



Unveiling the hidden intentions to adopt collaborative articles: A qualitative exploration

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Abstract

This research explores the intentions of the collaborators to contribute their knowledge and expertise through LinkedIn collaborative article. The aim of this research is to explore the underlying motives that curates the individuals to adopt collaborative article feature of LinkedIn. Qualitative research was conducted among the 17 contributors and the researchers identified 7 themes or factors that act as the hidden motives of the collaborators. The participants were from different nationalities and this envisaged cultural diversity in opinion sharing. The themes later reevaluated and a conceptual model is developed by the researchers.

Keywords: Collaborative article, visibility, personal branding, green data sharing

Introduction

Coauthorship networks are becoming an increasingly common method for analysing the dynamics of scientific research and the research collaborations that take place in the scientific community. Complex network analysis offers a collection of quantitative measures that may be utilised to explain the structure and dynamics of coauthorship networks. Additionally, it can assist in the identification of significant actors, communities, and patterns of cooperation that exist within the network (Aguirre-Guerrero & Bernal-Jaquez, 2023) [2]. There is a critical mechanism that links disparate sets of talent in order to produce a research output, and that mechanism is co-authorship, which is a proxy for research collaboration. From the point of view of social networks, co-authorship is another approach that could be considered (Kumar, 2015) [30]. The recent updation of the LinkedIn was to create a platform where authors/ experts can share their valuable insights about a topic generated by LinkedIn (*Collaborative Articles*, n.d.). Articles that are published by LinkedIn and include insights and viewpoints contributed by members of the LinkedIn community are referred to as collaborative articles. These articles begin as conversation starters powered by artificial intelligence, written in collaboration with the editorial team; but, later the contributions of our members are also included. In order to incorporate their own thoughts, examples, and experiences into the papers, a select group of specialists has been asked to offer their contributions. These selected authors or experts have wider profile views or having expertise to a particular aspect. (*Collaborative Articles*, n.d.).

The new feature was introduced by the LinkedIn on March 3rd 2023, that can be a type of social media collaboration which aims to enhance information and knowledge sharing among the readers and contributors. (*Unlocking Nearly 10 Billion Years Worth of Knowledge to Help You Tackle Everyday Work Problems*, 2023). This is a collaborative platform that builds social media engagement

through collaboration.

(Wong, 2023) [57] By the year 2023, it is anticipated that 4.9 billion individuals all over the world would be using social media. The number of people who use social media platforms around the world has reached an all-time high of 4.9 billion for the first time. Furthermore, it is anticipated that by the year 2027, this number would have increased to roughly 5.85 billion users. Projections indicate that the compound annual growth rate (CAGR) will be 2.62 percent between the years 2023 and 2030. The percentage of people actively using social media in India is 33.4%. At the beginning of the year 2023, there were 398.0 million users in India who were 18 years of age or older, which is equivalent to 40.2% of the total population of the country. This information comes from the most prominent social media platforms. Regardless of age, 67.5% of all internet users in India in January 2023 utilised at least one social networking platform.

The platform here is LinkedIn collaborative articles, which is a global social media engagement platform that has an accord of socialisation and collaboration. Statistics regarding the age of LinkedIn users differ from country to country. 60% of users around the world were between the ages of 25 and 34 as of January 2023, which represents younger millennials. At the same time when only 2.9% of persons over the age of 55 were using LinkedIn, 20.4% of users were members of the mid-range of Generation Z, which is comprised of people between the ages of 18 and 24. Statistics were not supplied for users between the ages of 35 and 54.

As of December 2022, approximately 31 percent of users in the United States were older millennials who were between the ages of 30 and 39. 23% of the user population consisted of people aged 40–49, while over 20% of the users were largely members of the Gen Z cohort, which is comprised of people aged 18–29. There were no statistics provided for users who were fifty years old or older. (Witt, 2023) [56].



Fig 1: Global reach of linkedin

This is quite interesting as when LinkedIn starts collaboration; the global knowledge sharing becomes easier and cultural differences in the viewpoints, strategies and decision can also be found easier through the linked platform of collaboration. The important feature of collaboration is data sharing. According to (Huh, 2019) [25], the definition of data sharing is "the act of making data available to individuals who are not the ones who have generated them." The act of making data available on the internet in such a way that it can be reused by other people without the need for official review and consent from the community is what is meant by the term "data sharing," which is also known as "data dissemination. (Poline, 2019) [40]

Social media communication is a wide range of digital sources of information that are generated, launched, distributed, and consumed by users of the Internet as a means of educating one another about various products, companies, services, personalities, and concerns (Schivinski & Dabrowski, 2016) [45]. According to (Kaplan & Haenlein, 2010) [28], social media communications have been acknowledged as a phenomenon that is widespread and has great appeal to a wide range of demographics.

(Cheng *et al.*, 2017) [12] The term "group communication" on social media platforms refers to the manner in which groups communicate with one another. It brings together the willingness to work together with others and the pursuit of common goals. (Butler, 2001) [9]. According to (Wirtz *et al.*, 2013) [55] the process of information transmission and interaction is what leads to the development of group consciousness, which in turn makes individuals feel as though they belong to the group. The behaviour of the members of the group is regulated by the group norms, which in turn leads to a higher degree of resemblance among the individuals who are members of the same group. The predominant feature of LinkedIn is to share data among the collaborators in the form of information where the selected experts express the opinion and expert comments as a contributor.

The research explores the gap that relates to green data sharing through social media which is a new parameter that can be considered as the sustainable element of social media communication that enhances social media promotion through sustainability. The cloud sharing, visible virtual presentations, opinion surveys generated via digital

platforms enhances the possibility of green data sharing across cross country borders. The study also evaluates the hidden intentions of the contributors who engage themselves in sharing their expertise and insights in the collaborative platform.

Research Problem

Recently a new social media communication method was launched by LinkedIn on March 2023 called Collaborative article, that aims to create a network of experts who will share their expert opinions towards an article which is posted in some of the community pages of LinkedIn. Here the individuals who are experts in the specific fields are given an invitation to contribute to the articles and the contributor can express his opinion in writing and can posts it in the page itself. The community page followers or visitors can read, comment, rate and can like or dislike the contribution made by the contributor. The researcher identifies this as a new method of electronic opinion survey that enhances the direct response collection in relation to a issue or research title.

The researcher wants to identify the reasons for being a contributor in this type of collaborative articles and specifically most of the contributors are from different nationalities too. This added curiosity in the researchers mind to explore about the reasons for being the contributor to an article.

Methods

Study design

This was an exploratory qualitative research study designed to gain an overview of motives for being the contributor of collaborative articles offered via LinkedIn. This study purely relies on the active collaborators who contributed their insights in the collaborative platform of LinkedIn, so the researcher used purposive sampling design for the data collection.

The reason for choosing the qualitative research is that the researchers aim was to explore the opinions, viewpoints of the contributors about the act that they perform in this platform. The researcher used 10 questions to evaluate the reasons for using the LinkedIn Collaborative article. Open ended questions were used to evaluate the participants response and closed ended questions were mostly used for the collection of demographic profile that include age&

gender. Occupation and Nationality where open-ended questions as the respondents can fill their county of origin. The researcher was purposively identifying the participants for the research as it is very crucial to identify the participants for the survey. So, the researcher used LinkedIn community page posts and identified the participants who contributed to the collaborative article. A google form was prepared by the researcher so, the data collection was through audio visual method. The researcher individually sends messages via LinkedIn itself and shared the google form in their inbox called InMail messages.

Participants

The participants of the study are those experts who shared a written content in the collaborative article published via LinkedIn. The researcher examined the contributors and 97 contributors were identified from different LinkedIn community pages. The researcher then clicked their profile to ensure the authenticity of data collection by checking the profile of the participants. The researcher shared the questionnaire link through the InMail message option to these selected participants and after that collected the response from 30th December 2023 to 4th January 2024. Total of 17 participants participated in the survey voluntarily and others either not reacted and some around 5 declined the conversation through LinkedIn. In total 17 participants are the samples of this research they are represented in their ID.

Data Collection

The researcher collected the data through InMail messages and Google form. First, an inbox message was drafted and was intimated to the participants identified through the LinkedIn InMail message option. 97 participants were identified by the researchers and InMail message were send to them personally through the researcher through the personal LinkedIn app. The message included a short request followed by the google form link. The google form included a description that mentioned about the purpose and the participants are expected to fill it as a description that include 10 questions which are open ended measuring the purpose of the study and additional demographic questions were also included relating to age, gender, occupation and nationality. The 10 questions were framed through expert opinion that enhanced the validity of the questions. The question related to motives of using the LinkedIn collaborative article were included. The participants can openly express their view points in paragraph and the responses are collected through google form as the participants are from different parts of the world.

Analysis

Analyses were conducted in two phases. First a preliminary evaluation of the transcripts received through the google form was completed after receiving the 17 responses. In this phase, preliminary coding was done and discussions was conducted among the two researchers along with an external expert. The codes were identified and referencing was also performed through NVivo 12 software. 16 nodes were formed after coding and evaluation these codes were re checked with the external expert. Later through meticulous process, themes were identified from the nodes generated.

Demographic characters

Age& Gender	No: of responses	Percentage
26-36	2	11.76470588
Female	1	
Male	1	
37-47	4	23.52941176
Female	3	
Male	1	
48-58	8	47.05882353
Female	4	
Male	4	
59 & above	3	17.64705882
Male	3	
Grand Total	17	100
Nationality		No: of responses
Brazilian		1
British		1
Canadian		1
Caucasion		1
Fiji		1
Indian		6
Indonesia		1
Malaysia		1
Morocco and Dutch		1
Polish		1
Raise the standards of the outcomes		1
United States (American)		1
Grand Total		17

Interpretation

The demographic and professional background of the participants are revealed by this data, which also suggests that there is variation in terms of age, gender, nationality, and occupation.

From the responses received, nine are male and the remaining eight are female. The respondents are divided into the following age groups:

- 26-36
Female:1(5.88%)
Male:1(5.88%)
- 37-47
Female: 3 (17.65%)
Male: 1 (5.88%)
- 48-58
Female: 4 (23.53%)
Male: 4 (23.53%)
- Above 59
Male: 3(17.65%)

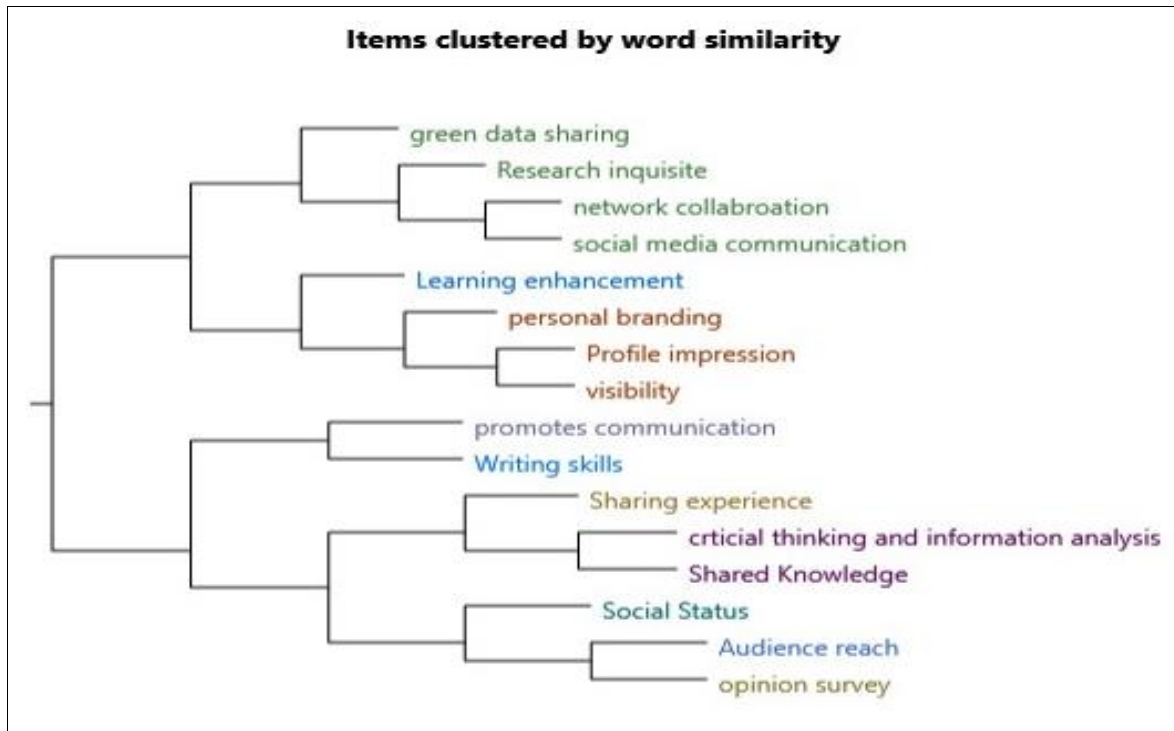
The nationalities of the Participants’ fall into the following categories: Polish, Brazilian, British, Canadian, Caucasian, Fijian, Indian, Indonesian, Malaysian, Moroccan and United States (American).

Following are the nationality and occupation of the participants

- Brazilian: Psychologist
- British: Freelance clinician
- Canadian: project coordinator, administrative assistant, and a casual frontline worker.
- Caucasian: PhD in Nursing-Management
- Fijian: Doctor
- Indian: Deputy Vice Chancellor Research and Innovation
- : Career Coach
- : IELTS Trainer and Content Writer
- : Clinical psychologist
- : Clinical Research

: Company Director
 Indonesia: Consultant
 Malaysia: Professional Brand Image Consultant
 Morocco (Morocco and Dutch): IT Consultant

Polish: Psychologist, Head hunter
 Raise the standards of the outcomes: Free lance
 United States (American): US Army Service Member
 (Soldier)



Researchers NVivo Coding results

Theme 1: Knowledge Sharing

Knowledge sharing can be defined as a process or an activity that involves the exchange of information between individuals, groups, or organisations (Ahmed *et al.*, 2019) [3]. According to (Wang & Noe, 2010) [54]. Knowledge sharing is defined as "the provision of task information and know-how to assist others and to collaborate with others in order to solve problems, develop new ideas, or implement policies and procedures" Compared to the usage of traditional tools such as search engines or databases, the utilisation of social media platforms provides a greater number of options for the rapid flow of information between individuals who are working in various geographical locations. (Panahi *et al.*, 2015) [38].

(Shannon, 1948) [46] and (Cummings, 2003) [14] describe knowledge sharing as a transfer of knowledge that can be compared to the transmission of a message from a source to a recipient in a specific context. According to (Cabrera & Cabrera, 2002) [10], increasing the visibility of contributions can be accomplished by better allowing communication among possible contributors to a shared database.

One of the prominent motives expressed by the participants include knowledge sharing.

ID :2 (48-58, Male, United States (American)) Yes because collaboration allows for a deeper understanding of the topic. This not only helps in expanding your knowledge but also encourages you to think critically and analyze information. Infographics, charts, and graphs can be used to present data and statistics, making it easier for readers to understand and analyze. But it also opens up a platform for others to join in and share their perspectives

ID:7 (26-36, Female, Indian) promoting a more comprehensive understanding of the subject matter. The

collective input can contribute to a richer and more nuanced exploration of the subject matter. Even I learn something from reading and sharing. However, their primary purpose is often to share knowledge, insights, and diverse perspectives on a given topic. sharing expertise, networking, building credibility in their field, and contributing to a collective understanding of a topic.

ID 6: (37-47, Male, Indian) Learning and supporting collaborators. It is a win win situation

ID:12 (48-58, Male, Indian) Eagerness to learn

ID :13 (48-58, Female, Caucasion) expand my thinking. Not so sure about personal branding but certainly valuable advice.

ID 3: (48-58, Female, Malaysia) Easy to read & remember

ID 17: (48-58, Female, Brazilian) I think it is interesting to see diverse opinions. Though there are some opinions that are not scientifically accurate.

ID 8: (37-47, Female, Morocco and Dutch) Sharing my expertise and insights helping others

ID 11: (37-47, Female, Canadian) it's the desire to share my thoughts and experiences, sharing knowledge in the hope that it resonates with the right individual. They allow individuals to showcase their expertise

ID 14: (59 & above, Male, Raise the standards of the outcomes) Improving outcome

ID 15: (48-58, Male, Indonesia) Test my knowledge, earn the badge

ID 16: (48-58, Male, Fiji) Sharing and adding value

Theme 2: Collaboration

One definition of a collaboration network is a group of people who work together on certain projects, such as publishing a paper. These individuals join together to

collaborate on the project. The examination of such networks makes it possible to glean information regarding the composition and patterns of communities. (Dilmaghani *et al.*, 2019) ^[16]. There are social structures known as collaboration networks that reflect the relationship between individuals who work together on the same tasks. (Huang *et al.*, 2008) ^[24]. According to (Jamali & Abolhassani, 2006) ^[26] the analysis of cooperation networks can provide information about the behaviour that is most likely to be exhibited by people and groups within the network when it is performed. When we talk about collaboration, we are referring to dynamic interactions that involve coordinated activity based on shared objectives. It is a human activity that is taking place on a number of different levels. (Gazley, 2016) ^[20] "The act of working together by two or more individuals to accomplish something" (Salvato *et al.*, 2017) ^[43] are the definitions of collaboration. According to (Blondel *et al.*, 2008) ^[6] the finding of communities that have extensive intra-connections and relatively sparse inter-cluster connections might be advantageous for a variety of applications, including the discovery of possible collaborators who share a shared research field through the discovery of communities.

The participants statements relating to collaboration are as follows

ID :2 (48-58, Male, United States (American)) The second thing that motivates me is the sense of creativity and innovation that comes with collaboration. Moreover, collaborative articles also help in building a strong network with other creators. By working together, creators can learn from each other, share ideas, and support each other's content. This can lead to future collaborations. They also foster teamwork and create a sense of community among the collaborators. Yes, I believe so. Social media has become a powerful tool for sharing knowledge and information. And with the emergence of collaborative articles, this sharing has become even more efficient and effective. These articles provide a platform for individuals to come together and discuss ideas, share insights, and create a comprehensive piece of content that can be easily shared on social media.

ID :6 (37-47, Male, Indian) It improves Networking and win win situation

ID:7 (26-36, Female, Indian) Yes, collaborative articles have the potential to improve network connections. By engaging in collaborative efforts, individuals can connect with co-contributors, share insights, and build relationships within their professional or academic communities. Collaborative articles provide a platform for networking, fostering connections with like-minded individuals and expanding one's professional network.

ID 9: (59& Above, Male, British) Improves network field

ID 11: (37-47, Female, Canadian) The collaborative nature of these articles often generates conversations and connections, making them an effective tool for communication and networking on social media platforms.

ID :13 (48-58, Female, Caucasian) definitely improves networking within the platform.

ID: 4 (48-58, Female, Polish) Yes, definitely

ID:7 (26-36, Female, Indian) Yes, collaborative articles can serve as a platform for social media communication. Contributors often share collaborative content across various social media channels to reach a wider audience, initiate discussions, and engage with their communities.

ID 11: (37-47, Female, Canadian) Collaborative articles can serve as a powerful form of content for social media platforms. By sharing collaborative articles, contributors engage their audiences, spark discussions, and showcase collective expertise, thus fostering meaningful interactions. These articles can attract attention, encourage shares, and increase engagement on social media channels, amplifying their reach and impact within online communities.

ID :13 (48-58, Female, Caucasian) Absolutely! These provide valuable opinions, tips, strategies for those looking for different ideas or opinions.

Theme 3: Visibility

When we talk about visibility, we are referring to the public presence of an individual or organisation in the media. Visibility has an impact on how people see an organisation during times of crisis, as well as on purchasing preferences and trust. The term "social media visibility" refers to the frequency with which users of social media platforms debate a certain person, organisation, or problem that is related to it. (So *et al.*, 2017) ^[48]. The collaborative articles are contributing to the visibility by more profile impressions, creating wider reach etc. Some of the observations are as follows.

ID :2 (48-58, Male, United States (American)) Collaborative articles also allow you to tap into a wider audience. When your collaborators share the article on their platforms, it reaches their followers who may not be familiar with you. they have a wider reach and audience engagement. When a single creator publishes an article, it is only shared with their existing followers. But when multiple creators collaborate on an article, it gets shared with the followers of each creator involved. This is because the article is being viewed by a larger audience, and more people are engaging with it. This can help expand your reach and increase your visibility, Collaborative articles allow for cross-promotion and sharing among the collaborators' audiences, thus increasing the reach of the content. This not only helps in increasing profile impressions but also leads to an increase in followers and overall engagement on the profile. the profile impressions of each creator involved in the collaboration also increase.

ID 11: (37-47, Female, Canadian) wider audience. The collective effort of contributors promoting the article to their respective audiences can result in a broader reach.

ID: 3 (48-58, Female, Malaysia) Visibility and we are rewarded with badges

ID:7 (26-36, Female, Indian) Yes, collaborative articles can enhance visibility by leveraging the collective reach of collaborators. They allow individuals to showcase their expertise to a broader audience, expanding visibility within their respective fields or communities. The collective reach and engagement from contributors and their audiences can contribute to higher visibility. This sharing enhances visibility, encourages interaction, and fosters a sense of community around the shared content.

ID 8: (37-47, Female, Morocco and Dutch) creating visibility for myself.

ID 10: (59 7 Above, Male, Indian) You get a number of views from experts in the field

ID 11: (37-47, Female, Canadian) By collaborating with others, you can tap into their networks, potentially increasing your reach and visibility to a wider audience. Collaborative articles often receive more attention and

shares due to multiple contributors promoting the content across various platforms, leading to increased visibility.

ID :13 (48-58, Female, Caucasion) Yes! Many people have viewed my shared opinions and many have responded that my advice or expertise was helpful or valuable to them.

ID: 5 (37-47, Male, Indian) Yes - strongly agree

ID:7 (26-36, Female, Indian) Collaborative articles can potentially increase profile impressions, as they often involve multiple contributors who share the content with their respective networks

ID 11: (37-47, Female, Canadian) Yes, collaborative articles have the potential to increase profile impressions significantly. it tends to generate more attention, leading to increased profile impressions. The collective effort of contributors promoting the article to their respective audiences can result in a broader reach, higher engagement, and ultimately more profile impressions for each contributor involved.

ID 14: (59 & above, Male, Raise the standards of the outcomes) Perhaps a little

Theme 4: Social Status

A position that an individual has been allocated inside a social group, which is defined by the attitudes that other members of the group have towards that individual because of the group's composition. The attitudes may be influenced by a variety of factors, such as the individual's family, occupation, and income, among other things. (Oxford University Press, 2023) ^[37]. There is a perfect correlation between a person's social standing and his abilities, and everyone is able to find a person who is of the same capacity as them. According to (Rege, 2008) ^[42] people may be concerned about their social position since it serves as a message about their capabilities. It is common practice to employ non-monetary incentives, such as "badges" and social status on a platform, in order to promote and direct contributions. (Luca, 2015) ^[33]. It is possible for individuals to participate in their community through the utilisation of groups and membership in those organisations, which ultimately provides them with a sense of pride and self-status regarding themselves. (Park *et al.*, 2009) ^[39]

ID :2 (48-58, Male, United States (American)) If the article is related to a professional field, collaborating with experts can definitely enhance one's social status. collaboration with influential people in your field can definitely improve your social status. It shows that you are respected and valued by your peers.

ID:7 (26-36, Female, Indian) Collaborative articles improve social status" suggests that active participation in collaborative efforts, such as contributing to articles, can positively influence one's standing within a community or professional context. By sharing knowledge and collaborating with others, individuals may enhance their reputation, credibility, and visibility, potentially leading to an improved social status within their respective networks.

ID 8: (37-47, Female, Morocco and Dutch) Shallow and probably used by narrow minded people

ID 11: (37-47, Female, Canadian) Collaborative articles can positively influence social status by contributing to a more visible and respected professional presence. The collaborative effort and association with reputable collaborators can enhance credibility and authority in a particular field, potentially elevating one's social status within professional circles.

Theme 5: Personal branding

There is a major beneficial effect that social media existence and active activity have on personal branding initiatives, which provides enormous opportunity for both personal and corporate goals. Personal branding is a technique that distinguishes individuals and their professions from reputation management and image management in terms of the goal it serves. Personal branding is about marking people and their careers as brands. The purpose of this is to immediately build an asset and brand equity that is associated with a specific person or individual. Including, but not limited to, the individual's physical appearance and personal knowledge, it results in an impression that is singularly recognisable and unforgettable. (Karaduman, 2013) ^[29]. Some of the observations made by the participants are as follows.

ID :2 (48-58, Male, United States (American)) social media plays a crucial role in personal branding. When you share a collaborative article on your social media platforms, you are not only promoting your own work but also promoting the work of your collaborators. This shows that you are a team player and are willing to work with others to achieve a common goal. This can help expand your reach and increase your visibility, ultimately improving your personal branding. brand awareness for the collaborators.

ID: 3 (48-58, Female, Malaysia) It's good for Personal Branding as it increases visibility

ID 5: Branding & authority

ID:7 (26-36, Female, Indian) Collaborative articles can contribute to personal branding by showcasing expertise, collaboration skills, and the ability to work within a team. building credibility

ID 10: (59 7 Above, Male, Indian) To some extent, yes

ID 11: (37-47, Female, Canadian) enhance credibility and authority

Theme 6: Research intensity

Intensity is defined as "great energy, strength, concentration, vehemence, etc., as of activity, thought, or feeling" (*Definition of Intensity* / *Dictionary.com*, n.d.). The contributors to the collaborative article are showcasing their level of concentration and enthusiasm towards advancing the knowledge. Research is defined as "creative and systematic work undertaken to increase the stock of knowledge" (Organisation for Economic Co-Operation and Development & European Communities. Statistical Office, 1997). The users of the LinkedIn community especially engaged in the collaborative article shows a curiosity towards advancing the knowledge through sharing the ideas between people across the globe.

Some of the opinions of the participants related to theme are as follows.

ID :2 (48-58, Male, United States (American)) research and present evidence to support their arguments. Brainstorming with others and bouncing ideas off each other often leads to new and creative approaches to the topic. Collaborative articles are pieces of research that are jointly written and published by multiple authors. In my opinion, collaborative articles definitely enhance the research inquisitee. In my opinion, collaborative articles definitely enhance the research inquisitee.

ID:7 (26-36, Female, Indian) Yes, collaborative articles can enhance research inquiries by bringing together diverse perspectives, expertise, and insights from multiple contributors.

ID 11: (37-47, Female, Canadian) With multiple contributors conducting research, data collection, and analysis, collaborative articles tend to be more comprehensive and rigorous, often incorporating a wider range of sources and methodologies

ID :13 (48-58, Female, Caucasian) Yes! Varied opinions, strategies, innovative ideas, and many people collaborating to expand viewpoints

ID 11: (37-47, Female, Canadian) integration of diverse viewpoints, experiences, and expertise, offering a broader understanding of the subject matter.

ID:7 (26-36, Female, Indian) fostering diverse perspectives. Collaborative efforts often result in a more comprehensive exploration of a topic, promoting a thorough investigation and a deeper understanding of research questions

ID :13 (48-58, Female, Caucasian) You get different perspectives and opinions from those with expertise

ID :2 (48-58, Male, United States (American)) This not only makes the article more interesting, but it also pushes me to think outside the box and come up with new and unique ideas. Collaborative articles are pieces of content that are written by a group of individuals with different perspectives and expertise. These articles allow for a diverse range of ideas and opinions to be shared and discussed. I think collaborative articles are a great way to get a diverse range of opinions on a particular topic. It's interesting to see how different individuals perceive and analyze the same subject. When multiple researchers work together, they bring in diverse perspectives and expertise, which can lead to new insights and discoveries.

Theme 7: Green data sharing

According to (Huh, 2019)^[25], the definition of data sharing is "the act of making data available to individuals who are not the ones who have generated them." The act of making data available on the internet in such a way that it can be reused by other people without the need for official review and consent from the community is what is meant by the term "data sharing," which is also known as "data dissemination (Poline, 2019)^[40].

When data is shared through electronic means its is called green data sharing which is a new paradigm that the researchers want to explore more in the further evaluations.

ID :2 (48-58, Male, United States (American)) Yes I think so, Collaborative articles not only provide a platform for opinion surveys, but they also present information in a more organized and visually appealing manner

ID 11: (37-47, Female, Canadian) Collaborative articles can serve as a platform for sharing opinions and conducting surveys, potentially contributing to more environmentally friendly practices. In terms of environmental impact, collaborative articles, especially when digital, have a lower ecological footprint compared to traditional paper-based surveys or extensive data collection methods. The digital format reduces paper waste and energy consumption associated with printing and distribution, contributing to an eco-friendlier approach to information gathering and sharing. their effectiveness as a primary platform for opinion surveys might be limited due to the nature of collaborative articles, which generally focus on collective content creation rather than direct survey administration.

That said, collaborative articles can integrate opinion polls, feedback sections, or embedded surveys to gather insights or opinions from readers. Collaborators can use these tools

within the article to engage the audience and collect feedback, creating a space for interaction and opinion sharing

ID: 5 (37-47, Male, Indian) Some times

Model framework

The relationship between knowledge sharing and collaboration

Boundary linking, or cross-boundary knowledge sharing, has been a key area of organisational information management study for many years. In general, it refers to the degree to which teams and organisational units are connected to pertinent external resources via their communication links, offering advantages in terms of alignment, information sharing, and reputation. (Van Osch & Steinfield, 2018)^[53], this itself notices the relative importance of cross-country collaboration in knowledge sharing. Social media plays a predominant role in enhancing the knowledge sharing thorough collaborative idea sharing. The past decade, has witnessed a sharp increase in the use and popularity of social media. Many of the features envisaged in previous work conceptualising virtual community knowledge sharing systems are made possible by SM systems, which combine a wide variety of information exchange and communication activities. SM technologies are widely used in organisational settings to facilitate spontaneous, random, and unstructured knowledge sharing. This is primarily due to the increased communication transparency these tools offer, which facilitates finding and engaging individuals with complementary expertise and shared interests (Van Osch & Steinfield, 2018)^[53]. The relationship between the source and the recipient, the type and location of the knowledge, the recipient's learning style, the source's capacity for knowledge sharing, and the larger context in which the sharing takes place are the five main contexts that can influence such successful knowledge sharing implementations. (Akhavan *et al.*, 2013)^[4].

One of the opinions shared by a participant also supports the relation that knowledge sharing is much better when collaboration is there.

ID :2 (48-58, Male, United States (American)) "Yes because collaboration allows for a deeper understanding of the topic. This not only helps in expanding your knowledge but also encourages you to think critically and analyze information. Infographics, charts, and graphs can be used to present data and statistics, making it easier for readers to understand and analyze."

H1: There is a relation between knowledge sharing and collaboration in collaborative article

The relationship between collaboration and visibility.

It has been suggested that social media has the ability to be both empowering and limiting, based on ideas of exposure. Social media may assist activists in increasing the visibility of their initiatives (Uldam, 2017)^[50]. As many have argued, especially after the lockdown of social media platforms for researchers, social media corporations do play an important role in making data visible and accessible (Brems *et al.*, 2016)^[8].

Including the dimension of technology and tools into our conceptual understanding of visibility processes in social media data has two major consequences. The first is that social media platforms already provide a specific

technological framework for interaction, and human interaction can be made visible and rendered invisible by such tools and technologies. The second is that social media platforms also already use tools and technologies that “precook” (to use Gitelman’s words, 2013) the data as they are processed, archived and stored, before analysts and researchers can retrieve them. (Neumayer *et al.*, 2021) [35]. This indicates that the activities that are done through the social media platform in the form of social media engagement that includes, likes, shares, comments, reposts can create better visibility.

“Visibility affordances” are concerned with the use of technologies by individuals that makes information viewable to others. On social networking sites, this means that interactions within the confines of two people can potentially be seen by third parties (Flyverbom, 2016) [19].

Any information being posted in LinkedIn collaborative articles are also visible to the users of the LinkedIn and also to the people who have direct contact with the contributors, this enhances the chance of visibility.

One of the participants observations relating to the same are as follows

ID:7 (26-36, Female, Indian) “Yes, collaborative articles can enhance visibility by leveraging the collective reach of collaborators. They allow individuals to showcase their expertise to a broader audience, expanding visibility within their respective fields or communities. The collective reach and engagement from contributors and their audiences can contribute to higher visibility. This sharing enhances visibility, encourages interaction, and fosters a sense of community around the shared content.”

H2: there is a relationship between collaboration and visibility

The relationship between visibility and personal branding

“Personal brand” is used to describe the outcome of personal branding in general as well as the class of ordinary people and field-specific individuals who do not own a celebrity status While “personal branding” and “human brands” as terms are a modern invention, the branding of individuals is as old as human interaction and society itself. Whereas personal branding as a term is a relatively recent invention, the reality behind it is not. the process of personal branding aims to produce a distinction from peers by leveraging one’s points of difference and defining individual unique selling proposition “Personal branding” could remain as a term from a process perspective and, thus, is the entire process of establishing, maintaining, and developing an individual’s human brand. the personal branding process is a collective act between stakeholders and the branded individual’s entire personality, visibility is expected to arise within and beyond her/his professional field to stand apart from other human brands and to fit into a defined target market. (Scheidt *et al.*, 2020) [44]

A digital footprint leads to an online self by way of social media platforms, which obviously now plays a far more prominent role in personal branding. From another perspective, visibility is to be attained in two areas: First, on-field in the original field of practice and profession of the branded individual, aiming for instance for awards and honors conferred by peers in the field, and second, off-field outside of the professional field in the sense of building a mainstream media persona (Agnè *et al.*, 2012) [1].

Users of linkedIn will differ in how they showcase their personal brands on their profiles and in the extent to which those brands will engage with employers’ organisational branding. At first, social media platforms seemed to be essential to personal branding strategies. Few people want to accomplish both, but personal brands are more frequently used to establish competence than to develop connections. In our opinion, a personal brand should ideally provide access to both of these successful routes (Rangarajan *et al.*, 2017) [41]

ID :2 (48-58, Male, United States (American)) “Social media plays a crucial role in personal branding. When you share a collaborative article on your social media platforms, you are not only promoting your own work but also promoting the work of your collaborators. This shows that you are a team player and are willing to work with others to achieve a common goal. This can help expand your reach and increase your visibility, ultimately improving your personal branding. brand awareness for the collaborators. “ The observation made by a participant relating to the personal branding showcases the possibility of having a relationship between visibility and personal branding, based on this following hypothesis is made.

H3: there is a significant relationship between visibility and personal branding

The relationship between personal branding and social status

Since identities build in electronic means of communication contexts through social networking profiles, blogs, and personal Web sites, personal brand identity depends on self-presentation. People use brand positioning to set themselves apart from competitors in the marketplace and to emphasise their good traits that are valuable to their target audience (Labrecque *et al.*, 2011) [31]. This enhances the social status of the individuals.

The majority of the networks, are related to the social status, that is favourable to the process of consensus building. On the other hand, placing an excessive amount of reliance on it can also slow down the diffusion of opinions, which suggests that there is a particular setting that provides the best possible advantage of social status on the process of consensus building when it is related to collaborative article. (Hasani-Mavriqi *et al.*, 2016) [23].

Personal branding has been shown to result in a range of positive outcomes, including increased credibility, visibility, prestige, promotions, and monetary benefits There is sufficient data to support this claim (Gorbatov *et al.*, 2018) [21]

The elimination of real-world barriers, such as appearance (for example, race and gender), physical ability, and socioeconomic status, which might be barriers to identification, is made possible by digital spaces, which allow for enhanced open communication through anonymity. (Turkle & Schuster, 2011) [49]

These identities may become just as real and significant as the roles that are played in the physical world as users become more active with the platform. (Boellstorff, 2008) [7] personal branding is the process of identifying and advertising an individual’s strong points and distinctive qualities to a specific audience. (Shepherd, 2005) [47] personal branding involves shifting the attention away from the individuals engaged in the process of establishing their

personal brands and towards the social dynamics among stakeholders who are interrelated. (Dumont & Ots, 2020)^[17] ID:7 (26-36, Female, Indian) "Collaborative articles improve social status" suggests that active participation in collaborative efforts, such as contributing to articles, can positively influence one's standing within a community or professional context. By sharing knowledge and collaborating with others, individuals may enhance their reputation, credibility, and visibility, potentially leading to an improved social status within their respective networks." It is crucial to evaluate the role of personal branding on social status creation and as a result the following hypothesis is created

H4: there is a significant relation between personal branding and social status.

The relationship between knowledge sharing and research intensity

Knowledge sharing is defined as "a strategic process of creating, positioning, and maintaining a positive impression of oneself, based in a unique combination of individual characteristics, which signal a certain promise to the target audience through a differentiated narrative and imagery." (Gorbatov *et al.*, 2019)^[22]

Collaborative choices are always good in research as it enhances the outcome of knowledge exchange. The collaborative research leads to cross-country evaluation of the research and provides ample findings that ensures validity. (McCormack *et al.*, 2021)^[34]

There is a correlation between the level of intensity with which scholars are integrated in a collaborative network and the quality of the research findings. (Liao, 2010)^[32]

It is very crucial to evaluate the research intensity and its role as a motive to be a contributor in a collaborative article. Some of the participants expressed that the LinkedIn collaborative article is a platform for showcasing research inquisitee and to delve into the depth of the problem under discussion.

ID :2 (48-58, Male, United States (American)) research and present evidence to support their arguments. Brainstorming with others and bouncing ideas off each other often leads to new and creative approaches to the topic. Collaborative articles are pieces of research that are jointly written and published by multiple authors. In my opinion, collaborative articles definitely enhance the research inquisitee. In my opinion, collaborative articles definitely enhance the research inquisitee.

ID:7 (26-36, Female, Indian) Yes, collaborative articles can enhance research inquiries by bringing together diverse perspectives, expertise, and insights from multiple contributors

H5 there is a significant relationship between knowledge sharing and research intensity

The relationship between knowledge sharing and sustainable data sharing/green data sharing

Knowledge sharing is a process that presupposes social connections between those who contribute knowledge and those who receive it, and these interactions can take place in a variety of settings. selfishness is a more significant driver

of information sharing in online networks than extrinsic rewards. (Chang & Chuang, 2011)^[11]

By adhering to the FAIR principles (Findability, Accessibility, Interoperability, and Reusability), data sharing helps to improve the dissemination of knowledge (Alter & Gonzalez, 2018)^[5].

Initiatives that aim to facilitate the sharing of research data present chances to accelerate the rate at which new knowledge is discovered and scientific progress is made. There is a possibility that the reuse of research data will prevent the duplication of data sets and will bring about new perspectives as a result of several analyses of the same data set. (Figueiredo, 2017)^[18]

It is a shift away from the previously dominant focus on economic value and towards a shift towards a focus on proactive, concerted efforts of businesses, government institutions, and the overall community in addressing social challenges in innovative and holistic ways that generate social, environmental, and economic value for all stakeholders and future generations This shift is represented by the definition of sustainable value of sustainable value. (van Osch & Avital, 2010)^[52]

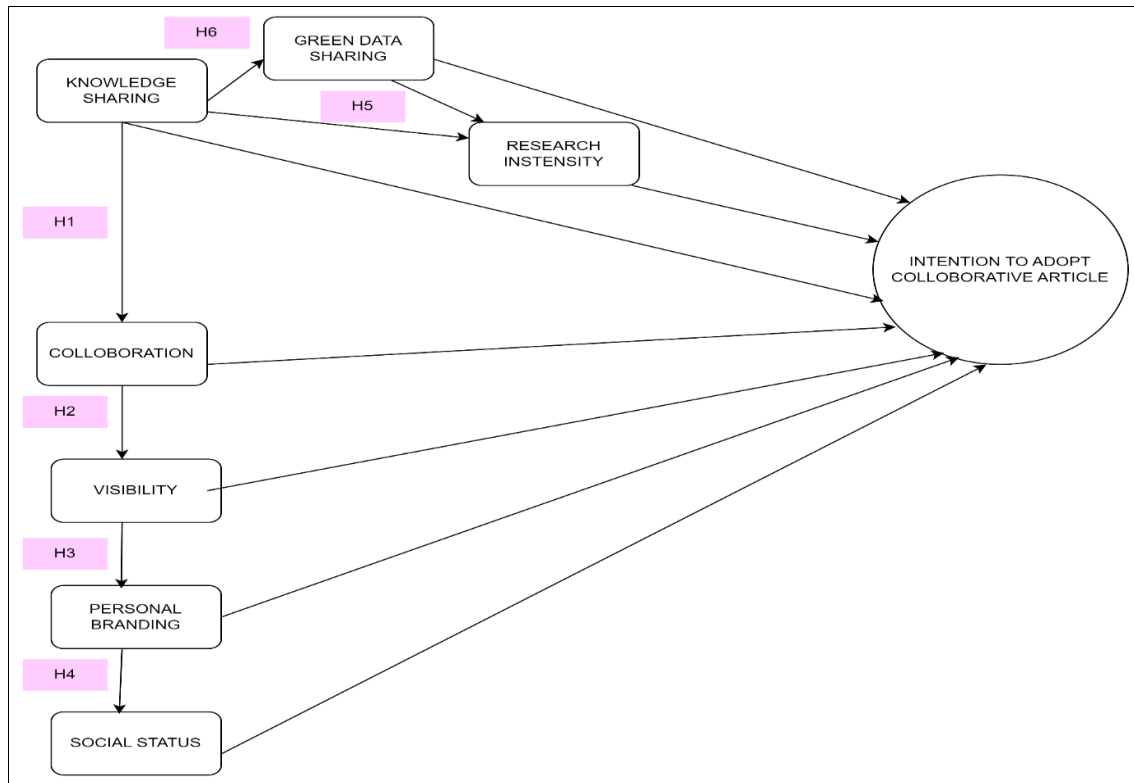
These processes are responsible for the manner in which the utilisation of data might result in the generation of value that is considered to be sustainable. Every single one of the mechanisms is reliant on some kind of cooperative endeavours, regardless of whether these endeavours are based on networks or on markets. The term "sharing society" refers to an open economic and social system that makes use of information technology to empower individuals, firms, nonprofit organisations, and the government with data sharing and reuse, as well as the transformation of this data into value that is sustainable through a variety of processes. (Jetzek *et al.*, 2014)^[27]

The LinkedIn collaboration is a mechanism that enhances sustainable sharing of information this is an area that has a high importance as most of the individuals are online users especially social media users. The act of sharing an information or knowledge through social media networks foster the transparency and reachability of the information to a wider audience and enhances sustainable data transmission this results in green data sharing.

One of the participants observed that

ID 11: (37-47, Female, Canadian) "Collaborative articles can serve as a platform for sharing opinions and conducting surveys, potentially contributing to more environmentally friendly practices. In terms of environmental impact, collaborative articles, especially when digital, have a lower ecological footprint compared to traditional paper-based surveys or extensive data collection methods. The digital format reduces paper waste and energy consumption associated with printing and distribution, contributing to an eco-friendlier approach to information gathering and sharing. their effectiveness as a primary platform for opinion surveys might be limited due to the nature of collaborative articles, which generally focus on collective content creation rather than direct survey administration."

H6: there is a significant relationship between knowledge sharing and green data sharing



Model developed by the researchers

Fig 2: Conceptual model

Discussion

The evaluation of the qualitative research throws light on the intentions of the individuals to adopt collaborative articles by LinkedIn. It is evident that one of the predominant reasons for choosing collaborative article is knowledge sharing. ID2: (48-58, Male, USA(American)) has a viewpoint that collaboration allows him to have a deeper understanding and enables to critically analyze the information. ID7: (26-36, Female, Indian) has an opinion that collaboration improves the content quality. ID 17:(48-58, Female, Brazilian) has a viewpoint that collaboration helps to collect diverse opinions. It is evident that knowledge sharing is enhanced through collaboration. ID6: (37-47, Male, Indian) has a viewpoint that collaborative articles improve networking. ID11: (37-47, Female, Canadian) expresses that collaborative article generates conversations and connections making them an effective tool for communication and networking on social media platforms. Wider the collaboration happens, better the visibility. ID2: (48-58, Male, USA(American)) “Collaborative articles also allow you to tap into a wider audience. When your collaborators share the article on their platforms, it reaches their followers who may not be familiar with you. they have a wider reach and audience engagement. When a single creator publishes an article, it is only shared with their existing followers. But when multiple creators collaborate on an article, it gets shared with the followers of each creator involved. This is because the article is being viewed by a larger audience, and more people are engaging with it”.

The greater the visibility in LinkedIn or in any social media platform has an effect on the personal branding as well. ID 3(48-58, Female, Malaysia): “It’s good for Personal Branding as it increases visibility”. ID 7: (26-36, Female, Indian) “Collaborative articles can contribute to personal

branding by showcasing expertise, collaboration skills, and the ability to work within a team. building credibility” and ID 11: (37-47, Female, Canadian) “enhance credibility and authority”

Personal branding is one crucial aspect that builds better social status, especially in the community they belong to. As most of the contributors of the collaborative articles are contributing their viewpoints in the community pages that are related mostly to their expertise and skills, greater chances are there to increase their social status. ID 2: (48-58, Male, United States (American)) “If the article is related to a professional field, collaborating with experts can definitely enhance one’s social status. collaboration with influential people in your field can definitely improve your social status. It shows that you are respected and valued by your peers.”

ID 7: (26-36, Female, Indian) “Collaborative articles improve social status” suggests that active participation in collaborative efforts, such as contributing to articles, can positively influence one’s standing within a community or professional context. By sharing knowledge and collaborating with others, individuals may enhance their reputation, credibility, and visibility, potentially leading to an improved social status within their respective networks.”

This initiative collaborative articles by LinkedIn can be viewed as a new method for future research as well. Some participants expressed that; collaborative article contributions are done as they would like to have better research related to the topic. ID 2: (48-58, Male, United States (American)) “research and present evidence to support their arguments. Brainstorming with others and bouncing ideas off each other often leads to new and creative approaches to the topic. Collaborative articles are pieces of research that are jointly written and published by multiple authors. In my opinion, collaborative articles

definitely enhance the research inquisitiveness. In my opinion, collaborative articles definitely enhance the research inquisitiveness.”

ID 7: (26-36, Female, Indian) “Yes, collaborative articles can enhance research inquiries by bringing together diverse perspectives, expertise, and insights from multiple contributors.”

The social media Digi platforms also ensure sustainability as most of the contents created, shared, posted are virtual in nature and this protects the environment by reducing printouts, carbon emission etc. Social media communication ensures data sharing through virtual platforms and this enriches the reachability. Multinational information sharing is possible through this means and as a result “Green data sharing” is possible, this can be the new trend in the future research conduct as information sharing can be done cross country basis. ID 11: (37-47, Female, Canadian) Collaborative articles can serve as a platform for sharing opinions and conducting surveys, potentially contributing to more environmentally friendly practices. In terms of environmental impact, collaborative articles, especially when digital, have a lower ecological footprint compared to traditional paper-based surveys or extensive data collection methods. The digital format reduces paper waste and energy consumption associated with printing and distribution, contributing to an eco-friendlier approach to information gathering and sharing. Their effectiveness as a primary platform for opinion surveys might be limited due to the nature of collaborative articles, which generally focus on collective content creation rather than direct survey administration. That said, collaborative articles can integrate opinion polls, feedback sections, or embedded surveys to gather insights or opinions from readers. Collaborators can use these tools within the article to engage the audience and collect feedback, creating a space for interaction and opinion sharing and ID 5: (37-47, Female, Indian) “Sometimes”.

Conclusion

This research offers key insights into the new mode of social media communication and engagement which was developed by LinkedIn. It is evident from the research that knowledge sharing, collaboration, visibility, research intensity, personal branding, social status and green data sharing are the key determinants to adopt collaborative articles by the LinkedIn users. Our research highlights the importance of social media platform to generate collaborative articles by experts from different fields and nationalities. \

Fundamentally our research put forth the following key observations. Most of the contributions in the collaborative articles are aiming to share the knowledge with similar community associated with the contributors, and thus forming collaboration through networking that enhances the audience reach and visibility of the contributor. By visibility the branding of the individual contributor enhances and the contributor can have a better profile impression, likes and shares.

More new members will connect with the contributor if he or she is active in the channel. The active status of the contributor, expertism and profile impressions can surely end in improved social status.

Future scope of the research

Considering the effectiveness and advantages of collaborative article writing through LinkedIn, there is an excellent rationale for more research in this area. The foundation is laid for further investigation into the complex workings and broader effects of collaborative writing practices in academic and professional contexts has been established by this research. Later research may explore the complex factors that underlie LinkedIn's collaborative writing habits in greater detail. This entails looking into things like the dynamics of communication, the collaboration tools that are used, and how platform characteristics contribute to productive collaboration. Subsequent investigations ought to pursue a more profound exploration of how collaborative article composition could be enhanced to cultivate even more audience approval and involvement, specifically in the context of research distribution. The promotion of green data sharing practices through collaborative article writing is an important finding of our study. The following studies are required to focus on recognizing particular approaches and resources that can enable eco-friendly information exchange in group writing settings. This could entail looking at energy- and paper-efficient cloud-based storage options, update management programs, and collaborative editing platforms. In order to support more sustainable research approaches, it is also necessary to look at the particular tactics and resources that can encourage green data sharing practices in collaborative writing spaces. By embarking on this path of investigation, we can contribute to the advancement of academic discourse and the adoption of ecologically responsible research techniques in the rapidly changing digital context.

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