

MAJOR RESEARCH REPORT ON

A STUDY ON HOW EFFECTIVE LINKEDIN
AS AN RECRUITMENT TOOL

Created By:

NIKHIL PANDITA

23/DMBA/81

Under the Supervision of:

Dr. ARCHANA SINGH



Delhi School of Management

Delhi Technological University

(formerly Delhi College of Engineering)

Certificate

This certified that the project report with title “**A Study on How Effective LinkedIn as an Recruitment Tool**” is an original and authentic work done by **Nikhil Pandita**, a student of the MBA batch **2023–2025**. The report has been submitted to the **Delhi School of Management, Delhi Technological University, Delhi-110042**, as a partial fulfilment of the requirements for the Master of Business Administration (MBA) program.

Dr. Archana Singh
Associate Professor

Dr. Sourabh Aggarwal
Head of Department

DECLARATION

I, **Nikhil Pandita**, a student of **DSM, Delhi Technological University**, hereby affirm that the project report titled “**A Study on How Effective LinkedIn as an Recruitment Tool**”, submitted in partial fulfilment of the requirements for the Master of Business Administration degree, is a result of my original work.

To the best of my knowledge, all information and data presented in this report are accurate and authentic.

Furthermore, this report has not been submitted previously for the award of any degree, diploma, or fellowship..

Nikhil Pandita

23/DMBA/81

ACKNOWLEDGEMENT

Since not all the necessary information was available in existing literature, it was essential to have guidance from someone both knowledgeable and resourceful. I am deeply grateful to **Dr. Archana Singh** for her unwavering support, insightful guidance, and continuous motivation throughout the course of this project. Her active involvement and valuable feedback at every stage played a crucial role in shaping and refining my work, greatly contributing to my learning and development.

I would also like to extend my heartfelt gratitude to **Dr. Archana Singh**, my project mentor, for her constructive suggestions and support in the successful completion of this project report.

Lastly, I sincerely thank all those—too numerous to mention individually—who contributed to this project through their cooperation and assistance.

Nikhil Pandita

EXECUTIVE SUMMARY

Recruitment plays a vital role in every organization by helping identify and attract qualified individuals to fill vacant roles. It focuses on selecting candidates who possess the required skills and mindset to support the organization's objectives. In today's digital age, the internet has significantly transformed recruitment processes, offering numerous benefits—including the rise of e-recruitment through platforms like LinkedIn, Indeed, and Naukri.com.

This research paper delves into the effectiveness of LinkedIn as a recruitment platform. It aims to evaluate LinkedIn's role in modern hiring practices, compare it with other electronic media-based recruitment tools, and explore the potential challenges associated with its use. The study incorporates both primary and secondary research methods. Primary data was collected through a structured questionnaire distributed among students, recent graduates, and early-career professionals to understand their perceptions of LinkedIn's usefulness in job searching and hiring.

Secondary research was conducted using published articles, case studies, and other relevant online resources to assess how senior management engages with LinkedIn. The insights obtained from both research types were analyzed using Microsoft Excel to derive meaningful conclusions. Ultimately, this paper seeks to provide a comprehensive evaluation of LinkedIn's effectiveness as a recruitment tool and offer practical recommendations based on the findings.

S.No.	CONTENT	PAGE No.
1.	Student Declaration	3
2.	Acknowledgement	4
3.	Executive Summary	5
4.	Chapter 1 Introduction	8
	1.1 Background	8
	1.2 Objectives of the study	9
	1.3 Research scope	9
	1.4 Introduction of Recruitment	9
	1.5 E-Recruitment	10
	1.6 Recruitment Tools	11
	1.7 LinkedIn	12
5.	Chapter 2 Literature Review	15
6.	Chapter 3 Research Methodology	19
	3.1 Research Objectives	19
	3.2 Hypothesis	19
	3.3 Data Collection	19
	3.4 Methodological Part	20
	3.5 Limitations of the study	22
7.	Chapter 4 Data Interpretation & Aanalysis	23
	4.1 Analysis of the Result	23
8.	Chapter 5 Findings and conclusion	32
	5.1 Findings	32
	5.2 Conclusion	33
9.	References	34

S.No.	Figures	Page No.
1	Process of Recruitment	9
2	Traditional Vs Modern E-Recruitment	10
3	Recruitment platform	11
4	LinkedIn	12
5	Why LinkedIn is best	12
6	Trend of Hiring	13
7	LinkedIn Stats	14
8	Research Design	20
9	Kinds of Data	21
10	Gender	23
11	Profession	24
12	Awareness	25
13	Websites used	26
14	Employment opportunity	27
15	Responses for using of LinkedIn account	27
16	Reason for creating a LinkedIn Account	28
17	LinkedIn as recruitment platform	29
18	LinkedIn better than other platform	29
19	Analysis of Frequencies	30
20	Summary	30
21	Annova Test	31
22	Coefficients std. error	31

INTRODUCTION

1. 1 Background

This research paper seeks to assess the effectiveness of LinkedIn as a platform for recruiting or sourcing potential candidates. The primary objective is to evaluate LinkedIn's impact on modern recruitment practices, compare it with other social media-based hiring tools, and explore the challenges that recruiters may encounter while using the platform. Recruitment, being a core function of human resources, can be carried out through internal or external means. External recruitment methods now commonly include social media, online talent databases, and recruitment agencies. Historically, organizations relied on more traditional channels such as newspapers, radio, television, campus drives, and job fairs to attract talent.

The focus of this study is on LinkedIn as a strategic recruitment tool. This topic was chosen due to its relevance in today's hiring landscape and growing popularity among professionals and recruiters alike. The research aims to understand public perception of LinkedIn as a hiring platform and examine how it compares to other recruitment channels. Recruitment practices have evolved significantly over time, and modern technology—particularly internet-based platforms—has accelerated and streamlined the hiring process. With increasing competition for top talent, companies now turn to digital platforms to gain an edge in identifying and attracting skilled candidates.

While company career pages once played a dominant role in online recruitment, social networking sites have emerged as powerful tools in the ongoing talent acquisition race. The widespread use of the internet, particularly in more developed regions, has contributed to the rapid growth of platforms like Facebook and LinkedIn. Over the last decade, social media has become integral to both job seekers and employers. Job seekers use these platforms to discover new opportunities, while companies benefit from improved outreach and engagement with potential hires. Research indicates that candidates who learn about openings through their networks often view the employer more favorably.

Among these platforms, LinkedIn stands out as one of the most widely used and impactful professional networking sites. It is specifically designed for career development, professional connections, and job discovery. With its vast and growing user base, LinkedIn provides recruiters with access to a broad pool of talent. Ignoring LinkedIn and similar social media platforms in recruitment strategies is no longer viable. The platform not only helps companies engage with clients and vendors but also supports efforts to attract new talent and stay updated on industry trends. As such, LinkedIn plays a crucial role in helping organizations remain competitive in today's global employment market.

1.2 Objectives of the study

- To assess how effective LinkedIn is as a recruitment tool.
- To compare LinkedIn's recruitment effectiveness with that of other social media platforms.
- To identify and analyze the challenges faced while using LinkedIn for recruitment purposes.

1.3 Research Scope

This study concentrates on examining the different recruitment platforms employed by organizations. Compared to traditional methods, e-recruitment has emerged as a more efficient and advantageous approach. It enables companies to perform recruitment tasks more swiftly and improves the overall effectiveness of the hiring process.

E-recruitment is now widely acknowledged as a key element in the job search and hiring journey for both candidates and employers. Additionally, online recruitment continues to gain traction as a preferred method, fostering stronger connections and collaborations between job seekers and organizations.

1.4 Recruitment

Recruitment is defined as process of selecting and attracting suitable candidates to fill vacant roles within an organization. It involves selecting individuals who have the necessary skills and mindset to contribute to the achievement of the company's goals.

The recruitment process typically includes identifying job openings, analyzing job requirements, reviewing applications, screening and shortlisting candidates, and ultimately selecting the most suitable applicant. When HR professionals follow a structured set of steps, the recruitment process becomes more efficient, consistent, and easier to manage.

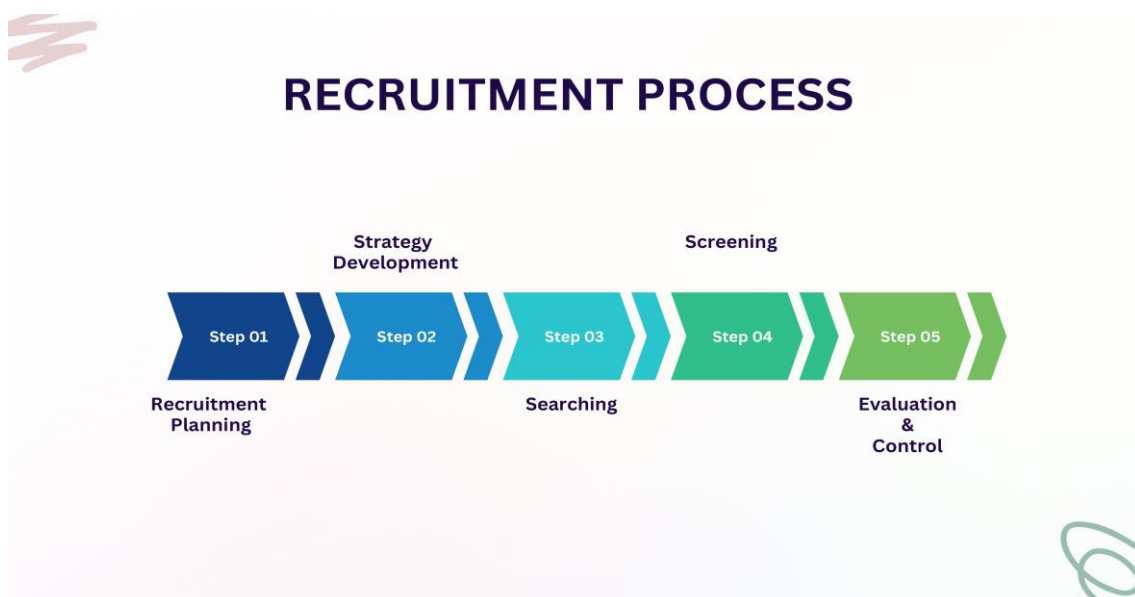


Fig. 1

1.5 Online Recruitment

E-recruitment, also referred to as online recruitment, involves use of internet-based technologies to attract, assess, select, and onboard candidates. This approach enables employers to connect with a wider pool of potential candidates more efficiently.

Organizations can develop their own recruitment platforms or collaborate with service providers that specialize in e-recruitment solutions. Key components of e-recruitment include:

- **Applicant Tracking Systems (ATS):** These help monitor the progress of applicants throughout the recruitment process.
- **Career Websites:** Provide detailed job information and gather candidate data.
- **Job Boards:** Platforms that host job listings and advertisements.
- **E-portals:** Tools such as LinkedIn and Facebook enable recruiters to reach potential candidates quickly and effectively.

E-recruitment enhances efficiency and reduces hiring costs while improving the quality of applicants. It simplifies the entire process and accelerates decision-making. Social recruiting, a subset of e-recruitment, involves leveraging platforms like LinkedIn, Facebook, and Twitter for sourcing and engaging talent.

In India, job postings are increasingly found in digital spaces such as blogs, forums, and online communities. Recruiters actively utilize social networking platforms like LinkedIn, Facebook, Orkut, Yahoo-360, and Google+ to attract qualified candidates. Initial interviews often take place over phone or mobile devices, followed by video interviews. Additionally, Indian recruiters are embracing virtual job fairs and online career events as part of their evolving hiring strategies.

1.6 Recruitment Tools

A recruitment tool refers to any software or platform designed to simplify and streamline the hiring process. These tools support various stages of recruitment, including generating candidate interest, evaluating applications, conducting interviews, and ultimately selecting suitable candidates. Due to their efficiency and functionality, such tools have become essential for HR professionals.

They facilitate the end-to-end hiring process, enabling greater productivity with reduced effort. Many of these technologies also allow organizations to create job boards aligned with their recruitment strategies. Examples of widely used recruitment platforms include Naukri.com, CareerBuilder, and similar employment portals.

1.6.1 Social media as medium for recruitment

Social media platforms serve as digital communities that enable interaction between individuals and organizations. These platforms can effectively attract qualified candidates to job postings and generate interest among passive job seekers, making them a valuable component of modern recruitment strategies. Sites like Facebook and Twitter can enhance visibility and promote your employer brand.

To maximize the benefits of social media in recruitment, it is essential to build and maintain a strong online presence. Successful engagement requires thoughtful planning, consistent monitoring, and regular adjustments to your strategy. LinkedIn, the world's largest professional networking platform, offers access to a vast pool of professionals, making it an especially powerful tool for recruitment when used strategically.



Fig 3

1.7 LinkedIn



Fig 4

LinkedIn is biggest largest professional networking platform globally, with over 10 million members spanning across 200 countries. Its vision is to create economic opportunities for every member of the global workforce. LinkedIn's mission is to connect professionals around the world, helping them achieve greater success in their careers.



Fig. 5

LinkedIn was established in 2003 with the goal of connecting professionals worldwide and supporting their career growth and success. Today, it stands as the largest professional networking platform, boasting over 900 million users across the globe, including executives from each top Fortune 500 company. The company offers a range of services as part of its business strategy, including Workforce Solutions, Marketing Solutions, SAS Solutions, and Paid Subscriptions.

Located in California, It has a global presence with offices in numerous countries. A 2018 survey revealed that 90% of Fortune 500 companies utilized LinkedIn's Talent Solutions, highlighting its effectiveness. Supporting this, data from the Pew Research Center shows that 51% of U.S. college graduates are LinkedIn users. Moreover, employers have reported that candidates sourced through LinkedIn are 40% higher in quality compared to those from traditional job platforms.

LinkedIn has become such a commonly used platform among recruiters that, to truly stand out, companies need to complement it with more innovative sourcing strategies. Despite this, it remains an essential tool that every recruiter should master.

LinkedIn offers a range of products designed to meet varying recruitment needs. Its tiered structure provides progressively advanced search and communication features—at increasing price points—making it a nearly ideal solution for recruiters across businesses and agencies of all sizes.

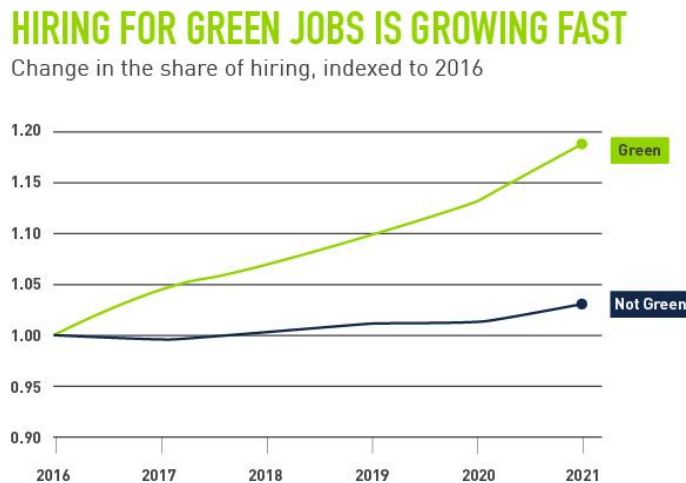


Fig. 6

1.7.1 Basic version of LinkedIn

LinkedIn’s basic features offer a solid starting point. A LinkedIn profile essentially serves as an enhanced online résumé. While the basic membership is free, which provides a few valuable tools for recruiters. For instance, it allows Boolean searches—though with limitations on the number of searches you can perform—and the ability to save and connect searches with other members.

A standard LinkedIn account works well for job seekers and can be useful for sales professionals, particularly since it's free. However, most recruiters will require more advanced capabilities to meet their needs effectively.

1.7.2 LinkedIn for Recruiter Lite

Recruiter Lite is ideal for organizations with modest hiring needs or for those planning to make only a few hires throughout the year. Designed for individual use, it either supports a single recruiter or requires account sharing if used by more than one person.

With Recruiter Lite, you gain access to 30 InMail messages per month and over 20 advanced search filters to refine your candidate searches. It also extends your network visibility to third-degree connections—allowing you to view contacts of your contacts’ contacts, thereby expanding your talent pool. Additionally, it provides automated reports to help track and evaluate the efficacy of Marketing outreach.

1.7.3 LinkedIn for Recruiter

LinkedIn Recruiter—often referred to as "Recruiter Heavy"—is the flagship product in LinkedIn’s Talent Solutions suite. It’s especially well-suited for organizations with ongoing hiring needs or those looking to build their talent pipeline quickly.

This version includes powerful features such as Talent Pipeline, which enables you to organize candidate profiles using tags, statuses, and custom fields for easier tracking and searchability. It also offers Hiring Manager 2.0, allowing seamless collaboration by sharing profiles with hiring managers to gather feedback. Additionally, ATS integration makes it possible to view LinkedIn profiles directly within your applicant tracking system, streamlining the recruitment workflow.

LinkedIn as a Major Social Media Platform



Fig. 7

It can be noted that:

1. A large portion of 72% of recruiters are dependent on LinkedIn as a only tool for sourcing talent within their organizations.
2. Approximately 67% of these recruiters believe that the candidates hired via LinkedIn are of exceptional quality.
3. Notably, 56% of LinkedIn's user base—representing potential job candidates—is located in the United States.

The advantages of using LinkedIn include:

- Extensive outreach
- Faster recruitment process
- Cost-effectiveness
- Automation of various hiring tasks
- Direct engagement with candidates

2.LITERATURE REVIEW

Hosain & Liu (2020)

This study focused on employers' attitudes toward using LinkedIn as a recruitment platform. The authors aimed to evaluate whether LinkedIn could serve as a supplementary tool in the hiring process. The findings indicate that LinkedIn is indeed seen as an effective complement to traditional recruitment methods. Employers showed a clear preference for candidates whose LinkedIn profiles mirrored the information presented in their CVs—particularly regarding relevant job experience, key skills, and competencies. This alignment enhanced candidate credibility and influenced hiring decisions. The study addresses current discussions around social media-based recruitment and fills existing gaps in academic literature by offering practical employer perspectives.

Eseryel & Eseryel (2020)

This research examined which components of LinkedIn job postings generate the most user engagement, using likes as the metric of interest. The authors conducted content analysis of LinkedIn posts include companies listed in Fortune's "100 Best Companies to Work For" to identify effective strategies in recruitment messaging. The study focused on the structure, content, and intent of job posts, providing insights into how recruitment messages can be optimized. It was found that user interaction increased with posts that highlighted stimulating job roles, high organizational reputation, job prestige, and attractive locations. Interestingly, mentions of friendly coworkers did not impact engagement levels. Visual elements like images, colors, and videos, along with interactive elements like questions, significantly enhanced user involvement. The study aims to make recruitment research more practical by bridging theoretical insights with real-world employer behavior on social media.

Daniel (2019)

This study investigated how e-recruitment affects organizational performance within the Nigerian banking sector. Using qualitative methods and statistical tools such as regression and Pearson correlation, the study analyzed data from two major Nigerian banks. The findings show that internet platforms, along with traditional media like newspapers and television, are commonly used for recruiting. The study concluded that automating recruitment through e-recruitment software has become an essential aspect of human resource management. By streamlining the hiring process, it contributes positively to organizational efficiency and overall success.

Roulin & Levashina (2018)

This two-part study evaluated how effectively LinkedIn profiles can be used to assess job candidates. The results showed that recruiters were consistent in their evaluations of candidates' personalities, cognitive abilities, and skills based on LinkedIn information. Moreover, initial assessments remained stable even one year later, suggesting that LinkedIn provides a reliable impression of candidate capabilities. Compared to general assessments, those made through LinkedIn were more accurate. The study suggests that organizations should consider using LinkedIn profiles during initial screening stages, as they allow for relatively precise evaluation of candidate traits.

Koch, Gerber & De Klerk (2018)

In the context of increasing competition for top talent, this study explored the growing role of social media in recruitment. The authors found that platforms like LinkedIn have become crucial tools for companies trying to attract skilled employees. Despite the overall rise in social media usage, LinkedIn stood out as the dominant platform for professional hiring, while platforms like Twitter and Facebook were used far less frequently. This highlights LinkedIn's distinct advantage in targeting and attracting qualified professionals.

Vuorelma (2018)

This case study analyzed how the recruitment firm Clement May leveraged LinkedIn's Job Ads feature within a constrained budget of £1,000. The research focused solely on the effectiveness of the Job Ads tool in sourcing candidates for current vacancies. The process involved inputting job titles, company names, and locations, followed by a detailed job description using relevant keywords. LinkedIn's algorithm then matched these parameters to suitable candidates. The final analysis, conducted using Excel, confirmed that the tool effectively targeted the intended audience and served as a valuable recruitment resource.

Blank & Lutz (2017)

It has examined the demographic and social characteristics of users across six major social media platforms in the United Kingdom. Using survey data, the authors found that user participation varies significantly by age and socioeconomic status. As a result, no single social media platform could be considered fully representative of the general public. This lack of representativeness poses challenges for research relying on social media data, as findings may not be generalizable beyond the specific user base. The study also emphasized the importance of considering factors like privacy concerns, user confidence, and internet access when evaluating social media behavior.

Silva, Silva & Martins (2017)

This qualitative study sought to understand what HR professionals look for in a LinkedIn profile and why organizations use LinkedIn in their recruitment process. Interviews were conducted with consultants from nine HR firms that actively use LinkedIn for candidate selection. Supported by Grounded Theory methodology, the research revealed that LinkedIn is valued for its ability to keep professionals' profiles current and accessible. Key profile features such as endorsements, skills, and professional history were seen as highly important in evaluating candidates.

Houran (2017)

This paper provided an overview of how LinkedIn functions as a tool for social recruitment. It highlighted the various interactive features available to users, including professional groups, online discussions, newsletters, endorsements, and profile tracking. These elements allow users to showcase not just past experience and current roles, but also aspirations and areas of interest. Employers benefit from LinkedIn's searchable database, which enables efficient filtering of candidates based on industry, skills, and other relevant parameters. The platform's multifaceted nature supports both passive and active recruitment.

Black, Washington & Schmidt (2016)

This research identified six major issues with using social media in recruitment: questionable reliability of information, practical challenges in using the data, potential legal issues, ethical concerns, difficulties in integrating social media data into existing systems, and the rapid pace at which social media evolves. The authors emphasized the need for a more systematic and detailed approach of analyzing social recruitment, noting that academic research has struggled to keep pace with the rapidly changing landscape.

Zide, Elman & Shahani-Denning (2014)

This study analyzed LinkedIn profiles across different professions to understand which aspects recruiters focus on most. The findings suggest that while LinkedIn is increasingly used by recruiters, many users still fail to fully complete their profiles, limiting the platform's ability to fully replace traditional résumés. The research identified key profile elements that are commonly evaluated by hiring professionals, providing insights into how users can enhance their visibility to recruiters.

Lal & Aggarwal (2013)

Through empirical research, this study explored the effectiveness and credibility of social media in the hiring process. The researchers employed primary and secondary data collection, along with statistical techniques like hypothesis testing and correlation analysis, to assess user trust in social media platforms. The findings revealed that while these platforms are popular for job searching, concerns remain about their reliability and authenticity. The study highlighted the dual role of social media as both a powerful recruitment channel and a subject of scrutiny regarding credibility.

Subhani et al. (2012)

This paper assessed the value of LinkedIn for recruitment from the perspective of both employers and potential employees. Conducted in Karachi with 285 LinkedIn users, the study gathered data via surveys. Results indicated that LinkedIn was not yet widely adopted across all businesses but was gaining popularity among large multinational corporations. Benefits noted included professional networking, cost-effective communication, and ease of access. The research concluded that while LinkedIn holds significant promise, its usage for recruitment remains uneven across regions and industries.

Krishna, Mohan & Maithreyi (2016)

This study developed a conceptual model to examine how specific attributes of social networking sites influence recruitment effectiveness. Attributes such as information quality, site popularity, navigation ease, and privacy features were analyzed in relation to recruitment outcomes like candidate diversity, quality, cost efficiency, and targeting precision. The study concluded that platforms that offer user-friendly, secure, and popular interfaces tend to produce better recruitment results. It also emphasized the strategic value of social media in reaching specific candidate groups effectively.

3. RESEARCH METHODOLOGY

A research method refers to the various strategies or techniques employed to locate, select, process, and analyze information on a specific topic. The methodology section of a research paper is vital for determining the credibility and accuracy of the study's findings. It primarily addresses two fundamental questions: What methods were used to gather or produce the data? And what approach was adopted for its analysis? Thus, research methodology can be defined as the systematic framework a researcher follows to design their study, ensuring the collection of precise and trustworthy data to successfully meet the research objectives.

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

Null Hypothesis (H₀): There is no statistically significant difference among the respondents in their use of LinkedIn for recruitment purposes.

Alternative Hypothesis (H₁): There is a statistically significant difference among the respondents in their use of LinkedIn for recruitment purposes.

3.3 Data gathering

Data gathering refers to the systematic process of gathering information that aligns with the objectives of a study. It is typically classified into two categories: **primary data** and **secondary data**. Primary data is obtained directly from respondents to address specific research questions, while secondary data is sourced from existing materials that may have been collected for similar or different purposes. Common sources of secondary data include textbooks, online resources, business financial records, and previously published research. While collecting primary data can be time-consuming and limited in scope, secondary data is more time-efficient and helps avoid duplication of effort.

A key drawback of secondary data is its geographical dispersion, as it is often collected by various researchers in different locations, making it challenging to verify its accuracy. While secondary data is typically used initially to explore problems and hypotheses, primary data collection is preferred for obtaining original insights and aligning research effectively. Methods like surveys, questionnaires, and interviews are often the most effective for comprehensive studies. Questionnaires, in particular, are cost-effective, manageable, and ensure respondent privacy.

When collecting primary data via questionnaires, the demographic section included a few descriptive scale items. However, challenges arose, such as respondents providing unclear or conflicting answers, leading to confusion during data collection.

3.4 Methodological Part

This section outlines the methodology used for data collection, creation, and analysis. It explains the strategies adopted to gather information and the research approach employed to address the study's research questions.

It includes details on the **research design, sample size, sampling procedure, participants, data collection methods, and data analysis techniques.**

3.4.1 Research Design

Types of Research Designs:

1. Quantitative Research Design:

a. Descriptive Research Design

b. Correlational Research Design

c. Experimental Research Design

d. Quasi-Experimental Research Design

2. Qualitative Research Design:

a. Phenomenological Research Design

b. Grounded Theory Research Design

c. Ethnographic Research Design

d. Case Study Research Design

Fig. 8

This report employs a **quantitative research method**, specifically a **descriptive approach**, due to its focus on collecting and analyzing responses to draw conclusions. Descriptive research visually compiles data to inform findings and often lays the groundwork for theoretical development, as the insights gained can influence future study premises.

While descriptive in nature, elements of **exploratory research** are also present. Exploratory research is typically conducted when a topic is new or not extensively studied, allowing researchers to assess feasibility for broader projects or gain initial insights. In such cases, it helps determine optimal data collection techniques, participant recruitment strategies, and relevant questions, or simply satisfies a researcher's curiosity.

The **questionnaire** itself was developed by the author of this study. The process began by identifying the central theme and necessary details, drawing directly from the author's current thesis theory. The study group was then formed and segmented by age. The survey was created using **Google Forms**, and the collected data was subsequently converted into a series of structured questions. These eight questions, written in English, were logically organized within the questionnaire.

3.4.2 Data gathering & analysis

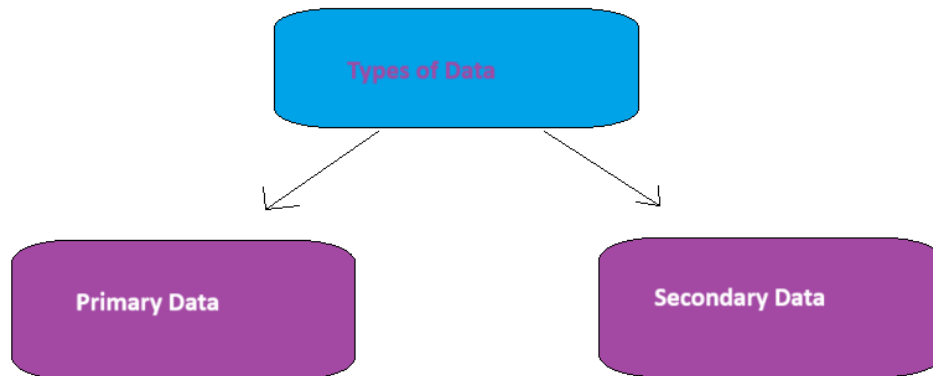


Fig. 9

A questionnaire was created to collect data. Initially, it was piloted with the writer's acquaintances to ensure its suitability. The survey link was then shared on social media and sent via email to potential target groups to gather more responses. Data was collected over a two-week period.

The questionnaire results were analyzed using PSPP to understand attitudes toward LinkedIn and online recruitment. The analysis began by verifying the data for errors before inputting it into the software. The next step involved categorizing the research topics from the questionnaire and selecting appropriate tables and charts for description.

3.5 Limitation of the study

Engaging with recruiters can be time-intensive with limited payoff unless candidates find a highly suitable role. The assumption that LinkedIn is more effective for recruiting than other social media platforms often falls short in reality.

Endorsements on LinkedIn do not reduce the time recruiters spend verifying references. Many endorsements are given casually, lacking genuine conviction, and thus hold little value. LinkedIn's platform is primarily designed to meet user needs.

While LinkedIn's interface is easy to navigate, mastering its advanced features requires significant effort. The platform's global accessibility, however, provides access to a vast talent pool, though this can sometimes feel overwhelming.

For smaller companies or those with infrequent hiring needs, LinkedIn Recruiter can be prohibitively expensive. Instead, these businesses may benefit from using free tools like Jobsoid to streamline their recruitment process.

4. DATA ANALYSIS AND INTERPRETATION

The data analysis section encompasses the evaluation of results and a discussion of the study's findings. Descriptive analysis was employed as the methodology. The results analysis highlights key findings derived from the data collection methods used. The discussion section elaborates on these results, incorporating case studies and offering recommendations for optimizing recruitment strategies.

4.1 Analysis

Q1. Please specify your gender.

Gender	Frequency
Male	41
Female	21

62 responses

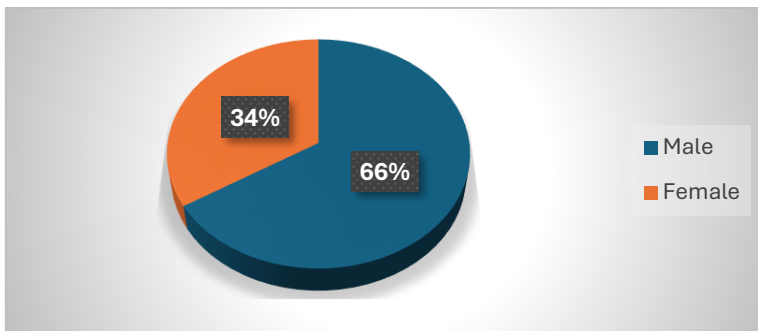


Fig. 10

This question captures gender distribution of the respondents. This data shows that approximately 66% are women, 34% are men. Out of the total sample size of 62 participants, 41 female & 21 males.

Q2. What is your current occupation?

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

62 responses

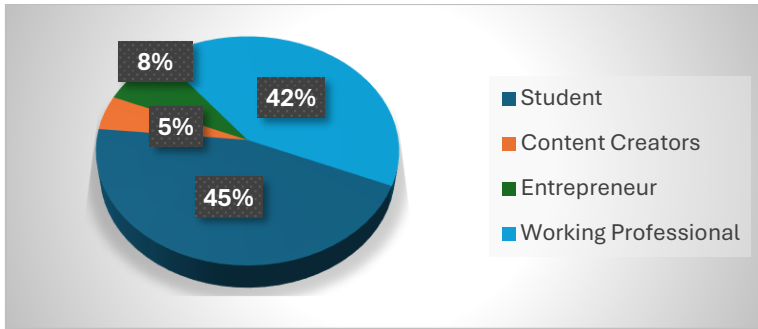


Fig. 11

In 2nd question, which is a general demographic inquiry, asks about the respondents' professions. The results indicate that 45% are students, 42% are working professionals, 8% are entrepreneurs, and 5% are content creators. The data shows that students and working professionals constitute the majority and therefore hold greater significance for this study.

Q3. Are you aware of platforms used for online recruitment?

Awareness of online Recruitment Platform	Frequency
Yes	57
No	5

62 responses

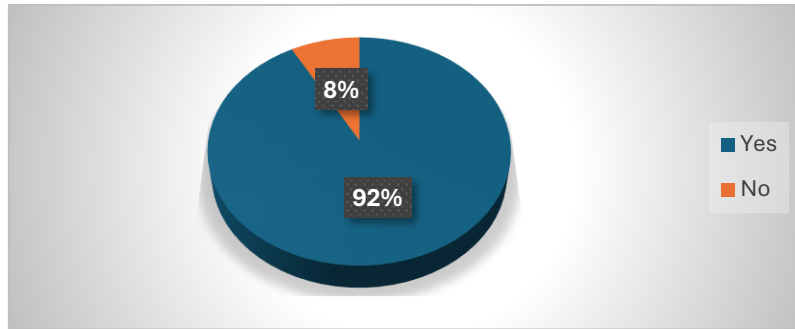


Fig. 12

In 3rd question, all 62 respondents were questioned about their awareness of online recruitment platforms. It clearly indicates that the majority of respondents are familiar with these platforms, with approximately 92% acknowledging their knowledge of the online recruitment process, while about 8% reported being unaware.

Q4. What is your preferred job search website?

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

62 responses

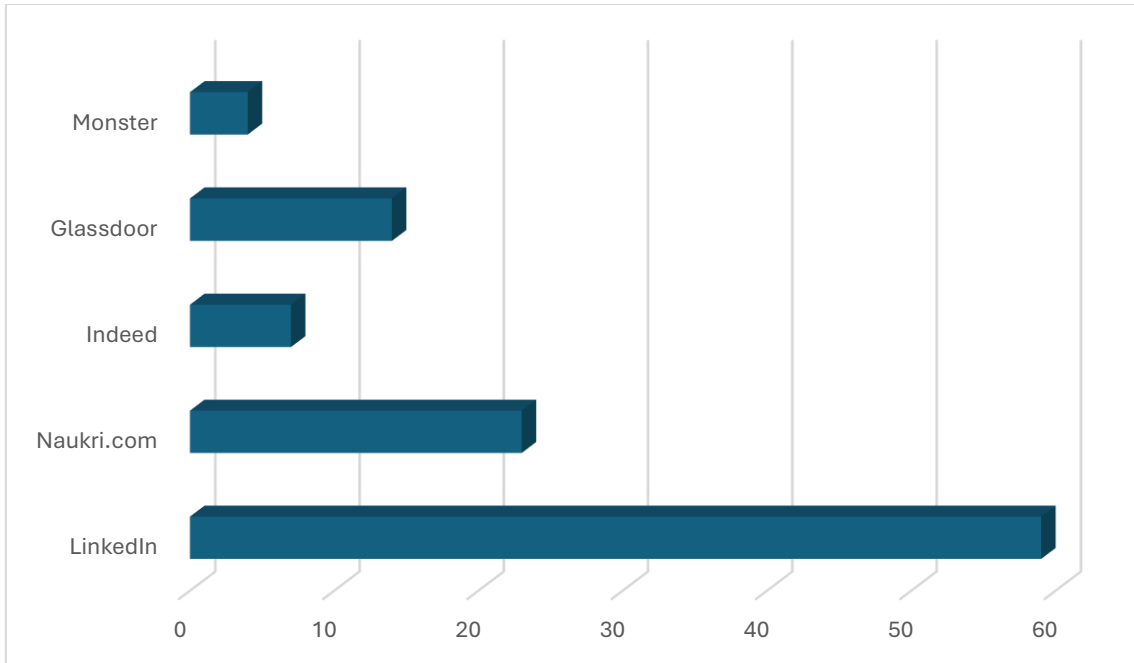


Fig. 13

In question 4, all 62 respondents were asked about their preferred websites for job opportunities. The data shows that LinkedIn is the most popular choice, with 95.2% of respondents (approximately 59 individuals) using it. Naukri.com is used by 37.1% of respondents, followed by Glassdoor at 22.6%, Indeed at 11.3%, and Monster being the least used. These results indicate that LinkedIn is the predominant platform for job searching among the respondents.

Q5. Are you currently in search of employment?

Are you looking for employment opportunity	Frequency
Yes	32
No	30

62 responses

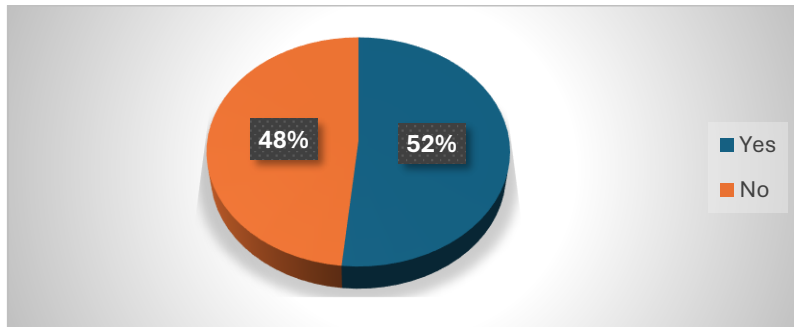


Fig. 14

Respondents were asked whether they are currently seeking employment opportunities. The results show that approximately 51.6% of respondents are actively looking for jobs, while 48.4% are not.

Q6. Have you created a LinkedIn account?

Do you have LinkedIn account	Frequency
Yes	58
No	4

62 responses

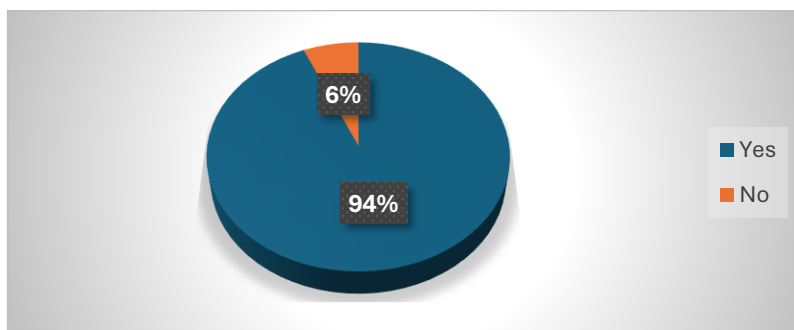


Fig. 15

In 6th question, respondents were asked if they have a LinkedIn account. The figure shows that 94% of respondents have a presence on LinkedIn, while only 6% do not. This clearly indicates that the majority of respondents are familiar with LinkedIn and actively use the platform.

Q7. What was the main purpose behind your LinkedIn profile?

Purpose of Creating LinkedIn account	Frequency
Job opening Search	14
Building Professional connections	12
Creating Brand awareness	8
Recruitment	28

62 responses

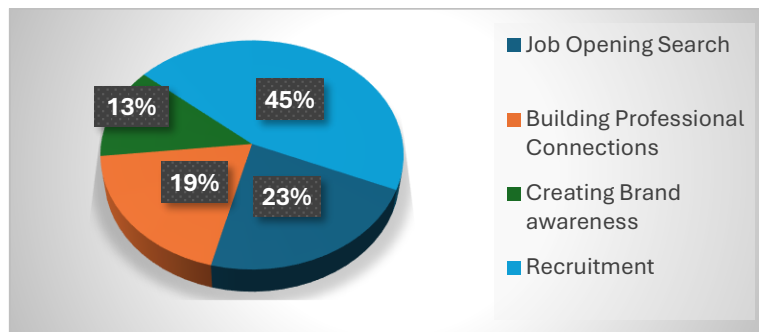


Fig. 16

The question aimed to identify the primary purpose for creating a LinkedIn account. Respondents were given four options: job search, building professional connections, creating brand awareness, and recruitment. According to the responses, 45% of respondents use LinkedIn for recruitment, 23% for job searching, 19% for building professional connections, and 13% for creating brand awareness. These results indicate that the majority of respondents primarily use LinkedIn for recruitment purposes.

Q8. Is LinkedIn a platform you use for recruiting candidates?

Do you use LinkedIn for the recruitment process?	Frequency
Yes	43
No	19

62 responses

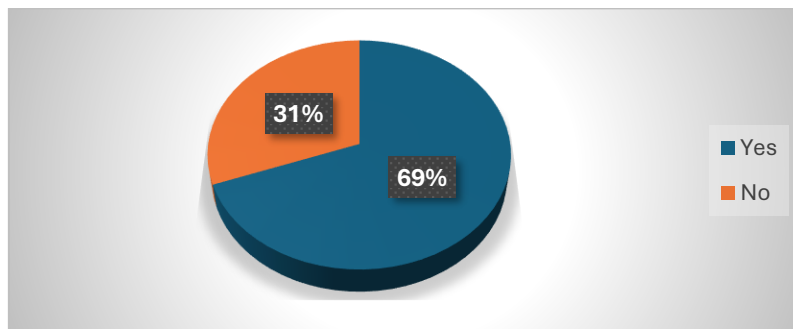


Fig. 17

In this question, respondents were asked if they use LinkedIn for recruitment purposes. The results show that a significant majority, 69%, do use LinkedIn for recruitment, whereas 31% reported that they don't.

Q9. Do you find LinkedIn better than other platform/ tools?

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

62 responses

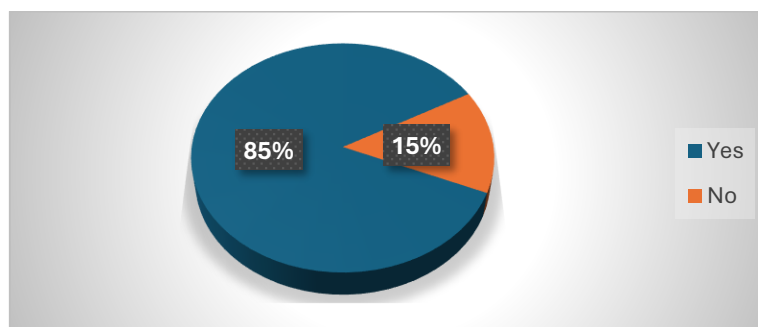


Fig. 18

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

Fig. 19 Analysis

Frequency analysis is useful for identifying how often certain values appear within a dataset. In this study, various questions were selected, and frequency analysis was conducted on them. Different variables were analyzed using statistical measures such as the **mean, median, mode,** and **standard deviation** to better understand the distribution and central tendencies of the data.

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?

Fig. 20 Summary

In regression analysis, the goal is to determine which variables have a greater influence on the outcome. In this study, the dependent variable is "**Do you use LinkedIn for recruitment purposes?**", while the independent variable is "**Do you have a LinkedIn account?**". According to the model summary, the value of **R-squared** is **14.2%**, indicating that 14.2% of the variance in the dependent variable can be explained by the independent variable.

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?

Fig. 21 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?

Fig. 22 Coefficients

The ANOVA test is used to evaluate the goodness of fit of the regression model. If the significance value < 0.05 , the model is considered statistically significant. In this study, the significance value is 0.001, which is well below 0.05, indicating that the model is a good fit for the data.

5. FINDING AND CONCLUSION

5.1 Finding based on gathered data set

Based on the data analysis and interpretations, the following key findings have emerged:

- These findings indicate that the most of respondents are aware of online recruitment and most of them have presence on LinkedIn.
- This study reveals that recruitment is one of the primary reasons respondents use the LinkedIn platform.
- Gender was found to have no significant impact on perceptions of LinkedIn's effectiveness as a recruitment tool.
- Frequency analysis provided statistical measures including the mean, median, mode, and standard deviation for the selected variables.
- The ANOVA test results confirm statistical significance in the findings.
- The study shows that the majority of LinkedIn users among the respondents are students and working professionals.
- It was observed that working professionals, in particular, are using LinkedIn actively for recruitment purposes.
- Most respondents consider LinkedIn to be more effective than other online recruitment platforms or tools.

5.2 Final Conclusion

As world is constantly evolving, and so is the recruitment process, which has become increasingly complex in the digital age. Recruiters must adapt to this changing landscape, and online recruitment platforms like LinkedIn, Naukri.com, Indeed, and Glassdoor are playing a crucial role by streamlining the hiring process and saving time. Among these platforms, LinkedIn has emerged as one of the most effective tools for job searches, networking, and enhancing employer branding.

Companies prefer LinkedIn over other platforms because it helps match the right talent with the right job, making it a valuable asset in the recruitment process. Even small businesses benefit from LinkedIn, as it offers access to a broader pool of candidates and improves the chances of finding the ideal fit for a role.

LinkedIn also provides insights into a candidate's job-seeking behavior, enabling recruiters to identify potential candidates based on their activity and engagement. Recruiters actively use their LinkedIn profiles to search for qualified applicants, particularly for senior-level or niche positions.

Given its growing influence, many believe that LinkedIn will continue to dominate the online recruitment landscape and evolve into the most efficient and indispensable recruitment tool in the future.

REFERENCES

- Ahmad, A. (n.d.). *LinkedIn as the upcoming recruitment tool and top management, graduates and students' exposure to LinkedIn in Bangladesh*. Academia.edu. <https://www.academia.edu/25376743/>
- 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). 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(7), 741–756. <https://doi.org/10.1177/0002764217717559>
- Daniel, C. O. (2019). The impact of e-recruitment on organizational performance: Evidence from the Nigerian banking sector. *International Journal of Management Studies and Social Science Research*.
- Hosain, S., & Liu, P. (2020). Recruitment through LinkedIn: Employers' perception regarding usability. *Asian Journal of Management*, 11(1).
- Houran, J. (2017). Social recruitment and the power of the LinkedIn network. *Psychology Today*. Retrieved from <https://www.psychologytoday.com/>
- 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), a861. <https://doi.org/10.4102/sajhrm.v16i1.861>
- Krishna, H. G., Mohan, V., & Maithreyi, N. (2016). Study of social networking sites' attributes on recruitment effectiveness. *International Journal of Human Resource Studies*, 6(1), 2162–3058.
- 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.