

LINKED-IN OR LOCKED- OUT? A STUDY OF LINKED-IN AS AN EFFECTIVE RECRUITMENT AND JOB SEARCH TOOL

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ABSTRACT

This research article has looked into how e-recruitment has been widely used for recruitment purposes with particular reference to Linked-In as an effective recruitment tool. Linked-In as an effective recruitment tool in modern organizations has been discussed with respect to the growing number of users and the various uses that Linked-In can be put to by recruiters and job seekers. This is an empirical research and the primary research tool adopted is the questionnaire. The findings indicate the Linked-In is an effective recruitment tool for both active and passive job seekers. The passive job seekers can be converted to active ones as they can be easily contacted by potential recruiters by just viewing their profiles displayed on Linked-In. While searching through Linked-In, information on one's area of specialization can be easily obtained by networking with like minded users. Endorsements and recommendations of profiles on Linked-In is a key feature and contributes toward it becoming an effective recruitment tool. In the modern age where internet and social networking is easily available, working professionals and educated persons can easily access Linked-In. The future of Linked-In seems bright.

KEYWORDS: LinkedIn, E-Recruitment, Online, Active Job Seekers, Passive Job Seekers, Rich Picture