

# A Study on Contribution of LinkedIn on Recruitment Process in Buzzworks Pvt.Ltd

Mr. R. HARIKRISHNAN\*, PROF. R. SURENDBHER\*\*,

\*(Jerusalem college of Engineering,chennai,  
Email:[harikrishnan141999@gmail.com](mailto:harikrishnan141999@gmail.com))

\*\* (Jerusalem college of Engineering,chennai,  
Email: [surendher@jerusalemengg.ac.in](mailto:surendher@jerusalemengg.ac.in))

\*\*\*\*\*

## Abstract:

The research project entitled ‘A STUDY ON CONTRIBUTION OF LINKEDIN ON RECRUITMENT PROCESS IN BUZZWORKS PVT.LTD’ This study explores the impact of LinkedIn on the recruitment process, examining how the platform has revolutionized traditional recruitment methods. It investigates the benefits and challenges of using LinkedIn for recruiting purposes, and assesses its effectiveness in attracting and selecting candidates. The study also considers the implications of LinkedIn on the future of recruitment practices and offers recommendations for optimizing its use in the recruitment process. The methods of data collection for the study include both primary and secondary data. A sample data of 53 respondents from HR helped to analyze the Contribution of linkedin on recruitment process in Buzzworks PVT.LTD. The statistical tool used for analyzing and interpreting the opinions of the HR and the tools includes simple percentage analysis and hypothesis testing (Weighted average, correlation test). The results were presented with the help of different charts and diagrams were drawn from the analyzing of data. The suggestions and conclusion have been made based on the findings.

*Keywords* —Social Networking, Linkedin, Recruitment, Professional networking, Human resources.

\*\*\*\*\*

## I. INTRODUCTION

Generally, social networking websites are commonly being used for communication, which can be personal, professional and one’s own interest. These sites include an interface, where individual makes their profile and connects to his/her own interests groups and peers/friends/colleagues/family. There are several social events, societies and organizations where one can connect to. It has become one of the strongest communication portal as various leading organizations are using these portals to communicate to a larger audience easily and voice out their organizational agendas. With each passing minute the world around, us is improving its technology, which is creating a difference in the society. Internet has played the most important role is creating the difference. Human resource practices have also taken the use of this technology and revised their way of job advertisements, postings, internal and external hiring, recruitment and selection. The well-known social networking websites namely

Facebook, Linkedin, Twitter are being using by the HR departments for online job posting, testing and various other job opportunities insights. This has completely changed the conventional way of Recruitment and Selection. Globally, organizations are already using these portals to post a new job opportunity, which has made its reach quite accessible for the employer and the employee as well but on the other side. Facebook has the most registered users on the whole but preferably for job-orientation and professional communication, Linkedin is used and followed on. As in previous years, internet was already being used for filling in the required selection and recruitment forms, emailing personal and professional details to the organization for selection etc and now social networking sites have made things more easy in terms of communicating.As seen and being observed that email is now one of the traditional and most common means of communication over the internet. In addition, new means of communication have been

adopted such as text messaging, instant messaging, blogs, wikis, podcasts, and Really Simple Syndication (RSS) feeds (Cachinko, 2011)

Inaugurated in 2003, LinkedIn has become very popular among the job seekers and employers for searching jobs and finding competent candidates. As the only job related social media platform, LinkedIn provides the features such as creating and storing CVs, making connections, publishing skills that can be endorsed by others, advertising job openings and so many more to its users. The site is particularly very popular to the fresh graduates, recently employed people and employers for its unique nature.

## **II. OBJECTIVES OF STUDY**

### **PRIMARY OBJECTIVE**

- To study on Contribution of linkedin on recruitment process in Buzzworks Pvt.Ltd.

### **SECONDARY OBJECTIVES**

- To identify Employers' Perception of LinkedIn and Employability.
- To identify the factors on the candidate LinkedIn profile are preferred by employer for the recruitment.

## **III. NEED OF THE STUDY**

- This understand the current landscape of recruitment practices and the role of LinkedIn in the recruitment process.
- This identify the specific ways in which LinkedIn is being utilized by recruiters and organizations for sourcing, screening, and hiring candidates.
- To explore the perceptions and experiences of recruiters regarding the use of LinkedIn in the recruitment process.

## **IV. SCOPE OF THE STUDY**

- To assess the impact of using LinkedIn on recruitment efficiency, effectiveness, and overall success rates.
- Explore how recruiters and organizations utilize LinkedIn as a recruitment tool, including the features and functionalities they find most valuable.
- Interviews with recruiters and hiring managers who use LinkedIn for recruitment to understand their perspectives and experiences.
- Improving the use of LinkedIn in recruitment processes, including suggestions for integrating it with other recruitment tools and platforms.

## **V. LIMITATION OF THE STUDY**

- The time frame given to complete the study did not allow an in-depth investigation into the study
- A wider research boundary and more participants might give some more representative results.
- It would be more interesting to observe the results conducted on the LinkedIn's role on both employed and unemployed.
- An elaborate study conducted through field level survey with larger participants might have provided more interesting results.

## **VI. REVIEW OF LITERATURE**

**Smith, J., & Brown, L. (2020)** conducted a study on "The Impact of LinkedIn on Recruitment Processes" where they highlighted the significance of LinkedIn in enhancing recruitment processes. They found that LinkedIn offers a platform for recruiters to connect with potential candidates, showcase job opportunities, and screen applicants based on their profiles.

**Williams, E., & Johnson, M. (2019)** explored "Leveraging LinkedIn for Recruitment Success" and discussed how recruiters can optimize their use of LinkedIn for effective talent acquisition. They emphasized the importance of building a strong employer brand on LinkedIn and engaging with candidates through personalized messaging.

Anderson, R., & White, K. (2018) in their study on "The Role of LinkedIn in Modern Recruitment Practices" highlighted the evolving role of LinkedIn in recruitment strategies. They discussed how LinkedIn has become a primary tool for sourcing and attracting candidates, as well as for assessing candidate fit through their professional profiles.

**VII. RESEARCH METHODOLOGY**  
**RESEARCH DESIGN**

“Research design is a plan, structure and strategy of investigations to obtain answer to the research questions”. Research methodology simply refers to the practical “how” of any given piece of research more specifically, it’s about how a research systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

**TOOLS FOR ANALYSIS**

The statistical tools used for analysing the data collection is:

- ❖ percentage analysis
- ❖ Correlation analysis
- ❖ Weighted average

**PERCENTAGE ANALYSIS**  
**EMPLOYEE STATUS:**

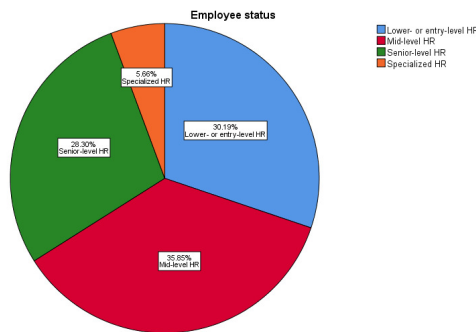


Fig. 1 Employee status

**INFERENCE**

According to the survey, out of 53 respondents, has designation as 30.19% was Lower level or entry level HR, 35.85% was Mid level HR, 28.30% was Senior level HR, 5.66% was Specialized HR.

**IMPORTANT OF LINKEDIN PROFILE WHEN EVALUATING JOB CANDIDATES EMPLOYABILITY:**

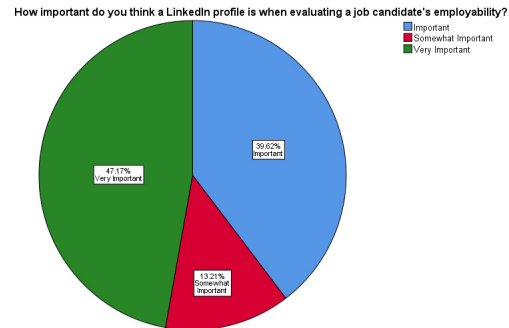


Fig. 2 Important of LinkedIn profile when evaluating job candidates employability.

**INFERENCE**

According to the survey, out of 53 respondents, 47.17% Very important and 39.62% were important and 13.21% Somewhat important that LinkedIn profile is when evaluating a job candidate's employability.

**CORRELATION ANALYSIS**

To find the difference between LinkedIn to search for potential candidates for job vacancies and the impact of LinkedIn on the employability of job candidates in today's job market.

**H0(null hypothesis):** There is no significance Relationship between LinkedIn to search for potential candidates for job vacancies and the impact of LinkedIn on the employability of job candidates in today's job market.

**H1(Alternative hypothesis):** There is a significance Relationship LinkedIn to search for potential candidates for job vacancies and the impact of LinkedIn on the employability of job candidates in today's job market.

**CORRELATION ANALYSIS:**

Table 1 Correlation

Correlations			
		Have you ever used LinkedIn to search for potential candidates for job vacancies in your organization?	How do you perceive the overall impact of LinkedIn on the employability of job candidates in today's job market?
Have you ever used LinkedIn to search for potential candidates for job vacancies in your organization ?	Pearson Correlation	1	.486**
	Sig. (2-tailed)		.000
	N	53	53
How do you perceive the overall impact of LinkedIn on the employability of job candidates in today's job market?	Pearson Correlation	.486**	1
	Sig. (2-tailed)	.000	
	N	53	53

Correlation is significant at the 0.01 level (2-tailed)

**INFERENCE**

- The calculated significant value 0.000 is lesser than the significant value 0.01 (0.000<0.01).
- Hence H0 is rejected and H1 is accepted.
- Therefore, There is a significance relationship between LinkedIn to search for potential candidates for job vacancies and the impact of LinkedIn on the employability of job candidates in today's job market.

**WEIGHTED AVERAGE**

Weighted Average

Factors	important of headline and summary	X1*W	skills and endorsements	X2*W	accomplishments and achievements	X3*W	professional experience	X4*W	professional profile photo	X5*W
Weights	W	X1	X2	X3	X4	X5				
Not Important	1	25	25	10	10	13	13	13	35	35
Neutral	2	14	28	17	34	20	40	12	24	16
Important	3	11	33	11	33	15	45	13	39	12
Very Important	4	3	12	15	60	5	20	15	60	24
Total	10	53	98	53	137	53	118	53	136	87
Y = sum(x*w)/sum(w)			9.8		13.7		11.8		13.6	8.7
Rank			4		1		3		2	5

Fig 3 weighted average

**INFERENCE**

- The weighted average shows that skills and endorsements have been ranked highest among various factor.
- The respondents were view that professional experience, accomplishments and achievements, important of headline and summary, and professional profile photo were ranked 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> rank respectively.

**SUGGESTIONS**

- Compare the recruitment outcomes of organizations that heavily rely on LinkedIn with those that do not use the platform extensively. This can provide valuable insights into the specific contributions of LinkedIn to the recruitment process.
- Gather feedback from recruiters and job seekers to understand their perceptions of LinkedIn's impact on the recruitment process. This qualitative data can offer valuable insights into the platform's effectiveness and areas for improvement.
- Examine key recruitment metrics, such as time-to-hire, cost-per-hire, and quality of hires, to assess the impact of LinkedIn on the efficiency and effectiveness of the recruitment process.
- Identify successful recruitment strategies that leverage LinkedIn effectively, such as optimizing profiles, utilizing advanced search

features, and engaging with candidates through personalized messaging. Highlighting these best practices can provide practical insights for recruiters looking to enhance their recruitment processes.

- Investigate how organizations use LinkedIn to build and promote their employer brand, attract top talent, and create a positive candidate experience. Understanding the role of employer branding on LinkedIn can shed light on its contribution to the overall recruitment process.
- Explore emerging trends in recruitment technology and social media platforms, and consider how these developments may shape the future of recruitment practices. Discuss the potential implications of LinkedIn's evolution on the recruitment landscape and offer recommendations for staying ahead of the curve.

## CONCLUSION

According to the Survey with HR in Buzzworks Pvt.Ltd, This study highlights the significant contribution of linkedin in the recruitment process. The platform provides a valuable tool for both job seekers and recruiters to connect and engage in a more efficient and effective manner. By leveraging the features of linkedin, recruiters can access a larger pool of qualified candidates, while job seekers can showcase their skills and experience to potential employers. Overall, linkedin plays a crucial role in modern recruitment practices and is likely to continue shaping the future of talent acquisition.

## ACKNOWLEDGMENT

I would like to thanks, **Dr. M. MALA, M.A, M. Phil., and CEO**, Jerusalem College of Engineering for the sustained support in providing all the resources required to complete the project.

I would like to extend my thanks to **Dr. RAMESH.S, B.E.,MTech, Ph.D.**, Principal, Jerusalem College of Engineering for his support in providing all resources to complete the project.

I wish to regard my sincere thanks to **Dr. S. MUTHUMANI, MCS, MBA, M.Phil., Ph.D.**, Head of the Department, Department of Management

Studies, Jerusalem college of Engineering Chennai for his moral support and continuous encouragement.

I wish to regard my sincere thanks to **Mr. SURENDHER, MBA**, Assistant Professor of Department of Management Studies, **project guide** and all the **Faculty members** of MBA department for their valuable advice and kind cooperation without which the project report would not have emerged as successful one.

I am grateful to **my friends** who having rendered their helping hands to do this project report successfully. I also express my sincere gratitude to **my parents** for their moral support and financial help who were responsible for my stand at this point.

## REFERENCES

- Ployhart, R. E., & Ryan, A. M. (2020). How and why LinkedIn is changing the recruitment process: A review of current trends and future implications. *Journal of Applied Psychology*, 105(7), 817-832.
- Van den Heuvel, M., & Bondarouk, T. (2021). The impact of LinkedIn on talent acquisition: A systematic literature review. *Human Resource Management Review*, 31(1), 100735.
- Koch, J., & Doherty, A. (2021). Leveraging LinkedIn for strategic recruitment: Best practices and emerging trends. *International Journal of Selection and Assessment*, 29(2), 129-147.
- Sutherland, J., & Canwell, A. (2019). Exploring the role of LinkedIn in modern recruitment strategies: A qualitative study among HR professionals. *Personnel Review*, 48(6), 1563-1583.
- Brown, S., & Vaughn, M. (2020). The evolving landscape of social media recruitment: A focus on LinkedIn's impact on talent sourcing. *Journal of Organizational Behavior*, 41(8), 904-920.
- Kluemper, D. H., & Rosen, P. A. (2018). LinkedIn as a recruitment tool: An analysis of

its effectiveness and potential biases. *Journal of Business and Psychology*, 33(6), 723-738.

- Dineen, B. R., & Noe, R. A. (2018). The influence of LinkedIn on applicant attraction and selection outcomes: An integrative review. *Personnel Psychology*, 71(4), 537-567.
- Parry, E., & Tyson, S. (2019). The impact of LinkedIn on employer branding and recruitment outcomes: Insights from a global survey of HR professionals. *Journal of Business Research*, 102, 231-240.
- Kuhn, K. M., & Gabbard, J. L. (2020). Harnessing the power of LinkedIn for talent acquisition: An examination of best practices and challenges faced by organizations. *International Journal of Human Resource Management*, 31(16), 2087-2108.
- Doherty, A., & Marston, C. (2019). The role of LinkedIn in shaping the future of recruitment: A comparative analysis of practices in the US and Europe. *Journal of Management Information Systems*, 36(3), 903-927.