

CAN HELP PEOPLE FIND JOBS OR FURTHER EDUCATION

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ABSTRACT

- ✓ **Purpose:** The paper reports the finding of the study examining the importance of LinkedIn to help people for getting jobs or further education also observing how LinkedIn can be used as a tool to have a successful future with Respect to New Normal.
- ✓ **Methodology/Approach:** The approach used in the research paper is Narrative Analysis because it is used to obtain data from individual's personal experience and stories. In the survey that is provided in the paper, it was highly focused on their personal experience and even in the secondary survey, the paper is looking at it in a way to gain individual's life experiences based on a sample of 150 LinkedIn users 19 and above in India. It focuses on using the stories and experiences shared by people to answer the research questions.
- ✓ **Findings:** The objective of the paper is to find the main reason why every job seeker or a student should be on LinkedIn, to study the usage of LinkedIn to find Jobs while Employed and also, to create Awareness, Consideration and Conversion.
- ✓ **Practical Implication:** Industry reports show positive responses that LinkedIn is effectively helping needy people to get right jobs according to their interest even during pandemic.

- ✓ **Keywords:** LinkedIn Jobs, LinkedIn Education, Industry Insight/Market Research, LinkedIn Issues and frauds.

- ✓ **Document Type:** Research Paper

I. INTRODUCTION

LinkedIn could be a free business social networking web site that allows users to register to make an expert profile visible to others. Through the location, people will then maintain an inventory of famed business contacts, known as Connections. LinkedIn users can even invite anyone to hitch their list of connections. LinkedIn offers a good manner by which individuals will develop an intensive list of contacts, as your network consists of your own connections, your connections' connections (2nd degree connections), as well as your ordinal degree's connections (third – degree connections). From this network, people will learn of and rummage around for jobs, business opportunities, and people.

LinkedIn follows strict privacy tips whereby all connections created area unit mutually confirmed and people solely seem within the LinkedIn network with their express consent [6]. Other LinkedIn options embrace paid accounts that provide a lot of tools to search out folks, and “LinkedIn Answers” developed in January 2007. A free feature, “LinkedIn Answers” permits registered users to post business-related queries that anyone else will answer.

With quite forty – five million users representing a hundred and fifty industries around the world, LinkedIn could be an invasive skilled networking web site that permits members to make business contacts, rummage around for jobs, and notice potential purchasers. Individuals have the flexibility to make their own skilled profile which will be viewed by others in their network, and also read the profiles of their own contacts.

II. RESEARCH QUESTIONS

- 2.1. How LinkedIn can be used as a tool to have a successful future with Respect to New Normal?
- 2.2. Why every job seeker should be on LinkedIn?
- 2.3. How to write a Post on LinkedIn looking for job?

III. RESEARCH OBJECTIVES

- 3.1. The objective is to find the main reason why every job seeker or a student should be on LinkedIn.
- 3.2. To study the usage of LinkedIn & LinkedIn Learning to find Jobs while Employed, to research company culture and to create Awareness, Consideration and Conversion. Lastly to Summarize major issues and Disadvantages of LinkedIn.

IV. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

LinkedIn is the world's largest skilled Networking Platform [1]. It's additionally one in every of the foremost influential social media networks with 740 million members in additional than two hundred countries and territories across the globe. LinkedIn was formally launched in 2003 and has been growing nothing short phenomenal. It accumulates 1.6 million members. As noted by H. Tankovska (2021) Statistics offers info on the distribution of LinkedIn users worldwide as of January 2021, this is sorted by Gender. 43.1 % of LinkedIn audiences were feminine and 56.9 % were male.

We checked out the different ways to use LinkedIn Account for personal, skilled and structure success. Complete your LinkedIn Profile; Contact and Connect with alternative LinkedIn Users; Begin Talking; Provide and Receive Recommendation and Endorsements; Notice New Hires and New Opportunities; Observe skilled rule on LinkedIn.

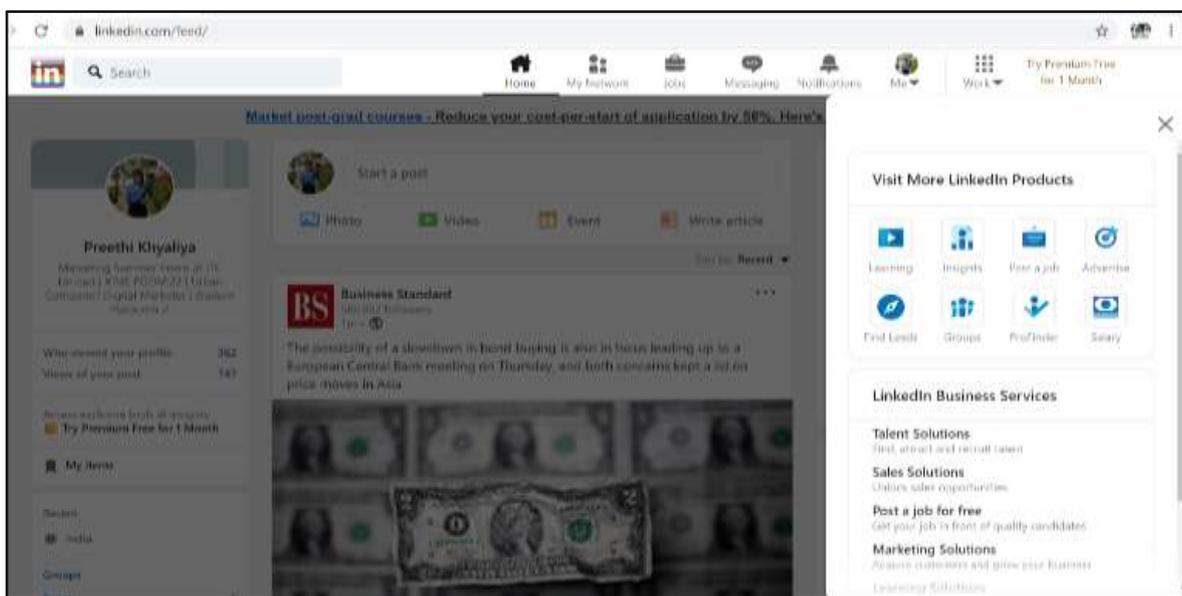


Figure 1: Exploring LinkedIn

When seeing LinkedIn, an individual might merely appear like an Online CV however on a platform wherever variant employers are searching for potential candidates each day. Jessica Murray (2020) explicit the key to use LinkedIn effectively to create certain you're 'Discoverable' to employers and agencies as well as use those all – necessary connections to your advantage [9]. Decide the Perfect LinkedIn Profile Picture; Write a LinkedIn headline that cause you to stand out; Embody an expert outline in your Profile; Promote your work experience on LinkedIn; Get Recommendations and Endorsements for work skills; Use LinkedIn job search function; Share your successes in LinkedIn Posts; Use LinkedIn for Networking; Optimize your LinkedIn privacy setting; Be a part of LinkedIn Groups; Share article on LinkedIn and write your own; Use LinkedIn for Interview preparation.

There is a heap of nice recommendation out there for Job Seekers on the way to use LinkedIn to build their personal brands and notice new career opportunities. However, the question still remains, 'Can my Company see My Job search on LinkedIn? If Yes, how will professionals who are currently employed can Leverage LinkedIn effectively, nonetheless discreetly, while not compromising their current Job Security?'

According to Tana Storani (2018), there are 5 vital steps that guarantee your LinkedIn job search efforts are successful, nonetheless go unseen by your current employer [12]. It is noticed that 5 vital steps that guarantee your LinkedIn job search efforts are successful, nonetheless go unseen by your current employer. However, we'd like understand the result of **LinkedIn on Deception** in Resumes. Compared with traditional resume, LinkedIn resume were less deceptive concerning the sorts of info that count most to employers, specifically an applicant's previous work expertise and responsibilities. However, a lot of deceptive when concerning about interests and hobbies.

There is no doubt that LinkedIn may be a quick – growing world skilled Network that can be a valuable tool for business individuals and student, whether or not they're actively seeking a job. Brett Cooper, Saint Peter's University, USA Mary Kate Naatus, Saint Peter's University, USA from American Journal of Business Education – Fourth Quarter (2014) Volume 7, Number 4 suggest the use of LinkedIn in the Classroom. Brett A. Cooper and Mary Kate Naatus emphasizes how LinkedIn also can be used to help elaborate on Business and Marketing topics and ideas to simply work it into the course program and use **LinkedIn as a Learning Tool** in Business Education. They additionally counsel LinkedIn as a room tool cannot solely reinforce the essential idea of Branding and Relationship – Building how inventive use of LinkedIn will increase student's engagement and collaboration. LinkedIn will inspire them to ascertain their professional networks, which may be important in their Career Progress. However, in order to extend the utilization of LinkedIn in way wider – ranging manner we'd like to have a Marketing Solutions for LinkedIn [3].

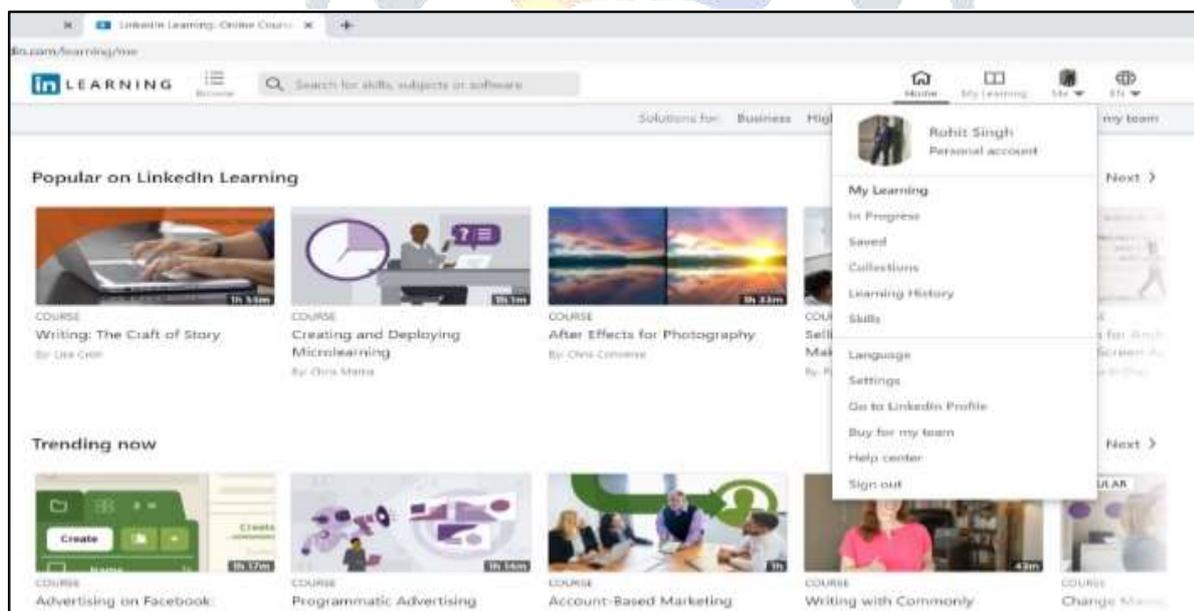


Figure 2: Learning Features

As we tend to recognize accomplishment may be an important a part of actively seeking out, finding and hiring candidates for a particular position or job. The recruitment definition includes the entire hiring process from inception to the individual recruit's integration into the company [15].

Ameya Joshi offers a Bird's eye read of how the hiring method works in firms with the assistance of LinkedIn and additionally enlighten everybody concerning the distinction between LinkedIn and Job Portals or Websites [5].

Writing a LinkedIn profile once unemployed is confusing for Job Seekers. It's a matter several Job Seekers raise here on LinkedIn. The key problem with what to jot down on a LinkedIn profile once unemployed is that the Current Position section. Dave Byrnes (2015) explains this Position section on LinkedIn affects Job Seekers. He additionally follows the ways that how an unemployed user tackles their current position [4].

In the impression of Diversification, the utilization of social networking computer code by professionals is increasing dramatically [14]. However, it is used, whether or not it enhances or reduces productivity and the way enterprise friendly style and use may evolve are open questions. Authors Meredith M. Skeels and Jonathan Grudin (2009) examine whether or not social networks cross boundaries in work with the assistance of LinkedIn and Facebook. The utilization of large – scale data processing and machine learning has escalated through the adoption of technologies comparable to Hadoop, with its straightforward programming linguistics and made and active ecosystem [8].

A longitudinal study of Facebook, LinkedIn and Twitter use by Anne Archambault and Jonathan Grudin (2012) suggest how employers use these tools into account then help the structure of communication and knowledge – gathering [2]. Social ability Validation at LinkedIn main mission of LinkedIn is to connect members to the proper opportunities. To search out the right opportunities, LinkedIn has to perceive every member's ability set and their expertise levels accurately [11]. The trade relied on either hand created tiny scale knowledge or giant – scale social gestures containing heaps of social bias. For example, Endorsements.

The impact of Social Media on accomplishment by Tanja Koch and Charlene Gerber Jeremias J. De Klerk (2018) establish several organizations vying for constant talent, it's necessary to make sure that the right strategies are utilized in distinguishing attracting the most effective talent for the organization. They also investigate the impact of social media on the accomplishment process. The contribution by Thomas L. Case, Adrian Gardiner, Paige Rutner, John N. Dyer (2012) concerning the investigation was undertaken to look at the extent to the LinkedIn profiles are ready to provide a lot of realistic images of entry – level jobs control by program alumni and future career progress [13].

4.1. LinkedIn during a Global Pandemic – Helping Graduates get Employed:

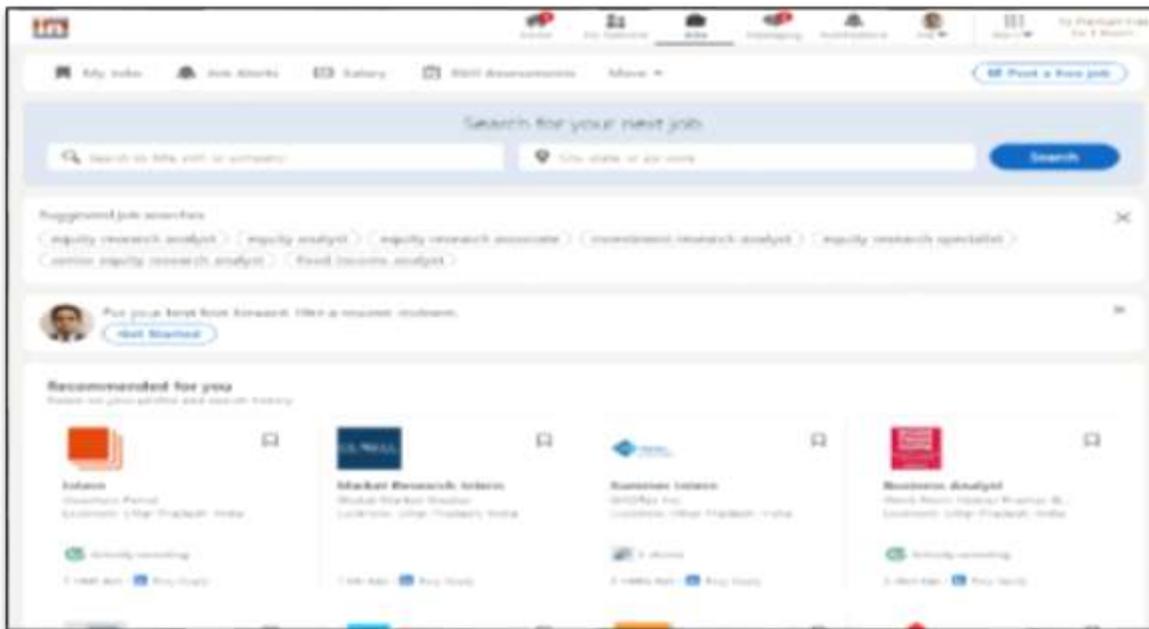


Figure 3: Job Search

According to Statista, over 80% of LinkedIn users are between 18 – 34 years of age. While many of this group are likely to be a little outside the potential undergraduate student core audience, there is a huge opportunity here to reach students for graduate programs. This is especially so during the pandemic as many evaluate their future options, whether to change careers or perhaps seek further education, such as a Master's or doctorate degree. According to few research, only 9 percent of high school students use LinkedIn, meaning those who do have a better chance of standing out from their peers.

When it comes to targeting students on LinkedIn, location is the only mandatory field. It can be used to attract regional, out – of – state, or international students to your institution. You can also choose to segment your targeted list by educational fields like fields of study, or degree offerings. With the Demographics tab in LinkedIn Campaign Manager, you'll find in – depth information on who clicked on your ads, and if they were redirected to your website [10].

Jobs are going remote, and experts predict work – from – home could be around for years after the novel coronavirus is long gone. For college students in certain degree fields, this is a positive thing for online internships and E – interviews for entry – level jobs. In our current globalized work environment, our students can gain NYC marketing experience from the comfort of their Barcelona living.

This year is unlike any other. We're enduring a global pandemic that's taken lives and impacted the well – being, health, and jobs of so many people around the globe. And with the reality of systemic racism in our country front and center, we have a critical and shared responsibility to create a better, more inclusive future for the Black community.

We are all also facing an economy that has changed dramatically. In certain countries, the unemployment rate swung from 50 – year lows to 70 – year highs in just three months. And the impact has been felt disproportionately by people with low incomes, women and underrepresented minorities.

LinkedIn worked together across Microsoft to make all the resources available for free slowly, for everyone in one place — (opportunity.linkedin.com) It's ambitious, and it's just the beginning, but LinkedIn excited to help job seekers land their next job.

Helping people get back on their feet through LinkedIn's Economic Graph, we are able to digitally map 690M professionals, 50M companies, 11M job listings, 36K skills, and 90k schools on LinkedIn, to identify in – demand skills, emerging jobs, and global hiring patterns. These insights help us connect LinkedIn members to open opportunities.

4.2. Why Every job seeker or Student should be on LinkedIn:

LinkedIn will help you find a job faster because most hiring managers and recruiters are already using it. A whopping 87% of recruiters find LinkedIn to be the most effective when vetting candidates during the hiring process – especially those under 45 (90%).

Having an active and well put together LinkedIn profile will, thus, significantly increase the chances of your discovery by various companies looking to hire people based on your skills and experience. In other words, potential employers will contact you if they think you will be a good fit for their organization, instead of you having to look at and contact each company actively. Also, 75% of people who recently changed jobs used LinkedIn to inform their career decision.

V. SOURCE OF DATA

5.1. Data collection from Primary Source

- 5.1.1 Primary data is known as data collected for the first time through field survey. Such data are collected with specific set objectives. Primary data always reveals the cross – section picture of anything studied. This is needed in research to study the effect or impact any policy.
- 5.1.2 A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Although, they are often designed for statistical analysis of the responses.
- 5.1.3 For this study, A structured questionnaire consisting of 19 questions was designed. The questionnaires were administered among 150 respondents of the organization.
- 5.1.4 The source from which data was collected – Google survey form.

5.2. Data Collection from Secondary Source

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.

Sources:

1. Journals.
2. Internet sites.

5.3. Method of Data Collection – Questionnaire and Surveys.

5.4. Target Population – Our target population will be 19 and above as we are targeting a quality audience in a professional context. Market to influencers, decision makers, and executives who act on new opportunities.

Target audiences are formed from different groups, for example: Adults, Teens. To market to any given audience effectively, it is essential to become familiar with your target market, their habits, behaviors, likes and dislikes.

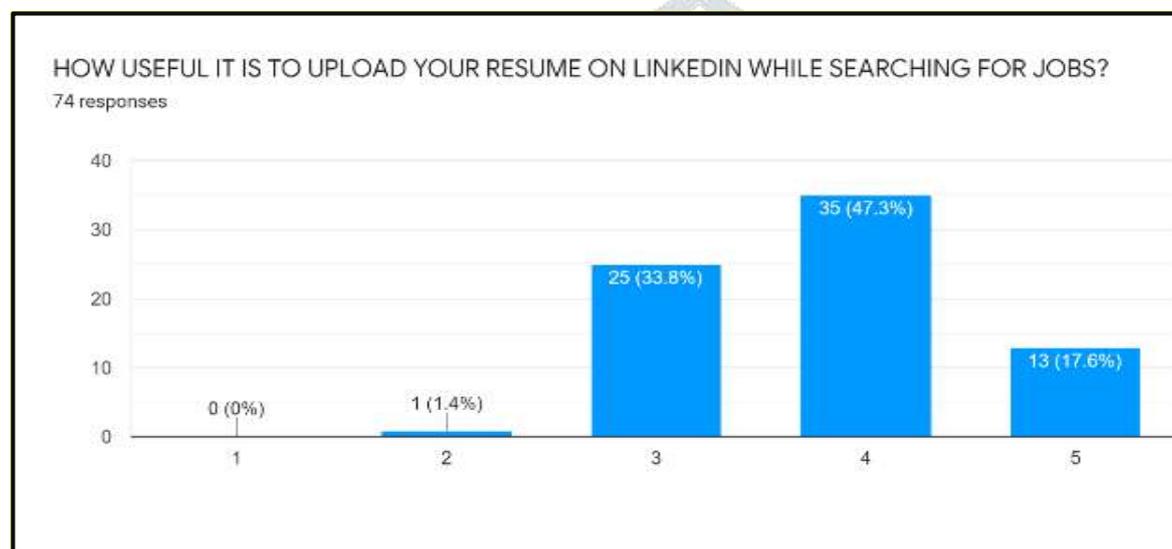


Chart 1

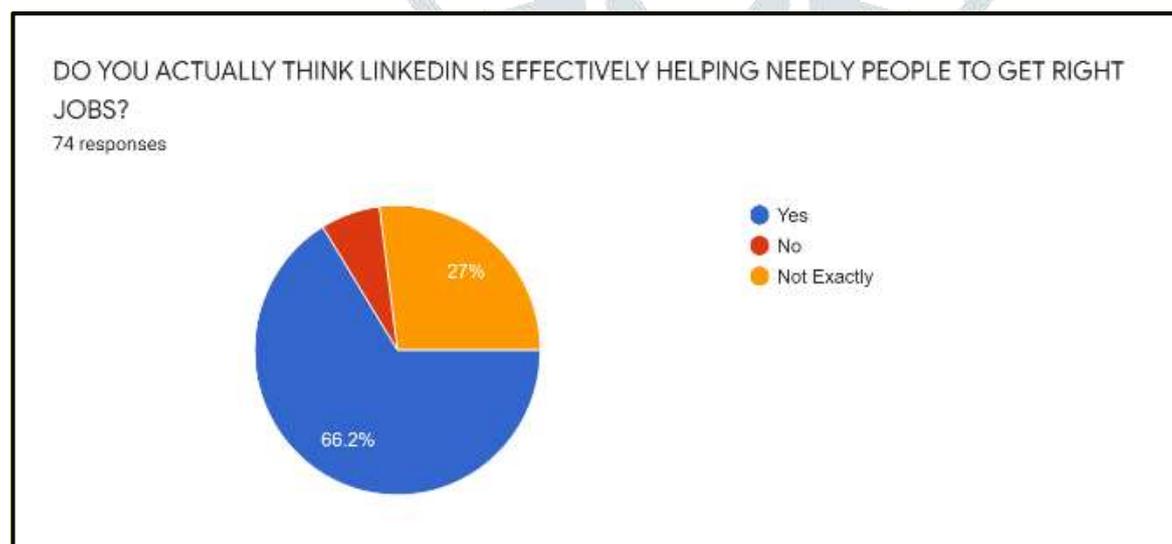


Chart 2

VI. RESPONSES

Table 1- 6.1. According to our survey the issues that the LinkedIn users faced while finding jobs are listed below:

1.	Low Wage.
2.	Their Credibility.
3.	Searching for the Right Company.
4.	There is a Lot of Competition.
5.	Having No Clear Direction; 2. Not Beating Applicant Tracking Systems. 3. Skipping the Cover Letter.
6.	Not getting response from other side.
7.	Qualifications.
8.	Recruiter may not get a chance to view my profile. One who is on top, gets shortlisted.
9.	Cannot find right profile.
10.	Filtration of jobs which are fake or is a scam. More security measures should be put out to eliminate such activities.
11.	Some profiles are fraud, so there is a chance of vulnerability.
12.	Fake Companies.
13.	Searching for the appropriate job as per your interest from the clutter that is available.
14.	Tough to find interviews.
15.	Interactivity level limited in comparison to another network
16.	Spamming constantly with mails.
17.	Less options for freshers.
18.	Priority setup.
19.	While finding jobs, people find it difficult to get job related to their own domain knowledge. Also, whether any particular organization has openings or not, this is also not clear most of the times.

Table 2- 6.2. According to our survey we found that LinkedIn is liked and used by most of the Population in India, the below are the reasons why LinkedIn is being liked:

1.	Improves SEO profile for Business
2.	Posts and Connectivity Power.
3.	Interface.
4.	Find New Hires and New Opportunities.
5.	Get valuable data on target demographic
6.	Makes networking most time and cost efficient.
7.	I can easily connect with people of same domain I am interested in.
8.	Building resume and searching for the right job
9.	Professional Exposure.
10.	Establish Credibility fast
11.	Networking, Sharing Insights.
12.	Interface and algorithm which makes people have maximum reach.
13.	Provides more Information.
14.	Platform to Provide Niche Expertise
15.	Provides updates about the business world.
16.	the connection that we can make, the information that we get.
17.	Making connections and understanding different job aspects of various people.
18.	Opportunities.

Table 3- 6.3. The reasons why LinkedIn is not being liked by few of the Population in India:

1.	Difficulty in searching the right connection.
2.	Many profiles are locked.
3.	Potential Spam.
4.	Not user friendly.
5.	It's just like Facebook, modern work kind of forces to have one to move up in the world.
6.	Premium content doesn't seem worthy.
7.	More connections which is not relevant & people need more idea about the purpose of LinkedIn.
8.	New story update on LinkedIn. Seems like it has least use.
9.	Possibilities of Fraud.
10.	Lot of Unnecessary Posts.
11.	It's User Interface.
12.	Open Conversations.

13.	We have to upload a lot of information while making the profile which takes up a lot of time.
14.	Difficult to get a job through the platform.
15.	Irrelevant Jobs.
16.	Notifying the person that I visited his/her profile.
17.	Unverifiable claims.
18.	Premium Account Prices, Get High If You Choose to Pay Monthly.

VII. METHODOLOGY

7.1. Sampling method – For this research we use **Quota Sampling** because we are targeting personnel who are currently working or are looking for a Job. Quota sampling here is the best sampling method because we only need data from these people only – who are working or looking for Jobs. In Quota Sampling we form a cluster of people who share our research interest and provide us an appropriate data.

7.2. Statistical Technique Used – With the help of **Quota Sampling** we were able gather 74 Legitimate Responses from our Survey and to Verify the authenticity regarding our postulation, can LinkedIn Help People Find Jobs or Further Education. We were over and done with the Statistical Technique of Correlation and Regression through the medium of different variables like Age, How Long have you Been using LinkedIn (in term of Months/Years), How useful it is to Upload your Resume on LinkedIn while Searching for Jobs, How many First Level LinkedIn connection do you Have, How likely are you to Recommend LinkedIn to a Friend, Family or Colleague.

We conducted a Regression Technique and a Correlation Technique by using the above Variables. We found out in the 1st Regression Technique where we use the variables, How useful it is to Upload your Resume on LinkedIn while Searching for Jobs (as ‘X’ or Independent Variable) and How likely are you to Recommend LinkedIn to a Friend, Family or Colleague (as ‘Y’ or Dependent Variable). The Significance F = 0.00 and P – value for the Intercept and How useful it is to Upload your Resume on LinkedIn while Searching for Jobs = 0.00. Multiple R = 0.610, R Square = 0.372, Adjusted R Square = 0.364, Standard Error = 0.603, Observations = 74.

When it comes to Intercept and How useful it is to Upload your Resume on LinkedIn while Searching for Jobs, we saw the value of Coefficients = 1.656 and 0.629, Standard Error = 0.373 and 0.0961, t Stat = 4.4392 and 6.5411.

Interpretation 1: As we saw the Level of Significance and P – value is 0.00 which is Less than 0.05 and is statistically significant. It indicates strong evidence against the Null Hypothesis as there is less than a 5 % Probability the Null is Correct (and the results are random). Therefore, we reject the Null Hypothesis and accept the alternative hypothesis.

For our 1st Correlation Technique, we took the same variables that is How useful it is to Upload your Resume on LinkedIn while Searching for Jobs and How likely are you to Recommend LinkedIn to a Friend, Family and Colleague, the values of How likely are you to Recommend LinkedIn to a Friend, Family and Colleague = 0.6105 and How useful it is to Upload your Resume on LinkedIn while Searching for Jobs = 1.

Interpretation 2: In the following Correlation Result we tried to find out how the Variable i.e., How useful it is to Upload your Resume on LinkedIn while Searching for Jobs? And How likely are you to Recommend LinkedIn to a Friend, Family or Colleague? Are Correlated with each other. To find the Correlation we have done Multiple Correlation Technique, shown the Graphical Representation and the Equation too ($y = 0.6291x + 1.6566$).

2nd Regression Technique we used the variables, Age (as 'X' or Independent Variable) and How many First level LinkedIn Connection do you have? (as 'Y' or Dependent Variable). The Significance F = 0.0026 and P – value for Intercept and Age was 0.00 and 0.002651 respectively. Multiple R = 0.3444, R Square = 0.11867, Adjusted R Square = 0.1064, Standard Error = 0.8570, Observations = 74.

When it comes to Intercept and Age, we saw the value of Coefficients = 1.0023 and 0.4508, Standard Error = 0.2108 and 0.1447, t Stat = 4.752 and 3.1136.

Interpretation 3: As we saw the Level of Significance is 0.0026 and P – value is 0.0026 and 0.00 which is Less than 0.05 and is statistically significant. It indicates strong evidence against the Null Hypothesis as there is less than a 5 % Probability the Null is Correct (and the results are random). Therefore, we reject the Null Hypothesis and accept the alternative hypothesis.

2nd Correlation Technique, we took the same variable that is Age and How many First level LinkedIn Connection do you have. The value of Age = 1 and How many First level LinkedIn Connection do you have = 0.3444.

Interpretation 4: In the following Correlation Result we tried to find out how the Variable i.e., Age and How many First Level LinkedIn Connection do you Have? Are Correlated with each other. To find the Correlation we have done Multiple Correlation Technique, shown the Graphical Representation and the Equation too ($y = 0.4508x + 1.0023$).

7.3. For further verification check the link below:

<https://drive.google.com/file/d/1Q7n7aT6Mf4uVuDfGWJhiLAV7AyQ00kSW/view?usp=drivesdk>

7.4. Method of Analysis – Narrative Analysis (Qualitative Analysis).

This method is used to analyze content from various sources, such as interviews of respondents, observations from the field, or surveys. It focuses on using the stories and experiences shared by people to answer the research questions.

We are using Narrative Analysis because it is used to obtain data from people's personal experience and stories. In the survey that we gave, it was highly focused on their personal experience and even in the secondary survey, we were looking at it in a way to gain people's life experiences.

VIII. RESULTS AND DISCUSSION

First, the finding demonstrated that most of the Indian population frequently visit LinkedIn profile every day and is super useful for them to find jobs according to their interests. The results of this hypothesis among Indian employees are in line with previous studies.

Second, this study identified that LinkedIn is a Good Channel for Finding jobs even during Pandemic. It is found that most of the Population pay to learn Professionalism and information system to use LinkedIn Learning.

Finally, According to the survey the results support the usage of LinkedIn to find Jobs while employed and to research company culture and career path ways. According to the Survey 80% of the respondece.

IX. LIMITATIONS AND RECOMMENDATION FOR FUTURE RESEARCH

This study suffers from several limitations as this study use self – report survey to generate response from different employee, the information provided was biased on answers that were provided on the basis of being socially desirable. Some of them can be:

- Respondents may be hesitant to provide responses that portray themselves in a negative light, Because of a lack of recollection or disinterest.
- Closed – ended questions in surveys may have a lower validity rate than other types of questions.
- There may be data inaccuracies as a result of inquiry non – responses. The amount of people who choose to reply to a survey question may differ from those who choose not to, resulting in bias.
- Because respondents may perceive some answer alternatives differently, survey question response possibilities might lead to ambiguous results. For example, the response selection "Slightly Agree" might mean various things to different people.

One of this limitation is Quota Sampling the reason being that it provides the report survey a general overview and not the specific one. Quota sampling does not allow for a random selection of study subjects. Quota sampling raises the danger of researcher bias since it allows a researcher to include persons in his study who are simple to approach or who are cooperative. Because the selection of participants is not random, the result of quota sampling is not reliable.

There can be few limitations while using LinkedIn – Refer Table 3.

X. CONCLUSION

There is no doubt that LinkedIn is a fast – growing global professional network that can be a valuable tool for business people and students, whether or not they are actively seeking a job. With two new users joining the network every second (Conner, 2013), a presence in over 200 countries, and a reputation as one

of the most successful startups in recent years, it makes sense that business faculty discuss LinkedIn in their classrooms. By familiarizing students with LinkedIn and encouraging them to create strong professional profiles, it can help students differentiate and market themselves and grow their networks, which is a must in today's competitive job environment. This alone may not persuade professors to use LinkedIn in the classroom, which is why this report emphasizes how LinkedIn can also be used to help elaborate on business and marketing and concepts to easily fit it into the course syllabus. Going forward, there is a plan to create a LinkedIn group for business educators, in addition to a blog, in order to share best practices and teaching tips on incorporating social media tools and LinkedIn into college – level courses [7]. Furthermore, many people leave it half – finished, having copied and pasted bits and pieces from their résumé, and haven't logged in in months. These individuals believe that LinkedIn is just another social networking network, similar to Facebook, Twitter, or Instagram, and that it does not assist them in obtaining their ideal job. It is, however, the polar opposite. LinkedIn provides several chances for job seekers, including the ability to make connections, keep track of businesses and events, and even have their job search done for them. Some of the primary reasons why every job seeker should be on LinkedIn are listed below.

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