



Journal of Advanced Studies in Aviation, Aerospace, and Management

2025, ISSN 3062-4460

Volume 1 Issue 3

<https://doi.org/10.70838/jasaam.010304>

Received: 20 June 2025 Accepted: 18 August 2025

RESEARCH ARTICLE

Utilizing LinkedIn for Employment Opportunities

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Abstract

In the aviation sector, finding an ideal job requires more than just effort; it requires dedication, connections, and effective branding. Aviation is not just about glamour and prestige—behind it are years of sacrifice, experience, and hard work. In the Philippines, fresh graduates significantly contribute to the rising unemployment rate, and aviation graduates are also affected. To help address this issue, the researchers aim to assess the use of LinkedIn for employment opportunities for aviation graduates at Indiana Aerospace University. A quantitative research design was employed to gather and analyze data on the relationship between LinkedIn and its provision of global reach, Digital Branding, and Upskilling Programs to aviation graduates. The researchers created a questionnaire, distributed through Google Forms, to 100 respondents from Indiana Aerospace University's aviation graduates from the Hiraya, Meraki, and Astra batches, using purposive sampling. The data were collated using a 5-point Likert scale. The results gathered were analyzed using weighted mean interpretation and frequency ranking. Results show that LinkedIn enhances global reach by making profiles visible to international recruiters and expanding job opportunities beyond local areas. Respondents believe it reflects their professional identity and boosts online visibility. All agreed that LinkedIn helps them find training, apply new skills, and track learning progress. However, common issues include poor profile optimization, inconsistent branding, outdated tools, and irrelevant course content. Thus, the study indicates that LinkedIn can provide better employment opportunities, as it enables expansion of global reach, digital branding, and upskilling programs.

Keywords: *global reach, digital branding, upskilling programs*

Introduction

In today's digital world, job searching has shifted from traditional methods to online platforms, such as LinkedIn, which now boasts over a billion users worldwide (Statista, 2023). Originally launched in 2003 to connect professionals, it has evolved into a global platform for job hunting, branding, and career development, particularly after being acquired by Microsoft in 2016. Countries like the U.S., especially Silicon Valley, and regions in Europe and Asia widely use LinkedIn for hiring and professional networking. In the Philippines, industries such as BPO, hospitality, and aviation are increasingly relying on LinkedIn for recruitment, with Cebu becoming a growing digital hub (JobStreet Philippines, 2023). Institutions like Indiana Aerospace University (IAU) are well-positioned to benefit, as students can utilize LinkedIn to showcase their credentials, connect with employers, and explore aviation careers both locally and abroad.

According to Cordero (2024), the Philippines had 2.38 million unemployed individuals in July 2024, with fresh graduates comprising a significant share. The youth unemployment rate was 14.8%, significantly higher than the national average of 4.8%, indicating that many young and newly graduated Filipinos are jobless. The Philippine Statistics Authority (2024) also reported that 11.9% of the labor force was underemployed, meaning they were in jobs that didn't match their education or skills. This reflects a mismatch between what graduates offer and what the job market needs, as explained by Mismatch Theory (Allen & van der Velden, 2001). In aviation, many graduates possess technical knowledge but lack essential soft skills and real-world experience, making it challenging for them to secure employment. Others also struggle with weak networks and poor personal branding (Smith, 2021). Although Generation Z is tech-savvy, they often don't use platforms like LinkedIn for career purposes. LinkedIn can help close this gap by enabling users to showcase their skills, earn certifications, connect with employers, and stay up-to-date with industry trends (LinkedIn, 2023). Used effectively, it can transform Gen Z's online presence into professional opportunities, helping to reduce youth unemployment in fields such as aviation.

LinkedIn can help aviation graduates transition from school to work by building their personal brand, expanding their network, and accessing global job opportunities. However, many students don't use it enough, missing out on job opportunities, mentorship, and skill

development. This study identified three major issues: high unemployment among aviation graduates, poor digital branding, and limited upskilling efforts—areas that have not been fully explored in past research. Social Identity Theory (Tajfel & Turner, 1979) explains that many students perceive LinkedIn as a platform for experienced professionals, leading them to hesitate in engaging. As a result, their profiles often lack certifications or projects, making them less appealing to employers. The Theory of Planned Behavior (Ajzen, 1991) shows that if students don't see short courses or LinkedIn Learning as important—or feel they can't manage them—they won't pursue further training. Ruth (2019) notes that LinkedIn is also a platform for identity-building and informal learning, enabling students to explore careers, meet industry standards, and enhance their employability.

This study, "Utilizing LinkedIn for Employment Opportunities," examines how LinkedIn can assist students and job seekers in finding employment and advancing their careers. As more employers turn to online platforms, utilizing LinkedIn effectively can give users a significant advantage. It allows people to showcase their skills, education, and experience professionally. It also helps them connect with others in their field and find jobs that match their goals. As a result, LinkedIn has become a vital tool for career growth. The study's findings can help students enhance their profiles and inform schools on teaching effective LinkedIn use (Kothari & Mishra, 2020).

This study examines how individuals utilize LinkedIn to enhance their job prospects in today's competitive job market. Many job seekers do more than just upload their resumes—they connect with professionals, share their achievements, and showcase their skills. The research will investigate how effective profiles and active networking on LinkedIn can influence hiring decisions. It will also examine how features such as endorsements, recommendations, and regular activity impact employers. The goal is to determine what actually helps users secure interviews and job offers. As LinkedIn becomes increasingly popular in recruitment, knowing how to utilize it effectively is becoming increasingly important (Nikolaou, 2014; Roulin & Levashina, 2019).

LinkedIn is important for helping students and young professionals enter the job market. Mamun (2023) states that skill endorsements and recommendations aid hiring decisions, particularly in developing countries. Farooqui (2025) notes that a strong profile with relevant keywords, clear achievements, and well-credentialed credentials helps attract attention. InnovaResume (2023) notes that posting, sharing, and commenting on industry topics keeps users visible and seen as experts. Jones (2023) also explains that endorsements boost a candidate's credibility and appeal. Aviation graduates from IAU, equipped with technical skills and a strong LinkedIn presence, become more visible and employable. To succeed, job seekers must actively utilize LinkedIn, build their brand, enhance their skills, and expand their professional network.

Research Question/ Objectives

The primary objective of this study was to examine the use of LinkedIn for employment opportunities among aviation graduates at Indiana Aerospace University. Specifically, it sought to answer the following sub-problems:

1. To assess the Utilization of LinkedIn in terms of
 - 1.1. global reach;
 - 1.2. digital branding; and
 - 1.3. upskilling programs?
2. Rank the problems encountered by the Aviation Technology graduates of the Batch Meraki (A.Y 2024-2025), Hiraya (A.Y 2023-2024), and Astra (A.Y 2022-2023).

Methodology

Research Design

This study used a quantitative research method to examine the potential of LinkedIn in enhancing employment opportunities for aviation students. Quantitative research is a systematic investigation that primarily focuses on quantifying data and phenomena through numerical measurement and statistical analysis. It aims to test hypotheses, identify patterns, and establish relationships between variables by collecting measurable and objective data, often using surveys, experiments, or existing datasets. This type of research is useful for generating generalizable results and making data-driven decisions.

Participants/Respondents

The study focused on 100 aviation graduates from Indiana Aerospace University: 35 from Batch Meraki, 53 from Batch Astra, and 28 from Batch Hiraya—all from the BS in Aviation, Major in Flying program. These participants were chosen because they were entering the workforce and had firsthand experience in aviation career development. The university setting made it easy to distribute the digital survey. Researchers employed purposive sampling, a method in which participants are intentionally selected based on traits relevant to the study. This was suitable because the graduates had direct experience with LinkedIn and aviation employment issues. By selecting participants with relevant knowledge, the researchers gathered more accurate and meaningful data.

Instrument

To collect relevant data, the researchers will utilize a self-developed questionnaire administered via Google Forms, structured into two main sections aligned with the research objectives. The first section focuses on the employment acceptance of Aviation Technology graduates from the A.Y. 2022-2023, A.Y. 2023-2024, and A.Y. 2024-2025, as well as the role of various online platforms in helping students secure jobs relevant to their field of study. Responses in this section will be measured using a five-point Likert scale, with

descriptive equivalents as follows: 5 (4.21–5.00) – "strongly agree," 4 (3.41–4.20) – "agree," 3 (2.61–3.40) – "neutral," 2 (1.81–2.60) – "disagree," and 1 (1.00–1.80) – "strongly disagree." The second section examines the challenges faced by aviation graduates in effectively utilizing LinkedIn for job searching that aligns with their qualifications. This portion aims to assess students' openness to networking tools and gather insights regarding their previous job experiences and future employment-seeking behaviors.

Procedure

In this study, data were collected through a structured survey administered via Google Forms. The questionnaire used a 5-point Likert scale to measure participants' responses to statements related to LinkedIn usage, job-seeking behavior, and perceived effectiveness. To ensure targeted and relevant responses, the researchers collaborated with the batch ambassadors of Batch Meraki, Batch Hiraya, and Batch Astra, who guided in distributing the survey link to fellow batch members. Before distribution, the study's purpose and completion instructions were clearly explained to respondents, with participation being entirely voluntary. The collected data were automatically recorded in the Google Form response sheet, then reviewed and cleaned for completeness and consistency before being prepared for analysis.

Data Analysis

To evaluate the impact of LinkedIn usage on employment opportunities, the study used a descriptive statistical approach. A five-point Likert scale was employed in the survey to measure participants' responses.

Ethical Considerations

This study ensures the privacy, safety, and dignity of all participants. They were fully informed of the study's purpose, data use, and their rights before participating. Participation is voluntary, with the option to skip questions or withdraw anytime. All responses were kept confidential and anonymous. The survey was conducted respectfully and non-intrusively. The research aims to support the careers of aviation students while upholding ethical standards.

Results and Discussion

Global Reach

Global reach is interacting with people, organizations, and other relevant opportunities globally without physical barriers. Manuel Castells' Network Society Theory highlights how digital platforms and communication technologies have transformed the social and economic landscape by enabling the real-time flow of information across global networks. Aviation professionals, for instance, can access recruitment advertising, apply for jobs, and learn through industry-specific documents on LinkedIn regardless of their physical location. Castells focuses on the advantages provided by such networks in terms of enhanced connectivity and resource access. This is also the case with the way LinkedIn is used to foster international engagement. Employers can access and screen candidates from anywhere in the world due to the availability of their qualifications, skill sets, and work history. This increases job mobility and professional opportunities across borders. Cross-border professional engagements facilitate the procurement of referrals, mentorship, and job opportunities, thereby reinforcing LinkedIn's role as a global career facilitator. Thus, Castells' Network Society Theory suggests that LinkedIn's global access is integral to creating aviation job opportunities beyond local or regional confines.

Table 1 presents the perceptions of graduates from Batch Meraki, Hiraya, and Astra regarding their global reach.

Table 1. *Global Reach*

<i>Indicators</i>	<i>Weighted Mean</i>	<i>Description</i>
1. My LinkedIn profile is visible and accessible to recruiters and employers from different countries to expand my global career.	4.30	Strongly Agree
2. LinkedIn's tools broaden my job search beyond local opportunities.	4.26	Strongly Agree
3. I have a clear, consistent personal brand on LinkedIn that can appeal to employers across different countries and industries.	4.24	Strongly Agree
4. LinkedIn provides content or profile information in more than one language to reach a broader, international audience.	4.20	Agree
5. My LinkedIn profile views, job suggestions, and engagement help attract global attention	4.06	Agree
Average Mean	4.21	Strongly Agree

Legend: 4.21-5.00 = Strongly Agree, 3.41-4.20 = Agree, 2.61-3.40 = Neutral, 1.81-2.60 = Disagree, 1.00-1.80 = Strongly Disagree

Digital Branding

Digital branding involves developing an image or identity for an individual or business across various social media platforms. On LinkedIn, it means developing a profile that accurately presents one's skills, experience, values, and career achievements. This aligns with Impression Management Theory, advanced by Erving Goffman, which posits that people strategically present themselves to influence how others perceive them. For aviation professionals, utilizing digital branding is a process of impression management, where

they promote themselves to potential recruiters and employers by creating a professional and cohesive online image. An optimally created profile, supported by relevant content and recommendations, conveys professionalism and a commitment to the field. This not only establishes credibility but also increases exposure in professional networks—ultimately resulting in more job offers and high-quality industry contacts. Therefore, LinkedIn branding is not merely about visibility; it is a planned approach to shape perception and draw career-building opportunities.

Table 2 presents the perception of graduates from Batch Meraki, Hiraya, and Astra regarding digital branding.

Table 2. *Digital Branding*

<i>Indicators</i>	<i>Weighted Mean</i>	<i>Description</i>
1. My LinkedIn online profiles clearly reflect who I am and what I professionally stand for.	4.28	Strongly Agree
2. LinkedIn strengthens my brand identity by allowing me to provide my data.	4.20	Agree
3. The contents I share on LinkedIn aligns with my professional goals and personal values.	4.16	Agree
4. LinkedIn allows me to increase my brand visibility with relevant communities, industries, and networks online.	4.11	Agree
5. LinkedIn is regularly updated to reflect my current skills, achievements, and goals across digital platforms.	4.09	Agree
Average Mean	4.16	Agree

Legend: 4.21-5.00 = Strongly Agree, 3.41-4.20 = Agree, 2.61-3.40 = Neutral, 1.81-2.60 = Disagree, 1.00-1.80 = Strongly Disagree

Upskilling Programs

Upskilling programs are training or educational courses designed to help individuals acquire new skills or enhance existing ones, enabling them to stay competitive in their field. According to Human Capital Theory, individuals and organizations invest in education and skill development to enhance productivity, innovation, and long-term career success. In the aviation industry, upskilling can include mastering new technologies, understanding updated safety protocols, or earning additional certifications—each of which adds measurable value to a professional's capabilities. On LinkedIn, showcasing participation in such programs reflects a proactive attitude toward continuous learning and professional development. It signals to employers that a candidate is adaptable, future-focused, and capable of meeting evolving industry demands. This not only enhances employability but also opens pathways to more advanced roles and diverse career opportunities within aviation. Therefore, upskilling is a crucial component of building one's human capital and staying current in a rapidly evolving field.

Table 3 presents the perceptions of graduates from Batch Meraki, Hiraya, and Astra regarding upskilling programs.

Table 3. *Upskilling Programs*

<i>Indicators</i>	<i>Weighted Mean</i>	<i>Description</i>
1. LinkedIn helps me find upskilling programs aligned with my career goals and job market demands.	4.12	Agree
2. LinkedIn supports me in applying what I learn from upskilling programs to real-world situations, projects, and work tasks.	4.06	Agree
3. LinkedIn helps me track my learning progress and evaluate each program's impact on my professional growth.	4.06	Agree
4. LinkedIn helps me allocate regular time for learning new tools, techniques, and industry trends.	3.95	Agree
5. LinkedIn is one of the platforms I use to seek training, courses, or clarification to improve my skills and stay current in the field.	3.84	Agree
Average Mean	4.00	Agree

Legend: 4.21-5.00 = Strongly Agree, 3.41-4.20 = Agree, 2.61-3.40 = Neutral, 1.81-2.60 = Disagree, 1.00-1.80 = Strongly Disagree

Problems Encountered

The primary issues with using LinkedIn for job hunting are incomplete profiles and weak personal branding, particularly for international opportunities. Many users have inconsistent photos, bios, and messages that create a confusing professional image. Their posts often don't match their career goals or values. Job searches are typically limited to local areas, and many training programs offered don't align with industry needs. These issues make LinkedIn less effective for finding jobs abroad or in specialized fields.

Table 4 contains the following problems encountered in the Utilizing of LinkedIn in Employment Opportunities

Table 4. *Problems Encountered*

<i>Indicators</i>	<i>Frequency</i>	<i>Rank</i>
LinkedIn profile is not optimized to attract recruiters and employers from different countries.	24	1

Personal brand in LinkedIn is unclear or inconsistent for a global audience.	23	2
LinkedIn does not provide new tools or stay updated with industry trends.	22	3
The training or courses available in LinkedIn are not relevant to my career direction.	20	4
LinkedIn does not give new knowledge from courses to real-life work situations	17	5
LinkedIn and my other online profiles don't clearly reflect my professional identity.	16	6
The LinkedIn content shared online does not align with my career goals or values.	14	7
LinkedIn tools cannot expand my job search beyond local areas	13	8
LinkedIn shows inconsistent image, using different photos, bios, or messaging across platforms.	12	9
LinkedIn does not provide opportunities to improve or update my skills.	10	10

The ranking of the problems encountered in using LinkedIn reveals several challenges, with the most significant being the lack of profile optimization to attract recruiters and employers from different countries, at a frequency of 24. Many users are unsure of how to enhance their LinkedIn profiles to appeal to employers, particularly those from other countries. This makes it more difficult for them to secure job opportunities.

The second-highest problem is with a frequency of 23. It is the unclear or inconsistent personal brand on LinkedIn for a global audience. Users often have inconsistent or confusing information on their profiles. This weakens their image and makes it difficult for recruiters to understand their strengths.

The third-highest problem occurs at a frequency of 22. It is that LinkedIn does not provide new tools or stay updated with industry trends. Some users feel LinkedIn doesn't update its tools or follow new industry trends. This limits their ability to stay competitive and grow professionally.

The fourth most frequent problem is at a frequency of 20. It is the irrelevance of available LinkedIn courses to users' career directions. LinkedIn Learning offers many courses that don't match users' career goals. As a result, users find them unhelpful or not worth their time.

The fifth most frequent problem occurs at a frequency of 17. It is that LinkedIn courses do not provide new knowledge applicable to real-life work situations. Even when courses are on-topic, they sometimes fail to teach skills useful in real-life jobs. This makes it hard for users to apply what they've learned.

Conclusion

The findings revealed that respondents recognized LinkedIn as a crucial platform for expanding international employment opportunities and establishing a consistent professional brand across various industries. They highlighted its value in supporting continuous learning through accessible upskilling resources aligned with career development. Despite these benefits, several challenges were identified, including under-optimized profiles for global recruiters, unclear branding for international audiences, outdated platform features, and limited relevance or applicability of LinkedIn Learning courses. These barriers suggest that while LinkedIn is effective in fostering professional growth, its full potential is not being maximized without improvements to its tools, resources, and global adaptability.

To address these challenges, the study recommends that LinkedIn provide region-specific optimization tools and AI-driven branding suggestions to help users strengthen their professional identity and visibility across global markets. The platform should also continuously update its features to reflect industry trends and integrate more personalized, career-relevant training opportunities. Additionally, enhancing LinkedIn Learning with project-based content, real-world case studies, and applied skill-building activities can bridge the gap between theoretical learning and practical application. By implementing these measures, LinkedIn can enhance user experience, better prepare professionals for international opportunities, and strengthen its position as a leading platform for global career development.

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