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K Murugan
Associate Professor, Sri Sairam
Institute of Management
Studies Sri Sairam Engineering
College, Chennai, Tamil Nadu,
India

Priyadharshini V
Scholar, Sri Sairam Institute of
Management Studies, Sri
Sairam Engineering College,
Chennai, Tamil Nadu, India

Correspondence Author;
K Murugan
Associate Professor, Sri Sairam
Institute of Management
Studies Sri Sairam Engineering
College, Chennai, Tamil Nadu,
India

A study on linkedin effectiveness among students

K Murugan and Priyadharshini V

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Abstract

This study is to determine the various factor about LinkedIn has an employment tool. LinkedIn has emerged as a prominent platform for professionals seeking employment opportunities. This study aims to evaluate the effectiveness of LinkedIn as an employment tool from the perspective of job seekers. The data used here are primary data derived from a sample of 50 individuals through questionnaire. Using a mixed- methods approach the study collects data to understand their experiences, perception, and satisfaction levels with LinkedIn as an employment tool. The study is focusing on how the job seekers use LinkedIn to build their profile and skills and job search activities. The effectiveness of LinkedIn in helping job seekers employment compared to other job websites. Providing recommendations to update profile which increases the visibility of recruiter's. interacting with experts helps them to know the basic about industry. Identifying trends in job posting and hiring practices.

Keywords: School, performance, education, schools, learning, students, teachers

Introduction

LinkedIn is a business and employment-focused social media platform that runs on websites and mobile apps. Giving salespeople and recruiters access to user data accounted for the lion's share of the company's 2015 revenue. "Social HRM" refers to the way in which HR functions such as hiring, employee engagement, internal discussions, inefficiencies management, and more are conducted. The advantages of LinkedIn for students are described. LinkedIn is a popular professional networking platform used by people from a variety of backgrounds, including students getting ready to enter the industry. By serving as a link between academia and industry, LinkedIn helps students build professional profiles, get in touch with possible employers, and research career options in a labor market that is becoming more and more competitive. The purpose of this study is to evaluate how well students can utilize LinkedIn as a tool to expand their professional networks, improve their chances of finding employment, and learn more about the occupations they have selected. Although conventional job search techniques have their place, LinkedIn's digital ecosystem, which offers tools like recommendations and endorsements, has completely changed how students approach career development. In the quick-paced digital world of today, LinkedIn has grown to be an essential tool for career success and professional networking. Originally designed as a platform for working professionals, it has since grown to include students and recent graduates, offering them resources and tools to help them prepare for the job. For students just starting their careers, LinkedIn is a networking tool, a virtual resume, and a doorway to possible employment. Students may find the move from school to the career intimidating, particularly in light of the current competitive job market. By putting students in touch with recruiters, mentors, and business professionals, LinkedIn provides a special set of tools to help with this transition.

The usefulness of LinkedIn for students is introduced. A popular professional networking site, LinkedIn is used by people in many different fields, including students getting ready to enter the workforce. LinkedIn serves as a link between academia and business, allowing students to build professional profiles, get in touch with possible employers, and research career options in a labor market that is becoming more and more competitive. The purpose of this study is to evaluate how well students can use LinkedIn as a tool to improve their career chances, create professional networks, and learn more about the professions they have selected. Although there is a place for conventional job search techniques, LinkedIn's digital ecosystem has transformed how students approach career development with tools like recommendations, endorsements, and job-matching algorithms.

This study examines how LinkedIn affects pupils in order to comprehend. LinkedIn has emerged as a key platform for professional networking and career advancement in the current fast-paced digital era. It started out as a platform for working professionals but has now grown to include students and recent graduates, offering them resources and tools to improve their preparedness for the workforce. LinkedIn acts as a networking platform, a virtual CV, and a doorway to possible employment for students entering the workforce. Students may find the move from school to the workforce intimidating, particularly in light of the competitive nature of the labor market today. By putting students in touch with recruiters, mentors, and business experts, LinkedIn provides a special combination of tools to make this transition easier. It allows them to demonstrate their abilities,

Objective

- The main objective is to study the experience of Applying to jobs in LinkedIn. To study about the advantages and disadvantages of LinkedIn among jobseekers
- To understand that LinkedIn is not just a application portal for finding job and also a research toll and skill builder platform
- To study how e- employment and e- recruitment helps the job seekers and recruiters.

Review of literature

1. Sajjad hosain, ping liu 2020 Passive job seekers prefer LinkedIn as a job search tool because of its availability, accuracy, reliability and cost effectiveness, but they do not value privacy, fairness, or Ethics.
2. Laurel Wheeler, R. Garlick, Eric B. Johnson, P. Shaw, M. Gargano in 2019 Training job seekers to use LinkedIn effectively increases their employability by 10% (7 percentage points) and lasts at least 12 months.
3. Jana Podhorcová, Miluše Balková 2023 Facebook and LinkedIn are increasingly popular in job search and recruitment processes, enabling both active and passive searches and providing a convenient environment for job seekers.
4. Kimberly Schneiderman 2016 LinkedIn is a powerful professional networking tool for individuals seeking careers, research and self-marketing.
5. K. Kenthapadi, Benjamin Le, Ganesh Venkataraman 2017 LinkedIn's personalized job recommendation system effectively connects job seekers to jobs, but has trouble understanding and dealing with the limitations of contextual information.
6. Sajjad Hosain, Ping Liu 2020 LinkedIn is an additional recruiting tool where employers prioritize candidates with appropriate job knowledge, skills and expertise, as well as appropriate LinkedIn information and CVs/Resumes.
7. I. Nikolaou 2014 Job sites are more widely used by job seekers than social networks, but LinkedIn is more effective at attracting "passive" candidates, and HR professionals consider it more effective than Facebook in recruiting.
8. Fedor Borisjuk, L. Zhang, K. Kenthapadi 2017 LiJAR LinkedIn's prediction and reassignment system, significantly increases user engagement with underserved jobs without affecting overall user engagement.

9. Laura M. Labovich 2014 A strong LinkedIn profile is crucial for job seekers, as it acts as a billboard for their personal brand and helps them get referrals from companies, improving their chances of getting a job.
10. Lori DeMillo 2021 LinkedIn is a valuable tool for medical communicators to build clients, jobs and a strong network, but it requires a complete, relevant profile, a large and relevant network and active participation.

Research Methodology

The methodical procedure and scientific analysis used in a study to determine a solution to a specific issue is known as research methodology. It explains the method and process utilized to find and examine data related to a certain research topic. It is a process by which researchers plan their study to use certain research tools to accomplish their goals.

Research

The methodical examination of sources and materials in order to establish facts and draw novel conclusions. In order to find variables, facts, or principles, this calls for critical investigation and analysis.

Descriptive research

One study technique used to try to ascertain the features of a population or a specific phenomenon is descriptive research. Descriptive research allows you to detect patterns in a group's features and establish the variables and findings.

Data collection

Primary Data

Primary data, usually referred to as first-hand information, is information that is initially gathered from first-hand experience, evidence, or, in the case of research schools, primary data. A questionnaire was used to gather data for this investigation.

Questionnaires

A questionnaire was used to link the study's primary data.

- Multiple Choice Question
- Rang Question
- Open Ended Question
- Scaling Question
- Rating Question

Sample Design

A sample Is a subset of people from a larger population; sampling is the process of choosing a group of people from a population that best reflects the characteristics, patterns, and behaviours needed for the study.

Sample size

it is the number of observations or individual include in study or experiment to collect individual data. It is a inference about the population from sample. The sample size used in in this study determined based on the cost, time, and convenience.

Statistical tool

Percentage Analyse

Percentage analysis used to make comparison between 2 or more data. It is based on descriptive knowledge to compare the relative items. Used to determine respondents response for either answers.

One-way ANOVA

It Is employed to ascertain the importance of the variation in the independent group mean. The test is parametric. One Factor ANOVA is another name for it. Contains the mailed assumption about the variables.

Correlation

A research technique for figuring out how two variables relate to one another. By examining how changes in one variable’s value affect the values of the other, it is possible to determine whether there is a positive or negative

correlation between the two variables.

**Chapter -2
Data analysis and Interpretation**

Table 1: Shows gender wise classification of the respondents.

Gender	Percentage
Female	42%
Male	58%
Total	100%

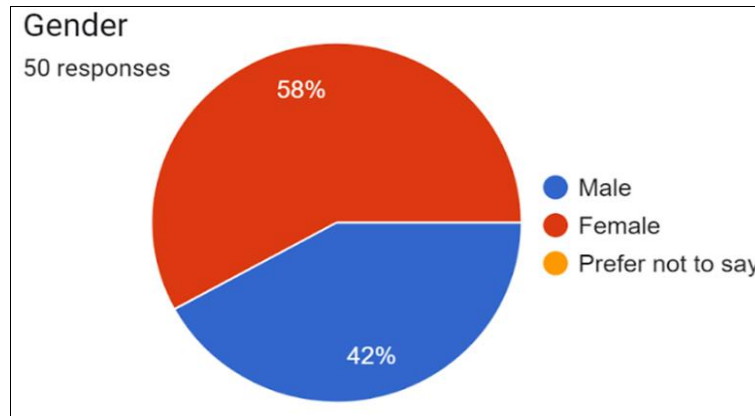


Fig 1: Showing Gender percentage of respondents

Interpretation: This table shows majority 58% are female. 42% are male. Fig 2.1.2 Showing percentage of respondents using LinkedIn

Interpretation: This table shows that 84% of the respondents are using LinkedIn, the remaining 16% are not using LinkedIn.

Table 2: Shows whether it helps the respondents to develop their skill

Respondents	Percentage
Yes	92%
No	8%
Total	100%

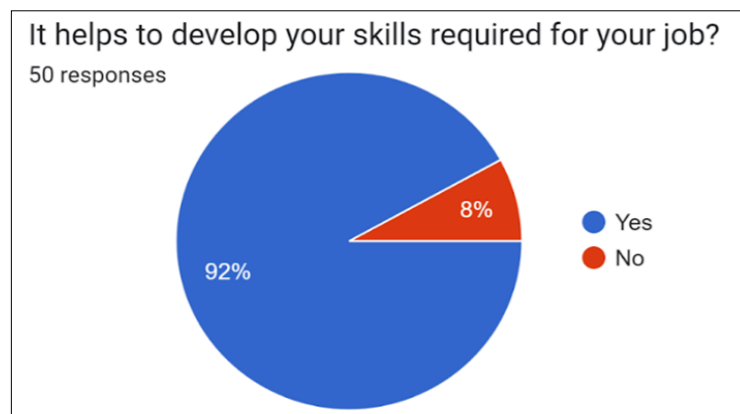


Fig 2: Shows the percentage of LinkedIn helps to develop the skills

Interpretation: This table shows that 92% of the respondents agree that LinkedIn helps them to develop their skills for their required job. The remaining 8% disagrees.

Table 3: Shows the period of respondents looking for job

Period	Duration
Less than 3 months	76%
3-7 months	10%
7-11 months	2%
1 year or more than	12%
Total	100%

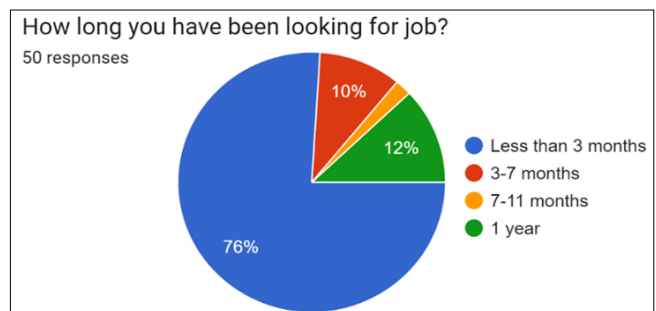


Fig 3: Showing the duration of Searching for job of the respondents

Interpretation: This table shows that 76% of the respondents searching for less than 3 months, 10% of the respondents searching for 3 to 7 months, 12% of the respondents searching for 1 year, the remaining 2% are searching for 7 to 11 months.

Interpretation: This diagram shows 36% of the respondents Agree, 36% of them neutral, 20% strongly agree, 6% disagree, 2% strongly disagree that LinkedIn provides relevant jobs according to your profile.

Table 4: Shows effort put into optimizing respondents profile

Respondents	Percentage
Often	16%
Sometimes	74%
Never	10%
Total	100%

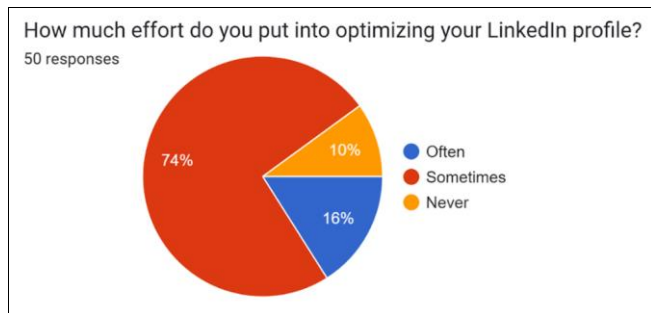


Fig 4: Showing percentage of optimizing LinkedIn profile

Interpretation: this diagram shows that 74% of the respondents only few times optimizing their LinkedIn profile, 16% are often improve their profile, the remaining 10% never upgrade their profile.

Fig 2.1.8 Showing the percentage of application submitted in LinkedIn

Interpretation: This diagram 55.1% not applied in LinkedIn, 38.8% are applied 1 to 5 applications, 4.1% applied 5 to 10 applications, the remaining 2% applied more than 10 applications.

Table 5: Shows the overall experience of applying in LinkedIn

Respondents	Percentage
Very dissatisfied	4%
Dissatisfied	6%
Neutral	42%
Satisfied	26%
Very satisfied	22%

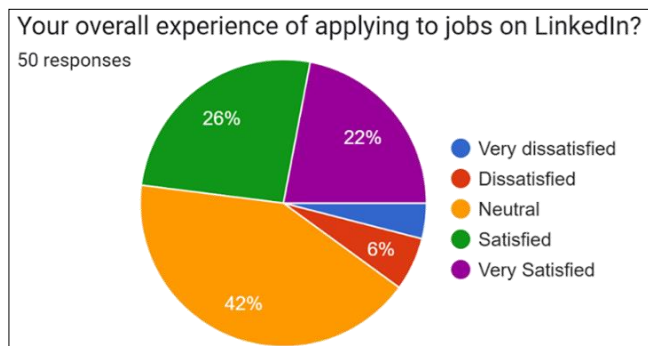


Fig 5: Showing the overall experience of applying in LinkedIn percentage

Interpretation: This chart shows that 42% of the respondents are neutral, 26% of the respondents are satisfied, 22% of them are very satisfied, 6% are dissatisfied, 4% are very dissatisfied in the overall experience of applying to jobs on LinkedIn.

Statistical analysis

One-way ANOVA: To compute one-way ANOVA on consumer preference for a product and its brand loyalty.

Null Hypothesis (H0): There is no difference in the mean time to find a job among the three educational levels.

Alternative Hypothesis (H1): There is a difference in the mean time to find a job among the three educational levels

ANOVA					
Respondents	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1736.929	2	868.464	4.955	.011
Within Groups	8063.071	46	175.284		
Total	9800.000	48			

Interpretation

The hypothesis is accepted since the value of 0.011 above the significance level of 0.05. We accept the null hypothesis. Consequently, there is no difference in how job searchers view LinkedIn.

Summary Of Finding Suggestion And Conclusion Findings

- Majority of the respondents belong to age group 18 to 28
- Majority of the respondents are male
- Majority of the respondent occupation is as a student
- Majority of the responded are in LinkedIn
- Major respondent also consider the fact LinkedIn is effective platforms to find job opportunities.
- Majority of the respondent are satisfied in using LinkedIn.

Suggestion

- It can analyse and evaluate accuracy of job recommendation provide by the LinkedIn users based on their profile and background.
- It can prove more relevant jobs and increase the awareness about LinkedIn to more students and professionals
- Make improvements in overall experience of applying to jobs on LinkedIn
- Increase more job opportunities

Conclusion

LinkedIn serves as a valuable employment tool for job seekers, offering a platform where individuals can showcase their professional skills and experiences to a wide audience of potential employers. Through features like job postings, networking opportunities, and professional groups, LinkedIn facilitates connections between job seekers and hiring managers, increasing the chances of finding suitable employment. Moreover, the platform's algorithms and personalized job recommendations enhance the job search experience by presenting relevant opportunities to users. Overall, LinkedIn has emerged as a pivotal tool in the modern job market, empowering job seekers with the

resources needed to navigate the employment landscape effectively.

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