



PERCEPTION OF MBA STUDENTS ABOUT THE CONTRIBUTION OF LINKEDIN IN THEIR PROFESSIONAL GROWTH

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ABSTRACT

In the digital era, professional networking platforms such as LinkedIn have become pivotal tools for career development and personal branding. This study explores the perception of MBA students regarding the contribution of LinkedIn to their professional growth. Through a mixed-methods approach involving surveys and interviews, the research investigates how MBA students utilize LinkedIn for networking, job opportunities, skill enhancement, and industry engagement. The findings indicate that a significant majority of students perceive LinkedIn as a valuable asset in building professional connections, accessing relevant industry insights, and improving employability. However, the study also highlights variations in usage patterns and perceived benefits based on factors such as specialization, year of study, and prior work experience. The results underscore the growing importance of digital professional platforms in shaping career trajectories, and suggest that academic institutions should integrate LinkedIn-focused training within their career development program.

KEYWORDS :

INTRODUCTION

In today's digital-first professional environment, LinkedIn has emerged as a vital tool for career advancement, especially among students pursuing postgraduate degrees such as an MBA. With over 950 million users globally (LinkedIn, 2023), the platform offers unique opportunities for job exploration, networking, skill development, and personal branding. Unlike traditional social media, LinkedIn is tailored to support professional growth, making it a strategic asset for students preparing to enter or advance in competitive job markets.

For MBA students, whose education emphasizes leadership, strategic thinking, and career progression, LinkedIn serves as a dynamic space to connect with industry leaders, recruiters, alumni, and peer communities. Universities and career development services increasingly encourage its use to enhance employability, offering workshops and guidance on profile building and networking.

Despite this growing emphasis, there is limited research on how MBA students themselves perceive the effectiveness of LinkedIn in shaping their career opportunities. This study seeks to fill that gap by evaluating students' engagement on the platform, the types of career-oriented activities they undertake (such as connecting with recruiters, joining industry groups, or sharing professional achievements), and how these experiences translate into perceived career benefits.

Additionally, the study considers potential gender-based differences in how students present themselves on LinkedIn, drawing on impression management theory (Goffman, 1959). Understanding how male and female students approach digital self-promotion can shed light on broader issues of visibility, credibility, and equity in career development.

By examining these dimensions, this research aims to provide insights into the real-world impact of LinkedIn on the career trajectories of MBA students and offer practical recommendations for enhancing digital career readiness.

Review of Literature

Sonja utz(2015)¹: Social media such as Facebook, LinkedIn, or Twitter make it easier for people to maintain or extend their social networks and to increase their social capital. LinkedIn, for example, promises to make the worlds' professionals

"more productive and successful" by providing "access to people, jobs, news, updates, and insights that help you be great at what you do" 32% had a profile on LinkedIn or another business network, and 18% had a profile on Twitter or another microblogging service. Facebook (96%), LinkedIn (89%), and Twitter (97%) were by far the most frequently used platforms; therefore, the terms Facebook/LinkedIn/Twitter users will also be used to refer to the more inclusive groups.

Amanda et al., (2016)²: A descriptive analysis of student LinkedIn profiles revealed that students included some basic requirements, but many students still neglected to fully complete the profile, thereby leaving out some important information that would boost their credibility. Additional exploratory analyses were conducted. Results are discussed in relation to contemporary best practices for the platform. Suggestions for the improvement of the assignment given to students to teach professional online presence through LinkedIn are also given.

Aleem raza and Moazzam(2021)³: LinkedIn is the social site where individual meet with the sector and LinkedIn utilizes learners who seek professional progress in their careers. One of the main research emphases is the importance of using LinkedIn tool for the advancement of career among students or who are looking for job and wanted to expert in their fields. LinkedIn is a professional network platform where not only people who are looking for a job can get jobs through this platform, but it also helps the CEOs of these companies to interact with them which requires employees. The number of LinkedIn users worldwide is around 500 billion, comprising more than 200 countries.

Paromita and Anirban Chowdhury(2021)⁴: LinkedIn is a job-hunting application used by people across all age groups and has extensive scope of networking and job postings. he aim of this research was to (1) design a user-friendly application which is an extension of the current LinkedIn specific to graduate and undergraduate students and (2) aid students to create contacts, hunt jobs

Aral,s et al.(2022)⁵: This study conducted by researchers from mit harverd stanford and linkedin investigates the impact of social media on the labour market.the research support the strength of weak ties theory,demonstrating that networking

with acquaintances on platforms like LinkedIn can lead to better job opportunities than relying solely on close communication. The study emphasizes the significance of diverse networking for job seekers particularly in the high tech sector.

Joe Hazzam(2024)⁶: Social media platforms represent an opportunity for higher education institutions to complement and enhance classroom teaching and learning. The educational use of LinkedIn and explains that the effective planning of learning activities in an online group community, which includes the consideration of individual characteristics and content types, may influence positively students' levels of engagement, satisfaction and grades.

Stephen et al., (2024)⁷: Social media educational tools represent an opportunity for higher education (HE) institutions to enhance postgraduate students' skills development. LinkedIn Learning can be used to complement classroom teaching and learning. However, the drivers and outcomes of this tool remain a gap in the literature. The findings contribute to the effective integration of LinkedIn Learning as an additional tool that may complement teaching and learning, improving postgraduate students' skills development and satisfaction.

Objective

- To evaluate the perceived impact of LinkedIn on career opportunities for MBA students.

Research Methodology:

Research Design:

The researchers have used descriptive research design to describe the perception of MBA Students regarding the impact of LinkedIn on career opportunities

Source of Data :

Primary Data:

The study was mainly based on primary data. Firsthand information was collected from the respondents with help of questionnaire.

Secondary Data:

This data is of collected from newspaper, magazines, journals and article

Data Analysis and Interpretation:

Data Analysis:

Data analysis is a process of inspecting, cleaning and modelling with the goal of discovering useful information, informing conclusive and supporting decision-making. Data analysis has multiple tests and approaches, encompassing diverse techniques under a variety of name and is used in ferent business, science and social science domain. In today's business word, data analysis plays a in making in decision scientific and helping business operate more effectively.

Data Interpretation

Data interpretation refers to the implementation of process through which data is reviewed the purpose of arriving at an informed conclusion. The interpretation of the data assigns the aning to the information analysed and determines its signification and implementation.

Independent T-test:

An independent t-test, also known as a two-sample t-test or unpaired t-test, is a statistical test used to determine if there's a significant difference between the means of two unrelated groups. It's used when the groups being compared have different participants or observations, meaning the data from one group is not directly related to the data from the other group.

Group Statistics					
	Gender?	N	Mean	Std. Deviation	Std. Error Mean
computevariable	male	23	2.1739	.93673	.19532
	Female	17	2.2941	.58787	.14258

Independent Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
computevariable	Cohen's d	.80841	-.149	-.775	.480
	Hedges' correction	.82481	-.146	-.760	.471
	Glass's delta	.58787	-.204	-.832	.429

a. The denominator used in estimating the effect sizes:
 Cohen's d uses the pooled standard deviation.
 Hedges' correction uses the pooled standard deviation, plus a correction factor.
 Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Independent Samples Test										
Levene Test for Equality of Variances					t-Test for Equality of Means					
computevariable	F	Sig.	t	df	t	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval for Difference	
									Lower	Upper
computevariable	2.140	.153	.403	38	.351	.732	-.1202	.34674	-.7947	.4543

Source: Primary data

Interpretation

Since the p value is greater than 0.05, the null hypothesis stating there is no significant difference between gender and perception on LinkedIn is accepted at 5% level of significance. Further the main score of female is slightly higher than male indicates female has better perception about contribution of LinkedIn for their professional growth than male students.

Chi-Square Statistic

A chi-square (X) statistic is a test that measures how a model compares to actual observed. The data used in calculating a chi-square must be results, given the size of the sample and the ber of variables in the relationship. For these test, degrees of freedom are utilized to determine if certain null hypothesis can be rejected based on the number of variables and samples within the persment. As with any statistic, the larger the sample size the more variable the results.

$$\chi^2 = \sum (O-E)^2/E$$

X-Chi-Square test

O-Observed Value frequency

E-Expected Value frequency

Gender? * How frequently do you post in your LinkedIn profile Crosstabulation					
Count		How frequently do you post in your LinkedIn profile			
		Weekly	Monthly	occasionally	Total
Gender?	male	4	13	6	23
	Female	6	9	2	17
Total		10	22	8	40

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.279 ^a	2	.320
Likelihood Ratio	2.324	2	.313
Linear-by-Linear Association	2.212	1	.137
N of Valid Cases	40		

Source: Primary data

Interpretation:

Since the p-value is 0.320, which is greater than 0.05, we fail to reject the null hypothesis. There is no statistically significant relationship between gender and how frequently people post on LinkedIn.

Findings

- Maximum (80%) of the respondents belongs to age group of 21-22yrs.
- Majority (57.5%) of the respondents are male.
- Maximum (84.6%) of the respondents ug degree is arts and science.
- Maximum (50%) of the respondents has connections in LinkedIn profile is 0 to 50.
- Majority (55%) of the respondent occasionally post in their

LinkedIn profile.

6. Maximum (37.5%) of the respondent use LinkedIn platform for 6m to 1 yr.
7. Maximum (32.5%) of the respondent Rarely use LinkedIn platform.
8. Maximum (45%) of the respondent agree that LinkedIn has helped to build strong professional network.
9. Majority (52.5%) of the respondents agree LinkedIn effective platform for job searching.
10. Maximum (52.5%) of the respondent agree that LinkedIn has helped connect with industry professionals.
11. Maximum (60%) of the respondents agree that connecting with alumni on LinkedIn has been beneficial for career growth.
12. Majority (55%) of the respondent agree that engaging with LinkedIn posts (liking, commenting, sharing) has helped improve professional visibility.
13. Maximum (57.5%) of the respondents agree that active update in LinkedIn profile make to improve personal brand.
14. Maximum (55%) of the respondent agree that LinkedIn is an essential tool for personal branding,
15. Maximum (57.5%) of the respondent agree that LinkedIn provides valuable industry insights for mba students.
16. Maximum (62.5%) of the respondents agree that LinkedIn helps to stay updated with the latest industry trends.
17. Maximum (62.5%) of the respondents agree that they would recommend LinkedIn to other MBA students for professional growth.

Suggestions

- Provide LinkedIn training workshops
- Promote networking initiatives
- Showcase success stories
- Incorporate LinkedIn use in curriculum
- Encourage regular content sharing

CONCLUSION

The study reveals that MBA students generally perceive LinkedIn as a valuable tool for their professional growth. They recognize its role in expanding professional networks, increasing visibility to potential employers, accessing job opportunities, and staying updated with industry trends. Most students believe that active engagement on LinkedIn enhances their personal brand and career prospects. However, some students feel that the platform's benefits depend largely on consistent and strategic use. Overall, LinkedIn is seen as an important complement to formal education, helping MBA students bridge the gap between academic learning and real-world career advancement.

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