Project Dissertation Report On

A study on how LinkedIn is an effective recruitment tool

Submitted By
Rashi Rathi
2K20/DMBA/096

Under the Guidance of
Mr. Mohit Beniwal
Assistant Professor

DELHI SCHOOL OF MANAGEMENT
Delhi Technological University
Bawana Road Delhi 110042

CERTIFICATE

This is to certify that the project report titled " A study on how LinkedIn is an effective recruitment tool" is an original and bonafide work carried out by Ms. Rashi Rathi of MBA 2022-2022 batch and was submitted to Delhi School of Management , Delhi Technical University, Bawana Road, Delhi -110042 in partial fulfilment of requirement for the award of Degree of Masters of business Administration .

Signature of guide   Signature of HOD
Mr. Mohit Beniwal   Dr. Archana Singh

DECLARATION

I, Rashi Rathi, student of MBA 2020-2022 of Delhi School of Management , Delhi Technical University hereby declare that project report on A study on how LinkedIn is an effective recruitment tool submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and the data given in this report is authentic to the best of my knowledge.

This report has not been submitted earlier for the award of any other degree, diploma and fellowship.

Acknowledgement

Due to the fact that all the knowledge required was not in the literature , it was imperative that the people who guide be very resourceful and knowledgeable . A deep sense of gratitude for the above reason is thus owed to Mr. Mohit Beniwal for his continuous guidance and the motivation and for helping in whatever capacity he could at various stages in the project. I really appreciate their involvement in the project and their regular advice that helped me refine the project as I went along and also include all points that help significantly with the growth in my learning.

I extend a vote of thanks to my Project Mentor Mr. Mohit Beniwal for valuable suggestions also on completing the project report

.

Finally, a note of thanks to all those, too many to single out by names, who have helped in no small measure by cooperating during the project.

Rashi Rathi
2K20/DMBA/096

Executive Summary

Recruitment is one the important method used in any company for identifying and enticing suitable employees to fill open jobs in a company. It identifies applicants who possess the skills and attitudes necessary to help a business achieve its goals. In today's digital era, the internet has benefited society while sometimes posing concerns. One of the advantages is e-recruitment using Sites like linkedin , indeed and naukri.com. In this paper there is a thorough study on how LinkedIn is an effective recruitment tool. The focus of this research is to study the effectiveness of recruitment through LinkedIn, comparing LinkedIn with other social media recruitment tools and to study the challenges of using LinkedIn for the recruiting process. This study was to learn about the perspectives of students, graduates, and recent job holders utilizing primary and secondary data .The aim of this paper is to study the overall effectiveness of LinkedIn by using both primary and secondary research . The primary research is done through the questionnaire to identify the effectiveness and their perspective toward this survey is given to students, graduates, and recent job holders. for secondary research In addition, a study was done utilizing secondary data to determine the exposure of top management to LinkedIn and it is done through various research papers available on the internet , various case studies . This will be followed by the responses of the questionnaire and the findings and after acquiring the necessary data, Microsoft Excel software was utilized to determine the research's conclusion. and recommendations to understand how linkedin is an effective recruitment tool.

TABLE OF CONTENT

LIST OF FIGURES

INTRODUCTION

1.1 Background

This paper aims to explore whether linkedin is an effective recruitment tool or not for hiring or sourcing candidates from there. The major objective of this research project is to study the effectiveness of recruitment through LinkedIn. Also to compare LinkedIn with other social media recruitment tools and study the challenges of using LinkedIn for the recruiting process. Recruitment is the biggest part of human resources .and recruitment is done through various ways like Internal and external recruitment and for external recruitment it can be done social media, talent search, recruitment agency. In previous years Television, radio, job boards, newspapers, recruiters' campus visits, and university placements were the top venues utilized to attract the talent.

This thesis focuses on linkedin as a recruitment tool. The reason for selecting this topic is that it is very interesting and a current topic. In this it will investigate what are the people's views about Linkedin and other platforms for sourcing candidates. Recruitment has overall evolved a lot over the world and it is currently following the latest practices in that. Modern technology enables the recruitment process through the internet faster than ever. Especially after the development of recruitment platforms has made these changes possible. It has become very cumbersome for companies to get the best talent as there is a war of talent. And for this reason companies are using these online platforms.

While company job websites were formerly one of the most successful techniques for recruitment on the Internet , social networking sites are now a strong weapon in the struggle for talent. It can be stated that the more developed a nation it is to have a large number of internet users The number of people utilising social media sites like Facebook and LinkedIn has increased dramatically during the previous decade. Most organisations have used or plan to utilise social media to boost their recruitment efforts. Job searchers have long relied on social

media to learn about potentially intriguing opportunities.Not just from the perspective of job searchers, but also from the perspective of businesses, social media is beneficial. In comparison to other sources, finding out about openings through one's social network has a more favourable influence on applicant attractiveness.

It has been said that LinkedIn is one of the most important social media platforms. important social media platforms.social networking platforms for recruiters. LinkedIn is the largest professional networking site accessible today, and it is only for the purpose of exchanging information, ideas, and, most crucially, job possibilities. Companies cannot afford to neglect social media in their recruiting efforts, given the fast growing number of users on social networking sites such as LinkedIn. Professional media, like LinkedIn, offers its members the ability to remain in touch with clients, connect with vendors, attract new staff, and keep up with the latest in business or industry news. As a result, it is vital for the firm to expand in the world's standard.

1.2 Objectives of the study

1. To study the effectiveness of recruitment through LinkedIn.
2. To compare LinkedIn with other social media recruitment tools.
3. To study the challenges of using LinkedIn for the recruiting process.

1.3 Scope of the study

The focus of the study is on studying the various recruitment platforms used in companies. e-recruitment appears as a convenient and beneficial way of recruiting over traditional approaches. e-recruitment allows the company to do duties more quickly and enhances the process.
E-recruitment is widely recognised as an important component of job or candidate seeking for both job seekers and employers. Furthermore, e-recruiting is becoming increasingly successful as a recruitment technique, allowing job searchers and employers to form partnerships.

1.4 Introduction of Recruitment

The process of identifying and attracting qualified workers to fill unfilled positions in a company is known as the Recruitment process. It helps in identifying which applicants have the skills and attitudes which are required to help a firm to achieve their goals.

Finding job opportunities, analysing job needs, reviewing applications, screening, shortlisting, and hiring the best candidate are all part of the recruiting process. Hiring efficiency can be high if HR employees follow five steps included in it. These steps will ensure that the method of recruitment runs efficiently . Adding to these steps this help in the recruitment process is uniform and manageable.

RECRUITMENT PROCESS

Recruitment Planning

Strategy Development

Searching

Screening

Evaluation & Control

Fig 1 Recruitment process
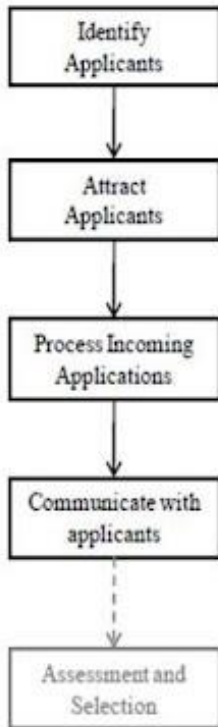
1.5 E-RECRUITMENT

E-recruitment, often known as online recruitment, is the process of attracting, analysing, choosing, recruiting, and onboarding job prospects using web-based technologies.

With the help of e- recruitment employers to reach a larger pool of potential workers Firms can build their-recruitment tools/platforms for hiring, and use different recruiters that provide e-recruitment in their assistance. The elements in this are

➔ Applicant tracking in this status of candidate application with relation to jobs applied by them
➔ website provides particular informations of job opportunities and collection of the information for the same
➔ Job boards in this it carry job advertisements
➔ Social media can help in reaching potential candidates in a quick time.

The purpose to be more efficient and effective can be achieved by e-recruitment by lowering costs. This type of recruiting can help in getting high quality of candidates and make the whole process easy. Social recruiting refers to the use of websites like LinkedIn, Facebook, and Twitter for various parts of recruitment. In our country India Job postings appear on a daily basis in online communities such as Forums, Blogs, and other websites. For finding quality applicants, recruiters are aggressively leveraging social networking sites such as Linkedin, Orkut, Facebook, Yahoo-360, and Google+. Process of interviewing The initial conversation will take place over the phone or on a mobile device. In conclusion, there will be a video conference. Indian recruiters are quickly using online career events and virtual job fairs.

Fig 2 Traditional Vs E-RECRUITMENT
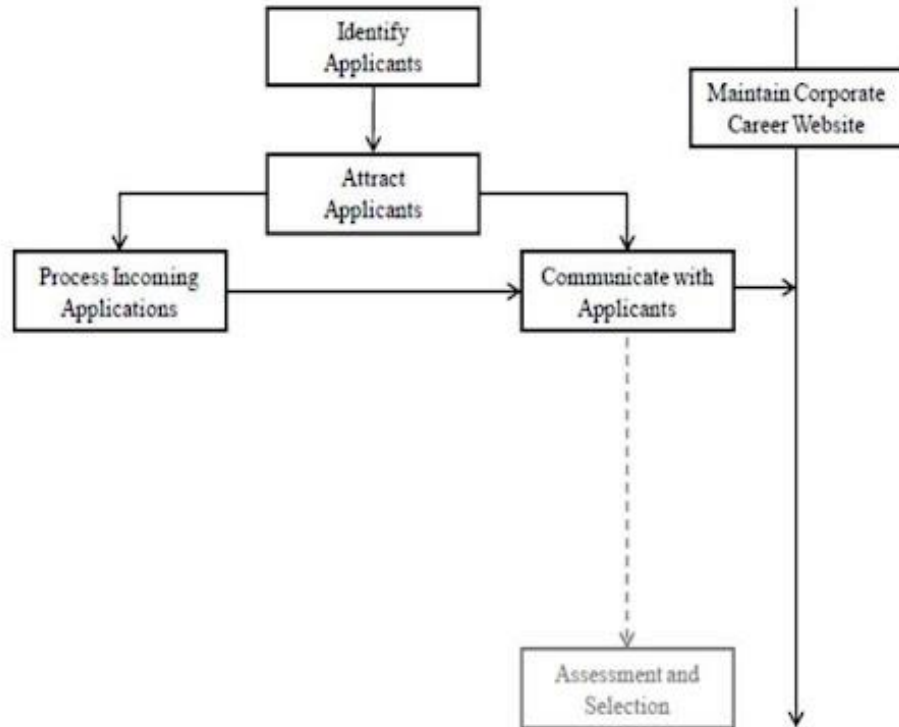
1.6 Recruitment Tools

Recruitment tool is defined as the tool which contributes to the streamlining and simplification of the hiring process. It can be achieved by generating interest, analysing applicants, conducting interviews, and hiring employees. In fact, because of their invaluable support during the hiring process. for HR managers these tools or software are the best helpers.

They assist with the entire hiring process, resulting in more output with less work..one of them, and these technologies may be utilised to construct a job board. They publish job vacancies that are based on the recruiting philosophy of a firm. Indeed, these tools or employment portals include Naukri, Careerbuilder, and others.

1.6.1 Social media as the recruitment tool

Individuals and organisations can communicate through social media platforms, which are online communities. They can lead qualified job seekers to your job advertisements and build interest among passive job seekers as a recruitment strategy.Platforms such as Facebook and Twitter can help you generate interest in your firm or brand.

Build and cultivate your online presence, regardless of your social media strategy. Be mindful that making good use of social media takes time. Plan ahead of time so you can track your progress and adjust your strategy as required. LinkedIn is the online professional network in the world. By establishing a presence on LinkedIn, your company will have access to millions of professionals.

Fig 3 Examples of recruitment platforms

1.7 LinkedIn

Fig 4 Linkedin Logo

LinkedIn is the world's largest professional network having 810 million members in 200 countries and worldwide. They have a vision to Create economic opportunity for every person of the global workforce. The mission of LinkedIn is that it helps in connecting the world's professionals to make them more successful.

Figure 5 why LinkedIn is best for job seekers

In 2003 LinkedIn was founded. It helps in linking professionals all over the globe to help them become more prosperous and fruitful. It has become the   biggest professional network having more than 800 million users globally, including leaders from every Fortune 500 business.Talent

Solutions, Marketing Solutions, Sales Solutions, and Premium Subscriptions are all part of the company's comprehensive business strategy. The company's headquarters are in Silicon Valley and it has offices in most of the counties. In 2018, from a survey it is stated that 95% of Fortune 500 organisations employed a LinkedIn Talent Solutions solution. And there's a solid explanation for it. According to the Pew Research Centre, 51% of college graduates in the United States use LinkedIn. Additionally, employers rated LinkedIn prospects as having a 40% better quality than applications from traditional job platforms.

As a result, LinkedIn has been so frequently utilised by recruiters that it has to be complemented with more unique sourcing tactics if your firm wants to stand out. It is, nevertheless, a fundamental tool that all recruiters must learn.

LinkedIn has a product that will most likely meet your requirements. The platform's tiered approach for increasingly advanced search and communication features – with, not unexpectedly, a commensurate increase in cost that provides a near-ideal solution for recruiters of all sizes of businesses and agencies to traverse.
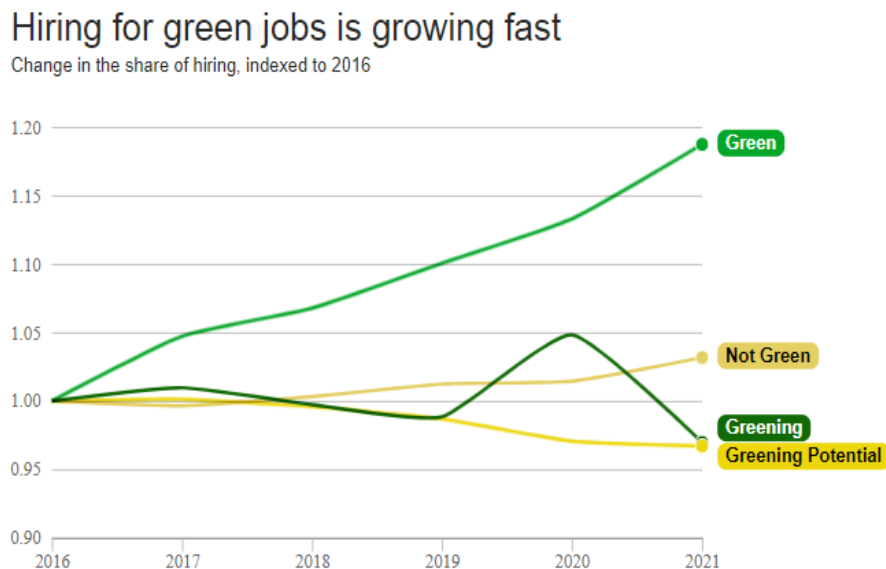

Hiring for green jobs is growing fast
Change in the share of hiring, indexed to 2016

Figure 6 Hiring trend

Green-   those that require substantial knowledge of green abilities to do. Eg- solar technician

Not Green- eg. Nurse

Greening- eg. Engineer

Greening Potential- eg- data analyst

1.7.1 standard LinkedIn

With LinkedIn's fundamental capabilities. A LinkedIn profile is a kind of an online CV that has been pumped up. While the most basic level of LinkedIn membership is free, it still includes a few features that recruiters may find useful. Specifically from the Boolean search it can be said that you're only permitted a certain amount of searches.The possibility to connect saved searches with other members

A normal LinkedIn account is still wonderful for job searchers and handy for salespeople, especially because it's free, but most recruiters will need something more powerful.

1.7.2 LinkedIn Recruiter Lite

Recruiter Lite is best when your hiring needs are limited, or if you're "only making a few hires this year." It means that only one recruiter can use it, or the account must be shared. You also get 30 InMails ,above 20 filters which can be applied to your candidate searches ,An additional 3rd degree of separation from your contacts which means you can see contacts of contacts of contacts, broadening your talent pool ,Automated reports on the effectiveness of your InMail efforts.

1.7.3 LinkedIn Recruiter

The gold standard of LinkedIn's Talent Solutions offerings is LinkedIn Recruiter, sometimes known as "Recruiter Heavy." Recruiter is "great if you're frequently hiring or need to fill your pipeline rapidly," according to LinkedIn. It includes access to Talent Pipeline which allows you to add tags, status, and custom fields to candidate profiles for easier searching; Hiring Manager

2.0 which allows you to share profiles with hiring managers for feedback; and ATS integration, which allows LinkedIn profile visibility within your ATS.

Figure 7 LinkedIn statistics

From the figure we can say that-

72% recruiters use linkedin to recruit talent for the firm

67% say that the people hired from there are of high quality.

56% of the people or candidates are from the United states.

Benefits of linkedin are

- Wide reach
- Speed
- Lower cost
- Automating the process
- Interaction with candidate

2.LITERATURE REVIEW

According to the analysis of this paper Hosain, S., & Liu, P. (2020). The purpose of this study is to find out how employers feel about using LinkedIn as a recruiting tool. LinkedIn might be utilised as an extra recruitment tool, as per the findings. Furthermore, most employers preferred candidates who possessed appropriate employment information, skills, and competence, as well as comparable material on LinkedIn and Curriculum vitae.The results of the study are projected to contribute to the recent hot issue of social media recruiting as well as fill certain gaps in the literature.

According to analysis of this paper U. Yeliz Eseryel, Deniz Eseryel (2020). This research looks at which parts of recruitment on the social networking site LinkedIn stimulate potential users' curiosity, as measured by the number of likes the posting received.This study sheds light on the content, format, and purpose of the recruiting message. We add to the current social media research by making practical advice.

This aims to bridge the gap in the recruitment literature, that has been criticised for being excessively academic and lacking practical value, by focusing not just on theory but also on the social media behaviour of successful employers in the real world. To respond to our study subject, we conducted content analysis using 2020 corporate LinkedIn postings from the Fortune Magazine 100 Best businesses to work for." To assess employment and career-related characteristics, we established a set of 15 criteria. The specific shape, function, and success criteria have been determined. LinkedIn promotes users to connect with one another.

In terms of content, user involvement was aided by hard and fascinating work, job prestige, corporate repute, and location.The mention of helpful, knowledgeable, and kind coworkers, on the other hand, had no effect on customer satisfaction.Negative effects were caused by interaction and the work position being described as prestigious. It discovered that the picture, colour, and audio/video form aspects, as well as the functional features ofMore user involvement is aided by asking questions.They discovered that the picture, colour, and audio/video form

aspects, as well as the functional features of More user involvement is aided by the use of questions.

According to the analysis of this paper Daniel, C. O. (2019). The purpose of this study is to investigateIn the Nigerian banking sector, the influence of e-recruitment on organisational performance. Employing qualitative research methodologies, the one survey was conducted at two Nigerian commercial banks. Primary data was analysed using regression analysis and Pearson product coefficient techniques that use the Statistical Software. The internet, newspaper advertisements, TV/radio advertisements, transfers, and promotions were found to be the most commonly employed techniques of recruiting in this study.from the findings e-recruitment is an important part of human resource management and therefore a foundation for an organisation's performance and success. The study finds that automating the recruitment and selection process by combining e-recruitment software

According to the analysis of this paper Roulin, N., & Levashina, J. (2018). Two research look into the qualities of LinkedIn-based assessments. Raters achieve adequate levels of consistency in their assessments of applicant skills, personality, and cognitive capacity, according to Study 1. Initial ratings are likewise correlated with 1-year later evaluations d A LinkedIn evaluation is more effective than a general evaluation. The findings suggest that companies that do or want to do should consider screening applicants using LinkedIn. This study also shows which and to what degree candidate attributes may be analyzed accurately and correctly using LinkedIn profiles.

According to an analysis of this paper Koch, T., Gerber, C., & De Klerk, J. J. (2018). This paper studies the influence of social media on the hiring process. As the battle for skilled people heats up, businesses must determine where to spend their resources in order to attract the finest candidates. The usage of social media is increasing on a daily basis, and its use in the recruiting process appears to have exploded. The various recruitment strategies rely heavily on LinkedIn. It was shown that the utilisation of Twitter and Facebook for recruiting is significantly lower.

According to the analysis of this case study by Vuorelma, L. (2018). The study's main goal was to examine how Clement May may use LinkedIn's Job Ads feature and check that it would be a good approach for them to find applicants for available positions. The case study was confined to LinkedIn's Job Ads function, Clement Mays job openings, and a £1,000 budget. The first step in creating the adverts on LinkedIn is to put in the job title, company, and location. The next stage is to go through the position in greater depth. Keywords are used to specify skills, needs, and responsibilities. The LinkedIn algorithm then uses this information to tailor the advertising to the proper audience.and the last analysis was done on excel.

According to the analysis of this paper Blank, G., & Lutz, C. (2017) This paper investigates the social characteristics of six main social media sites using a representative poll of the United Kingdom. We discovered that age and socioeconomic position are driving forces in some of these platforms, but not all. According to the findings, no social media site is representative of the overall public. The unrepresentativeness has significant consequences for research that employs social media as a source of data. Data from social media cannot be extrapolated to a population other than individuals. The paper tells about Six social media networks in the United Kingdom were studied for user characteristics. We included a variety of antecedent circumstances regarded as essential in the research, such as self-efficacy, abilities, privacy concerns, and the device used to access the Internet, in addition to demographic data.

According to an analysis of this paper Silva, C., Silva, S., & Martins, D. (2017) it says thatLinkedIn is amongst the most popular social networking websites, and it has proven to be a useful tool for both Hr specialists and the general public. Professionals may use this application to maintain their expertise up to date. The main purpose was to figure out what human resource consultants look for in a LinkedIn profile, what talents are most valuable, and why certain organisations use LinkedIn as a recruiting tool. Nine human resources consulting firms that use the LinkedIn tool in the recruiting and selection process were chosen to conduct the research. As a result, for codding reasons, a qualitative approach was used, which was backed by the Grounded Theory methodology. To gather information, a socioeconomic and demographic questionnaire and a structured interview were employed.

According to the analysis of Houran, J. (2017).   Social recruitment, as represented by the current market leader LinkedIn, allows users to establish profiles that highlight their skills and hint at future career goals by documenting prior job experience and current interests and activities. People may also join groups, participate in debates, send out online newsletters, earn endorsements, check who has seen their accounts, and contact specific users. Furthermore, the user database may be queried to swiftly canvas a certain field or industry. This paper gives a glimpse of overall experience while recruiting candidates from the social media platforms.

According to the analysis of this paper Black, S. L.,Washington, M. L., & Schmidt, G. B. (2016) Although social networks are becoming more commonly used in the job selection and recruiting process, there are still six big issues. To begin with, the information's trustworthiness and validity are questionable. Second, even if the data is correct and reliable, it may be impractical. Third, even if such information is beneficial, it may not be legal to employ it. Fourth, Even if they have been legal, how they are used may be immoral. Fifth, even if they are moral, it is unclear how they should be integrated into existing organisations. Sixth, although if optimal solutions are found, they may become obsolete at a pace which is too quick for university scholars to keep up with, at least in the current state of research on this topic. This isn't to suggest that such study isn't valuable; rather, it emphasises the need for a better efficient and complete approach of investigation.

According to analysis of this paper Zide, J., Elman, B., & Shahani-Denning, C. (2014). LinkedIn and recruitment of how profiles differ across occupations. The paper determines which aspects of a LinkedIn profile hiring professionals pay the most attention to, and then compares LinkedIn profiles across sectors in terms of these features. The paper tells that still users' reluctance to fully complete their LinkedIn profiles implies that it hasn't yet supplanted the resume approach.

According to the analysis of this paper Lal, V., & Aggarwal, S. (2013). The efficiency of social media sites in the recruitment process. The importance of social networking sites in determining whether or not a job opportunity will be pursued. The effectiveness of social media will be studied through empirical research. Primary data, secondary data, and statistical procedures such as hypothesis testing and correlation were all utilized in the research. Also the research tries to

determine the popularity and efficacy of social media sites, while on the other hand, it aims to determine their credibility and trustworthiness.

According to the analysis of this paper Subhani, M. I., Joseph, S., Osman, A., & Hasan, S. A. (2012) . It attempted to determine the value of Linkedin in terms of selection and recruiting. Additionally, this study has considered factors such as recruitment, selection, job opportunities, internal official communication on Linkedin, professional networking, ease of access, less expensive communication tool, and so on from the employers' and prospective candidates for job and employees' perspectives. Linkedin users (285 respondents) were chosen at random from the Karachi region and given survey questions for both employers and employees to complete. According to the findings, Linkedin is still not widely used in enterprises for recruiting purposes. Some major global corporations are currently using it for job advertising, recruitment, and keeping professional contacts.

According to the analysis of this Krishna, H. G., Mohan, V., & Maithreyi, N. (2016) In this paper a study model was built to investigate links between the attributes of Social Networking Sites and effective recruiting in order to determine the extent to which the use of Social Networking Sites leads to effective recruitment. Information quality, popularity, networking scope, simplicity of navigation, and security/privacy were picked as site attributes. The diversity of candidates, the quality of applicants/applications, the prices, the time, and the target group orientation are all characteristics of effective recruiting.

3. RESEARCH METHODOLOGY

Research method refers to the methods or tactics used to locate, select, process, and analyse information on a certain topic. The paper methodology section assists the researcher by evaluating the study's overall validity and dependability. In the techniques section, two important questions are addressed: What methods were used to collect or create the data. What strategy did you take to investigate it As a result it can be said to be a technique used in how a researcher designs their studies in a way that they obtain accurate and reliable data by achieving their studies goals.

3.1 Research Objectives

1.To study the effectiveness of recruitment through LinkedIn.

2. To compare LinkedIn with other social media recruitment tools.

3. To study the challenges of using LinkedIn for the recruiting process.

3.2 Hypothesis

Ho: There is no significant difference among the respondents using LinkedIn for recruitment purposes.

H1: There is the significant difference among the respondents using linkedIn for recruitment purposes.

3.3 Data collection

collection of data can be defined as the methodical gathering of information pertinent to the study's goals and objectives. There are two types of data: main data and secondary informations. Primary data is information acquired directly from respondents to answer the questions, but secondary data is information gathered by others for the same or a different purpose, which researchers will utilize to aid and enhance their research. Secondary research include textbooks,

the internet, and business financial records, as well as previously published papers. Primary data collection is huge time taking and restricted in scope, whereas secondary data saves time and eliminates re-invention.

The biggest disadvantage of using secondary data is that it is geographically dispersed, and various researchers have already researched in different locations. So sometimes it may not be as useful for researchers to check the accuracy of secondary data . Although secondary data is used initially for problems and hypotheses, the primary data collection method has been used to gather the information on its own and to relate our research in a proper manner. As a result, primary data from surveys, questionnaires, and interviews may be the best way to flesh out the study. Based on a questionnaire are easier to manage and less expensive also privacy is assured.

Primary data was collected through questionnaires; there were few items in demographic sections for the descriptive scale . I have found a few situations while collecting data from respondents many times they are unable to get responses and they give them another which creates confusion for them.

3.4 Methodological Part

This section describes how the data was gathered ,created, gathered, and analysed This will describe what strategies were utilised to gather information and what research strategy was employed to discover answers to the research questions.

This section has research design ,size of the sample, sample procedure ,contributors, gathering of data and analysis of data.
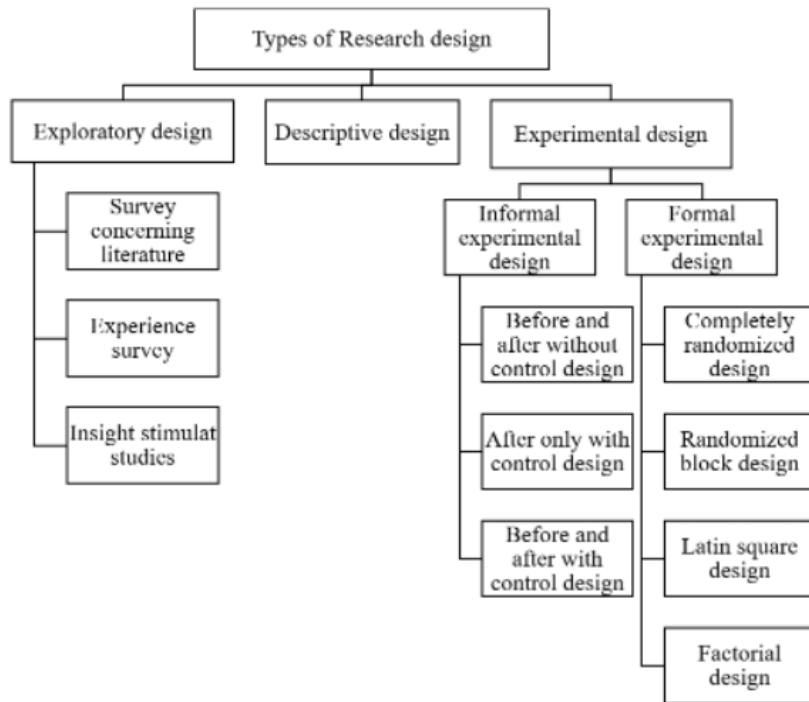
3.4.1 Research Design

FIGURE 8 Research design

The report approach is as follows: a quantitative method. This method was used because the study deals with the responses and descriptive approach. Descriptive research is visual in nature and compiles data that are employed in the study to arrive at findings. In actuality, descriptive research typically leads to a theory plan because the collecting and analysis of data yields insights that influence the premise of further study. Typically, exploratory research is conducted when a topic is being investigated for the first time. These research are commonly carried out when a researcher wants to assess if a broader project is feasible and to gain a feel of the facts about a particular subject. It's probable that very little research has been done on this subject in the past. If this is the case, an investigator also might want to undertake some initial research to figure out the best data collecting technique, how to contact research participants, and even what questions to ask. An investigator who just wishes to satisfy their curiosity about a topic might conduct exploratory study.The procedure for examining the questionnaire's results. The questionnaire has been developed by the author of this study. The author began by deciding on

the theme of the questionnaire and the details that would be required. The author's current thesis theory was used to create the survey. Next, for the question, the study group was formed and separated into age groups. The study was carried out utilising a Google Forms-created survey. That data was then transformed into a series of questions for the survey. The questions have been written in English and then were placed in a logical manner.The questionnaire has eight questions about the study.

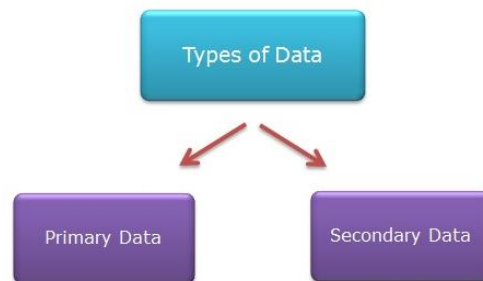### 3.4.2 Data collection and analysis

Figure 9 types of data

A questionnaire was developed to gather data for the questionnaire. To confirm that the research was appropriate, it was first evaluated on the writer's acquaintances. Next the link of the survey is uploaded on social media sites for more responses. The data collection period was about two weeks. The link was also sent to the email to potential target groups . The results of the questionnaire were analysed to determine people's attitude toward linkedin and online recruitment. The data analysis was done on spss The very first step was to double-check the findings for any errors, after which the information was entered into the computer. The step two was to classify the questionnaire's research topics and choose the most relevant tables and charts to describe them. The data was aided by the usage of photos.

3.5 Limitation of the study

Being approached by a recruiter in this regard may be time-consuming with little benefit unless prospects locate a really appealing position. The idea that recruiting is more efficient on LinkedIn than on other social media platforms does not always pan out in practice.

Endorsements do not lessen the amount of time spent by recruiters reviewing references. Many people will just click but this means nothing unless they truly believe it. LinkedIn's software is mostly driven by the needs of its users.

It's simple to learn how to use the gateway. It takes a lot of significance in amount of work to learn how toutilise LinkedIn like a pro. The platform, on the other hand, is open to users from all around the world, ensuring a large pool of talent. It's easy to become overwhelmed.

Smaller businesses and those that do not employ frequently find the LinkedIn Recruiter feature to be too expensive. As a result, such businesses should use a free application like Jobsoid to assist them increase efficiency.

4. DATA ANALYSIS AND INTERPRETATION

Data analysis part includes analysis of the results and discussion for the study. The method that has been used is descriptive statistical analysis. Analysis of the result part shows the finding of the study based upon the methodology and the data which was applied to gather information. Discussion section describes the analysis of the results, various case studies , and recommendations on how to become an effective recruitment tool.

4.1 Analysis of the results

Q1. What is your gender?

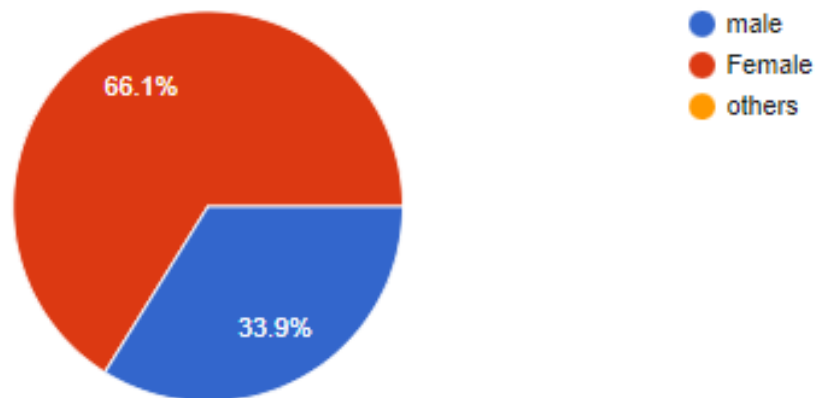| Gender	Frequency
Male	41
Female	21

62 responses

Figure 10 Gender of the respondent

This question tells about the gender of the respondents where the figure shows that about 66.1% are female, 33.9% are male and 0% others. The total sample size is 62 , where 21 are males respondents and 41 are female respondents.

Q2. What is your Profession?

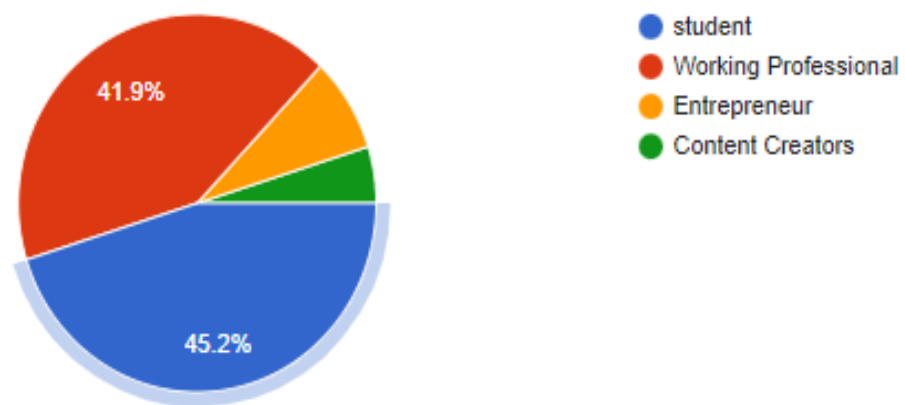| Profession	Frequency
Student	28
Working Professional	26
Entrepreneur	5
Content Creators	3

62 responses

Figure 11 Profession of respondent

In this question this is also a general question which asks about the profession of the respondents. From this figure 45.2% are students , 41.9% are working professionals , 8.1% entrepreneurs and 4.1% content creators. From the above figure it shows that that the student and working professionals are more and have more importance for this study.

Q3. Are you aware of online recruitment platforms?

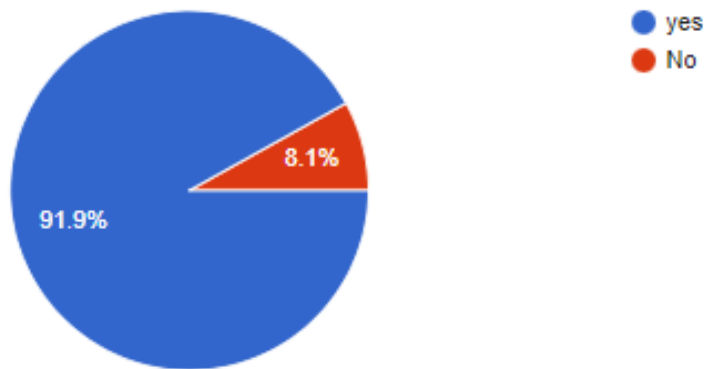| Awareness of online Recruitment platform	frequency
Yes	57
No	5

62 responses

Figure 12 Awareness of online recruitment platforms of respondents.

In the third question 62 respondents were asked about the awareness of online recruitment platforms. From the figure 10 it clearly shows that most of the respondents have the knowledge about online recruitment platforms which are used. The figure shows that about 91.9% of the respondents know about the online recruitment process and about 8.1% do not know about them.

Q4. Which website do you prefer for job opportunities?

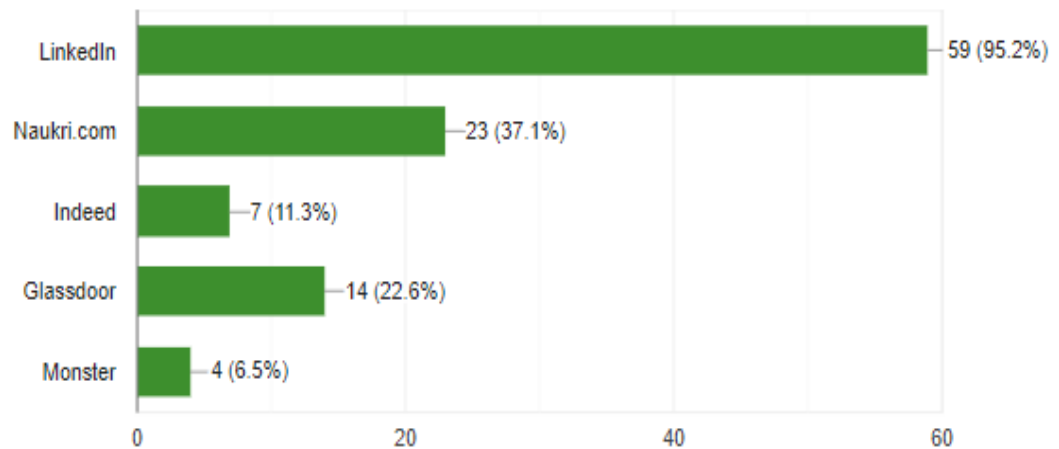| Prefered Websites for Job Opportunity	Frequency
LinkedIn	59
Naukri.com	23
Indeed	7
Glassdoor	14
Monster	4

Figure 13 Websites used by respondents.

From question 4 the 62 respondents were asked about which website do you prefer for job opportunities. From the figure we can be tell that 95.2% of the respondents use LinkedIn about 59 respondents. For naukri.com 37.1% respondents use it, then 22.6% use glassdoor . About

11.3% use Indeed and the least one is Monster. From this figure we can say that LinkedIn is mostly used as a website for searching for job opportunities.

Q5. Are you currently looking for employment opportunities?

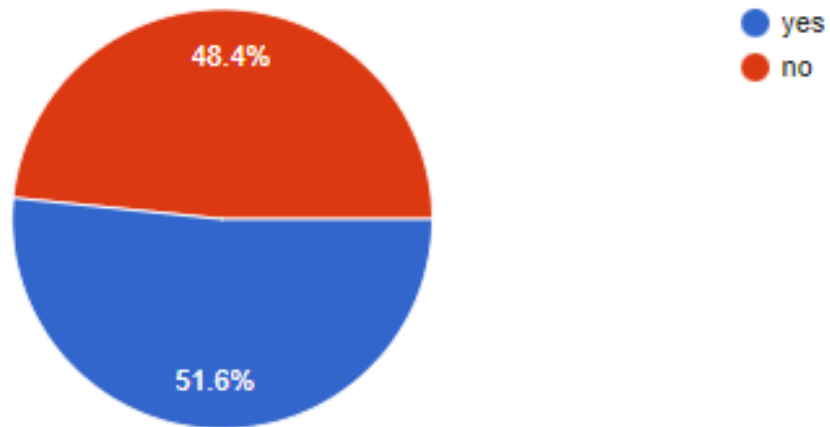| Are you looking for employment opportunity	Frequency
yes	32
No	30

62 responses

Figure 14 Looking for employment opportunity

The question was asked to respondents to know how many of the respondents are currently looking for the employment opportunity. The figure shows that about 51.6% of respondents are looking for employment opportunities and 48.4% of respondents are not looking for job opportunities.

Q6. Do you have a LinkedIn account?

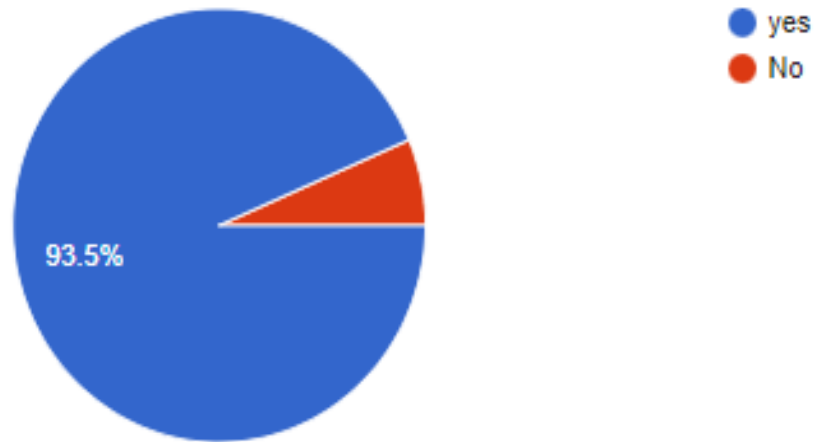| Do you have LinkedIn account	Frequency
Yes	58
No	4

62 responses

Figure 15 Responses for linkedin account

From question 6 the respondents were asked whether they have a LinkedIn account or not. From the figure 4.6 93.5% of respondents meaning most of the respondents have linkedIn account and 6.5% of respondents do not have a LinkedIn account. It become quite clear from figure that most of the respondents know about LinkedIn and have an account on this platforms

Q7. What is the purpose for creating the LinkedIn account?

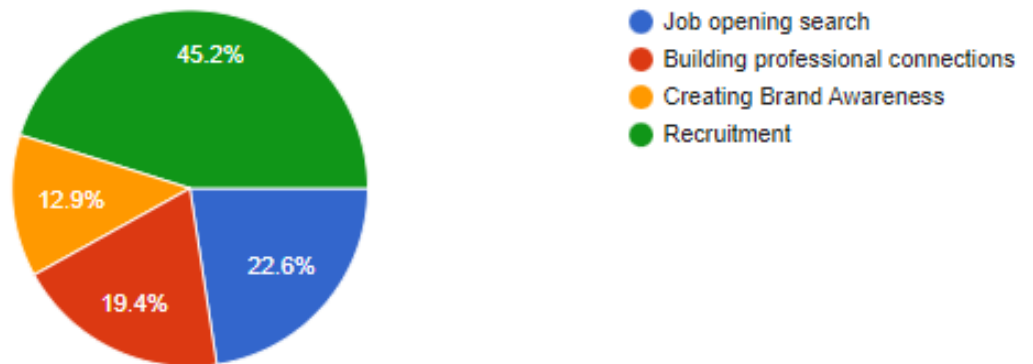| Purpose of Creating LinkedIn account	Frequency
Job Opening Search	14
Building Professional connections	12
Creating brand awareness	8
Recruitment	28

Figure 16 Purpose for creating a LinkedIn Account.

The question was asked to see what is the purpose of creation of the LinkedIn account. In question there are four options : job opening search, building professional connections , creating brand awareness and recruitment. From the responses 45.2% of respondents use LinkedIn for Recruitment , 22.6% for job opening search , 19.4% for building professional connection and 12.9% use it for creating brand awareness. From responses we can say that most of the respondents use linkedin for recruitment purposes.

Q8. Do you use LinkedIn for the recruitment process?

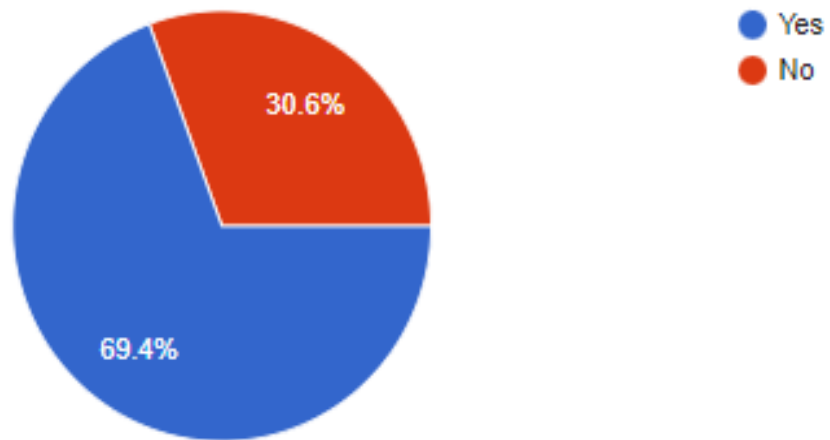| Do you use LinkedIn for the recruitment process?	Frequency
Yes	
No	

62 responses

Figure 17 usage of linkedin for recruitment process

In the eighth question the respondents were asked about whether they use LinkedIn for recruitment purposes. From the responses it become quite clear that most of them use Linkedin for recruitment. About 69.4% of respondents use linkedin for recruitment and only 30.6% do not use it for the recruitment process.

Q9. How long have you been using LinkedIn for recruitment?

How long you been using LinkedIn for Recruitment	Frequency
0-6 months	30
6-12 months	18
1-2 years	11
3+ years	3
5+ years	0

62 responses

Figure 18 Using LinkedIn for how long for recruitments
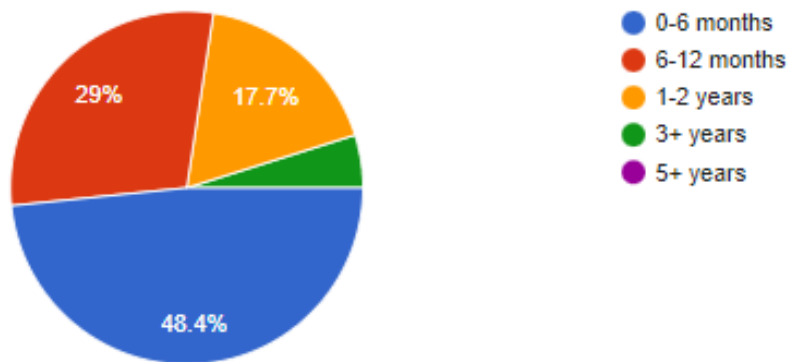
The ninth question was asked to know for how long they are using linkedin for recruitment purposes. So, 48.4% have been using LinkedIn for recruitment for 0-6 months , about 29% of respondents have been using it for 6-12 months. 17.7% have been using it for 1-2 years now. Only 4.8% have been using it for more than three years and no one is using it for more than 5+ years.

Q10. Do you find LinkedIn better than other platforms ?

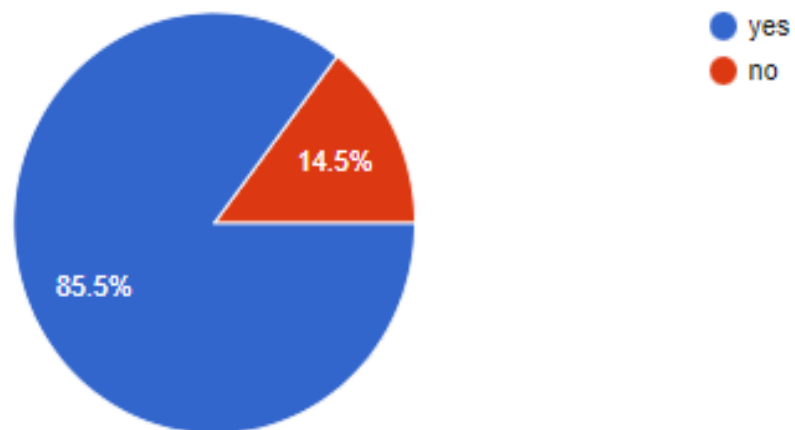| Do you find LinkedIn better than other platforms/tools?	Frequency
Yes	53
No	9

62 responses

Figure 19 linkedIn better than other platform

In the tenth question the respondents were asked about whether they find LinkedIn better than other platforms or tools. From the responses 85.5% of respondents find LinkedIn better and 14.5% of them do not find LinkedIn better than other platforms. It shows that LinkedIn is most used than other platforms / tools.

Frequencies Analysis

Statistics

		Do you use LinkedIn for Recruitment process?	What is the purpose for creating the LinkedIn account?	Do you find LinkedIn better than other platform ?	Do you have LinkedIn account
N	Valid	62	62	62	62
	Missing	0	0	0	0
Mean		.69	2.87	.85	.94
Median		1.00	3.00	1.00	1.00
Mode		1	2	1	1
Std. Deviation		.465	.877	.355	.248

Figure 20 Frequency analysis

From the frequency analysis it helps in checking how many values occur most in a data set. In this, different questions are selected and then frequency analysis is done on them in SPSS. Different variables are chosen and different statistical functions are applied to it like mean ,median , mode and standard deviation.

Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.395[a]	.156	.142	.431	2.293

a. Predictors: (Constant), Do you have LinkedIn account?
b. Dependent Variable: Do you use LinkedIn for Recruitment process?

Figure 21 Model summary

In regression it is used to see which variable has more impact on the problem. So in this study the dependent variable is Do you use linkedin for recruitment purpose and independent variable is do you have linkedin account. from the figure model summary there is R and R square. The value of R square is 14.2% .

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.057	1	2.057	11.097	.001[b]
	Residual	11.121	60	.185		
	Total	13.177	61			

a. Dependent Variable: Do you use LinkedIn for Recruitment process?
b. Predictors: (Constant), Do you have LinkedIn account?

Figure 22 Anova Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	5.551E-16	.215		.000	1.000	-.431	.431
	Do you have LinkedIn account?	.741	.223	.395	3.331	.001	.296	1.187

a. Dependent Variable: Do you use LinkedIn for Recruitment process?

Figure 23 coefficients

In anova test it will check how good is regression. If the value is less than 0.05 then it is significant. From the figure the significance is 0.001 which is less than 0.05 we can say that it is quite fit for the study.

5. FINDINGS AND CONCLUSIONS

5.1 Findings

From the above data analysis and the interpretations some of the key findings are-

- The result shows that mostly of the respondents do have knowledge about online recruitment and most of them have LinkedIn accounts.

- From the study it also clearly shows that the recruitment is one of main reasons for which respondents are using the LinkedIn platform.

- The study shows that gender does not have any impact on checking the effectiveness of linkedin as a recruitment tool.

- From the study the frequency analysis shows the statistical function of mean ,median, mode and standard variance of the chosen variables

- From the Anova test it clearly shows it is statistically significant.

- The result from the study says that the respondents using LinkedIn are mostly students and working professionals.

- The study shows that mostly working professionals are using LinkedIn for recruitment purposes.

- From the study it can be said that Most of the respondents find LinkedIn better than any other recruitment platform or tool.

5.2 Conclusion

The world is always evolving, and the recruiting process is growing increasingly complex, requiring recruiters to adapt to the new digital era. Online recruitment portals like LinkedIn, naukri.com, indeed and glassdoor are mostly likely to play a large role in the recruitment process Because it simplifies the entire procedure and time saving. We can see LinkedIn has become one of the best recruitment tools from the past few years for the recruitment ,job search , build connection and create brand awareness**.** The reason companies use LinkedIn rather than other tools is because it will help in giving the right talent for the right job. LinkedIn is also a powerful tool for recruitment or giving the dream job of the candidate.

It is powerful even for small firms as it will give more options and help to give you the right person for the vacancy. LinkedIn can assist you in checking if someone is going to start looking for job opportunities and it will help the recruiters easily recognise if a person's activities tell whether they are going to search for a job.

Many people believe that LinkedIn is an effective recruiting tool. As we know that recruiters have their own accounts from where they search for applicants. This indicated that LinkedIn is the ideal place to look for senior-level and specialty job openings. But we can say in the future linkedin will become the most effective and unbeatable recruitment tool in the field of online recruitment tools.

REFERENCES

Zide, J., Elman, B., & Shahani-Denning, C. (2014). LinkedIn and recruitment: How profiles differ across occupations. *Employee relations*.

Koch, T., Gerber, C., & De Klerk, J. J. (2018). The impact of social media on recruitment: Are you LinkedIn?. *SA Journal of Human Resource Management*, *16*(1), 1-14.

Lal, V., & Aggarwal, S. (2013). Analyzing the effect of social media on recruitment. *International Journal of Management and Social Sciences Research*, *2*(9), 37-41.

Hosain, S., & Liu, P. (2020). Recruitment through LinkedIn: Employers' perception regarding usability. *Asian Journal of Management*, *11*(1).

Roulin, N., & Levashina, J. (2018). *LinkedIn as a new selection method: Psychometric properties and assessment approach. Personnel Psychology.* doi:10.1111/peps.12296

Black, S. L., Washington, M. L., & Schmidt, G. B. (2016). How to stay current in social media to be competitive in recruitment and selection. In N. R. Landers & B. G. Schmidt (Eds.), Social media in employee selection and recruitment: Theory, practice, and current challenges(pp. 197–219). Cham: Springer International Publishing.

Blank, G., & Lutz, C. (2017). Representativeness of social media in Great Britain: Investigating Facebook, LinkedIn, Twitter, Pinterest, Google+, and Instagram. American Behavioral Scientist, 61, 741–756.

Blank, G., & Lutz, C. (2017). Representativeness of social media in Great Britain: Investigating Facebook, LinkedIn, Twitter, Pinterest, Google+, and Instagram. American Behavioral Scientist, 61, 741–756.

Ahmad Adit, inkedIn as the Upcoming Recruitment Tool and Top Management, Graduates and Student's Exposure to LinkedIn in Bangladesh, Academia.edu, https://www.academia.edu/25376743/LinkedIn_as_the_Upcoming_Recruitment_Tool_and_Top_Management_Graduates_and_Students_Exposure_to_LinkedIn_in_Bangladesh

https://www.academia.edu/25376743/LinkedIn_as_the_Upcoming_Recruitment_Tool_and_Top_Management_Graduates_and_Students_Exposure_to_LinkedIn_in_Bangladesh

https://researchspace.ukzn.ac.za/bitstream/handle/10413/16244/Quartey_Awo_Ama_Dede_2017.pdf?sequence=3&isAllowed=y

https://www.ere.net/20-reasons-why-linkedin-will-be-the-1-recruiting-portal-of-the-future/
http://heaig.org/images/proceedings_pdf/IAH0317535.pdf

https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=recruitment+process&oq=recuitment

https://learn.marsdd.com/article/social-media-as-a-recruitment-tool/

Pal, A., Kundu, A., Polley, S., Chatterjee, S., & Chakraborty, S. (2021, September). A Study on Finding the Most Effective Social Media Platform for E-Recruitment Process. In *Interdisciplinary Research in Technology and Management: Proceedings of the International Conference on Interdisciplinary Research in Technology and Management (IRTM, 2021), 26-28 February, 2021, Kolkata, India* (p. 451). CRC Press.

A study on how LinkedIn is an effective recruitment tool

Form description

sex *

○ male

○ Female

○ others

Status *

○ student

○ Working Professional

○ Entrepreneur

○ Content Creators

https://docs.google.com/forms/d/e/1FAIpQLSdAvjUAHz2qzbqV_aY3S2Flk058B4y_v2Zk0BXh HoakbmXD0A/viewform?usp=sf_link

Are you aware of online recruitment platforms? *

○ yes

○ No

Which website do you prefer for job opportunities? *

☐ LinkedIn

☐ Naukri.com

☐ Indeed

☐ Glassdoor

☐ Monster

Are you currently looking for employment opportunity *

○ yes

○ no

https://docs.google.com/forms/d/e/1FAIpQLSdAvjUAHz2qzbqV_aY3S2Flk058B4y_v2Zk0BXh
HoakbmXD0A/viewform?usp=sf_link

Do you have LinkedIn account *

◯ yes

◯ No

∷∷

What is the purpose for creating the LinkedIn account? *

◯ Job opening search

◯ Building professional connections

◯ Creating Brand Awareness

◯ Recruitment

Do you use LinkedIn for recruitment process? *

◯ Yes

◯ No

https://docs.google.com/forms/d/e/1FAIpQLSdAvjUAHz2qzbqV_aY3S2Flk058B4y_v2Zk0BXh
HoakbmXD0A/viewform?usp=sf_link

Do you use LinkedIn for recruitment process? *

○ Yes

○ No

How long have you been using LinkedIn for recruitment? *

○ 0-6 months

○ 6-12 months

○ 1-2 years

○ 3+ years

○ 5+ years

Do you find LinkedIn better than other platform ? *

○ yes

○ no

https://docs.google.com/forms/d/e/1FAIpQLSdAvjUAHz2qzbqV_aY3S2Flk058B4y_v2Zk0BXh
HoakbmXD0A/viewform?usp=sf_link