeking as the opportunities have expanded globally over the years, in this paper the users experiences have been shared as how it has helped them to build an network, overall this paper tells how LinkedIn as developed as an effective global professional network builder and revolutionized building network and job searching concept and enhancing the productivity. (Regala, 2023)

Conceptual model



RESEARH METHODOLOGY

In this research paper we have collected both primary data and secondary data.

For the primary data a questioner was floated where it had 11 questions regarding how LinkedIn was helping them in building professional network and career opportunities.

Mainly the questions contained about the awareness of the platform, Involvement of the students on professional network platform.

It was circulated to post graduation students and real time data was collected

The question which was used for the survey was with the Aligned objective of the study.

Multiple linear regression was performed to understand the variation of the dependent variables based on the 10 independent variable.

Below are the questions that were floated as a questioner

1. Have you ever used LinkedIn for job hunting?
2. Which social networking site do you prefer for getting employment?
3. Have you successfully secured a job through LinkedIn?
4. How often do you use LinkedIn for job search purposes?
5. How effective do you find LinkedIn for finding job opportunities?
6. How satisfied are you with the job search features and functionality provided by LinkedIn?
7. Have you found LinkedIn's job recommendations relevant to your career interests and goals?
8. Have you received interview or job offers as a result of your LinkedIn profile and activities?
9. Did you find LinkedIn's networking capabilities helpful in expanding your professional connections and accessing job opportunities?
10. How valuable do you find LinkedIn's industry insights and thought leadership content in your job search process?
11. How well does LinkedIn compare to other job search platforms you have used in terms of its effectiveness?

Finding

A total of 100 graduates and postgraduate students took part in the study and their education background were mix of all the streams from engineer to commerce students.

- Among those respondents nearly 38% of the people were satisfied with the features the LinkedIn provides while nearly 10% of the people whom took part in the survey showed dissatisfaction
- When it comes to the relevance and recommendation of the jobs 21% of the propel felt it was extremely happy and around 40% of the sample population found it was effective in searching the job
- When it comes to receiving a job offer or an update regarding to the industry they wanted, they were happy but not very satisfied they gave a comment that the improvement was required.
- When it comes to building a professional network all the people of the sample survey were very happy as there were able to connect to the industrial professionals and experts.
- At last when they were asked about the value of the insights that was shared by the industry experts and about the process of searching an job 50% of the sample showed it was perfect and value was immensely good, on the other hand remaining 50% of the people were expecting more from the LinkedIn.

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.896127431							
R Square	0.803044372							
Adjusted R Square	0.761265905							
Standard Error	0.448852186							
Observations	41							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	7	27.10764416	3.872520595	19.22148987	5.82163E-10			
Residual	33	6.648453396	0.201468285					
Total	40	33.75609756						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.376984972	0.285589945	8.323069529	1.29613E-09	1.795947859	2.958022084	1.795947859	2.958022084
Used LinkedIn for Job Hunting	-2.025506299	0.267864997	-7.561668454	1.06581E-08	-2.570481733	-1.480530864	-2.570481733	-1.480530864
[How satisfied are you with the job search fe	0.242455272	0.101955742	2.378044303	0.023350935	0.035024755	0.449885789	0.035024755	0.449885789
[Have you found LinkedIn's job recommendati	0.024480959	0.120959005	0.202390544	0.840854042	-0.221611987	0.270573904	-0.221611987	0.270573904
[Have you received interview or job offers as	0.317983021	0.08920312	3.564707401	0.00113551	0.136497909	0.499468133	0.136497909	0.499468133
[Did you find LinkedIn's networking capabilit	-0.087194467	0.106006024	-0.822542561	0.416672364	-0.302865345	0.128476411	-0.302865345	0.128476411
[How valuable do you find LinkedIn's industry	0.083517103	0.131859198	0.633380941	0.530850425	-0.184752452	0.351786658	-0.184752452	0.351786658
[How well does LinkedIn compare to other jo	0.200633349	0.109660714	1.829582729	0.076359761	-0.022473052	0.42373975	-0.022473052	0.42373975

This was analysis output of the study.

- The regression model explains an important percentage (80%) of the variation in the outcome indicator (successful job search), which is shown by the high R-squared value of 0.80.
- Depending on their p- Values every variable—aside from the discovering LinkedIn job recommendations of that align with your professional interests and objectives—is a statistically significant predictor.
- When we look into negative coefficient usage of LinkedIn for job hunting has the highest negative value which says that the usage of the LinkedIn is associated with the lower level of outcome variables and they have strongest get Towards the usage
- From the survey we can get to know that students are able to leverage the LinkedIn profile for building professional network and also sharing their activities and educational background which is directly helping them to find good job opportunities and also, in career development. The students suggest that LinkedIn features are genuinely helpful for them in career development and job recommendation The same has been statistically proven in multiple linear regression with positive coefficients which means that highest scores on this variable suggests the strong relation between the usage.
- When we look into the P value it is below, 0 .05 which says that the model is very good fit which also explains that all the variables which have been taken into consideration shows that it has a positive influence on the usage of LinkedIn
- To summarise when we take R Square and adjusted R Square into consideration it explains 80% of the variables which says that LinkedIn is helping students in job hunting as well as professional network

building A little more importance on few other aspects could also help students to have a better career development goal and the effectiveness of the usage would be drastically improved if the loopholes are taken into consideration.

For the scope of study

- The survey only takes Bangalore students into consideration so, these results may not be applicable when we take India as a whole So this gap of surviving All the students in the India would give us more feasible and accurate outcome.
- The questionnaire, which was floated is being answered only by postgraduates and graduates It does not focus on effectiveness of LinkedIn of the people who are above and below the graduation on PG level So this unexplored education levels could give us different outcomes
So, these two areas could be a possible future scope of study.

CONSLUSION

In this research paper, it gives us insights into how effectively LinkedIn is helping students to build their career and also increase their professional networking. We also get to know the usage pattern of these platforms on job hunting process, from the analysis We can tell that the users are very satisfied with the features that are been given by LinkedIn. But still, there is scope of improvement as the algorithm must be coded in such a way that the users get the recommendation based on the field that they are interested by focusing on this loophole It can enhance the effectiveness of the app in a better way. While we take R Square into consideration, it tells that the variables which we have taken into consideration are having a positive impact on the usage of LinkedIn for the purpose of career growth, professional network and job hunting. If the research gap is correctly addressed and the study is reconsidered by that outcome, we can make sure that LinkedIn can have much more effective model, which helps people in recommending the jobs in the field of their interest and also helping them to build a very good professional network.

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