



A Study of LinkedIn as an Employment Tool for Job Seeker & Recruiter

Dr. Ajay Bhardwaj¹, Nitin Yadav²

¹Associate Professor, Parul Institute of Engineering and Technology, Parul University

²Master of Business Administration, Parul Institute of Engineering and Technology, Parul University

ABSTRACT:

The purpose of this research was to present a systematic review of literature on 'LinkedIn as an Employment tool'. This study covers different fields which is related to employment and could be performed through LinkedIn like: recruitment, selection, personality test, endorsement, job recommendation, background check, talent search, LinkedIn features (e.g. Apply, Easy Apply, LinkedIn Salary etc.), job seeker's perception, employer's perception and so on.

This research will give a brief summary of LinkedIn's applicability as an employment tool and will help recruiters as well as job seekers to make better decisions while using LinkedIn for employment purpose.

The limitation of this study is that the research is a secondary research and based on previously available relevant literatures only. Also, it was not possible to get access of all the relevant papers and hence some important factors might be missed.

Keywords: Systematic Literature Review, Employment Tool, LinkedIn, Recruiter, Job Seekers

I. INTRODUCTION:

The traditional recruitment process has changed in this era of digitization. Online job search has shifted to social media job search. Connecting with industry professionals through one of the leading professional social media platform LinkedIn is not a new practice. But, now it provides various customized features and applications in almost all employment areas starting from job posting to background check and have gave an edge in social media recruitment.

LinkedIn:

Technology has changed the manner in which people interact now days. The role of technology in our day to day lives is rapidly developing. A result of this is the birth of social media for example: Facebook, Twitter, Instagram, LinkedIn, Git hub etc. The growing interaction this generation on social media sites has driven HR department of organizations to leverage these channels to their advantage. Actions around this include attracting applicants to apply for vacancies in the organization, employee engagement, employee communication and development. Organizations have started embracing social media so that employees perceive them as innovative and open to change. LinkedIn is most widely used for this purpose.

II. OBJECTIVE:

- We want to take this opportunity to highlight the benefits and key advantages of LinkedIn as a tool both for recruiters and job seekers.
- In our research we did a survey which helped us understand the current landscape of LinkedIn users.
- We projected our findings based on the survey and polls done on the masses.
- Our main objective is to help everyone understand that LinkedIn is more than just an application for finding a job it is a good research tool and a talent profile/skill builder platform.
- We have proved our objectives by highlighting the importance of LinkedIn through 10 major poll questions.
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III. BACKGROUND:

The increasing concerns of business organizations regarding sustainability, emerging concept of Green HRM, E- Recruitment etc. and organizations' tendency to shift towards paperless office and the popularity of work from home situation during recent Covid 19 pandemic situation have accelerated the popularity of LinkedIn.

IV. RATIONALE OF THE PROPOSED STUDY:

An attempt in this research study will be made to do a study of LinkedIn as an employment tool for job seekers and recruiter.

V. RESEARCH METHODOLOGY:

Primary data:-

Primary data refers to the first hand data gathered by the researcher himself, This research has been done through primary data. It includes surveys and censuses, interviews.

Secondary data:-

Secondary data means data collected by someone else earlier, it involves using already existing data. It includes data collection through the internet, libraries, archives, schools and organizational reports.

Research Instrument:-

A structured non-disguised questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of variety of question presented to the respondents for their responses. The researcher has been used questionnaire with the support & cooperation of selected.

Respondent of different people to know LinkedIn is useful and effective or not.

Sampling media:-

Sampling media has been in the form of filling up of questionnaire.

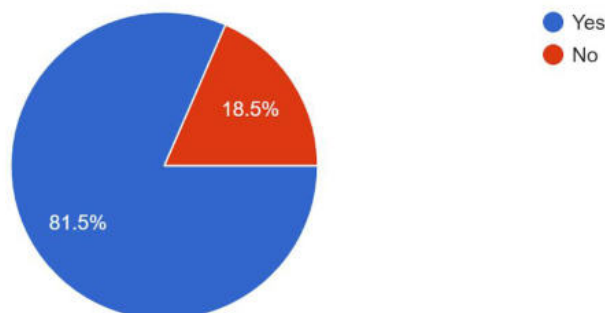
VI. DATA ANALYSIS:

1. Are you on LinkedIn?

YES	53
NO	12

Are you on LinkedIn?

65 responses



INTERPRETATION:-

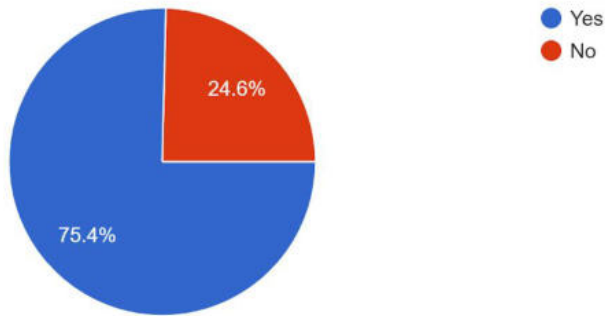
This graph shows that 81.5% of the respondents are on LinkedIn.

2. Have you ever found job opportunity on LinkedIn?

YES	49
NO	16

Have to ever find job opportunity on LinkedIn?

65 responses



INTERPRETATION:-

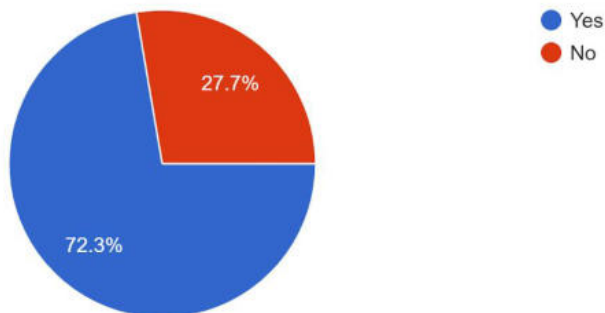
This graph shows that 75.4% of the respondents have found job opportunities on LinkedIn.

3. Do you find relevant job on LinkedIn?

YES	47
NO	18

Do to find relevant job on LinkedIn?

65 responses



INTERPRETATION:-

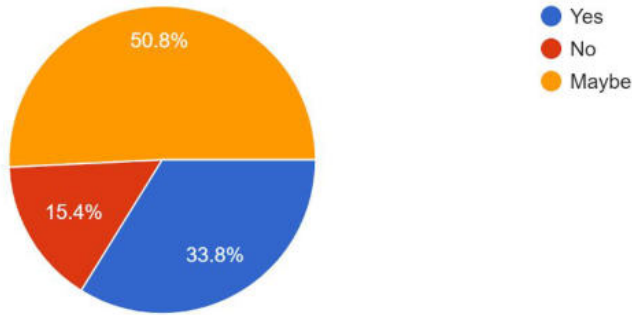
This graph shows that 72.3% of the respondents have found relevant jobs on LinkedIn.

4. Do you feel LinkedIn is useful for both employer & employee?

YES	22
NO	10
MAYBE	33

Do you feel LinkedIn is useful for both employer and employee?

65 responses



INTERPRETATION:-

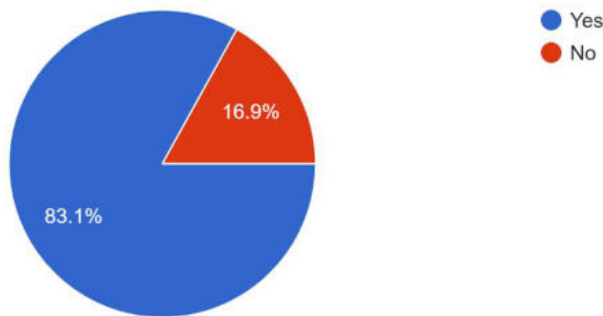
This graph shows that 50.8% of the respondents are not sure if LinkedIn is useful for both employer and employee, while 33.8% agree that it is useful.

5. Has LinkedIn made searching job easier?

YES	54
NO	11

Has LinkedIn made searching job easier?

65 responses



INTERPRETATION:-

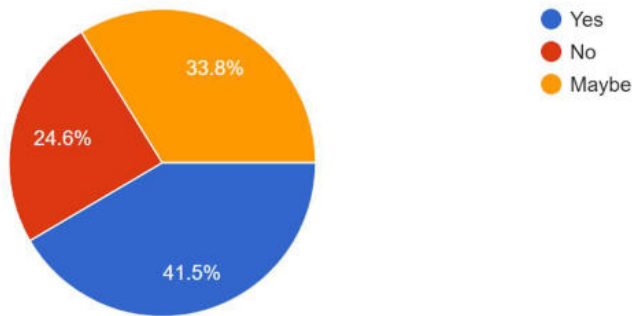
This graph shows that 83.1% of the respondents believe that LinkedIn has made finding jobs easier while 16.9% believe it hasn't.

6. Do you use LinkedIn as a research tool?

YES	27
NO	16
MAYBE	22

Do you use LinkedIn as a research tool?

65 responses



INTERPRETATION:-

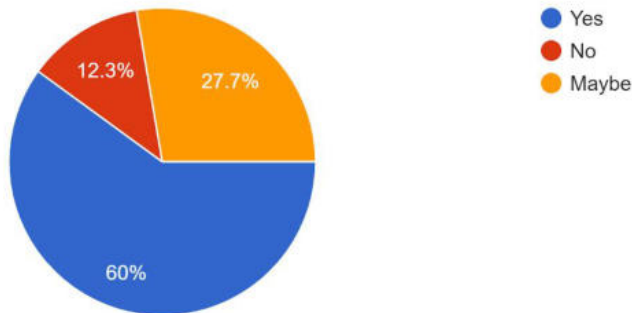
This graph shows that 41.5% of the respondents use LinkedIn as a research tool while 24.6% do not.

7. LinkedIn help in gaining exposure to hiring managers and recruiters?

YES	39
NO	8
MAYBE	18

LinkedIn help in gaining exposure to hiring managers and recruiters?

65 responses



INTERPRETATION :-

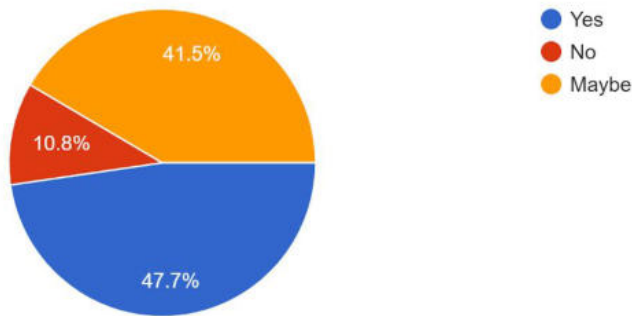
This graph shows that 60% of the respondents believe that LinkedIn helps in gaining exposure to hiring managers and recruiters while 27.7% are not sure.

8. LinkedIn demonstrate your knowledge, credibility and leadership expertise?

YES	37
NO	7
MAYBE	27

LinkedIn demonstrate your knowledge, credibility and leadership expertise

65 responses



INTERPRETATION:-

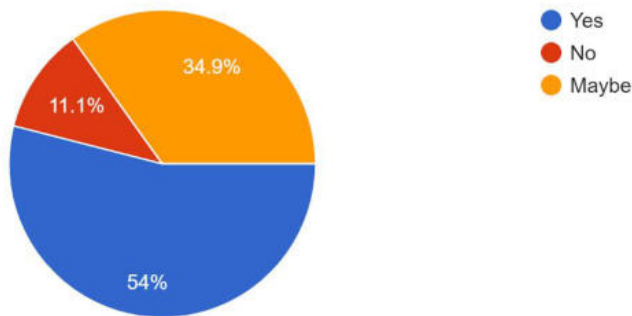
This graph shows that 47.7% of the respondents believe that LinkedIn helps to demonstrate knowledge, credibility and leadership expertise while 41.5% are unsure.

9. You can gain social proof for your skills and talents?

YES	34
NO	07
MAYBE	22

You can gain social proof for your skills and talents?

63 responses



INTERPRETATION:-

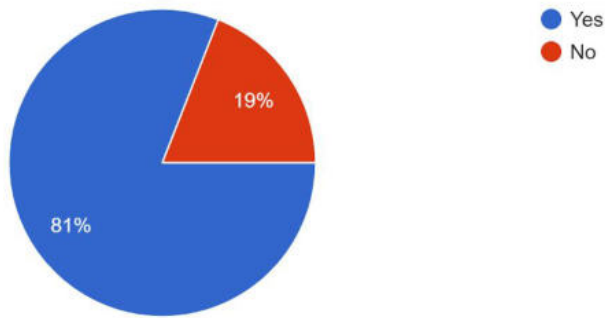
This graph shows that 54% of the respondents believe that LinkedIn has helped them to gain social proof for their skills and talents while 11.1% don't.

10. Do you feel LinkedIn is a save platform?

YES	51
NO	12

Do you feel LinkedIn is a safe platform?

63 responses



INTERPRETATION:-

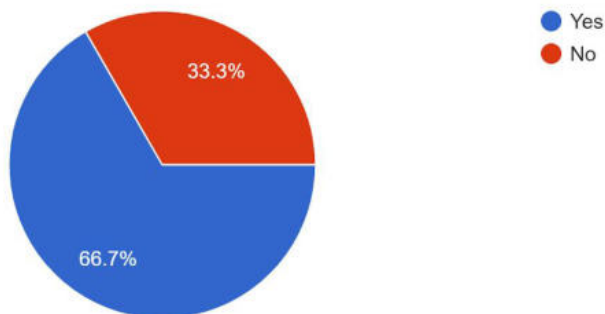
This graph shows that 81% of the respondents believe that LinkedIn is a safe platform but 19% don't.

11. Is your current job search from LinkedIn?

YES	42
NO	21

Is your current job search from LinkedIn?

63 responses



INTERPRETATION:-

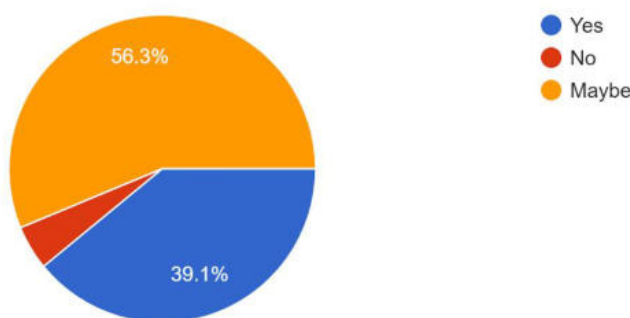
This graph shows that 66.7% of the respondents have their current job from LinkedIn but the rest 33.3% don't.

12. Do you feel LinkedIn has a great job board?

YES	25
NO	36
MAYBE	3

Do you feel LinkedIn has a great job board?

64 responses



INTERPRETATION:-

This graph shows that 39.1% of the respondents feel that LinkedIn has a great job board but 56.3% are not sure.

VII: CONCLUSION:

All the previous study confirms that LinkedIn plays very important role in recruitment and selection and is preferred over other Social Networking sites. Both recruiters and job seekers frequently use LinkedIn for its ease of use, cost effectiveness. Apart from professional networking, recruiters mainly use it for job posting, recruitment, personality testing of prospective candidates and for background check. Job seekers use it for searching and applying for jobs and also to check the background of prospective employer and company. Along with 'Apply' and 'Easy Apply' features, Endorsement and Recommendation features are also very popular as employers mostly use it for hiring candidates through referrals.

This systematic literature review will help employers to know all the dimensions of employment that can be preferred using LinkedIn and how to use it more effectively to find the right match for a position in their company. It will also help job seekers about how they can improve their visibility by professionally representing their personal and professional information in their LinkedIn profile and eliminate the fear of losing privacy.

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