

Saudi Electronic University

College of Administrative and Financial Sciences

E-commerce Department

**Assignment 2: Case Study**

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| Student Name: | Student ID: |
| Course Title: | Course Code: |
| Academic Year/ Semester:  | CRN: |
| Instructor Name: |
| Student Grade: | Grade Level: |

**Assignment 2: Case Study**

**Students need to understand the company scenario from the given case study; the answers can be also from outside trusted resources. Answers can have related quotations with proper references.**

**Maximum Grades: 10**

**Duration: 4 Weeks**

**Number of Words for Each Answer: 100 to 150 Words**

**CASE STUDY - indeed.com and linkedin .com**

The most popular job resources of Job seekers are LinkedIn and Indeed.com.  LinkedIn designed as an employment-related social network and Indeed.com is a metasearch engine for job listings. Indeed.com is an American worldwide employment-related search engine for job listings launched in November 2004. Linkedin was launched in 2003 to connect the world’s professionals. In December 2016, Microsoft completed its acquisition of LinkedIn, bringing together the world’s leading professional cloud and the world’s leading professional network.

Indeed.com has also added services like resume storage, salary comparisons, employment-related news and trends, and user forums. Employers posting jobs pay a small fee each time a job seeker views a posting. Most clicks on Indeed.com cost between $0.25 - $1.50. The site also earns revenue through traditional website advertising. The recruiting strategy is a plan of action to successfully identify, attract and hire the best candidates for your open roles. Indeed Resume provides millions of resumes from job seekers across nearly any industry and location. Employers can quickly find candidates by entering a skill, job title, city, state or zip. The results can be narrow down by criteria like years of experience, education level and more. Resume alert can be set to receive daily emails with links to new resumes that match the criteria for the positions looking to fill.  Indeed sends the candidate info to employers.

Indeed is a true "job search engine," which works by aggregating job postings from many different sources, including: Jobs posted directly on Indeed by employers, Jobs posted on employer sites, Jobs posted on job boards, Jobs posted on newspaper websites and other online classifieds.Indeed.com throws all those job postings into a gigantic database and adds powerful searching capabilities. The search tips could reduce 10% of job search time in applying for jobs online. The source code, on every page they have a title tag and description tag, and they have a fully developed keyword tag. The concept of meta tagging is well done. As a job search site, they have a lot of authority, which probably adds to their ranking power. Ranking high gets them a lot of traffic, which then feeds back into their authority.

In addition to a job board, LinkedIn gives users the ability to find friends and colleagues and build a social network towards professional networking and information sharing. Users can search for professionals outside of their network and then to be introduced by a common connection. Forums and groups are available for networking and discussing specific topics in LinkedIn. LinkedIn generates revenue across four main product lines: Talent Solutions, Marketing Solutions, Sales Solutions and Learning Solutions, in addition to collecting Premium Subscriptions. Revenue generated from both enterprise customers and individual members purchasing subscriptions. There are four premium options to choose from depending on how the user wishes to take advantage of the site: one for job seekers; one for professional networking and business promotion; one for generating sales leads and finding potential new customers; and one for employers or recruiters to post jobs and find talent.

The recruiter receives an “Easy Apply” application, they see the snapshot LinkedIn profile—namely your photo, headline, past and present job titles, education, and any skills listed.  If the account is premium ,the exact profile views will be known.

LinkedIn developed many custom data pipelines for streaming and queueing data. For example, when data needed to flow into data warehouse,send batches of data into Hadoop workflow for analytics, collected and aggregated logs from every service, when collecting tracking events like pageviews,it is needed queueing for in Mail messaging system, and to keep people search system up to date whenever someone updated their profile.

**Questions and Answers**

1. Discuss the services offered by LinkedIn and Indeed.com. (2 marks)

2 .Compare and contrast the income generation model from both the resources. (2 marks)

* 1. What different strategy they make in order to stood peak in Job markets? (2 marks)

4. As an employer discuss the job recruitment procedures with Linkedin and Indeed.com (2 marks)

5. Express your personal experience with LinkedIn and Indeed.com. Which one you feel better and why? (2 marks)