

7th floor, Tower A Global Technology Park,
Devarabisanahalli, next to Intel, Adarsh Palm Retreat,
Bengaluru, Karnataka 560103

March 2022

Dear,
Dr.T.Senthil Siva Subramanian
Head Institute Industry Interface Program
Sharda Group of Institutions Mathura

Invitation to participate in LinkedIn expert research

LinkedIn is the world's largest professional network with 800+ million members. We have commissioned independent research agency WorldThinks, and Research Pacific, to conduct research on our behalf to better understand the views opinion formers, experts and wider stakeholders have of our company and the industry landscape. This is particularly relevant now, with countries tentatively moving out of the current phase of the Covid-19 pandemic and we would value your input in understanding how best LinkedIn could play a supporting role in this context and going forward.

We would like to invite you to take part in a telephone or online interview, conducted by a Research Pacific researcher on behalf of WorldThinks. The aim of the interview is to understand your views on LinkedIn and its direction of travel. You have been personally selected to take part, because we think you will have an interesting perspective on the business.

The interview will take approximately 30-40 minutes. It will be conducted either by telephone or online (based on your preference) and will be arranged at a time to suit you. As a token of our appreciation for your time we will be making a small token payment as an honorarium to all participants.

The interview will be completely confidential and none of your comments will be attributed to you or your organisation in WorldThinks' report to us or elsewhere. There is no need to prepare anything ahead of the interview.

A researcher from Research Pacific will call you over the next few weeks to see if you are willing to take part and, if so, to set an appointment for the interview. If you would like to participate, or alternatively if you would prefer not to do so, please email Sangita Gupta of Research Pacific (sangitarpi@respac.com)

If you have any questions about the research, please contact Raymond Chan, Measurement & Evaluations Manager, Communications, via email raychan@linkedin.com.

Thank you for taking time to read this letter and I very much hope that you will agree to work with us on this project.

Yours sincerely,

Ashutosh Gupta
India Country Manager & Head of Online Sales APAC & China

