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Case study on LinkedIn, a media for career development

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ABSTRACT

Social media is becoming a necessity in today's world, more than ever before. Social media is delivering everything we want to know about pretty much anything, in a split second, and at our fingertips. While some embrace it and use social media regularly, others still don't for multiple reasons; finding it difficult or they don't want it to be intrusive or a mainstay in their lives. There are also more contemporary methods of obtaining professional contacts, such as networking online. Social networking sites such as Facebook, Twitter and LinkedIn are ideal for contacting and becoming noticed by employers that you otherwise wouldn't have been able to speak with in person. For instance, did you know that according to the Bullhorn Reach Report, 97% of users registered with LinkedIn use it to source candidates for jobs? LinkedIn has several groups that you can engage in to showcase your knowledge and allow you to meet new people. This paper attempts to Highlights to understand. To know the various application usages, to know the purpose of using the LinkedIn, To know the role of LinkedIn in networking professional and to know various professionals using it for career development. The results revealed that 44% of the respondents used LinkedIn for getting knowledge, to maintain relationship with professionals and for developing their career, 44% viewed LinkedIn is ranked as excellent in application usage, 46% said that LinkedIn meet their needs very well, 50% of the respondents said somewhat agreed that LinkedIn has helped them in networking professionally& 70% responded that they use LinkedIn for their profession.

Keywords— Social media, Career development, Application usage

1. INTRODUCTION

Social networks are a form of online communication. Social networks are an interactive computer platform for creating and sharing information, ideas, professional interests and other expressions through virtual groups and networking.

The social forum takes the form of a spread of the tech-enabled sports, which consist of the photographs sharing, running of the blog, gaming, social networking, sharing of videos, and the industrial company networks, virtual groups, reviews and more.

Users tend to download offers that access social networks through desktops and laptops or provide social networks for mobile devices. When attractive with those offerings, customers can create pretty interactive systems through which people, Groups, and corporations can exchange, co-design, talk and adjust man or woman content or material made from previously made material on the internet.

Social media plays a critical function in every scholar's existence, professors, employers and plenty of others. It is easier and convenient to get right of entry to statistics, provide information and talk through social media. Professors are increasing their Twitter utilization to host stay lectures offer off-hours useful resource for university children or maybe host scholar debates. Employers check job applicants' social media profiles as a part of the hiring assessment.

1.1 Purpose

The study was carried to assess various application usage, to know the purpose of using the LinkedIn. To know the role of LinkedIn in networking professional. To know various professionals using it for career development

2. METHODOLOGY

2.1 Profile of the study area

The study was conducted in Rajarajeshwari Nagar of South Bangalore to working professionals.

2.2 Sampling procedure

To evaluate the objectives of the study **Non** – Probability sampling method.

Under this method of sampling "Convenience Sampling" method is used for the study.

2.3 Nature and sources of data

Primary data: The data was collected using by primary data by personal survey using questionnaires.

Secondary data: The secondary data relating to the study was collected through published journals, the internet and the articles published in the newspaper.

Sample size: The sample size used here is fifty

2.4 Limitations

Hence it is an offline survey, respondents may find difficult to give accurate information. The inherent lacunae associated with this type of inquiry have crept into the study. Sincere efforts have been made to elicit accurate and reliable information as far as possible by cross-questioning. However, the degree of discrepancy if any would be negligible as the estimates presented are in averages.

3. RESULTS AND INTERPRETATION

Table 1: The purpose of using LinkedIn

Particulars	No. of Respondents	Percentage
Knowledge	6	12
To maintain a relationship with professionals	12	24
Career development	12	24
All the above	20	40
Total	50	

From the above table, 40% respondents said that LinkedIn is used for all the above reasons, 24% of them said that it is used for career development, 24% of them said that it is to maintain a relationship with professionals and 12% of them said that it is for knowledge.

Table 2: How long you have been using LinkedIn

Particulars	No. of Respondents	Percentage
1 year	20	40
5 year	8	16
Less than a year	20	40
More than 5 year	2	4
Total	50	100

From the above table, 40% of the respondents said that they are using it from 1 year, 40% of them said that they are using it less than a year, 16% of them said that they are using it from 5 years and 4% of them said that they are using it from more than 5 years.

Table 3: Do you think LinkedIn helps to builds knowledge

Particulars	No. of Respondents	Percentage
I do agree	47	94
I do not agree.... Please specify	3	6
Total	50	100

From the above table, 94% of them agreed that LinkedIn helps to build knowledge, 6% of them are not agreed.

Table 4: How often do you update your LinkedIn profile

Particulars	No. of Respondents	Percentage
Once in a month	30	60
Once in a day	3	6
Not often	17	34
Total	50	100

From the above table, 60% of respondents update LinkedIn once in a month, 34% of the respondents said that they update their profile once in a day, 34% said that they do not update often

Table 5: Does it help you to keep updates about the corporate world

Particulars	No. of Respondents	Percentage
Yes	45	90
No	5	10
Total	50	100

From the above table, 90% of respondents said that it helps to keep updated about the corporate world, 10% responded that it does not help to keep updated about the corporate world.

Table 6: How satisfied are you with career growth opportunities at LinkedIn

Particulars	No. of Respondents	Percentage
Very satisfied	12	24
Satisfied	36	72
Not satisfied	2	4
TOTAL	50	100

From the above table, 72% said that they are satisfied, 24% are very satisfied and 4% of them are not satisfied with career growth opportunities at LinkedIn.

Table 7: Application usages {1-Excellent, 2-Good, 3-Average, 4-Poor}

Particulars	1	2	3	4	No. of Respondents
LinkedIn	22	10	8	10	50
Markerbase	1	13	18	18	
Xing	2	15	22	11	
Naukri.co	8	17	14	11	

It is observed from the above table, that LinkedIn as 44% of respondents have ranked as 1 (Excellent), 20% of respondents have ranked it as 2 (Good), 16% of respondents have ranked it as 3(Average), 20% of respondents have ranked it as 4(poor). Marker base as 2% of respondents have ranked as 1(Excellent), 26% ranked it as (Good), 36% ranked it as 3 (Average), 36% ranked it as 4(Poor). And Xing as 4% of respondents have ranked as 1(Excellent), 30% ranked it as (Good), 44% ranked it as 3 (Average), 22% ranked it as 4(Poor). And Naukri.com as 16% of respondents have ranked as 1(Excellent), 34% ranked it as (Good), 28% ranked it as 3 (Average), 22% ranked it as 4(Poor).

Table 8: Do you think LinkedIn has helped you in networking professionally

Particulars	No. of Respondents	Percentage
Strongly agree	22	44
Maybe	25	50
Disagree	3	6
Total	50	100

From the above table, 50% of the respondents said somewhat agreed that LinkedIn has helped them in networking professionally, 44% of them have strongly agreed, 6% of them did not agree.

Table 9: Why do you like to use LinkedIn

Particulars	No. of Respondents	Percentage
For my profession	35	70
To meet people of the various group	15	30
Any other please specify	0	0
Total	50	100

From the above table, 70% responded that they use LinkedIn for their profession, 30% use it for meeting the people of the various group.

Table 10: How do you rate LinkedIn

Particulars	No. of Respondents	Percentage
Excellent	11	22
Good	30	60
Average	8	16
Poor	1	2
Total	50	100

From the above table, 60% of them rated LinkedIn as Good, 22% rated it as excellent, 16% rated it as average and 2% rated it as poor.

4. FINDINGS

- It was found that they use LinkedIn for knowledge purpose and to maintain relationships with professionals and also for career development purpose
- It was found that 40% of the respondents responded they are using it from 1 year and 40% of them are using it less than a year
- It was found that 94% respondents agreed that LinkedIn helps to Build Knowledge
- It was found that 60% respondents responded that they update their LinkedIn profile once in a month
- It was found that 90% of respondents said that LinkedIn helps to keep updated about the corporate world.
- It was found that 72% respondents are satisfied with career growth opportunities at LinkedIn
- It was found that 46% respondents said that they use other applications for career development apart from LinkedIn
- It was found that 44% respondents responded that ratings for LinkedIn are excellent.
- It was found that 74% respondents agreed that managing a LinkedIn profile is easy
- It was found that 60% respondents are confused to use LinkedIn
- It was found that 46% respondents said LinkedIn meet their needs very well.
- It was found that 50% respondents said that may be LinkedIn has helped them to Network Professionally
- It was found that 66% of the respondents are satisfied with the security of the LinkedIn profile
- It was found that 70% of respondents use LinkedIn for their Profession
- It was found that 60% of the respondents rated LinkedIn as Good.

5. CONCLUSION

Finally, I can conclude that the response to LinkedIn is positive. It plays a very important role in career development. LinkedIn is used to build knowledge, and it helps in networking with professionals. Usage of LinkedIn is growing day by day because of which people are satisfied. The security of LinkedIn profile is good and people use LinkedIn to keep updates about the corporate world, with professionals and the career growth opportunities at LinkedIn is highly satisfied. Hence people are highly satisfied with the usage of LinkedIn.

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