

# Identifying the Most Effective Job Search Strategies Across Cultures

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**ABSTRACT:** This session explored evolving job search strategies across global contexts, highlighting traditional, modern, and creative approaches. Participants shared culturally relevant practices, client challenges, and the growing roles of artificial intelligence and personal branding. The discussion emphasized inclusive, client-centered guidance for navigating dynamic and increasingly digital employment landscapes.

This interactive discussion session explored the evolving landscape of job search strategies in the context of global, cultural, and technological shifts. Participants from various countries shared insights on traditional practices, emerging digital tools, and culturally nuanced approaches to career planning and job acquisition.

The session began with an overview of job search strategies, grouped into three broad categories:

- Traditional methods (e.g., newspaper ads, walk-ins, campus placements)
- Modern strategies (e.g., online portals, LinkedIn, virtual job fairs)
- Creative approaches (e.g., cold emailing, video résumés, personal branding)

Participants were invited to reflect on which strategies were most commonly used by their clients through a live poll. The results revealed a growing reliance on networking and online platforms—especially LinkedIn—across Asia-Pacific and Western countries, while individuals from some regions continued to depend on family referrals or recruitment agencies.

A critical part of the discussion addressed cultural variations in job-seeking behaviors. For example, internal referrals were predominant in Asia; apprenticeships and EU mobility programs were highlighted in Europe; and community-based approaches and entrepreneurship were common in African contexts. Middle Eastern participants noted a reliance on agency-based hiring and endorsements.

The group also examined challenges faced by clients globally, such as language barriers, visa restrictions, digital divides, and lack of confidence. Particular attention was given to supporting first-generation graduates and clients from under-resourced regions. Strategies such as role-playing, confidence-building, and storytelling were discussed as valuable interventions.

Another focal point was the importance of personal branding, especially on LinkedIn and other professional platforms. Participants emphasized helping clients craft authentic online profiles, share thought leadership content, and explore passive job opportunities through increased visibility.

Discussion questions encouraged participants to share successful strategies,

outdated methods still in use, and how soft skills are assessed in different hiring cultures. A forward-looking segment explored the influence of AI and automation on job search trends and clarified how career practitioners can prepare clients for remote or global opportunities.

The session closed with a “One Strategy That Works” activity, during which participants contributed real-life examples of effective job search techniques from their practice. This collaborative exchange provided actionable insights and highlighted the need for culturally responsive, digitally enabled, and client-centered career services.