Artificial Intelligence Based Multiobjective Big Data Analytics Framework Towards Attaining Sustainable Linkedin Operations

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Abstract

Social Media Platforms have revolutionized in professional networking towards user engagement, information exchange and career advancement in today world. LinkedIn is considered as prominent platform which enables its user to network with others to enhance their technical skills for their career advancement. Especially, LinkedIn facilities were managed on short terms planning activities in operation level and decision making process in strategic level to deals with network information flow to mitigate the spam and privacy leakage. However strategic level management of LinkedIn fails to provide effective recommendation and suggestion solution related to carrier advancement of the user which leads to reduced user engagement and operations sustainability. In order to enhance the user engagement, secure information exchange and effective recommendation solutions to the carrier enhancement, an adoption of new multiobjective big data analytics framework as informed decision making solutions towards attaining sustainability of LinkedIn operation through its operations and sourcing information is investigated. Data analysis using data intelligence application like artificial intelligence from various data of the LinkedIn User in the manufacturing companies will provides results to elaborate the empirical illustrations about sustainable LinkedIn Operation and solutions towards user engagement, networking and career advancement in the project management context. Data is obtained on basis of questionnaire from users in project management department in various manufacturing industries in southern part of India. Proposed Analysis was evaluated using ANOVA and Percentage Analysis

in the SPSS Statistical Analysis Tool. Finally findings of the analysis manifested the solutions to enhance the sustainability of the LinkedIn platform through effective recommendation and suggestion operations to carrier advancement of its LinkedIn user in technical perspectives. Furthermore suggestion has been provided to enhance the platform network configuration with high personalization towards timely management of user information to proper coordination towards demand fulfillment and optimal pricing model on content subscription charges towards increasing the engagement of the user for long time.

Keywords: LinkedIn , Social Network Platform, User engagement , Carrier Advancement, Professional Networking , Artificial Intelligence, Data Analytics, ANOVA, Percentage Analysis , SPSS

1. Introduction

Social Network Platforms have become integral platform for Individuals and professionals to establish engagement of content and networking with other on common interest and activities**.** It is composed of the diverse user on networking and engagement of various aspects. Further social networks manifest in the numerous regular interactions towards assistance, support and suggestions[1]. Especially LinkedIn have revolutionized in professional networking towards user engagement, information exchange and career advancement in today world[2]. LinkedIn is considered as prominent platform which enables its user to network with others to enhance their technical skills for their career advancement[3].

LinkedIn facilities were managed on short terms planning activities in operation level and decision making process in strategic level to deals with network information flow to mitigate the spam and privacy leakage. However strategic level management of LinkedIn fails to provide effective recommendation and suggestion solution related to carrier advancement of the user which leads to reduced user engagement and operations sustainability. In order to enhance the user engagement, secure information exchange and effective recommendation solutions to the carrier enhancement, an adoption of new multiobjective big data analytics framework as informed decision making solutions towards attaining sustainability of LinkedIn operation through its operations and sourcing information is investigated[4].

Data analysis using data intelligence application like artificial intelligence from various data of the LinkedIn User in the manufacturing companies will provides results to elaborate the empirical illustrations about sustainable LinkedIn Operation and solutions towards user engagement, networking and career advancement in the project management context. Data is obtained on basis of questionnaire from users in project management department in various manufacturing industries in southern part of India. Proposed Analysis was evaluated using ANOVA[5] and Percentage Analysis[6] in the SPSS Statistical Analysis Tool.

Finally findings of the analysis manifested the solutions to enhance the sustainability of the LinkedIn platform through effective recommendation and suggestion operations to carrier advancement of its LinkedIn

user in technical perspectives. Furthermore suggestion has been provided to enhance the platform network configuration with high personalization towards timely management of user information to proper coordination towards demand fulfillment and optimal pricing model on content subscription charges towards increasing the engagement of the user for long time.

Rest of the article summarized as follows, section 2 defines the preliminaries of the work and section 3 provides the theoretical framework of the related works on adopting the AI for recommending and suggestion solutions for sustainable LinkedIn Operation on user engagement, networking and career advancement in the project management context . Section 4 presents the methods of the present study through its quantitative data and its different data analysis and Section 5 provides finding and suggestion on adoption of the AI in providing recommending and suggestion solutions for sustainable LinkedIn operations.

2. Preliminaries

In this section, preliminaries emphasizing significant concepts, principles and context of the study is defined in detail as follows

2.1. LinkedIn - Social Networking Platform

LinkedIn is a Social Networking Platform which considered as Business and Employment focused Social Media Platform . LinkedIn Platform is available as website and mobile application. LinkedIn is used for professional Networking and Carrier development which allows user of the platform to create profiles and network with each other on establish relationship through connection. Further particular platform is used to organize the offline events to enhance the knowledge skills in their connection. Finally it is also provisioned with facilities to post images, video, contents[7].

2.2. Artificial Intelligence

Artificial intelligence (AI) is thought as machine intelligence which generated by incorporating the natural intelligence of the human being for task execution. It enables machine to learn from experiences and it simulates the human intelligence to execute diverse tasks. It designed to analyze and develop a complex solution to complex problems using different configuration of the machine to perform of different computation. It boost global competency on processing the big data in form of recommendation and suggestion solutions to the carrier advancement of the LinkedIn user with fast learning architectures[8].

3. Related Work

In this section, various related work towards adopting Artificial Intelligence to recommendation and suggestion solution to enhance the sustainable of the social media platforms is carried out.

3.1. Aaliya Shah explored rapid advancement of the artificial Intelligence and Big data analytics solutions to social media platform. Study has revealed its unprecedented efforts in employing the AI and big data analytics through meta analysis. Further particular analysis provides the revolution of the social media platform in the last two decade. It enables the connection with target user enabling them with strong engagement and user relationship. Findings represents the immense potential of AI in increasing the engagement level of the social media applications[9].

3.2. Lina Muhammad Al -Ghamdi explored the benefits towards adoption of Artificial Intelligence Technique for monitoring social media activities. Study has projected its unprecedented benefits for many organizations to reach large amount of the user towards measuring the customer perception to their products and brand. Further analysis provides the security advancement of the Platform on implementing the Artificial Intelligence Technique. Finally findings represents the security enhancement of the user and organization information along increasing the engagement of the user[10].

4. Research methodology

In this work, the adoption of Artificial Intelligence in attaining sustainable LinkedIn has been analyzed on various operation like user engagement, user networking and career advancement. Quantitative research approach was used among the project management professional in various levels from the different manufacturing companies in southern part of the India. . Questionnaire helps to gather the insights into the perspective of the AI into the attaining sustainable LinkedIn among various level of professional in manufacturing industries.

4.1. Sampling

Convenience Sampling[11] is employed to select the participants to the questionnaire, it involves the selection on basis of high level of knowledge about the particular context, demonstrable skill and level of experience in the particular field. Hence 100 participants were selected from the professional in various level in different manufacturing companies from southern part of the India.

4.2. Data Collection

Data were collected through Questionnaires to collect the specific view and opinions on various computational solutions of the AI among the recommendation and suggestion solution to the carrier enhancement of different levels of professional of project management departments in different manufacturing companies in Southern Part of the India. Questionnaire were sent as Google forms through email on various hypothesis

Hypothesis 1: There will be Increase in the user engagement on adoption of AI in social media platform especially LinkedIn

Hypothesis 2: There will be increase in the user networking and security of user information on adoption of AI in social media platform especially LinkedIn Teaching

Hypothesis 3: There will be increase in the accuracy of the recommendation and suggestion solutions to the carrier advancement to the project management professionals on adoption of AI in social media platform especially LinkedIn.

4.3. Data Analysis

In this section, the study involves analyzing the data collected through questionnaire among the various levels of project management professional in different manufacturing industries using percentage and ANOVA analysis. Percentage analysis and ANOVA was chosen to identify and analyze patterns within the data collected to the research questionnaire. The findings and suggestions from the data analysis were used to conclude the potential benefits and challenges of computational solution on adopting AI in attaining sustainable LinkedIn Operations. Ethical considerations were taken into account throughout the study. Informed consent was obtained from all participants, and their confidentiality was ensured. Percentage analysis was employed to identify and analyze the computational solutions on various insights on adoption of the AI in attaining sustainable LinkedIn Operations[12].

The study was conducted following ethical guidelines[13]. As for limitations, this study has a limited sample size, as only 100 respondents composed of various levels of project management professional in different manufacturing industries were interviewed from southern region in India. However, the convenience sampling ensured that participants had the knowledge and experience relevant to the research questionnaire. Also, it should be noted that the data collection were conducted in year 2023 on eliminating any potential impact on the participants' responses.

4.3.1. Percentage Analysis

The Percentage Analysis is mainly used in any study in order to assess the perception of respondents under various dimension of the study. As the analysis is expressed in percentage, it facilitates comparison, while suitable diagrams and charts are drawn in improving the understanding of the computational solutions on adoption of artificial intelligence in attaining sustainable LinkedIn operations. In this analysis, various demographic, social, technical and economic dimensions of the respondent has been carried out to examine the perception of the user towards user engagement, user networking and carrier advancement on utilizing the LinkedIn Platform.

4.3.2. ANOVA Analysis

ANOVA has been traditionally used as the most popular test to assess the goodness-of-fit of a model. The test measures how much the sample data deviates from the hypothesized model[14].

5. Interpretation

In this section, the analysis and interpretation of various hypothesis is presented, based on a sample of 100 respondents from different professional level of project management department of different manufacturing companies in southern part of India, The study covers demographic dimensions , economic dimension , social dimension and technical dimension on accessing the performance of the AI in attaining sustainable LinkedIn Operations through increased level of engagement and user networking , preventing propagation of spam content and leakages of confidential information and finally it provides the accuracy increased recommendation and suggestion solutions to carrier advancement on time management of the information with optimal pricing model for content subscription.
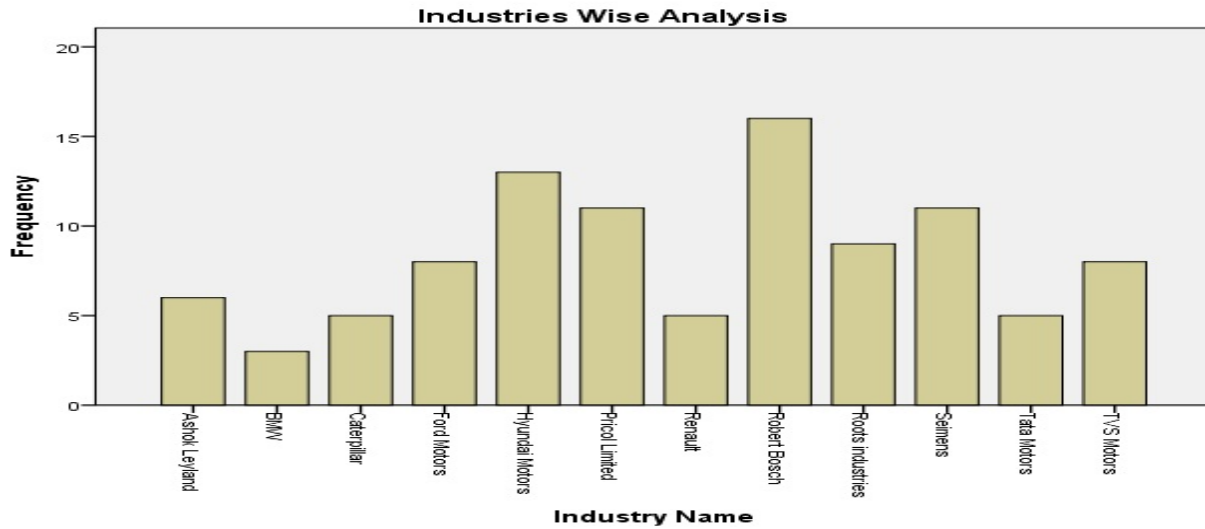
5.1. Analysis of Industries

Of the total samples, the respondent working in the Robert Bosch were 16 percent, respondent working in Hyundai Motors were 13 percent, the respondent working in the Pricol Limited and Siemens were 11 percent, the respondent working in the Pricol Limited were 11 percent, the respondent working in the Roots Industries were 9 percent, the respondent working in the TVS motors, Tata Motors and Ford Motors were 8 percent, the respondent working in the Ashok Leyland were 6 percent, the respondent working in the Renault and Caterpillar were 5 percent, the respondent working in the BMW were 3 percent. Respondents working in Robert Bosch have participated in large number to make the survey to analyze the adoption of AI in the attain sustainable LinkedIn Operation in order to increase the user engagement , user networking and carrier advancement.

Table 1: Industries Wise Analysis on Adoption of the AI Technology in attaining sustainability LinkedIn Operations

Industry wise Analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ashok Leyland	6	6.0	6.0	6.0
	BMW	3	3.0	3.0	9.0
	Caterpillar	5	5.0	5.0	14.0
	Ford Motors	8	8.0	8.0	22.0
	Hyundai Motors	13	13.0	13.0	35.0
	Pricol Limited	11	11.0	11.0	46.0
	Renault	5	5.0	5.0	51.0
	Robert Bosch	16	16.0	16.0	67.0
	Roots industries	9	9.0	9.0	76.0
	Seimens	11	11.0	11.0	87.0
	Tata Motors	5	5.0	5.0	92.0
	TVS Motors	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Table 1 and Figure 1 provides the Industry wise analysis of respondent participated in the survey to analyze the adoption of AI in the sustainable LinkedIn Operation in order to increase the user engagement , user networking and carrier advancement.

Figure 1: Industries Wise Analysis on Adoption of the AI Technology in Attaining sustainable LinkedIn operations

5.2. Analysis of Increased user Experience on Adopting AI

Of the total samples, respondent with high level of 5.0 rating to contribution statement considered as increases user experience on adoption to the Artificial Intelligence in attaining sustainable LinkedIn operations is 92 percent, respondent with moderate level of 4.0 rating to contribution statement considered as increases user experience on adoption to the Artificial Intelligence in attaining sustainable LinkedIn operations is 5 percent, respondent with low level of 3.0 rating to contribution statement considered as increases user experience on adoption to the Artificial Intelligence in attaining sustainable LinkedIn operations is 3 percent. Respondents provided 5.0 rating to the particular contribution in attaining sustainable LinkedIn operations have participated in large number to make the survey to analyze the adoption of AI in the in attaining sustainable LinkedIn operations in order to increase the user engagement , user networking and carrier advancement.

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Figure 2: Increases New Experience on Adoption of the AI Technology in Attaining Sustainable LinkedIn Operations
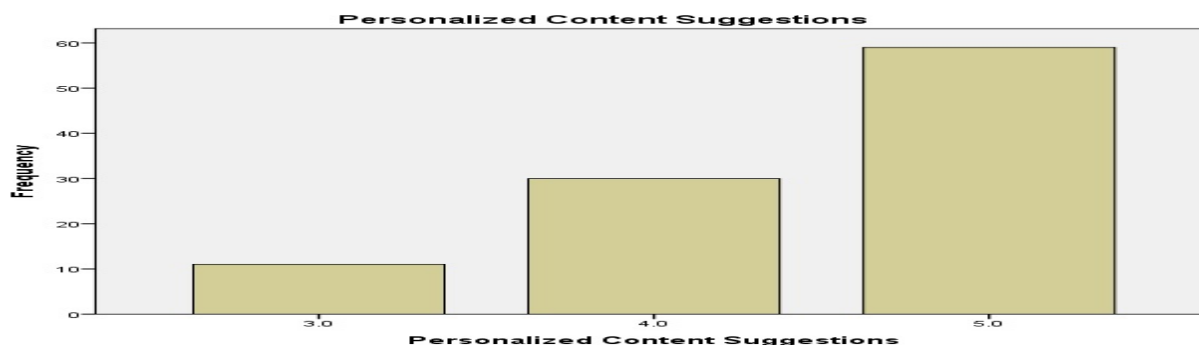
Table 2 and Figure 2 provides the increases new experience on adoption of AI in the attaining sustainable LinkedIn Operation in order to increase the user engagement , user networking and carrier advancement.

Table 2:Analysis of increased user experience on adoption of AI in Attaining sustainable LinkedIn Operations

Increase new experiences

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	3	3.0	3.0	3.0
	4.0	5	5.0	5.0	8.0
	5.0	92	92.0	92.0	100.0
	Total	100	100.0	100.0	

5.3. Analysis of Personalized Content Suggestions

Of the total samples, respondent with 3.0 rating to contribution statement considered as accurate prediction of Personalized Content Suggestions in attaining sustainable LinkedIn Operations on adopting to the Artificial Intelligence is 11 percent, respondent with 4.0 rating to contribution statement considered as accurate prediction of Personalized Content Suggestions in attaining sustainable LinkedIn Operations on adopting to the Artificial Intelligence is 30 percent and respondent with 5.0 rating to contribution statement considered as accurate prediction of Personalized Content Suggestions in attaining sustainable LinkedIn Operations on adopting to the Artificial Intelligence is 59 percent. Respondents provided 5.0 rating to the particular contribution in attaining sustainable LinkedIn Operations have participated in large number to make the survey to analyze the adoption of AI in attaining sustainable LinkedIn Operations in order to increase the user engagement , user networking and carrier advancement.

Figure 3: Accurate prediction of contents to carrier advancement on Adoption of the AI Technology in attaining sustainable LinkedIn Operations

Table 3 and Figure 3 provides the accurate prediction and suggestion of contents to carrier advancement on adoption of AI in the attaining sustainable LinkedIn operations in order to increase the user engagement , user networking and carrier advancement.
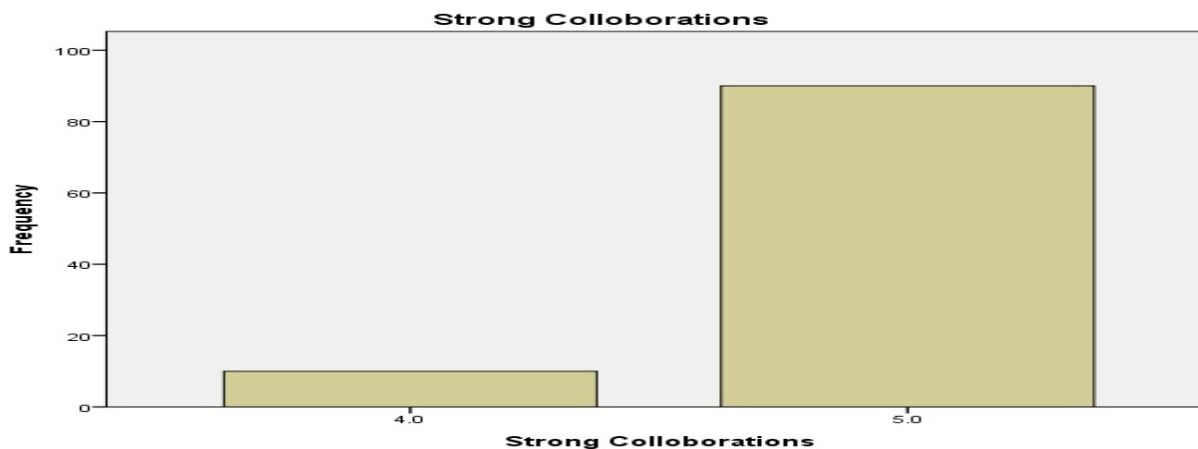
Table 3: Analysis of Accurate Prediction of Contents to carrier advancement on Adoption of AI in attaining sustainable LinkedIn Operations

Personalized Content Suggestions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.0	11	11.0	11.0	11.0
4.0	30	30.0	30.0	41.0
5.0	59	59.0	59.0	100.0
Total	100	100.0	100.0	

5.4. Analysis of Strong Collaboration of user on adopting AI to attain sustainable LinkedIn Operations

Of the total samples, respondent with 4.0 rating to contribution statement considered as Strong Collaboration of user on adopting AI to attain sustainable LinkedIn operations is 10 percent, respondent with 5.0 rating to contribution statement considered as Strong Collaboration of user on adopting AI to attain sustainable LinkedIn operations is 90 percent. Respondents provided 5.0 rating to the particular contribution to strong collaboration of user on adopting AI have participated in large number to make the survey to analyze the adoption of AI to attain sustainable LinkedIn operations in order to increase the user engagement , user networking and carrier advancement.

Figure 4: Analysis of Strong Collaboration of user on adopting AI to attain sustainable LinkedIn Operations

Table 4 and Figure 4 provides the analysis of Strong Collaboration of user on adopting AI to attain sustainable LinkedIn Operations in order to increase the user engagement , user networking and carrier advancement.
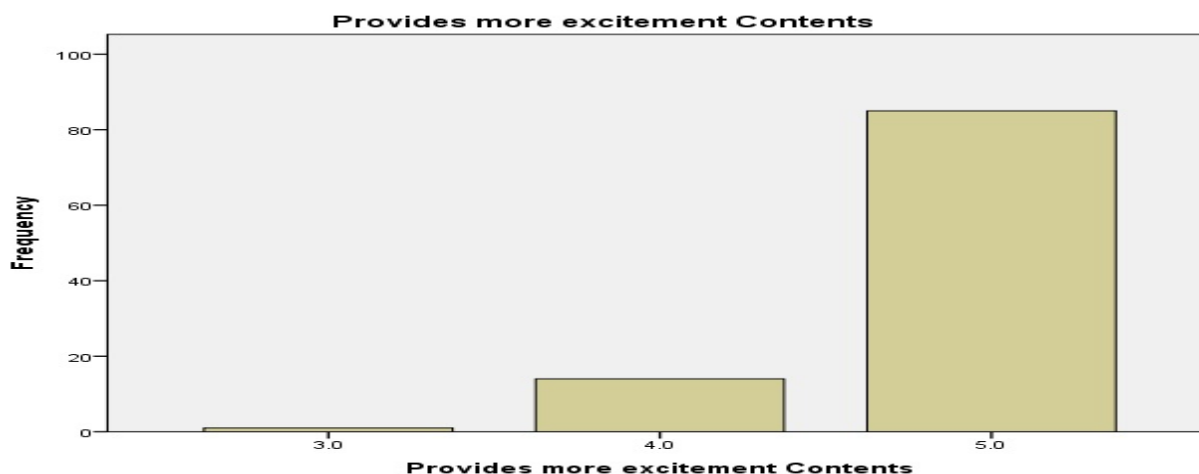
Table 4: Analysis of Strong Collaboration of user on adopting AI to attain sustainable LinkedIn Operations

Strong Collaborations

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4.0	10	10.0	10.0	10.0
5.0	90	90.0	90.0	100.0
Total	100	100.0	100.0	

5.5. Analysis of Excitement Content Suggestions to attain sustainable LinkedIn on adopting AI

Of the total samples, respondent with 4.0 rating considered as moderate to statement providing excitement content suggestions to attain sustainable LinkedIn Operation on adopting AI is 14 percent, respondent with 5.0 rating considered as moderate to statement providing excitement content suggestions to attain sustainable LinkedIn Operation on adopting AI is 85 percent. Respondents provided 5.0 rating to the particular contribution to attain sustainable LinkedIn Operations have participated in large number to make the survey to analyze the adoption of AI in providing more excitement content in order to increase user engagement , user networking and carrier advancement.

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Figure 5: Analysis of Excitement Content Suggestions to attain sustainable LinkedIn on adopting AI

Table 5 and Figure 5 provides the analysis of the Excitement Content Suggestions to attain sustainable LinkedIn on adopting AI and it increase the user engagement , user networking and carrier advancement.
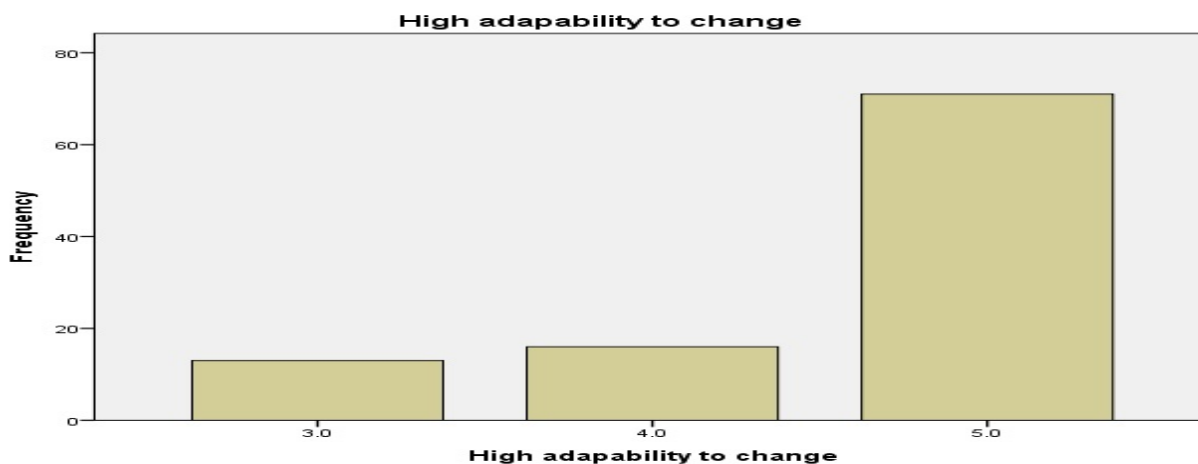
Table 5: Analysis of Excitement Content Suggestions to attain sustainable LinkedIn on adopting AI

Provides more excitement Contents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.0	1	1.0	1.0	1.0
4.0	14	14.0	14.0	15.0
5.0	85	85.0	85.0	100.0
Total	100	100.0	100.0	

5.6. Analysis of High adaptability to change on adopting AI to attain sustainable LinkedIn Operations

Of the total samples, respondent with low level of 3.0 rating to contribution statement considered as personalized recommendation solution is high adaption to change according to user perspective on adopting AI to attain sustainable LinkedIn Operation is 13 percent, respondent with moderate level of 4.0 rating to contribution statement considered as personalized recommendation solution is high adaption to change according to user perspective on adopting AI to attain sustainable LinkedIn Operation is 16 percent. Finally respondents with high level 5.0 rating to contribution statement considered as personalized recommendation solution is high adaption to change according to user perspective on adopting AI to attain sustainable LinkedIn Operation is 71 percent. Respondents provided 5.0 rating to the particular contribution to high adaptability to changes have participated in large number to make the survey to analyze the adoption of AI to attain sustainable LinkedIn Operation in order to increase the user engagement , user networking and carrier advancement.

Figure 6: Analysis of High adaptability to change on adopting AI to attain sustainable LinkedIn Operations

Table 6 and Figure 6 provides the analysis of the High adaptability to change on adopting AI to attain sustainable LinkedIn Operations and it increase the user engagement , user networking and carrier advancement.

Table 6: Analysis of High adaptability to change on adopting AI to attain sustainable LinkedIn Operations

High adaptability to change

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.0	13	13.0	13.0	13.0
	4.0	16	16.0	16.0	29.0
	5.0	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

5.7. ANOVA Analysis

In one way ANOVA analysis, Analysis of variance is used to analyze the difference between the means of more than two groups of normal distribution. Distribution provides the mean square of .903 and significance of the difference is .112 between two variables. Table 7 provides one way ANOVA analysis of the Increased flexibility and strong coordination variables on adoption of the AI to attain sustainable LinkedIn Operations.

Table 7: One Way ANOVA analysis

ANOVA

Increased Flexibility

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.807	2	.903	2.236	.112
Within Groups	39.193	97	.404		
Total	41.000	99			

6. Findings and Recommendations

This section summarize the main findings of the study. This section is divided into sections where the first section presents on the findings of the study and second section presents suggestion for further studies. The findings from the study are as follows

6.1. Findings of the Analysis and Interpretations

- It is understood from table 1 that the respondent working in the Robert Bosch were 16 percent, respondent working in Hyundai Motors were 13 percent, the respondent working in the Pricol Limited and Siemens were 11 percent, the respondent working in the Pricol Limited were 11 percent, the respondent working in the Roots Industries were 9 percent, the respondent working in the TVS motors, Tata Motors and Ford Motors were 8 percent, the respondent working in the Ashok Leyland were 6 percent, the respondent working in the Renault and Caterpillar were 5 percent, the respondent working in the BMW were 3 percent. Respondents working in Robert Bosch have participated in large number to make the survey to analyze the adoption of AI in the attain sustainable LinkedIn Operation in order to increase the user engagement , user networking and carrier advancement

- It is understood from table 2 that respondent with high level of 5.0 rating to contribution statement considered as increases user experience on adoption to the Artificial Intelligence in attaining sustainable LinkedIn operations is 92 percent, respondent with moderate level of 4.0 rating to contribution statement considered as increases user experience on adoption to the Artificial Intelligence in attaining sustainable LinkedIn operations is 5 percent, respondent with low level of 3.0 rating to contribution statement considered as increases user experience on adoption to the Artificial Intelligence in attaining sustainable LinkedIn operations is 3 percent. Respondents provided 5.0 rating to the particular contribution in attaining sustainable LinkedIn operations have participated in large number to make the survey to analyze the adoption of AI in the in attaining sustainable LinkedIn operations in order to increase the user engagement , user networking and carrier advancement.

- It is understood from table 3 that respondent with 3.0 rating to contribution statement considered as accurate prediction of Personalized Content Suggestions in attaining sustainable LinkedIn Operations on adopting to the Artificial Intelligence is 11 percent, respondent with 4.0 rating to contribution statement considered as accurate prediction of Personalized Content Suggestions in attaining

sustainable LinkedIn Operations on adopting to the Artificial Intelligence is 30 percent and respondent with 5.0 rating to contribution statement considered as accurate prediction of Personalized Content Suggestions in attaining sustainable LinkedIn Operations on adopting to the Artificial Intelligence is 59 percent. Respondents provided 5.0 rating to the particular contribution in attaining sustainable LinkedIn Operations have participated in large number to make the survey to analyze the adoption of AI in attaining sustainable LinkedIn Operations in order to increase the user engagement , user networking and carrier advancement.

- It is understood from table 4 that respondent with 4.0 rating to contribution statement considered as Strong Collaboration of user on adopting AI to attain sustainable LinkedIn operations is 10 percent, respondent with 5.0 rating to contribution statement considered as Strong Collaboration of user on adopting AI to attain sustainable LinkedIn operations is 90 percent. Respondents provided 5.0 rating to the particular contribution to strong collaboration of user on adopting AI have participated in large number to make the survey to analyze the adoption of AI to attain sustainable LinkedIn operations in order to increase the user engagement , user networking and carrier advancement.

- It is understood from the table 5 that respondent with 4.0 rating considered as moderate to statement providing excitement content suggestions to attain sustainable LinkedIn Operation on adopting AI is 14 percent, respondent with 5.0 rating considered as moderate to statement providing excitement content suggestions to attain sustainable LinkedIn Operation on adopting AI is 85 percent. Respondents provided 5.0 rating to the particular contribution to attain sustainable LinkedIn Operations have participated in large number to make the survey to analyze the adoption of AI in providing more excitement content in order to increase user engagement , user networking and carrier advancement.

- It is understood from the table 6, respondent with low level of 3.0 rating to contribution statement considered as personalized recommendation solution is high adaption to change according to user perspective on adopting AI to attain sustainable LinkedIn Operation is 13 percent, respondent with moderate level of 4.0 rating to contribution statement considered as personalized recommendation solution is high adaption to change according to user perspective on adopting AI to attain sustainable LinkedIn Operation is 16 percent. Finally respondents with high level 5.0 rating to contribution statement considered as personalized recommendation solution is high adaption to change according to user perspective on adopting AI to attain sustainable LinkedIn Operation is 71 percent. Respondents provided 5.0 rating to the particular contribution to high adaptability to changes have participated in large number to make the survey to analyze the adoption of AI to attain sustainable LinkedIn Operation in order to increase the user engagement , user networking and carrier advancement.

- It is understood from the table 7, one way ANOVA analysis of the Increased flexibility and strong coordination variables on adoption of the AI to attain sustainable LinkedIn Operations.

6.2. Suggestion for Improvement

On above analysis and interpretation, findings on computational solutions towards adoption of Artificial intelligence to attain sustainable LinkedIn Operation has explored. On those exploration, following suggestion can be provided to enhance the performance of the adaption and coordination of AI in attaining sustainable LinkedIn Operation among various user groups.

- Creating awareness among the user about the importance of artificial intelligence to attain sustainable LinkedIn Operations to avoid various security related issues
- AI tools has to be modeled to capture the emotion of the user which enhances the strong adaptability to changes of the user interest..
- AI tools has to be interfaced with various web service applications for more personalization on basis of user perspectives

Conclusion

In this article , detailed analysis on adoption of artificial intelligence in attaining sustainable LinkedIn Operations among multiple level of professional working in various manufacturing industries has been carried out using percentage and ANOVA analysis of the data of build questionnaire. Questionnaire collects the multiple social, demographic, technical and economical parameters of the multiple level of the professionals on adopting AI to attain sustainable LinkedIn Operations. Percentage analysis on highlight the benefits of the AI tools on providing sustainable LinkedIn Operations to multiple level of professional working in various industries in order to increase the user engagement, user networking and carrier advancement solutions to the different context. Further ANOVA analysis identifies the variance of different variable distribution to related to recommendation and prediction tools to various contexts. Finally various suggestion has been provided to reduce the impacts of the AI on providing solutions on basis of creativity of the user, interest and social factor on updation of AI for the attaining sustainable LinkedIn Operations on various situations.

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