

**IMPACT OF SOCIAL MEDIA ON CAREER
OPPORTUNITIES & CAREER DEVELOPMENT IN SRI
LANKAN SOFTWARE DEVELOPMENT INDUSTRY:
STUDY ON LINKEDIN USERS**

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Degree of Master of Business Administration in Information Technology

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Sri Lanka

August 2024

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The dissertation was submitted to the Department of Computer Science and Engineering of the University of Moratuwa in partial fulfilment of the requirement for the Degree of Master of Business Administration in Information Technology.

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DECLARATION

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ABSTRACT

In recent years, the advent of social media has revolutionized the way individuals communicate, network, and engage in professional interactions across various industries on a global scale. This research focuses on the influence of social media (LinkedIn) platform on career opportunities and career development, specifically within the context of the Sri Lankan software development industry. The study employs a survey-based approach to gather data from IT professionals working in Sri Lanka's software sector, aiming to uncover how these professionals utilize social media, particularly LinkedIn, to advance their careers and professional development.

The findings from this study reveal significant insights into the role of LinkedIn as a social media platform for individuals and organizations within Sri Lanka's software development industry. The research highlights that social media (LinkedIn) serves as a crucial tool for networking, allowing professionals to connect with peers, industry leaders, and potential employers. LinkedIn, in particular, is shown to be instrumental in facilitating job searches, with many professionals using the platform to discover job opportunities, apply for positions, and stay informed about industry trends and vacancies. In addition to job searching, the study underscores the importance of social media (LinkedIn) in skill enhancement and personal branding. IT professionals in Sri Lanka are leveraging LinkedIn to showcase their skills, share their achievements, and build a professional online presence that can attract recruiters and potential collaborators. This aspect of personal branding is essential for career advancement, as it helps individuals stand out in a competitive job market. Furthermore, the research elucidates the role of social media (LinkedIn) in fostering knowledge exchange, collaboration, and community building within the software development industry. Platforms like LinkedIn provide a space for professionals to share insights, discuss industry developments, and collaborate on projects. This collaborative environment not only enhances individual knowledge but also contributes to the overall growth and innovation within the industry.

The study contributes to the existing body of literature by providing empirical evidence on the impact of social media (LinkedIn) on career trajectories and professional growth within a specific geographical and industrial context. By focusing on the Sri Lankan software development industry, this research offers valuable insights that can inform individuals, organizations, and policymakers on how to effectively leverage social media (LinkedIn) to enhance career opportunities and foster career development.

Overall, this research underscores the transformative impact of social media (LinkedIn) on the professional landscape of the Sri Lankan software development industry, offering a comprehensive understanding of its benefits and providing practical recommendations for various stakeholders aiming to harness its potential for career advancement and industry development.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to all those who have contributed to this research project.

First and foremost, I extend my deepest appreciation to Dr. Adeesha Wijayasiri my supervisor/advisor, for his invaluable guidance, support, and encouragement throughout the duration of this study. His expertise and insightful feedback were instrumental in shaping the direction of my research.

Also, I extend my heartfelt gratitude to Dr. Kutila Gunasekera and Dr. Buddhika Karunaratne, and all other lecturers from the University of Moratuwa for their unwavering support throughout the program. Their guidance and the knowledge they shared were instrumental in the success of this research.

Additionally, we would like to thank all my colleagues and also even their friends whom provide me with an immense support with data collection in my survey. Their support by participation in the survey helped me a lot to gain valuable insight.

We are grateful to University of Moratuwa for providing resources, facilities, and funding that supported this research endeavor.

Finally, we would like to express my sincere gratitude to my mother, my father and my dear beloved husband for their unwavering support, understanding, and encouragement throughout this journey.

Their contributions, both big and small, have been invaluable and deeply appreciated.

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