Expert Session on "LinkedIn & Career Platforms for Professional Growth"

Date: 25th April 2026	**Venue: BA Lab**
Time: 11.00 am – 12.30 pm	**Event : Guest Lecture**
No. of Participants: BA Specialization Students, final year	**Event Coordinators: Dr. Jahnavi M, Prof. Nagasubba Reddy**

Objectives of the event:

1. To familiarize students with professional networking platforms and their role in career development.
2. To create awareness about building a strong professional profile online.
3. To introduce students to employment and internship platforms such as LinkedIn, Indeed, and Internshala.
4. To provide practical guidance on job search strategies and professional branding.
5. To enhance students' employability and industry readiness.

Brief description of the event:

The Department of Business Analytics organized an expert session on "LinkedIn and Career Platforms for Professional Growth" on 25 April 2026 in the BA Lab. The session was conducted by Dr. Shobhana Chandra, an accomplished academic and researcher with extensive industry and teaching experience.

The session focused on the effective use of digital career platforms for professional growth and employment opportunities. Dr. Shobhana explained the importance of maintaining a professional online presence and demonstrated how students can leverage LinkedIn to build their personal brand, expand professional networks, and connect with recruiters.

The resource person also provided insights into the effective use of Indeed and Internshala for exploring job opportunities, internships, skill development programs, and industry projects. Students were guided on profile creation, resume optimization, networking etiquette, and strategies for increasing visibility among recruiters.

The session was highly interactive, with students actively participating in discussions and clarifying their queries related to internships, job applications, networking, and career planning.

Brief profile the resource person:

Dr. Shobhana Chandra is a marketing and technology researcher with expertise in consumer behaviour, personalization, e-commerce, digital marketing, artificial intelligence, and technology-enabled marketing practices.

She holds a B.E. (Production Engineering), MBA from Nirma University, PGP in Cyber Law, Ph.D. from IIM, and is UGC-NET qualified.

With nearly a decade of industry experience, she has worked with reputed organizations including Ingersoll-Rand India Pvt. Ltd., 3M India Limited, ICICI Bank Ltd., and SPJIMR. Her research lies at the intersection of marketing and technology, particularly in personalization and e-commerce.

Her scholarly contributions have been published in reputed journals such as Psychology & Marketing, Vision: The Journal of Business Perspective, and Journal of Indian Business Research. She has also contributed a book chapter titled “Personal Digital Branding and Online Career Platforms for Professional Growth” in The Palgrave Handbook of Interactive Marketing.

Event Outcome:

1. Students gained practical knowledge of professional networking and digital career platforms.
2. Participants learned how to create and optimize LinkedIn profiles for better visibility among recruiters.
3. Students understood the process of searching and applying for jobs and internships through Indeed and Internshala.
4. The session enhanced awareness about personal branding and professional networking.
5. Participants developed a better understanding of industry expectations and career planning strategies.

Brochure



M. Jahnavi

Event Co-ordinator

Director