MAJOR RESEARCH PROJECT

An analysis of the efficacy of LinkedIn as a recruitment tool

Submitted By:

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Under the Guidance of

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CERTIFICATE

This is to certify that **Mr. Vishal Singh, 2K21/DMBA/141** has submitted the major research project titled "**An analysis of the efficacy of LinkedIn as a recruitment tool**" in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2022-23.

Dr. Abhinav Chaudhary   **Dr. Archana Singh**

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<center>**DECLARATION**</center>

I, **Vishal Singh** student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Project on "**An analysis of the efficacy of LinkedIn as a recruitment tool**" submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Vishal Singh

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ACKNOWLEDGEMENT

Achieving a milestone for any person is extremely difficult without any kind of support. Therefore, the persons who make my task easier, it becomes my humble and foremost duty to acknowledge all of them.

I extend a vote of thanks to my Project Mentor Dr. Abhinav Chaudhary for giving me valuable information, support, and guidance during my project work. Without him it would have not possible for me to work on this project.

I would like to express my gratitude to various people to whom I met during the project and other faculty members for giving help and support.

EXECUTIVE SUMMARY

This research investigates how useful LinkedIn is as a recruiting tool. The study involved a review of literature on the topic and an empirical analysis of recruitment practices of companies using LinkedIn. The findings of the study suggest that LinkedIn is an effective tool for recruiting candidates for various job positions. The platform offers several features that allow recruiters to access a large pool of potential candidates and filter them based on their qualifications and experience. Additionally, LinkedIn provides recruiters with the ability to connect with potential candidates and engage them in a more personalized manner, thereby increasing the chances of successful recruitment. However, the study also highlights some challenges that recruiters face when using LinkedIn, such as the need for a comprehensive understanding of the platform's features and its limitations, and the need to effectively manage the recruitment process on the platform. Overall, this study provides insights into how LinkedIn can be leveraged effectively as a recruitment tool, and provides recommendations for recruiters and companies to optimize their use of the platform.

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1. INTRODUCTION

1.1 Background

LinkedIn has emerged as one of the most popular social networking platforms for professionals across the globe. The platform offers a range of features that allow individuals to connect with other professionals in their industry, share knowledge and expertise, and find new job opportunities. For companies, LinkedIn offers a unique opportunity to recruit talented professionals from a pool of candidates that may not be accessible through traditional recruitment methods.

This study explored the effectiveness of LinkedIn as a recruitment tool and its potential benefits for companies. The research involved a review of existing literature on the topic, as well as an empirical analysis of recruitment practices of companies that used LinkedIn for their recruitment efforts. The study found that LinkedIn is an effective recruitment tool that offers several advantages to recruiters.

LinkedIn's main selling point is that it provides employers with access to qualified individuals in a wide variety of fields and places. This is particularly useful for companies that are looking to hire candidates with specific skills or experience that may not be readily available in their local job market. Furthermore, LinkedIn offers a range of filters that enable recruiters to identify potential candidates based on their qualifications, experience, and job preferences, thereby facilitating a more targeted recruitment process.

Another advantage of LinkedIn is that it enables recruiters to engage with potential candidates in a more personalized and direct manner. The platform offers several tools for recruiters to connect with potential candidates, such as in-mail messages, which can be used to introduce the company and the job opportunity to candidates, and schedule interviews. This personalized approach can help to build a relationship between the recruiter and the candidate, increasing the chances of successful recruitment.

Despite its advantages, the study also highlighted some challenges that recruiters face when using LinkedIn. One of the key challenges is the need for a comprehensive understanding of the platform's features and its limitations. This includes understanding the best practices for using the platform, such as optimizing job postings and targeting the right audience, as well as being aware of the potential risks and limitations of using LinkedIn for recruitment.

In conclusion, this study demonstrates that LinkedIn is an effective recruitment tool that offers a range of benefits to recruiters and companies. However, it also highlights the need for recruiters to have a comprehensive understanding of the platform and its limitations to optimize their recruitment efforts on the platform. Ultimately, by using LinkedIn effectively, recruiters and companies can increase their chances of successful recruitment and find the right candidates for their job positions.

1.2 Objectives of the study

- Conduct research on the efficiency of hiring candidates using LinkedIn.
- To evaluate the capabilities of LinkedIn in comparison to those of other social media recruiting tools.
- To investigate the difficulties that might arise while utilising LinkedIn for the candidate search procedure.

1.3 Scope of the research

This research investigates how useful LinkedIn is as a recruiting tool for companies. The study explores the advantages and challenges of using LinkedIn for recruitment, as well as the best practices for optimizing recruitment efforts on the platform.

The study is based on a review of existing literature on the topic and an empirical analysis of recruitment practices of companies that use LinkedIn for their recruitment efforts.

The focus of the study is on how LinkedIn can be leveraged effectively as a recruitment tool, and the potential benefits it offers to companies seeking to recruit talented professionals.

The study does not cover other aspects of LinkedIn, such as its use as a networking tool or for personal branding, and it does not examine the effectiveness of other recruitment tools or platforms.

1.4 Introduction of Recruitment

Recruitment is the process of identifying, attracting, screening, and hiring qualified candidates for a job opening within an organization. It is a critical function of the human resources department that plays a crucial role in the success of any organization. The goal of recruitment is to identify and hire the best-suited candidate who can meet the organization's needs and contribute to its growth and success.

The recruitment process involves several stages, including job analysis, sourcing, screening, interviewing, selecting, and onboarding. Each stage of the process requires careful planning, execution, and evaluation to ensure that the right candidate is hired for the job.

Recruitment can be done through various methods, such as job boards, social media, employee referrals, campus recruitment, headhunting, and job fairs. The choice of recruitment method depends on the organization's needs, budget, and the job position's requirements.

Effective recruitment practices can help organizations to attract and retain top talent, improve employee engagement, and boost organizational performance.

Job analysis is the first step in the recruitment process, and it involves defining the job requirements, duties, and responsibilities. This helps the organization to create a job description and specification that can be used to attract suitable candidates.

Sourcing involves identifying potential candidates through various channels, such as job boards, social media platforms, employee referrals, and professional networks. The aim is to generate a pool of candidates who meet the job requirements.

Screening involves reviewing resumes, cover letters, and applications to shortlist the most qualified candidates for the next stage of the process. This stage may also involve conducting pre-employment tests and assessments.

Interviewing is the stage where the organization interacts with the shortlisted candidates to assess their suitability for the job. This stage may involve multiple rounds of interviews with different stakeholders, including hiring managers, HR representatives, and senior executives.

Selection involves making a job offer to the most suitable candidate and negotiating compensation and benefits. The organization may conduct a background check and reference check before making a formal job offer.

Onboarding is the final stage of the recruitment process, where the new employee is introduced to the organization and its culture, policies, and procedures. This stage helps the new employee to integrate into the organization and become productive as quickly as possible.
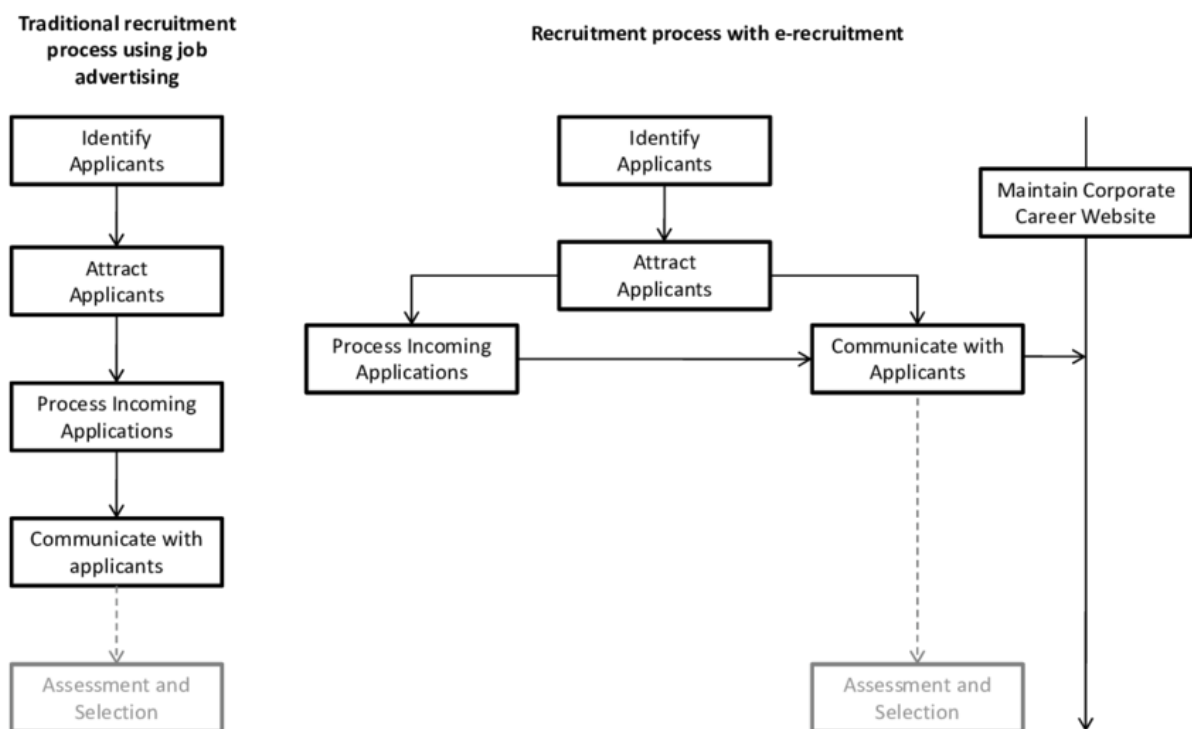
Effective recruitment practices require a combination of expertise, resources, and technology. Organizations need to invest in training their recruiters and HR staff to develop the necessary skills to attract and retain top talent. They also need to use modern recruitment technologies, such as applicant tracking systems and artificial intelligence, to streamline the recruitment process and enhance the candidate experience.

RECRUITMENT PROCESS

1.5 Online Recruitment

Online recruitment, also known as internet recruitment, process of, screening, and hiring potential applicants for available positions in an organisation via the use of technology. Job boards, social media, corporate websites, and applicant tracking systems are just some of the online tools and platforms that may be used in this process.

Traditional recruitment process using job advertising

Recruitment process with e-recruitment

Identify Applicants

Attract Applicants

Process Incoming Applications

Communicate with applicants

Assessment and Selection

Identify Applicants

Attract Applicants

Process Incoming Applications

Communicate with Applicants

Maintain Corporate Career Website

Assessment and Selection

The benefits of e-recruitment include:

Wider reach: E-recruitment allows organizations to reach a larger audience of potential candidates from around the world. This is especially useful for organizations that operate in multiple locations or require specialized skills.

Cost-effective: Online job postings are generally cheaper than traditional print advertisements, and e-recruitment also reduces the need for paper-based documents and manual processes, saving time and money.

Faster recruitment process: Online recruitment can reduce the time to fill a job opening by allowing for a more streamlined process, such as automating resume screening and scheduling interviews.

Increased efficiency: E-recruitment can help HR teams to manage the recruitment process more efficiently, by providing real-time data and analytics, and improving communication between stakeholders.

However, there are also some challenges associated with e-recruitment, such as:

Overwhelming response: E-recruitment can generate a large volume of applications, making it difficult for recruiters to screen and manage them efficiently.

Security risks: E-recruitment systems may be vulnerable to security breaches and data theft, exposing confidential information and putting candidates' privacy at risk.

E-recruitment may have an effect on the applicant experience and the company brand since it lacks the human touch and interpersonal engagement that conventional recruiting techniques give.

Applicant Tracking Systems (ATS): ATS is a software application used by organizations to manage the recruitment process. It automates the collection, sorting, and screening of resumes, making it easier for recruiters to manage the recruitment process. ATS also provides real-time data and analytics, allowing recruiters to track and improve their recruitment metrics.

Social Media Recruitment: Social media platforms like LinkedIn, Twitter, and Facebook have become popular tools for recruiting. Recruiters can use social media to advertise job vacancies, search for potential candidates, and engage with them. Social media recruitment also allows recruiters to showcase their employer brand and improve their candidate experience.

Mobile Recruitment: With the increasing use of mobile devices, mobile recruitment has become an essential part of e-recruitment. Recruiters can create mobile-friendly job postings,

allow candidates to apply using mobile devices, and use mobile recruitment apps to manage the recruitment process.

Video Interviewing: Video interviewing is an emerging trend in e-recruitment that allows recruiters to interview candidates remotely using video conferencing tools. It saves time and reduces costs by eliminating the need for in-person interviews, and allows recruiters to reach a wider pool of candidates.

Employer Branding: E-recruitment provides an opportunity for organizations to enhance their employer brand by showcasing their company culture, values, and benefits to potential candidates. A strong employer brand can help to attract and retain top talent and improve organizational performance.

Overall, e-recruitment is a valuable tool for organizations to attract and hire top talent efficiently and cost-effectively. By leveraging the latest technology and best practices, HR teams can improve the recruitment process, reduce costs, and enhance the candidate experience.

1.6 Recruitment Tools

Recruitment tools are software or web-based applications designed to help recruiters and HR professionals manage the recruitment process efficiently. These tools are often used in e-recruitment and can help streamline various stages of the recruitment process, such as sourcing, screening, and onboarding. Here are some common recruitment tools:

Applicant Tracking Systems (ATS): An ATS is software designed to manage the recruitment process, including job postings, resume screening, interview scheduling, and reporting. ATS helps recruiters automate their recruitment process, making it easier to manage a large volume of applications.

Online bulletin boards where companies advertise job vacancies and individuals may browse, research, and apply for relevant positions. Indeed, Glassdoor, and LinkedIn are just a few of the job boards that may help recruiters find qualified applicants at a cheaper cost than more conventional techniques.

Resume Screening Tools: Resume screening tools use AI and machine learning algorithms to analyze and sort resumes based on the job requirements. These tools can help recruiters save time and effort by quickly identifying the most qualified candidates.

Video Interviewing Tools: Video interviewing tools allow recruiters to conduct remote interviews with candidates. These tools save time and costs by eliminating the need for in-person interviews, making it easier to interview candidates from anywhere in the world.

Candidate Relationship Management (CRM) Tools: A CRM tool is designed to manage interactions with job candidates. These tools allow recruiters to track candidate engagement, manage candidate feedback, and communicate with candidates more effectively.

Pre-employment Assessment Tools: Pre-employment assessment tools are designed to evaluate a candidate's skills, personality, and fit for a specific job. These tools can help recruiters make more informed hiring decisions, reduce the risk of bad hires, and improve retention rates.

Onboarding Tools: Onboarding tools are designed to help new hires integrate into the organization more quickly and smoothly. These tools provide resources and guidance to new hires, track their progress, and help them become productive as soon as possible.

In conclusion, recruitment tools can help HR professionals to manage the recruitment process more efficiently, reduce costs, and improve the candidate experience. By leveraging the latest recruitment tools and best practices, organizations can attract and hire top talent efficiently and cost-effectively.

1.6.1 Social media as the recruitment tool

Social media has become a popular tool for recruitment, as it allows employers to reach a wider audience, connect with potential candidates, and showcase their employer brand. Here are some ways social media can be used as a recruitment tool:

Job Posting: Social media platforms like LinkedIn, Twitter, and Facebook can be used to post job vacancies. This allows employers to reach a wider audience and target job seekers who may not actively be looking for a job but are open to new opportunities.

Employer Branding: Social media can be used to showcase the employer brand, culture, and values. This can help attract top talent and create a positive perception of the organization among potential candidates.

Candidate Sourcing: Social media platforms can be used to identify and source potential candidates. Recruiters can search for candidates based on job titles, skills, and experience, and engage with them directly.

Employee Referral: Social media platforms can also be used to promote employee referral programs. This encourages employees to refer their friends and network to open positions, which can result in a higher quality of candidates and faster hiring process.

Candidate Engagement: Social media platforms can be used to engage with candidates throughout the recruitment process. This can include responding to questions, providing updates on the status of their application, and sharing relevant content that provides insight into the organization.

Overall, social media can be an effective tool for recruitment, especially for organizations looking to expand their reach and connect with potential candidates. However, it's important to use social media effectively and ensure that the organization's messaging is consistent across all platforms. Additionally, organizations should be aware of any legal and ethical considerations when using social media for recruitment.

1.7 LinkedIn

LinkedIn is a social networking platform designed specifically for professionals. It's a powerful tool for recruitment as it allows recruiters and employers to connect with potential candidates, post job openings, and showcase their employer brand. Here are some ways LinkedIn can be used for recruitment:

Job Postings: LinkedIn offers a job posting feature that allows employers to post job vacancies on their company page. Job postings can also be promoted to a wider audience through targeted advertising.

Candidate Sourcing: LinkedIn can be used to identify and source potential candidates. Recruiters can search for candidates based on job titles, skills, and experience, and engage with them directly.

Employer Branding: LinkedIn allows employers to showcase their employer brand through their company page. This can include company updates, culture and values, and employee testimonials.

Networking: LinkedIn is a valuable tool for networking and building relationships with potential candidates. Employers can engage with candidates by commenting on their posts, sharing relevant content, and messaging them directly.

Groups: LinkedIn groups can be used to connect with potential candidates who share common interests or are part of a specific industry or profession. Employers can engage with group members and share job openings or relevant content.

Talent Solutions: LinkedIn offers a range of paid solutions designed specifically for recruitment, including LinkedIn Recruiter and LinkedIn Talent Hub. These tools provide access to a wider pool of candidates and help streamline the recruitment process.

Overall, LinkedIn is a powerful tool for recruitment and can be an effective way to connect with potential candidates and build a strong employer brand. However, it's important to use LinkedIn effectively and ensure that the organization's messaging is consistent and aligned with the employer brand. Additionally, organizations should be aware of any legal and ethical considerations when using LinkedIn for recruitment.

1.7.1 LinkedIn Recruitment Solution

LinkedIn offers various recruitment tools for recruiters and companies to find and hire qualified candidates. Here is an overview of some of the popular recruitment solutions offered by LinkedIn:

LinkedIn Standard: This is the basic version of LinkedIn that is free for anyone to use. It allows users to create a profile, connect with other professionals, and search for jobs. However, it has limited access to candidate profiles and does not offer advanced search filters.

LinkedIn Recruitment Lite: This is a paid version of LinkedIn that offers more advanced recruitment features than the standard version. It includes access to more candidate profiles, advanced search filters, and the ability to send 30 InMails per month.

LinkedIn Recruiter: This is a premium version of LinkedIn that is designed specifically for recruiters. It provides advanced search filters, unlimited InMail messaging, and the ability to see who has viewed your profile. It also includes features like Talent Pipeline Management and Advanced Reporting.

LinkedIn Talent Solutions: This is a suite of recruitment tools that includes LinkedIn Recruiter, LinkedIn Jobs, and LinkedIn Learning. It is designed to help recruiters and companies find, attract, and hire top talent.

LinkedIn Job Slots: This is a feature that allows recruiters to post job openings on LinkedIn and reach a wider audience. It is a paid feature that allows recruiters to post up to 10 job openings at a time.

Overall, LinkedIn offers a range of recruitment solutions to help recruiters and companies find and hire qualified candidates. The specific solution that is best for your needs will depend on your budget, hiring goals, and recruitment needs.

1.7.2 LinkedIn Statistics

1 LinkedIn as A Major Social Media Platform
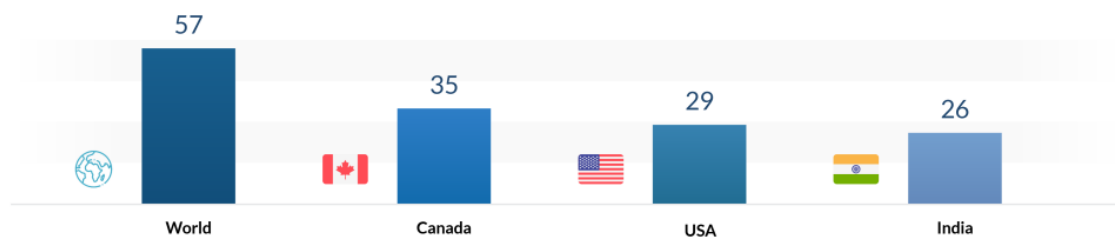Source: Jobvite 2020, LinkedIn 2021

72% recruiters who use LinkedIn to recruit talent

67% recruiters who say that LinkedIn-hired professional are of high quality

56% US college students who are LinkedIn members

2 LinkedIn During the Pandemic
Source: Srinivasan, LinkedIn 2020

300,000 US remote jobs posted on LinkedIn during the pandemic

300% increased surge in searches for "remote working"

30+ free LinkedIn learning courses offered to help people upgrade their skills

144% increase in hours that salespeople spend watching LinkedIn Learning videos

3 LinkedIn Alexa Rankings per Visitor Engagement as of August to October 2020
Source: Alexa 2020

World	Canada	USA	India
57	35	29	26

1.7.3 Benefits of LinkedIn

LinkedIn is a professional networking platform that has gained tremendous popularity over the years. Here are some benefits of using LinkedIn:

Professional networking: LinkedIn is an excellent platform for building and expanding your professional network. You can connect with colleagues, peers, industry experts, and potential clients, which can help you find new job opportunities and expand your business.

Job searching: LinkedIn is an excellent tool for job seekers. You can create a comprehensive profile, search for jobs, and apply directly through the platform. You can also set up job alerts to receive notifications about new job openings that match your criteria.

Brand building: LinkedIn is a powerful tool for building your personal or company brand. You can share industry insights, publish articles, and showcase your skills and accomplishments. You can also join LinkedIn groups to engage with other professionals in your industry.

Learning opportunities: LinkedIn offers a variety of learning opportunities, including LinkedIn Learning, which provides online courses on a wide range of topics. You can also follow industry thought leaders and join professional groups to stay up-to-date on the latest trends and best practices.

Sales and marketing: LinkedIn is a valuable platform for sales and marketing professionals. You can use the platform to generate leads, build relationships with potential clients, and promote your products or services.

Overall, LinkedIn is a powerful tool for building your professional network, advancing your career, and growing your business.

2. LITERATURE REVIEW

This study analyses the data from Hosain, S., and Liu, P. (2020). The focus of this research is on how companies feel about LinkedIn as a recruitment resource. According to the results, LinkedIn might be used as a supplementary method of hiring. Moreover, the majority of businesses favoured

people with relevant work experience, abilities, and qualifications, as well as matching content on LinkedIn and CVs. The study's findings are expected to add to the topic of social media recruitment, which has been more topical recently, and to fill certain gaps in the existing research.

This study by U. Yeliz Eseryel and Deniz Eseryel (2020) provides analyses showing. The purpose of this study is to determine what aspects of LinkedIn recruiting posts are most interesting to prospective candidates. The research provides insight into the message's structure, function, and context as it is used for recruitment. We supplement existing knowledge about social media with some useful suggestions.

The recruiting literature, which has been accused for being too theoretical and lacking in practical value, may benefit from this study since it will help fill in the gaps between theory and the actual social media practises of successful businesses. We analysed the text of 2020. We developed a set of 15 criteria to evaluate occupational and professional attributes. The form, purpose, and standards for success have all been settled upon. LinkedIn encourages its users to make personal connections.

User engagement increased with the difficulty and interest of the task, the status of the position, the reputation of the company, and the user's geographic location. However, there was no correlation between comments about coworkers being helpful, competent, and courteous and increased customer satisfaction. Interaction and the perception of a distinguished position at work both contributed to the negative outcomes. More user participation was found to be facilitated by the incorporation of visual, colour, and audio/video forms, as well as by the incorporation of questions.

This study analyses Daniel, C. O. (2019) and comes to the following conclusions. The goal of this research is to examine how online recruiting affects productivity in the Nigerian banking

industry. Two commercial banks in Nigeria were surveyed using qualitative research methods. The primary data was investigated in the Statistical Software using regression analysis and the Pearson product coefficient. Based on the results of this research, it can be concluded that E-recruitment is an essential aspect of human resource management, and as such, it is one of the most important factors that determines an organization's level of success. The most common methods of recruitment found in this study were the internet, newspaper advertisements, television and radio advertisements, transfers, and promotions. The research shows that using a combination of e-recruitment technologies may streamline the hiring process.

Roulin, N., & Levashina, J. (2018) conclude in their study. Two studies examine the validity of LinkedIn evaluations. Study 1 found that raters were sufficiently consistent when evaluating the abilities, character traits, and intelligence of job applicants.

One year later ratings are also connected with initial ratings. An assessment on LinkedIn is more useful than a generic one. Based on the results, hiring managers should think about utilising LinkedIn to assess potential employees. This research also demonstrates the extent to which LinkedIn profiles may effectively evaluate applicant traits.

This study is analysed by Koch (2018), Gerber (2018), and De Klerk (2018). This article investigates how social media has changed the way people get hired. Companies need to choose where they invest their resources to attract the best applicants as the war for talent heats up. The use of social media is growing exponentially, and its popularity among recruiters seems to have skyrocketed. LinkedIn is integral to many of the current recruiting techniques. Twitter and Facebook were shown to have far lower utilisation rates for recruitment purposes.

Vuorelma, L. (2018) draws several conclusions from this case study. The primary purpose of the research was to determine whether or not Clement might benefit from using LinkedIn's Job Ads tool to fill open jobs. The scope of the case study was limited to job postings on Clement Mays's company page on LinkedIn and a budget of £1,000. Putting in the job title, firm, and location is the initial step in establishing the ads on LinkedIn. The next step is to examine the role in more detail. Abilities, requirements, and duties may all be described with the use of keywords. The most recent analyses were performed in Excel, and the LinkedIn algorithm utilises this data to target the ads to the right people.

Blank, G., & Lutz, C. (2017) analyse data from a representative sample of British adults to determine the social features of six major social media platforms. We found that factors such as age and socioeconomic status motivate a number of these platforms but not others. The research showed that no one social media platform represented the population as a whole. The lack of representation has serious repercussions for studies that use social media as a data source. It is not possible to generalise data collected from social media to a larger group of

people. This paper discusses The demographics of British social media users across six platforms were analysed. In addition to demographic information, In addition, we gathered information on the participants' levels of self-efficacy and abilities, as well as their worries about privacy and the device they used to access the internet.

This article by Silva, C., Silva, S., and Martins, D. (2017) analyses the site and concludes that it is one of the most visited social media platforms and may be beneficial to HR professionals and the general public alike. This tool may help professionals keep their knowledge current. Finding out why certain companies use LinkedIn as a recruitment tool, which skills are in most demand, and which human resource consultants look for in a LinkedIn profile were the primary goals of this study. Nine human resources consulting businesses were selected for this study because they are active users of LinkedIn in the recruitment and selection process. Therefore, a qualitative approach supported by the Grounded Theory technique was adopted for purposes of codding. A socioeconomic and demographic questionnaire in addition to a structured interview was used to compile this report's data.

Houran, J. (2017) draws such conclusion in his study. By recording their past work experience and current interests and activities, members of social recruiting platforms like LinkedIn are able to create profiles that showcase their talents and hint at their objectives.

Users may also follow others' activities, see who has visited their profiles, exchange private messages, and earn recommendations. In addition, the user database may be searched to quickly survey a particular domain or market. This document provides a summary of the author's encounters with social media recruitment.

This research by Black, S. L., Washington, M. L., and Schmidt, G. B. (2016) analyses the usage of social networks in the hiring process and finds six major problems despite their increasing popularity. To begin, we have issues with the reliability and validity of the data. Second, there is the possibility of inapplicability, even if the data is accurate and trustworthy.

Third, even if the data is useful, it may be against the law to put it to use. Fourth, even though they've always technically been lawful, their current use may be unethical. Fifth, it is not apparent how they should be implemented into current organisations even if they are moral. Sixth, even if ideal solutions are established, they may become outdated too quickly for academics to keep up with, given how little progress has been made in this area as of yet. This is not to downplay the significance of such research; rather, it serves to highlight the need for a more effective and comprehensive strategy of inquiry.

This study Zide, J., B. Elman, and C. Shahani-Denning (2014) analyses. LinkedIn and the job market: how profiles vary by industry. This research analyses LinkedIn profiles from different industries to find out which traits recruiters value most and then compares the profiles

accordingly. According to the study, LinkedIn has not completely replaced the CV just yet since users are hesitant to fill up their profiles in full.

Empirical study on the efficacy of social media is planned. Research used both primary and secondary data, as well as statistical techniques including hypothesis testing and correlation. The study's additional goals include gauging the veracity and reliability of social media sites in addition to their overall prevalence and usefulness.

This study analyses the research of Subhani, M. I., S. Joseph, A. Osman, and S. A. Hasan (2012). The study aimed to evaluate LinkedIn's potential as a selection and recruitment tool.

This research has also taken into account the perspectives of employers, job candidates, and current employees to examine issues like accessibility, and cost-effectiveness. A total of 285 LinkedIn members in the Karachi area were selected at random and asked to fill out an employer and employee survey.

The research indicates that LinkedIn is not commonly utilised by businesses for the aim of hiring new employees.

Some of the largest companies in the world are utilising it to post open positions, find new employees, and maintain their network of business relationships.

This paper analyses a study model developed to find out how much the use of such sites contributes to successful hiring practises. The authors' names are Krishna, H. G., Mohan, V., and Maithreyi, N. (2016). Site characteristics including information quality, popularity, networking reach, user-friendliness, and security/privacy were selected. Successful recruitment is characterised by a wide variety of prospects, high-quality applications, reasonable costs, reasonable timelines, and a focus on the intended audience.

3. RESEARCH METHODOLOGY

A research technique is a strategy for gathering, evaluating, and interpreting data on a certain subject. The material included in the paper's methodology section aids the researcher in determining the overall validity and dependability of the study. There are two primary approaches discussed in the are being answered: How was the information gathered or generated? How did you go about asking inquiries to find out more about it? Therefore, it may be defined as a method through which researchers plan and execute experiments so as to acquire valid and trustworthy results.

3.1 Research Objectives

1. Conduct research on the efficiency of hiring candidates using LinkedIn.

2. Evaluate the effectiveness of LinkedIn in comparison to other social media recruiting techniques.

3. Investigate the difficulties that might arise while utilising LinkedIn for the candidate search process.

3.2 Hypothesis

Ho: The respondents that use LinkedIn for recruiting reasons do not significantly vary from one another in any major way.

HI:There is a noteworthy disparity in the respondents' approaches to using LinkedIn for the goal of recruitment.

3.3 Data collection

The term "data collection" refers to the process of systematically amassing information useful to a study's aims and hypotheses. Primary data and secondary data are the two forms of data available.

Primary data is information collected by asking the questions directly of the people being studied.

Researchers will often make use of secondary data, or data collected by others for the same or a different reason. Textbooks, online databases, company financial documents, and archival materials are all examples of secondary sources. In contrast to secondary data, primary data collecting takes a long time and has limited applicability.

The primary drawback of secondary data is that it is spread out over numerous areas and other academics have previously looked at it. Researchers may not always benefit from ensuring the precision of secondary data. While we did utilise secondary sources to generate some early questions and ideas, we have relied on primary sources for the bulk of our data and analysis. Therefore, it could be helpful to round out the research using primary data gleaned via surveys, questionnaires, and interviews.

Questionnaire-based systems are more convenient to administer, cost less money, and protect individual confidentiality.

Questionnaires were the primary method of data collection; the demographic sections had few questions for the descriptive scale. During data collection, I've seen a few cases when respondents either don't know the answer or provide an answer that leads to more misunderstanding.

3.4 Methodological Part

In this part, the methods that were used to collect, produce, gather, and evaluate the data are discussed. This section will discuss the tactics that were used in order to obtain information, as well as the research approach that was implemented in order to uncover the responses to the inquiries posed by the study.

This section discusses the study design, the size of the sample, the technique for sampling, the contributors, as well as the collection and analysis of data.

3.4.1 Research Design

The following is the methodology that was used for the report: a quantitative approach. The study focuses on replies and takes a descriptive approach; hence this technique was chosen to conduct the research. The results of descriptive research are presented visually, and the research method accumulates data that are used in the study to arrive at conclusions.

The process of gathering and analysing data offers insights that impact the premise of subsequent research, which is why research often results in the development of a theoretical plan. It is extremely likely that virtually little study has been done on this topic in the years that have gone before.

An investigator who is just interested in satisfying their own natural curiosity about a topic has the option of doing exploratory research on that topic. The approach that will be used in order to conduct the analysis of the results of the questionnaire.

The author of this study conceived and wrote the questionnaire that was used in the research. The author started by determining the purpose of the questionnaire as well as the specifics that were needed to answer the questions. The author's present thesis notion served as the basis for the survey that he or she created. After that, in order to answer the question, a research group

was assembled and then divided into the appropriate age brackets. An online questionnaire built in Google Forms was used to collect data for the research.

After then, a set of questions for the survey was designed based on the data that was collected. The questions have been formulated in English and arranged in a way that is consistent with logic. On the study-related questionnaire, there are a total of eight questions.
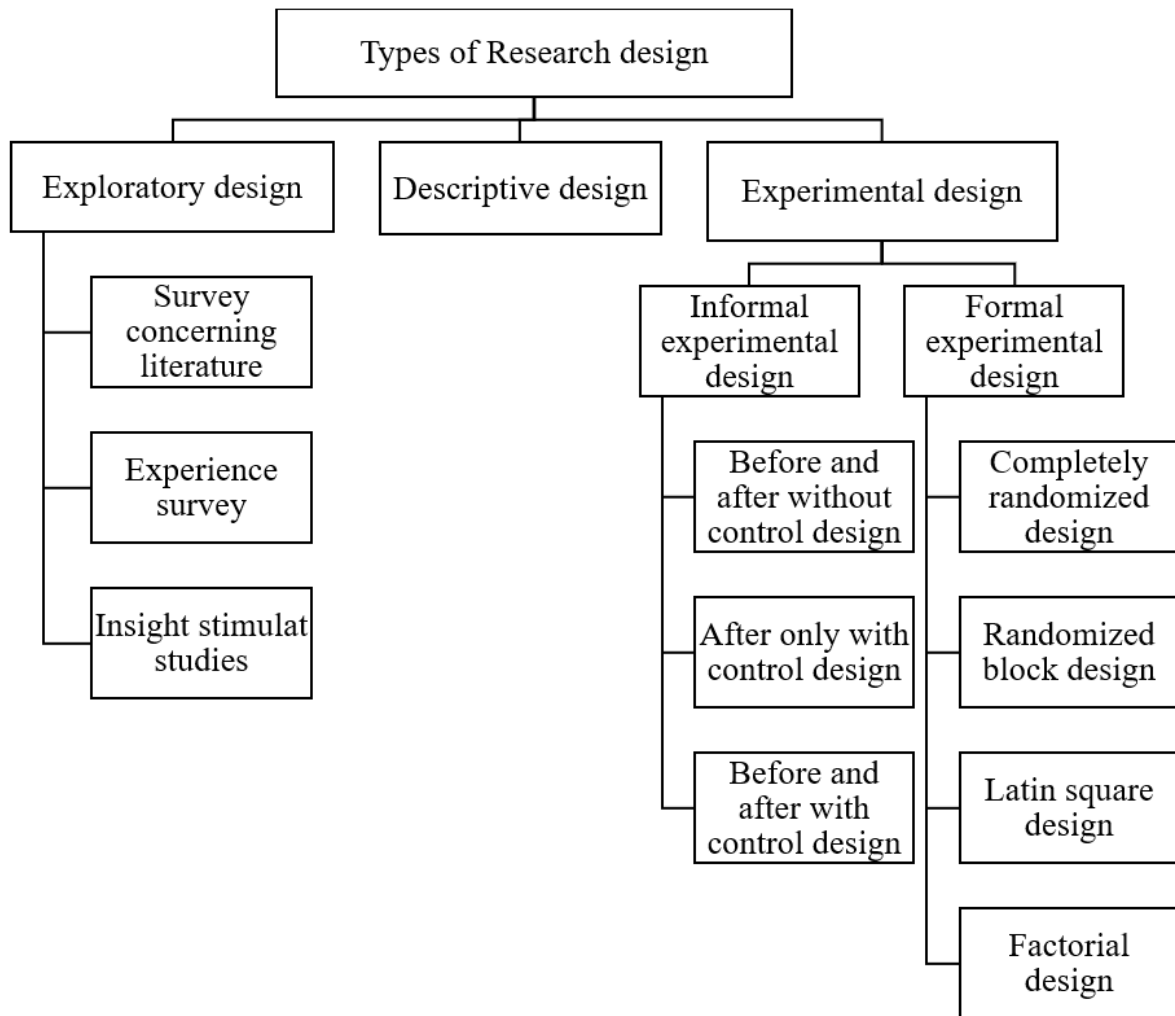
3.4.2 Data collection and analysis

In order to collect information for the questionnaire, a questionnaire was constructed. The author's friends and family were polled to determine whether or not the findings of the study were relevant to their lives. After then, the link to the poll is shared on various social media platforms to encourage more participation. The time duration for data gathering was close to two weeks. In addition, the link was sent to groups of prospective customers who may be considered targets. The responses to the questionnaire were evaluated in order to get insight into people's perspectives towards online recruiting and LinkedIn specifically. Following a thorough examination of the results for any potential mistakes, the data was then input into the computer. This was the very first stage in the process. The second stage was to organise the research questions asked in the questionnaire and choose the tables and charts that were most suited to explain each of those categories. Utilising photographs was a helpful tool in compiling the data.

3.5 Limitation of the study

In this context, receiving an approach from a recruiter might be time-consuming and provide little advantage unless the prospective employees find a job that interests them. In reality, it is not always the case that LinkedIn is superior to other social media sites in terms of how well it may be used for recruitment purposes.

The amount of effort that recruiters invest in checking references is not affected in any way by endorsements. There are a lot of individuals who will merely click, but this is meaningless unless they actually believe it themselves. The requirements of LinkedIn's members largely determine the development of the platform's functionality.

Learning how to make advantage of the gateway is not difficult at all. To become an expert user of LinkedIn, one must put in a significant amount of effort over a significant length of time. On the other hand, the platform is accessible to people from all over the globe, which ensures that it has access to a sizable pool of talent. It is really simple to reach a state of complete exhaustion.

The LinkedIn Recruiter tool might be prohibitively costly for companies that have fewer employees or that do not often look for new hires. As a consequence of this, organisations of this kind need to make use of a cost-free programme such as Jobsoid to aid them in becoming more productive.
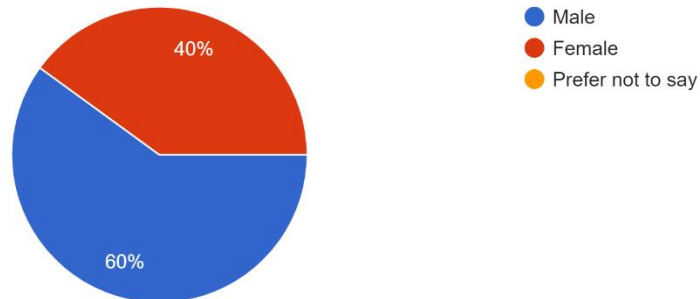
4. DATA ANALYSIS AND INTERPRETATION

Data analysis is the process of inspecting, cleaning, transforming, and modelling data in order to extract useful information and draw conclusions from it. It involves applying statistical and computational methods to raw data in order to identify patterns, relationships, and trends that can be used to answer research questions or solve real-world problems.

Data interpretation is the process of making sense of the results of data analysis by drawing meaningful conclusions and insights. It involves synthesizing the findings of data analysis into a coherent narrative that explains the observed patterns, relationships, and trends in the data.

Both data analysis and interpretation are critical steps in any research or data-driven decision-making process. They require a combination of technical skills, such as statistical analysis and programming, as well as domain-specific knowledge and critical thinking abilities. Proper data analysis and interpretation can help organizations and individuals make informed decisions based on evidence rather than intuition or guesswork.

## 4.1 Analysis of the results

Gender
80 responses

- Male
- Female
- Prefer not to say

40%

60%

Status
80 responses

- Student
- Working Professional
- Entrepreneur
- Content Creator

25%

63.7%
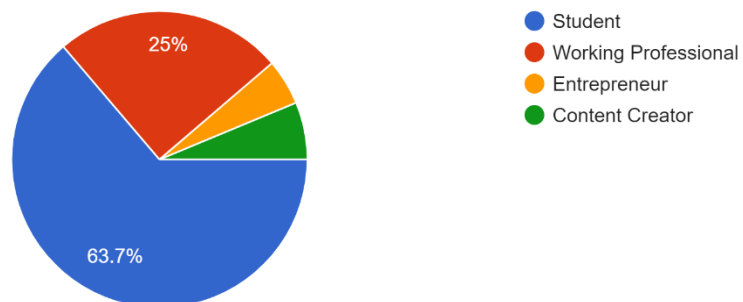
According to the statistic shown above, students and working professionals make up a larger proportion of the population and are of greater significance to our research.
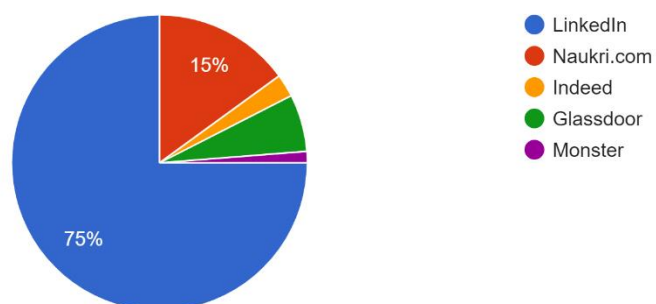
Are you aware of online recruitment platforms?
80 responses

Yes
No

92.5%
7.5%
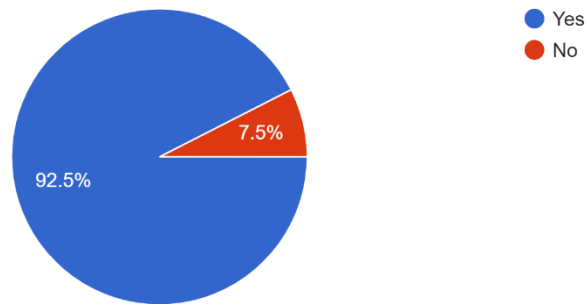
It is abundantly obvious from the number that the vast majority of respondents had awareness of the online recruiting platforms that are now being used.

Which website do you prefer for job opportunities?
80 responses

LinkedIn
Naukri.com
Indeed
Glassdoor
Monster

15%
75%

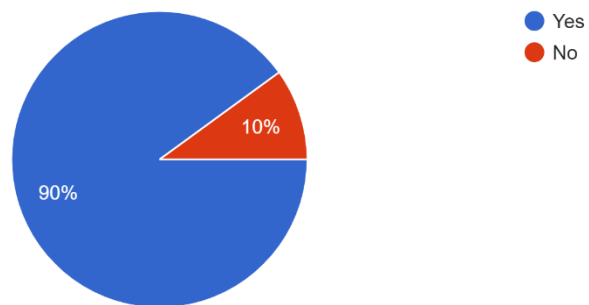The data shown in the chart make it quite evident that the majority of users use LinkedIn in order to look for employment prospects.

Are you currently looking for employment opportunity?

80 responses

● Yes
● No

32.5%

67.5%
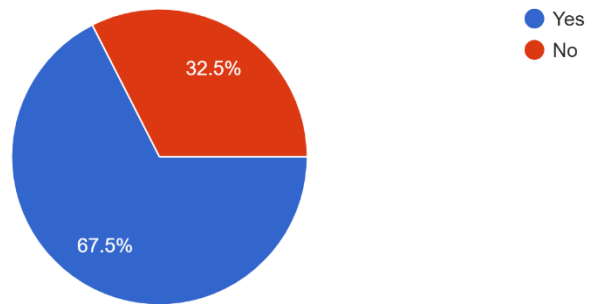
Do you have LinkedIn account?

80 responses

● Yes
● No

10%

90%
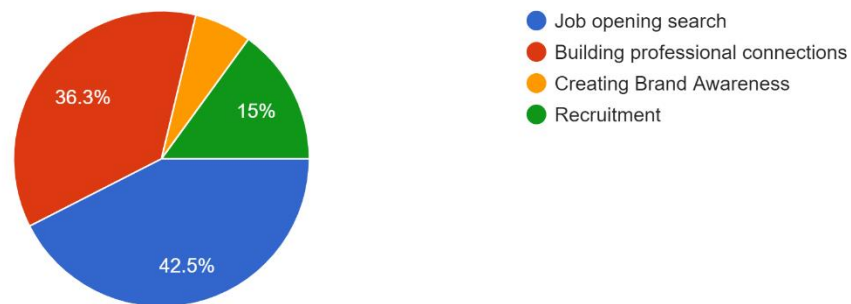
It is clearly apparent from the data that the vast majority of the respondents are familiar with LinkedIn and own an active LinkedIn account on this particular site.

What is the purpose for creating the LinkedIn account?
80 responses

- Job opening search
- Building professional connections
- Creating Brand Awareness
- Recruitment

36.3%

15%

42.5%

Based on the responds, we can conclude that the vast majority of respondents use LinkedIn for the purpose of searching for job openings and developing professional connections.
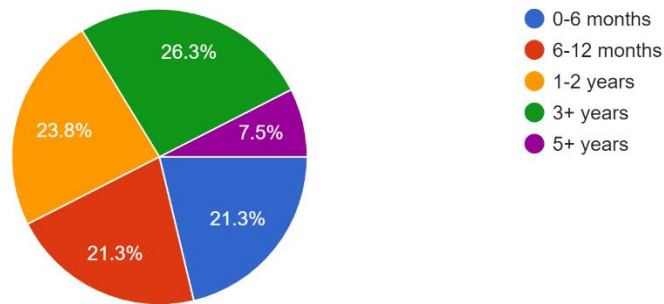
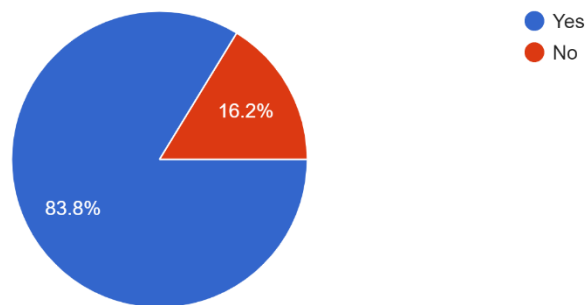Do you use LinkedIn for recruitment process?
80 responses

- Yes
- No

25%

75%
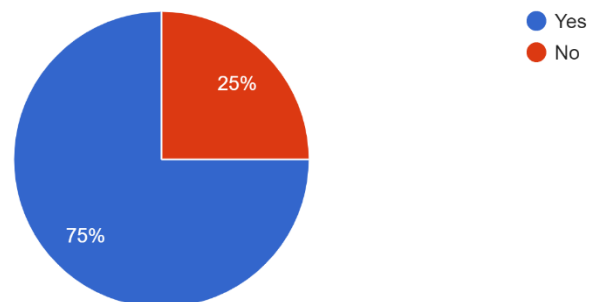
How long have you been using LinkedIn for recruitment?
80 responses

Legend:
- 0-6 months
- 6-12 months
- 1-2 years
- 3+ years
- 5+ years

Do you find LinkedIn better than other platform?
80 responses

Legend:
- Yes
- No

According on the responds, we can conclude that respondents regard LinkedIn to be superior to other platforms but not superior to LinkedIn itself.

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
LinkedIn helps professionally	80	755	9.4375	0.375791
Is LinkedIn reliable	80	724	9.05	0.908861
Satisfaction from LinkedIn	80	756	9.45	0.453165

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	8.275	2	4.1375	7.142584	0.000973	3.03392
Within Groups	137.2875	237	0.579272			
Total	145.5625	239				

This is a summary of a single-factor ANOVA table with three groups (columns 1, 2, and 3). The ANOVA table shows the sources of variation and their associated sum of squares (SS), degrees of freedom (df), mean square (MS), F-statistic, p-value, and critical F-value.

The "Between Groups" row in the ANOVA table represents the variation between the group means, and the "Within Groups" row represents the variation within each group. The sum of squares for the "Between Groups" row is 8.275, and the degrees of freedom are 2 because there are three groups. The mean square for the "Between Groups" row is 4.1375, which is calculated by dividing the sum of squares by the degrees of freedom.

The F-statistic is calculated by dividing the mean square for the "Between Groups" row by the mean square for the "Within Groups" row. In this case, the F-statistic is 7.142583993, which has a corresponding p-value of 0.000972538. This p-value is less than the commonly used alpha level of 0.05, which suggests that there is a significant difference between at least one pair of group means.

The critical F-value is calculated based on the degrees of freedom for the "Between Groups" and "Within Groups" rows and the desired alpha level. In this case, with alpha level of 0.05 and degrees of freedom 2 and 237 respectively, the critical F-value is 3.033920113.

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.180887
R Square	0.03272
Adjusted R Square	0.007265
Standard Error	0.611364
Observations	79

ANOVA

	df	SS	MS	F	Significance F
Regression	2	0.960892	0.480446	1.28542	0.282477
Residual	76	28.4062	0.373766		
Total	78	29.36709			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	11.11199	1.198918	9.268348	4.09E-14	8.724139	13.49984	8.724139	13.49984
10	-0.10543	0.072695	-1.45032	0.151083	-0.25021	0.039353	-0.25021	0.039353
9	-0.07707	0.102586	-0.75125	0.45482	-0.28139	0.12725	-0.28139	0.12725

This is a summary of a linear regression model with one dependent variable (not shown) and two independent variables, labeled "10" and "9" in the Coefficients table.

The R Square value indicates that only 3.27% of the variation in the dependent variable is explained by the two independent variables. The Adjusted R Square value takes into account the number of independent variables used in the model and suggests that only 0.73% of the variation in the dependent variable is explained by the two independent variables.

The ANOVA table shows that the regression model is not statistically significant with a p-value of 0.282477136, suggesting that there is not enough evidence to conclude that the independent variables have a significant linear relationship with the dependent variable.

The Coefficients table provides information about the intercept and the coefficients for the two independent variables. The intercept of 11.11199212 indicates the expected value of the dependent variable when both independent variables are equal to 0. The coefficients for "10" and "9" suggest that for every one unit increase in these independent variables, the dependent variable decreases by -0.105430667 and -0.077068113 units, respectively. However, the p-values for both coefficients are greater than 0.05, indicating that they are not statistically significant.

5. FINDINGS AND CONCLUSION

5.1 Findings

Following the examination of the data above and interpretation, some of the most important discoveries are as follows: -

- The findings indicate that the majority of respondents are familiar with online recruiting practises and that the vast majority of them have accounts on LinkedIn.

- The results of the survey make it abundantly evident that one of the primary reasons for why respondents are utilising the LinkedIn network is for the purpose of recruiting.

- According to the findings of the research, gender has no role in determining how efficient LinkedIn is as a recruiting tool.

- The results of the Anova test demonstrate quite clearly that the difference is statistically significant.

- According to the findings of the survey, the majority of respondents who use LinkedIn are either students or those who are now employed.

- The survey reveals that the majority of people utilising LinkedIn for job-hunting objectives are already employed professionals.

- According to the findings of the survey, it is safe to say that the vast majority of respondents consider LinkedIn to be superior to any other recruiting platform or tool.

5.2 CONCLUSION

The world is in a constant state of flux, and the process of hiring new employees is becoming ever more difficult; as a result, recruiters are being forced to adapt to the new digital age. It is quite probable that online recruiting portals like LinkedIn, naukri.com, indeed, and glassdoor will play a significant part in the recruitment process.

This is due to the fact that these websites streamline the whole process and save a significant amount of time. We can see that over the last several years, LinkedIn has evolved into one of the top tools for recruiting, becoming one of the best places to look for jobs, building connections, and increasing brand exposure. LinkedIn is preferred by businesses above other tools because it assists in matching potential employees with open positions, which is essential to the success of any business. LinkedIn is also an effective tool for recruiting, and it may help candidates get the ideal job of their dreams.

Even for smaller businesses, it is a useful tool since it broadens the applicant pool and makes it easier to find the ideal candidate to fill a position. You may use LinkedIn to check whether someone is going to start searching for employment chances, and it can also aid recruiters in readily determining whether or not a person's behaviours indicate that they are going to seek for work.

There is a widespread perception that LinkedIn is an efficient tool for finding new employees. It is common knowledge that recruiters have their own accounts, via which they conduct candidate searches. This suggested that the best location to seek for senior-level and specialist job vacancies is on LinkedIn, which is a social networking website. But we can confidently predict that in the not-too-distant future, LinkedIn will emerge as the most powerful and unrivalled recruiting tool available among online recruitment tools.

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Ahmad Adit, inkedAs an Emerging Recruitment Tool and Top Management, Graduate, and Student Exposure to LinkedIn in Bangladesh, LinkedIn is gaining popularity in Bangladesh. Academia.edu,
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7. PLAGIARISM