

LinkedIn eyes local job market

KUALA LUMPUR: LinkedIn, the world's largest professional network, is looking to position itself as the nation's top site for job seekers.

LinkedIn, which has 175 million members in more than 200 countries, has a regional office in Singapore but its presence here is minimal.

For the full calendar year of 2012, LinkedIn registered US\$972.3 million (RM3.01 billion) in revenue, helped by its hybrid consumer-and-enterprise business model, which depends not only on attracting consumers but selling services mainly to businesses.

LinkedIn is teaming up with Institut Mentari, a college based in Bandar Tasik Selatan, to help

Malaysian graduates brand themselves in the job market.

Institut Mentari's chief executive officer Azroul Lisa Khalid said the institute will help LinkedIn organise seminars here.

With this in mind, LinkedIn will be holding a seminar at Universiti Putra Malaysia on May 4.

At the seminar, participants will be shown how to promote themselves in the job market using LinkedIn's global network.

Azroul said since LinkedIn started signing up its first members in May 2003, the professional social networking site has become an invaluable job search tool.