



University Report 2012 European Edition

Poland

DISCLAIMER

Copyright © 2002-2012 Potentialpark Communications AB
All rights reserved.

Reproduction of all or parts of the information contained in this report is prohibited without the permission of Potentialpark Communications AB. The report contains copyright material and other proprietary information, the rights to which must be respected. The report can only be used for internal purposes within your company / organization. No part of this publication may be reproduced, stored in a retrieval system, shared outside of your company / organization, or transmitted in any form without prior agreement with Potentialpark Communications AB. All Registered Trade Marks used in this document are declared to belong to their respective owner(s)

The Potentialpark University Report 2012

Printed in Stockholm, Sweden, April 2012

Disclaimer

Due to the nature of any statistical survey or research where a large amount of material is gathered, processed and analyzed, errors may occur. Content may be changed or updated without notice. Potentialpark works to the best of its abilities to achieve the desired outcome following known research methodology and procedures. Potentialpark will not bear the responsibility for or be liable for any costs, losses or damages incurred, or for any claims from third parties as a result of such errors or changes.

No reader should act on the basis of any content in this report without obtaining professional advice in order to understand the methodology, research and analysis and to what extent conclusions can be drawn and acted upon.

TABLE OF CONTENTS

Thank you.....	4	Where to find information about employers on the internet?.....	39
About Potentialpark.....	7	Where do students prefer to meet/interact with employers?.....	40
About us.....	8	Reasons to visit a company's career website.....	41
Research themes.....	9	Biggest frustrations with online application forms.....	42
OtaC - Online Talent Communication.....	10	The jobseekers' voices.....	43
Research process.....	11	Social Media And Mobile Recruiting.....	45
Top 30 rankings 2012.....	12	Social media: Show the reality.....	46
Career Experiences And Preferences.....	17	Top 8 platforms used at least once a week.....	47
Career experience.....	18	What do students using Facebook for?.....	48
Perceptions about career chances after graduation.....	20	The jobseekers' voices on social media.....	49
Career options that students are interested in	21	Mobile Recruiting: Employers need to catch up.....	50
Career preferences.....	22	Do students use mobile internet for career activities?.....	51
Campus Events and Career Activities.....	29	Would students use a mobile career website / career app?.....	52
Where do students look for information about an employers?.....	30	The jobseekers' voices on mobile recruiting.....	53
Campus sources to find career information.....	31	References.....	55
Campus events	32	Global demographics.....	56
Applying Online.....	37	University list.....	57
Applying online: Multi-Channels.....	38		

THANK YOU!

Your contribution is the key to success

Potentialpark's annual study helps companies to understand job seekers' expectations on companies' career websites, social network communication, and mobile recruiting and their preferences regarding interaction with employers. Therefore, the input from your students is of utmost importance to us. Through your effort we can successfully help companies to improve and better fulfill your students' needs when it comes to career planning.

We know that companies listen and learn from what we tell them. Your efforts pay back in making the virtual meeting between students and employers a better experience.

By sending you this University Report we want to thank you.

We also want to share the results of our study and give some interesting insights into the fast moving development of career websites, social media, mobile recruiting, and campus activities. We hope that you find the results interesting and we are looking forward to continuing our cooperation for the Online Talent Communication 2013 study.

Sharing the results

As key players in the relationship between employers and students we encourage universities to share this report with both these groups, and especially with recruiters and companies. The more the employers are aware of students' expectations, the better the communication will become.

The results of the Online Talent Communication study are presented every year in the media throughout the world: LeFigaro, Spiegel Online, The Wall Street Journal, and The Financial Times, among others, show a great interest and have recently published articles with the results of the Online Talent Communication study.

Please visit www.potentialpark.com/media to find the links.

Feedback to participating students

We will share the results of the study with all the students who responded and indicated that they are interested in the results. This way we hope to give something back to those who contributed to our research with valuable input. However, we believe that the best we can do to value this input is to

communicate the students' preferences and priorities to companies. This will make sure that the students' voice is heard and affects the next generation of career websites and other communication channels as it has happened many times before.

Disposition of the report

In the first chapter you will learn more about Potentialpark, our research projects, and this year's rankings regarding the different channels of Online Talent Communications. The following chapters are dedicated to insights focusing on students' career experience and preferences, campus activities and students' preferences when using the university's resources to gather career information and to get in contact with potential employers. We also present the key findings of the OTaC 2012. In the reference section, you will find the demographics of the respondents and a list of all participating universities in this year's study. At the end of the report, you will find out more about how we can collaborate further.





A photograph of three business professionals. A man in a dark suit and blue striped tie is on the left, leaning over a laptop. A woman with short black hair and a yellow patterned scarf is in the center, smiling. Another woman is in the background, also smiling. The background is a bright, out-of-focus office setting.

About Potentialpark

ABOUT US



Since 2002, Potentialpark has been monitoring the information-gathering, decision-making and application processes of jobseekers worldwide

and helping employers to communicate better with students and graduates.

We cooperate with 1,000 universities, business schools and technical institutions worldwide, sharing our research insights with them.

RESEARCH THEMES

The **OTaC** 2012 project consists of quantitative and representative studies on different Online Talent Communication channels, including the **TEWeB** (Career Websites), **APOLLO** (Online Application System), **S-Com** (Social Network Communication), and **M-Com** (Mobile Recruiting) reports. The data in these studies come from two sources:

- A survey with a representative number of students and graduates from top schools. The goal of the survey is to measure jobseekers' preferences and priorities with respect to online recruitment.
- Audits of career websites, online application systems, social/professional network career profiles, and mobile career websites/apps of the most active and attractive employers.

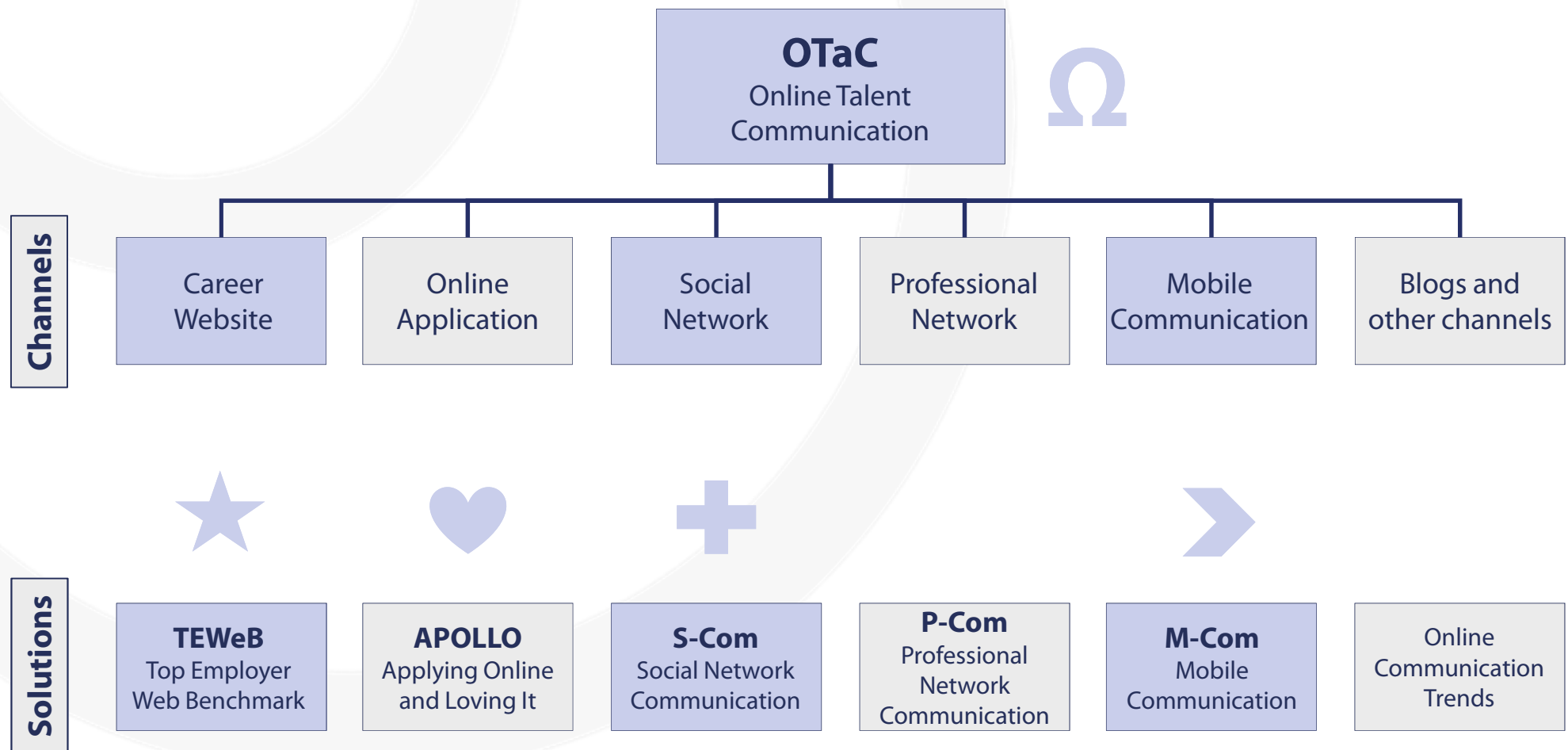
Combining these two factors, i.e. jobseekers' preferences and the companies' performance, Potentialpark makes an accurate analysis of companies' Online Talent Communication channels to help employers to communicate better with their target group.

During the last ten years, Potentialpark has conducted intensive studies about companies' career websites and online application systems. In addition, during the recent years, Potentialpark has been closely monitoring developments in the areas of Social Media and Mobile Recruitment. The purpose of these studies is to illustrate the following:

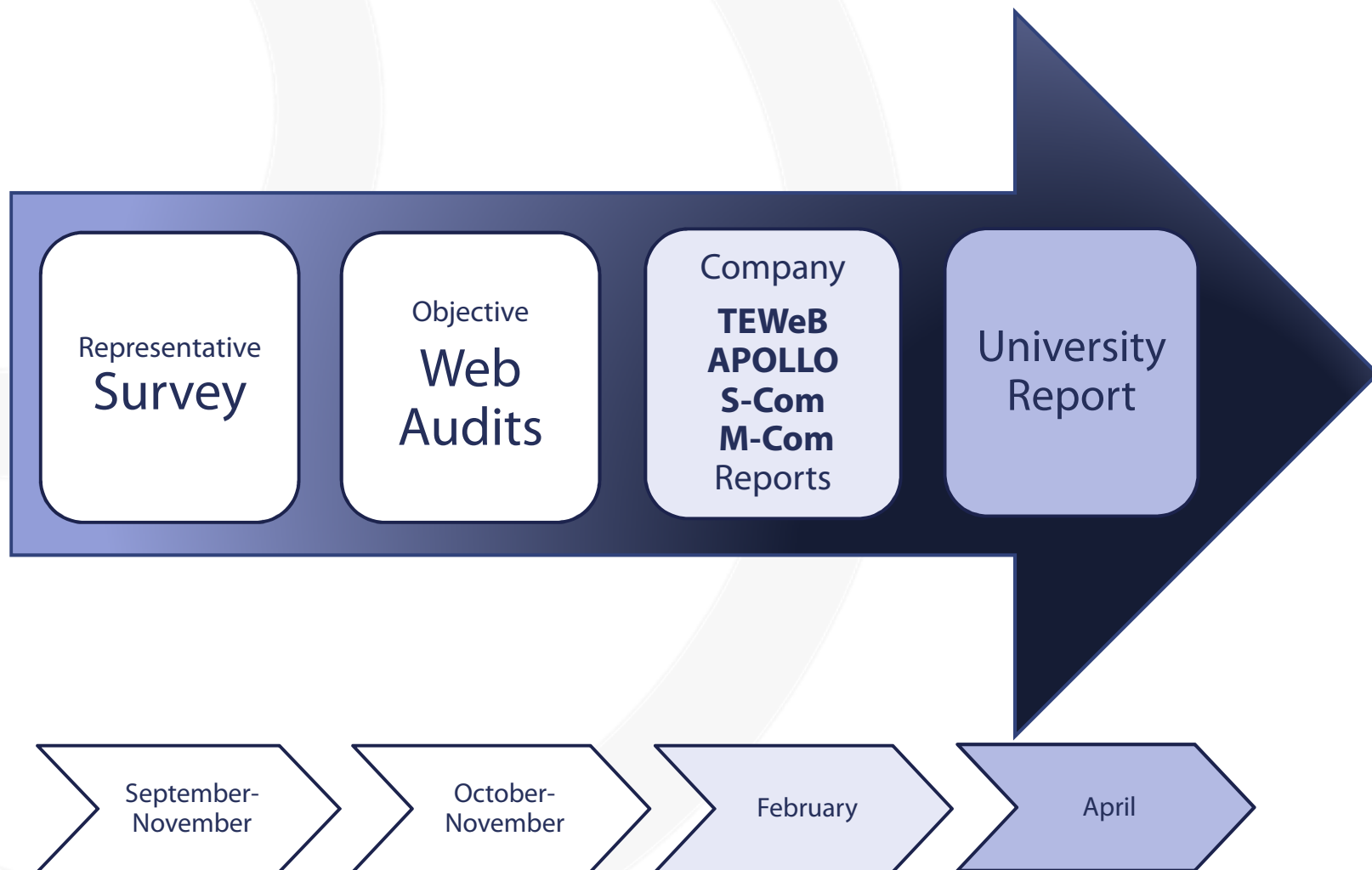
- The development of jobseekers' acceptance and preferences regarding social media
- How jobseekers use their mobile phones to access career-related information
- Differences in jobseeker's behavior on various channels
- Jobseekers' advices on employers' activities

OTAC – ONLINE TALENT COMMUNICATION

Potentialpark's official annual rankings
Benchmarking employers' talent communication across all major online channels worldwide



RESEARCH PROCESS



TOP 30 RANKINGS 2012: EUROPE

OTaC – Online Talent Communication

Rank	Company	Score
1	Roche	67.7
2	Accenture	67.2
3	Allianz	64.6
4	Total	62.5
5	BASF	62.1
6	Intel	60.2
7	Deloitte	60.1
8	Ernst & Young	59.2
9	Procter & Gamble	58.4
10	Baloise	57.3
11	Reckitt Benckiser	57.2
12	IBM	57.1
13	GE	56.7
14	KPMG	56.5
15	CERN	56.3
16	ABB	56.0
17	AstraZeneca	54.6
18	Shell	54.4
19	MAN	53.8
20	Airbus	53.6
21	Bayer	52.8
22	Unilever	52.5
23	L'Oréal	50.9
24	Nestlé	50.9
25	J.P. Morgan	50.8
26	BNP Paribas	50.3
27	Microsoft	50.2
28	BP	49.6
29	European Institutions	49.1
30	Arriva	49.1

Explanation	
The tables on this page and the following two pages present the top 30 rankings per study.	
Rank	Position within the study
Score	Score of the company
Diff.	Evolution of the ranking position since last year where available
ATS Providers	The companies that provide the services to the Application Tracking System

TOP 30 RANKINGS 2012: EUROPE

TEWeB – Top Career Websites

Rank	Company	Score	Diff.
1	Accenture	1151	↑ 1
2	Allianz	1089	↓ -1
3	Bertelsmann	1073	→ 0
4	BASF	1073	↑ 4
5	KPMG	1040	↑ 6
6	Total	1039	↑ 6
7	Shell	1024	↑ 19
8	BP	1017	↓ -3
9	Aviva	1014	→ 0
10	Ernst & Young	1011	↓ -6
11	Roche	1010	↑ 7
12	Deloitte	999	↓ -2
13	Accor	991	→ 0
14	Procter & Gamble	963	↓ -5
15	Bayer	953	↓ -1
16	Baloise	943	→ 0
17	Capgemini	935	↑ 27
18	BNP Paribas	934	↓ -2
19	Intel	932	↑ 24
20	Unilever	932	↑ 16
21	IBM	930	↑ 16
22	HSBC	913	↑ 1
23	J.P. Morgan	909	↑ 4
24	Grupo Santander	907	→ 0
25	Bain & Company	898	↑ 16
26	MAN	895	↑ 40
27	Airbus	894	→ 0
28	BMW	894	↓ -9
29	Holcim	891	↓ -22
30	Vodafone	876	↓ -5

APOLLO – Top Online Application Systems

Rank	Company	ATS Provider	Score	Diff.
1	BP	Brassring	1142	→ 0
2	Allianz	SAP	1080	→ 0
3	Roche	Taleo	1061	↑ 2
4	Total	Other	1045	↑ 4
5	BASF	SAP	1014	↑ 2
6	Vodafone	Taleo	1005	↑ 3
7	Bertelsmann	Embrace	1001	↓ -4
8	ABB	SAP	999	↑ 2
9	Mars	Taleo	989	↑ 6
10	Ernst & Young	Taleo	986	↓ -4
11	SAP	SAP	982	↑ 36
12	MAN	SAP	978	↑ 39
13	Procter & Gamble	Taleo	975	↑ 17
14	Grupo Santander	Other	967	→ 0
15	HSBC	Taleo	965	↓ -2
16	Accenture	Taleo	965	↓ -12
17	Accor	Homegrown	957	→ 0
18	HOCHTIEF	HR Software	952	↓ -6
19	BMW	Other	943	↓ -5
20	Bayer	SAP	937	↑ 23
21	Maersk	Taleo	936	↑ 63
22	Société Générale	Jobpartners	936	↑ 7
23	ArcelorMittal	Homegrown	935	→ 0
24	Deloitte	GTI	935	↓ -1
25	Airbus	SAP	927	→ 0
26	Intel	Taleo	926	↑ 32
27	DHL	Jobpartners	920	↑ 12
28	EADS	SAP	913	↑ 24
29	KPMG	ADP	908	↑ 26
30	UBS	Kenexa - Brassring	905	↓ -8

TOP 30 RANKINGS 2012: EUROPE

S-Com – Top Facebook career page

Rank	Company	Score
1	AstraZeneca	386
2	Roche	368
3	Total	362
4	BASF	357
5	Accenture	355
6	Intel	354
7	Reckitt Benckiser	346
8	Unilever	340
9	GE	325
10	CERN	319
11	IBM	317
12	Baloise	316
13	Procter & Gamble	311
14	Deloitte	308
15	Allianz	301
16	Nestlé	298
17	Airbus	292
18	Novo Nordisk	286
19	L'Oréal	284
20	MAN	282
21	Ernst & Young	280
22	BNP Paribas	280
23	ABB	279
24	Hilti	276
25	European Institutions	268
26	KPMG	260
27	Daimler	253
28	Arriva	238
29	BT	237
30	Bayer	231

M-Com – Top mobile Recruiting (Global)

Rank	Company	Score
1	Accenture	377
2	E-Plus	310
3	BNP Paribas	278
4	UnitedHealth Group	271
5	AT&T	268
6	Armée de Terre	267
7	Orange	267
8	ThyssenKrupp	227
9	UPS	220
10	Daimler	215
11	IBM	204
12	Altria	201
13	Nestlé	196
14	DHL	192
15	Nokia	189
16	Sodexo	185
17	Fresenius	178
18	Deutsche Post DHL	176
19	E.ON	174
20	EDF	172
21	Deutsche Telekom	166
22	Deloitte	160
23	Morgan Stanley	159
24	General Motors	153
25	Bertelsmann	148
26	Nomura	147
27	J.P. Morgan	146
28	AB Volvo	136
29	Datev	135
30	Qualcomm	135



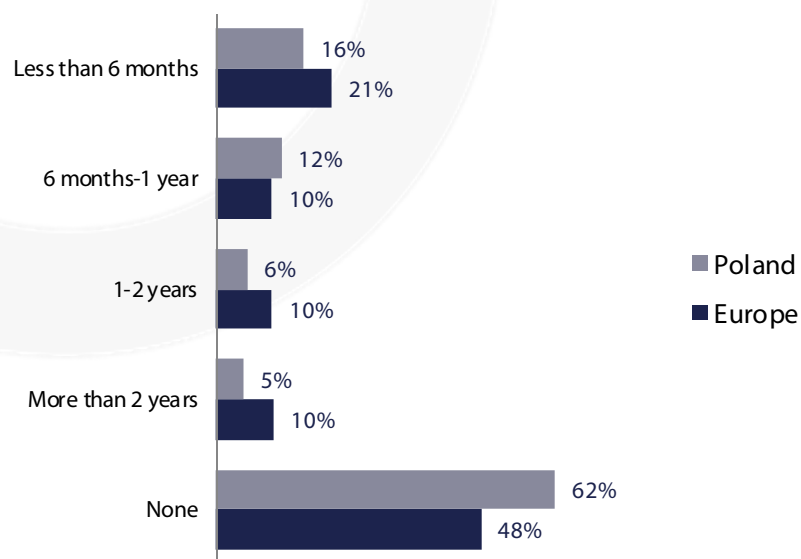




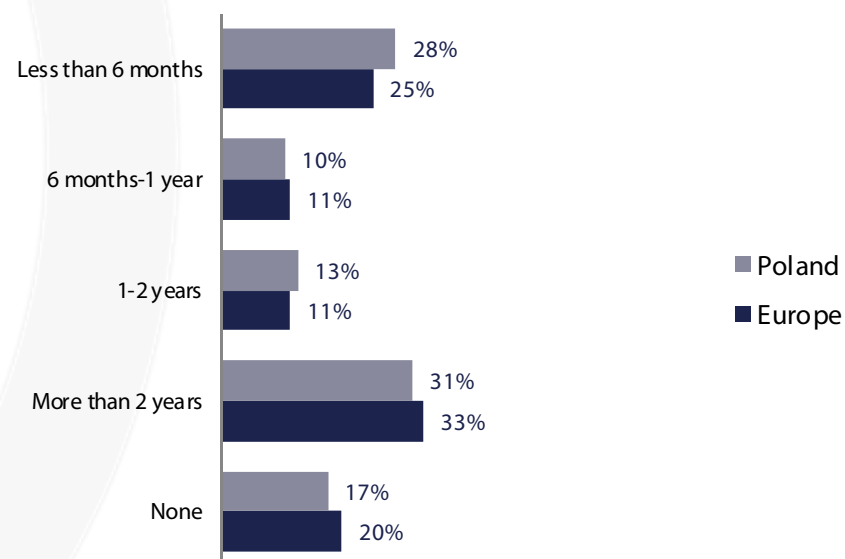
Career Experience and Preferences

CAREER EXPERIENCE

Study abroad:



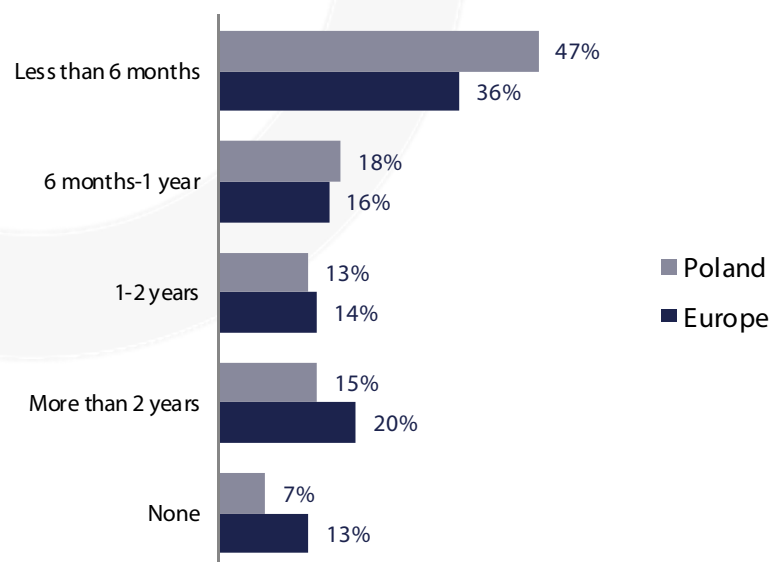
Extracurricular activities:



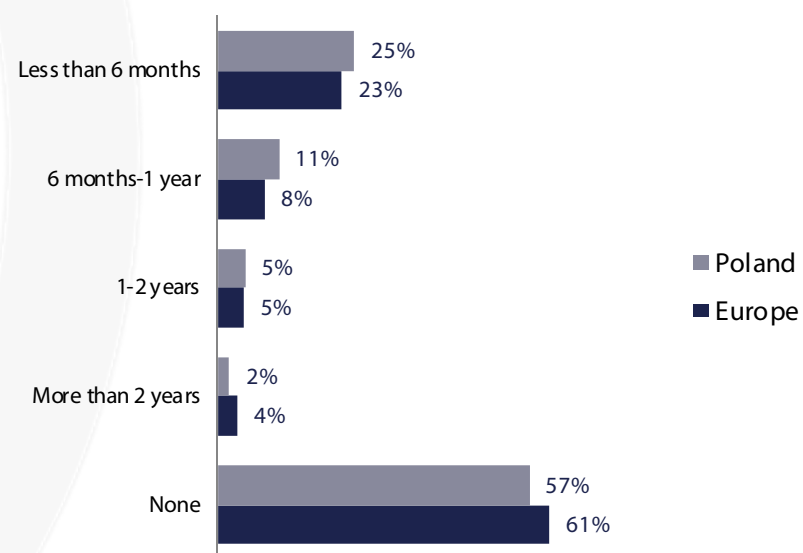
- More than half of our European respondents have studied abroad.
- 80% have participated in extracurricular activities, and the majority of them have done so for more than one year.

CAREER EXPERIENCE

Work experience in my country:

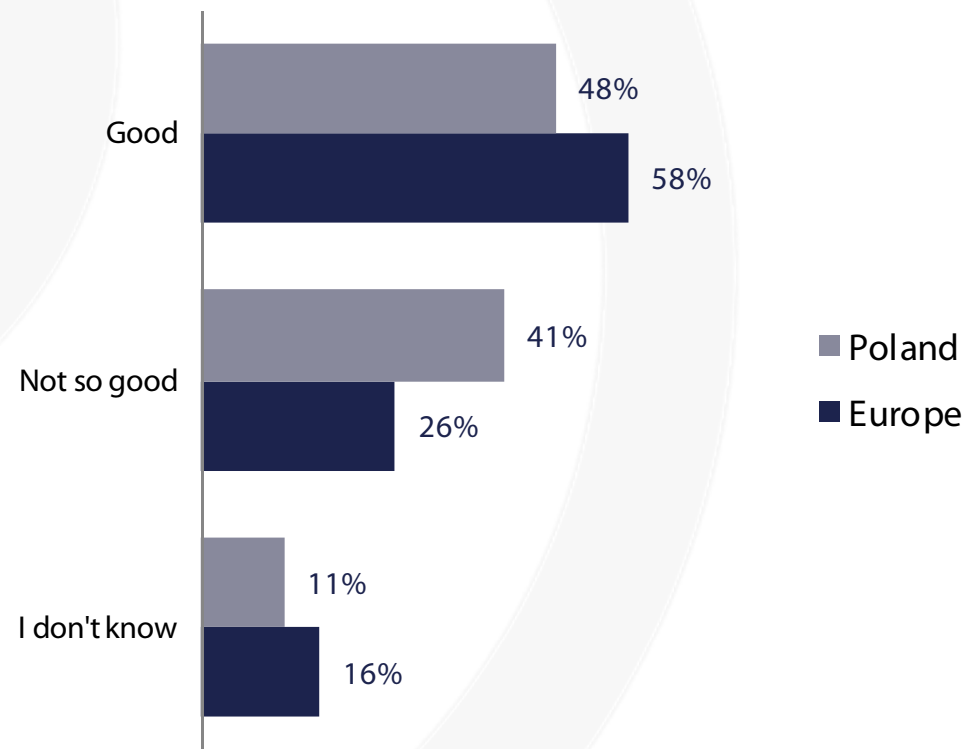


Work experience abroad:



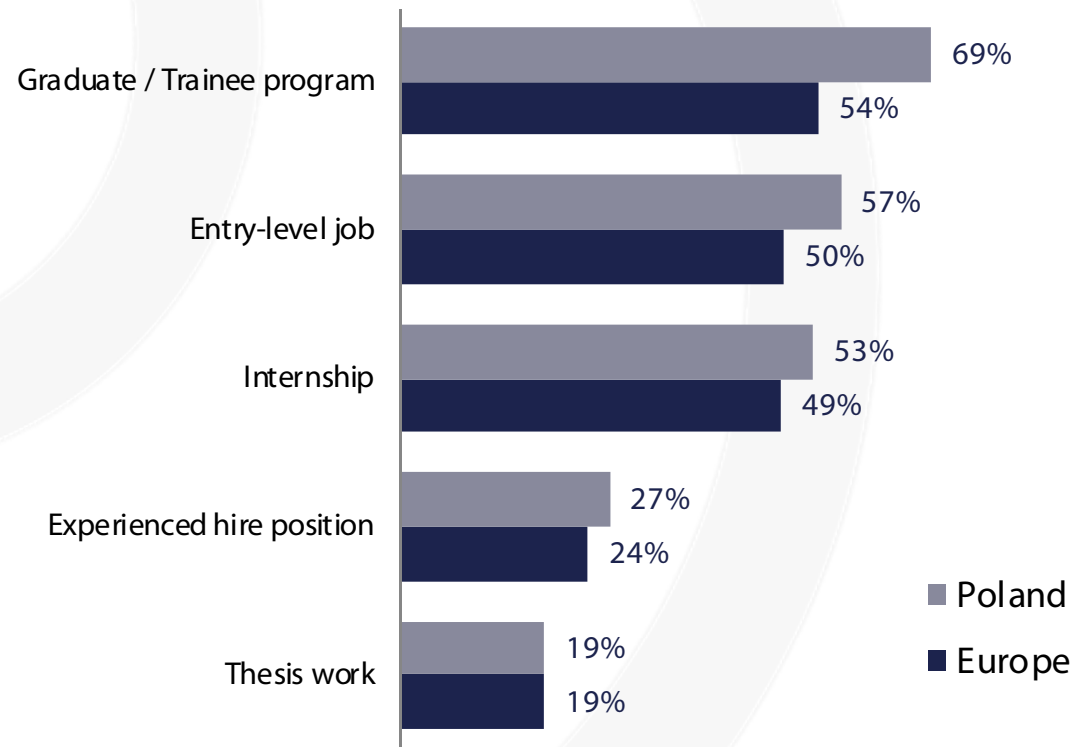
- Most European students already have some work experience before finishing their university studies.
- About 40% of the respondents already have some work experience abroad.

PERCEPTIONS ABOUT CAREER CHANCES AFTER GRADUATION



- The majority of European students are optimistic about their chances on the job market after graduation.

CAREER OPTIONS THAT STUDENTS ARE INTERESTED IN



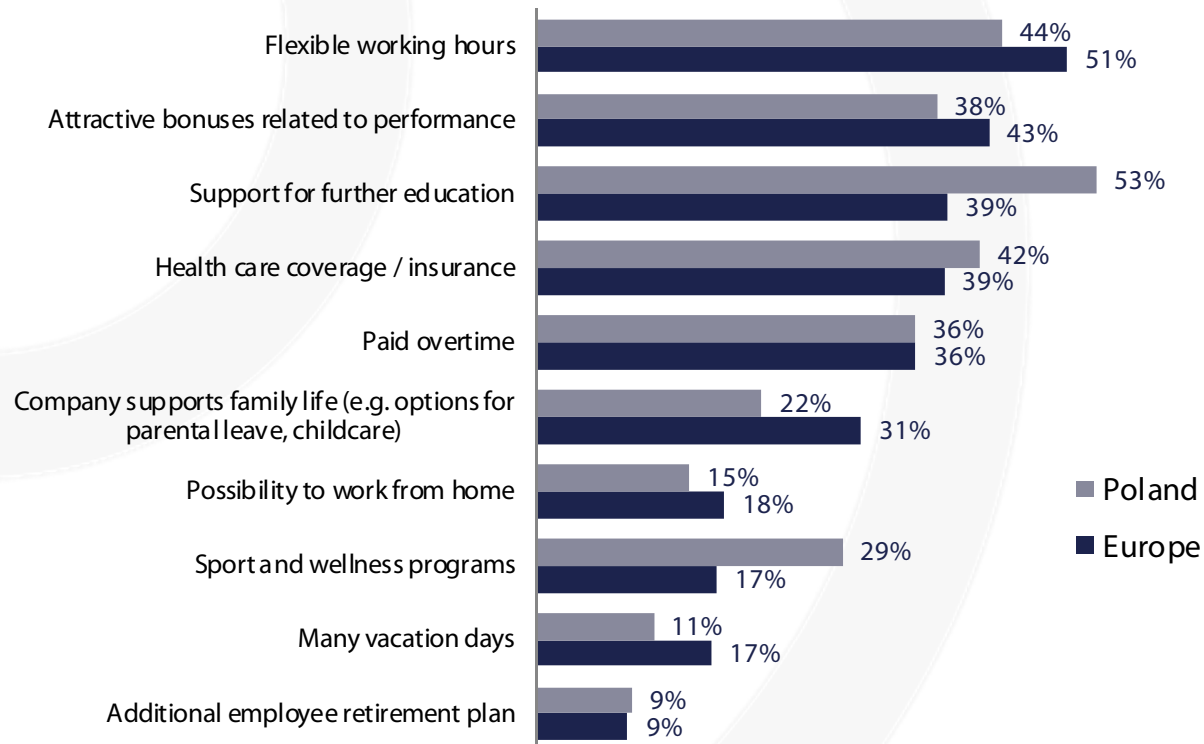
- *Graduate/Trainee program* is the most preferred career option among European students, followed by *Entry-level job* and *Internship*.
- This implies that most students think that they will need some type of on-the-job training at the beginning of their careers.

PREFERRED JOB FUNCTIONS



- *Project management, Marketing/PR/Internal Communication and Executive management* are currently the most attractive job functions among European students.

MOST IMPORTANT ELEMENTS OF COMPENSATION AND BENEFITS



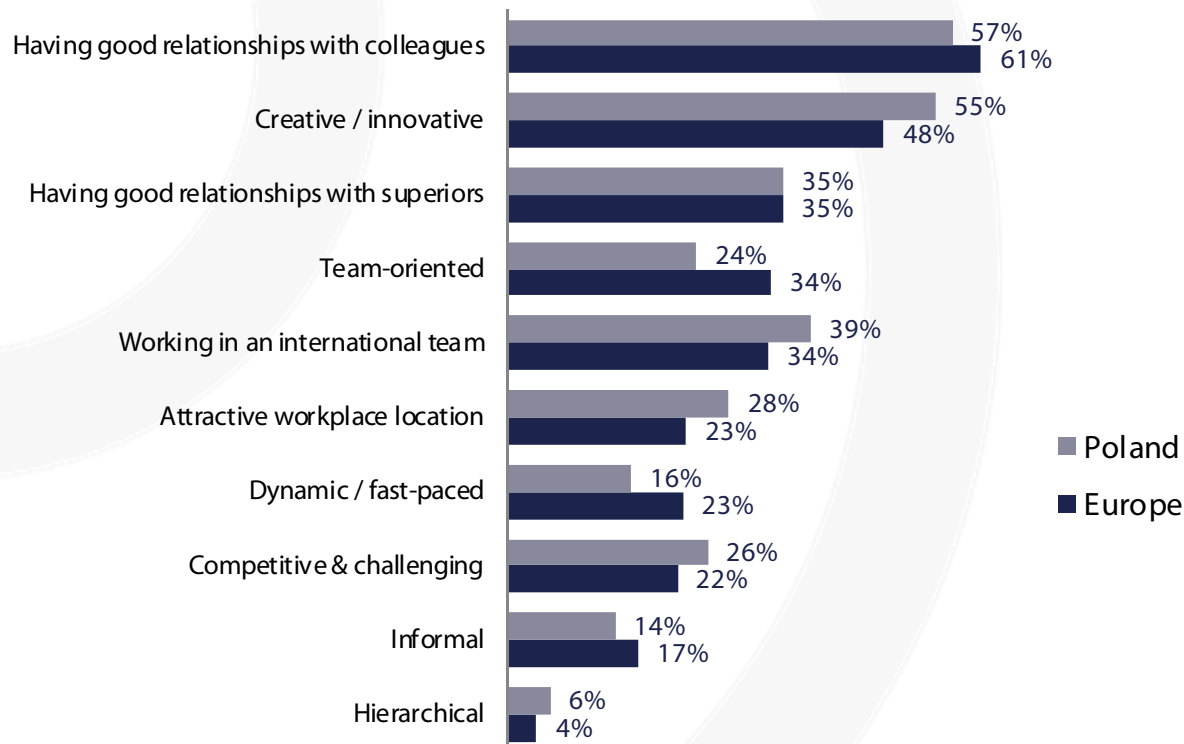
- In general, for European students, flexible working hours and the possibility to earn more income based on performance are the most important career benefits.

MOST IMPORTANT FEATURES OF A PREFERRED EMPLOYER



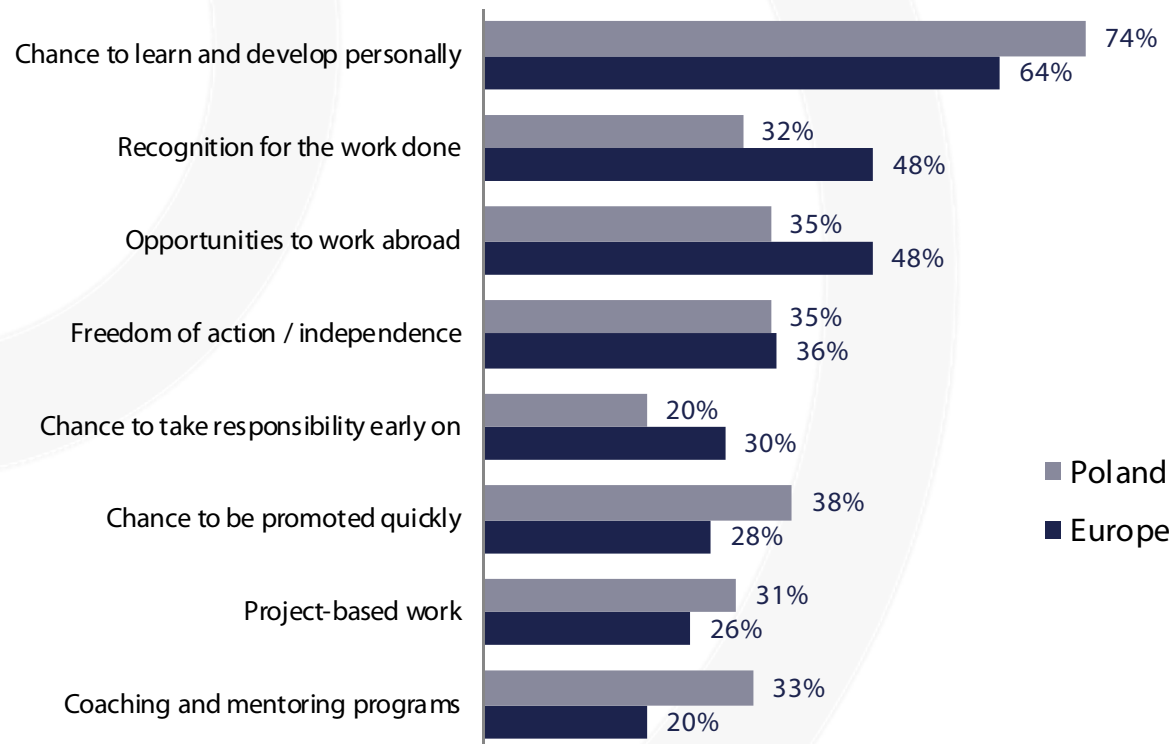
- The features European students value the most when assessing a future employer are the quality and trustworthiness of the management, and that the company is international.
- The reputation of the company in the media and whether the company only recruits the best talents are the least emphasized factors.

MOST IMPORTANT ASPECTS OF A PREFERRED WORK ENVIRONMENT



- For European students, the most important aspects of the work environment are the relationships with the colleagues as well as the creativity and innovativeness.
- About one third of the students, in Europe on average, emphasize the importance of a team-oriented work environment and the internationality of the team.

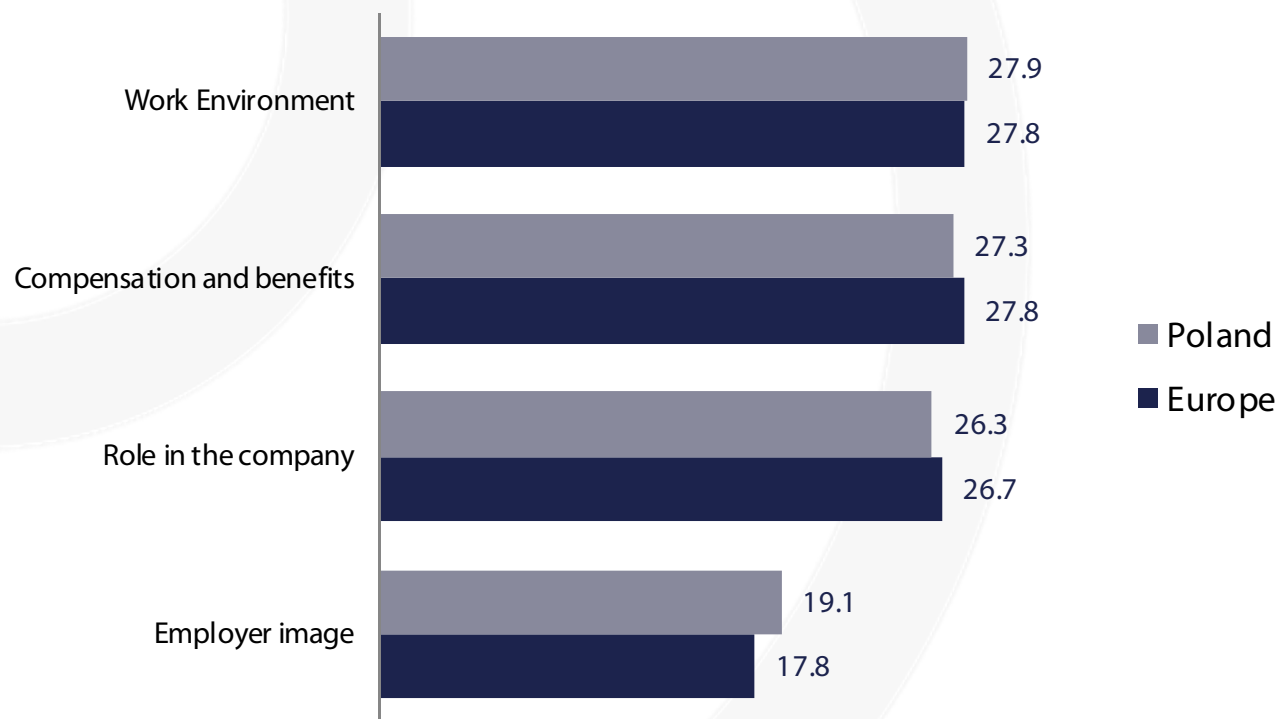
MOST IMPORTANT CHARACTERISTICS OF AN IDEAL ROLE



- The ideal job roles for most European students are those giving the individual the chance to learn and develop personally.
- Almost half of the respondents emphasize the recognition for the work done and opportunities to work abroad as two of the most important characteristics of an ideal role.

IMPORTANCE OF THE FOUR ASPECTS OF A COMPANY AS AN EMPLOYER

(Average scores. The total score of the 4 items is scaled to 100)



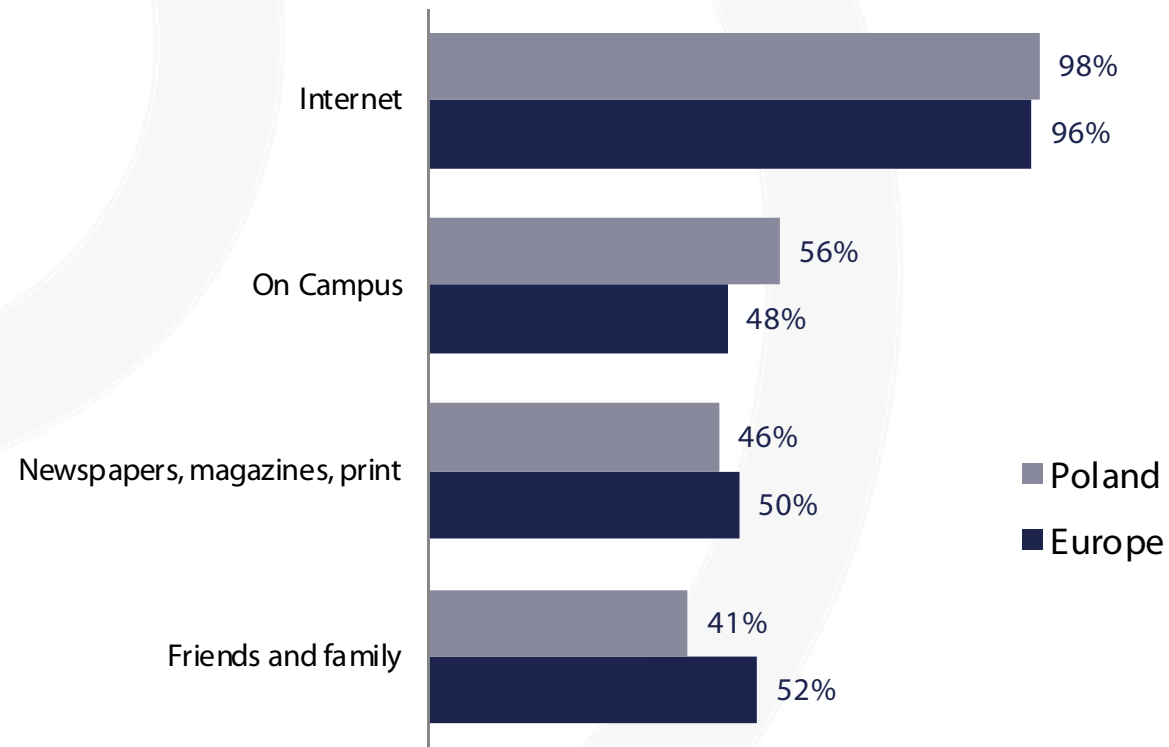
- Work environment, compensation and benefits, and the role in the company are more or less equally emphasized aspects of a company as an employer.
- Employer image is considered the least relevant aspect.



Campus Events and Career Activities

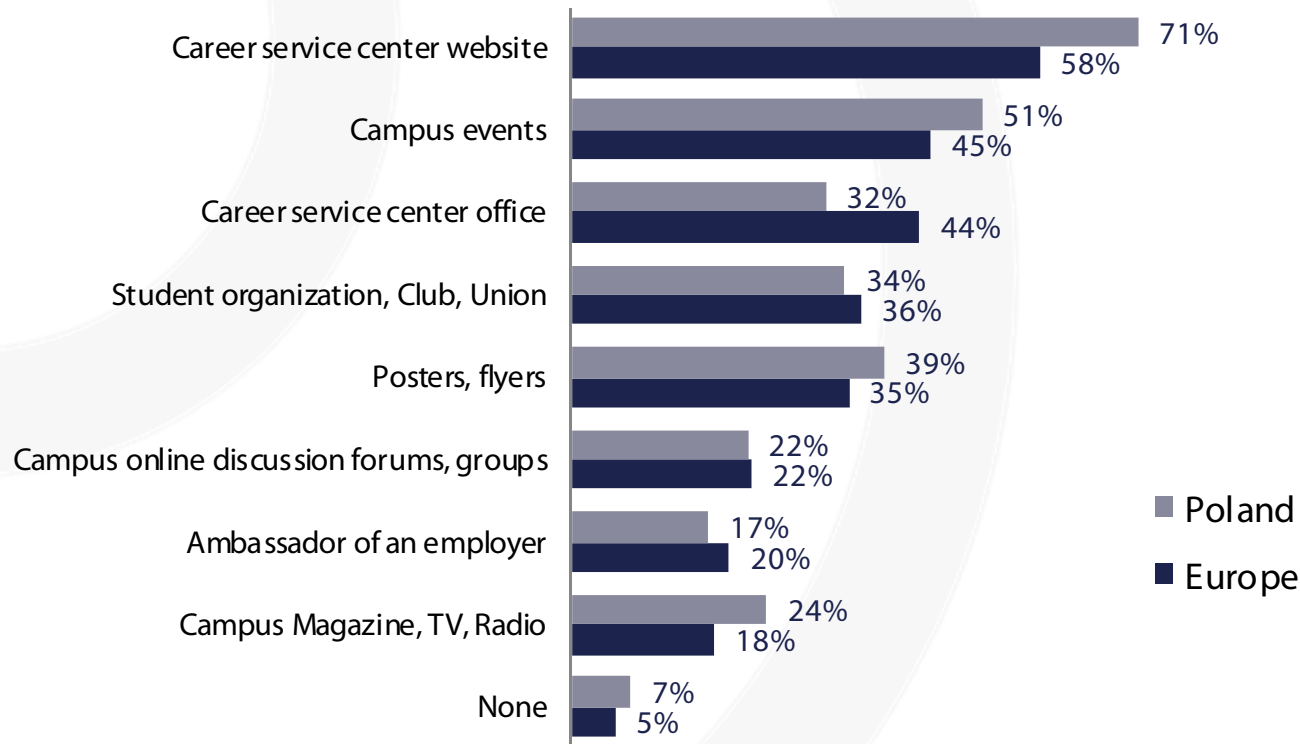


WHERE DO STUDENTS LOOK FOR INFORMATION ABOUT AN EMPLOYER?



- Almost all European students use the internet to look for career information, but traditional channels (on campus, newspapers etc., friends and family) are still important sources of information.

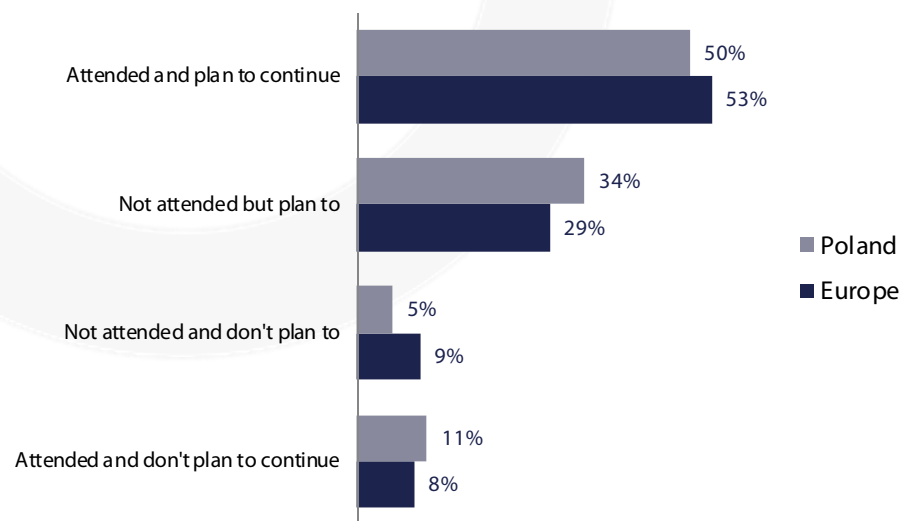
CAMPUS SOURCES TO FIND CAREER INFORMATION



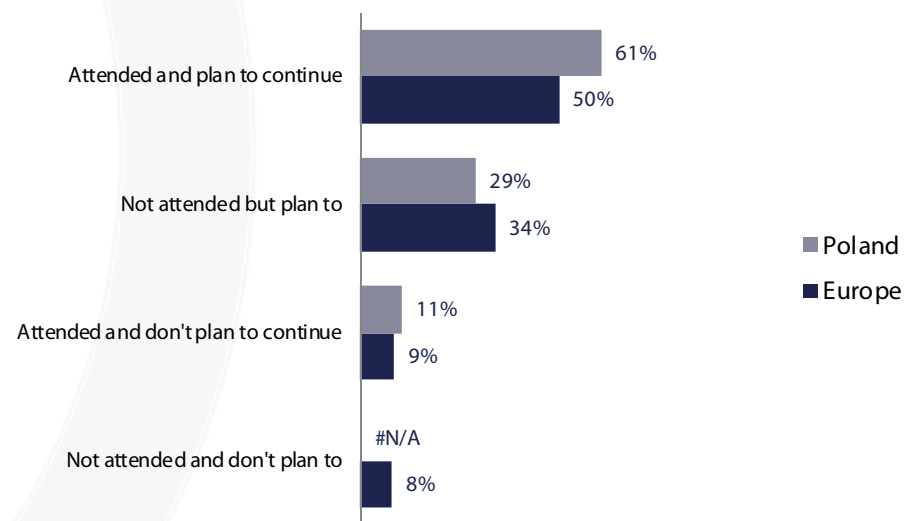
- The Career Service Center, especially the website, is the most preferred source of career information on campus.
- Campus events, student organizations, and posters and flyers are also regarded by many students as important information channels.

CAMPUS EVENTS

Company presentations:



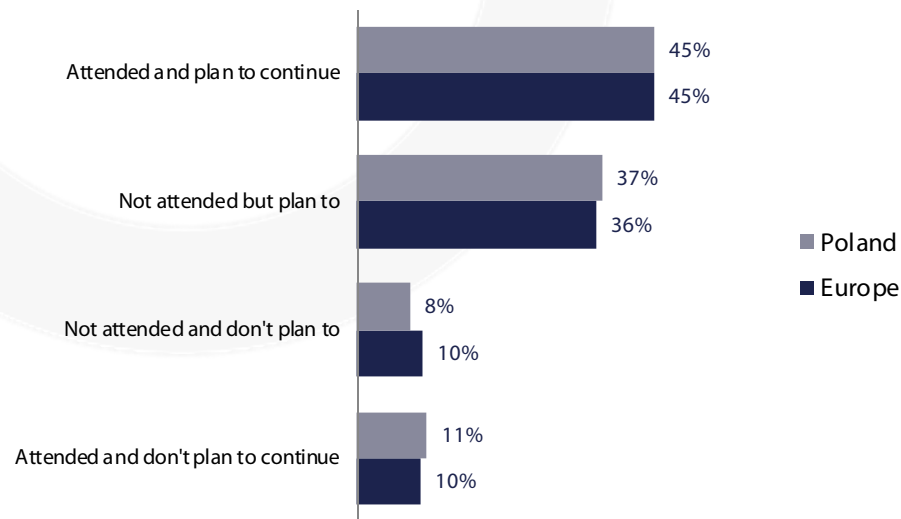
Workshops or seminars:



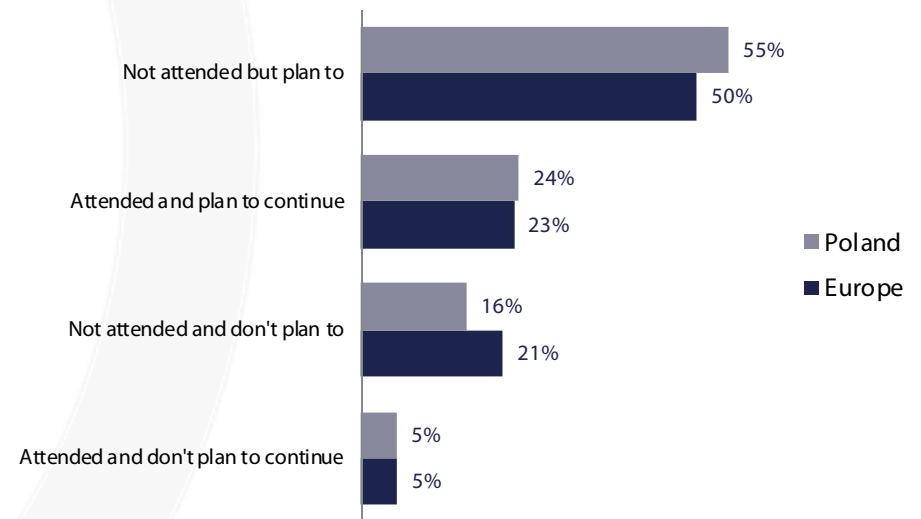
- Company presentations and workshops are popular among European students, and more than half of the respondents have attended these activities.
- Around 80% of the students would like to attend or are planning to attend such an event again.

CAMPUS EVENTS

Career fairs:



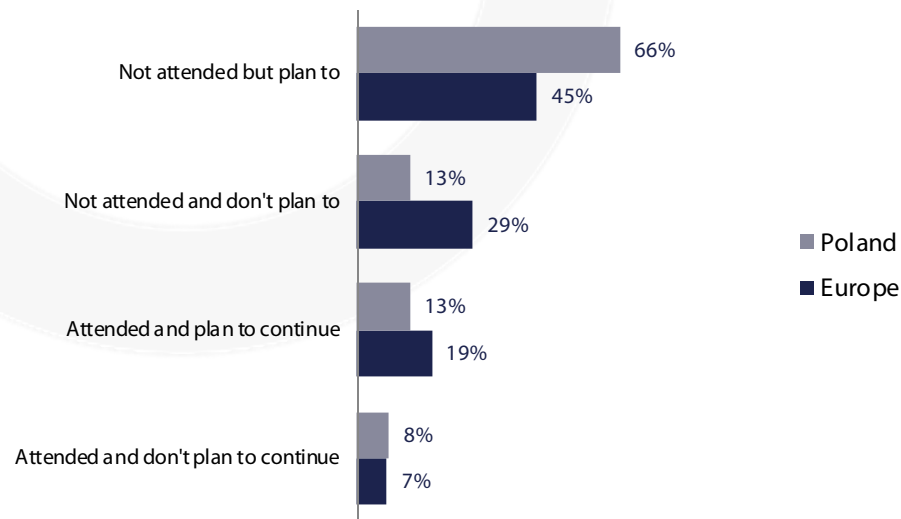
Business breakfast / lunch / dinner / coffee:



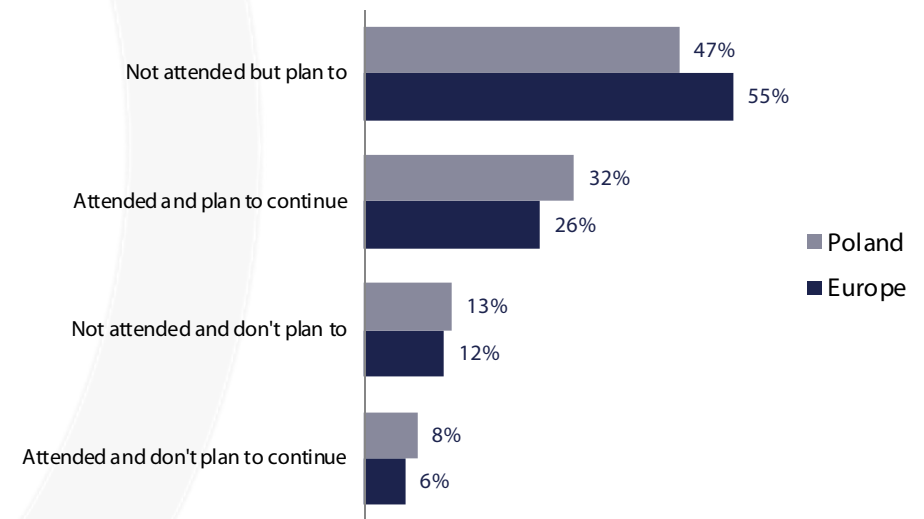
- More than half of the European respondents have attended a career fair, and around 80% plan to either go again or attend one for the first time.
- Although most students like the idea of a business breakfast/lunch/coffee, less than 30% of the respondents attended this activity.

CAMPUS EVENTS

Business games and challenges:



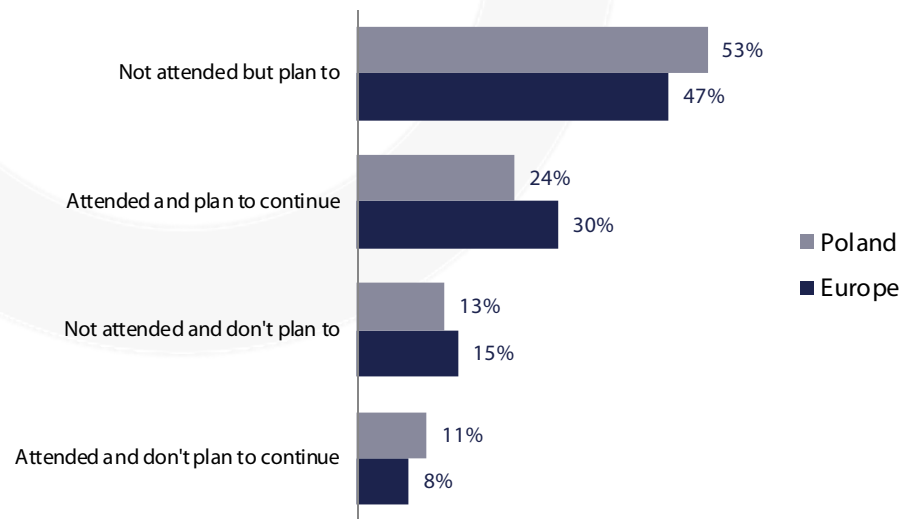
Open days at the companies:



- Most European students want to participate in business games and open days at companies. However, only one third or less have attended such an event.

CAMPUS EVENTS

Curriculum involvement (company runs course at the university):



- Most students like the idea of curriculum involvement by companies.
- Again, there seems to be a gap between interest and actual attendance.
- Looking at the data, there seems to be a great interest generally among the students for increased employer activity on campus.





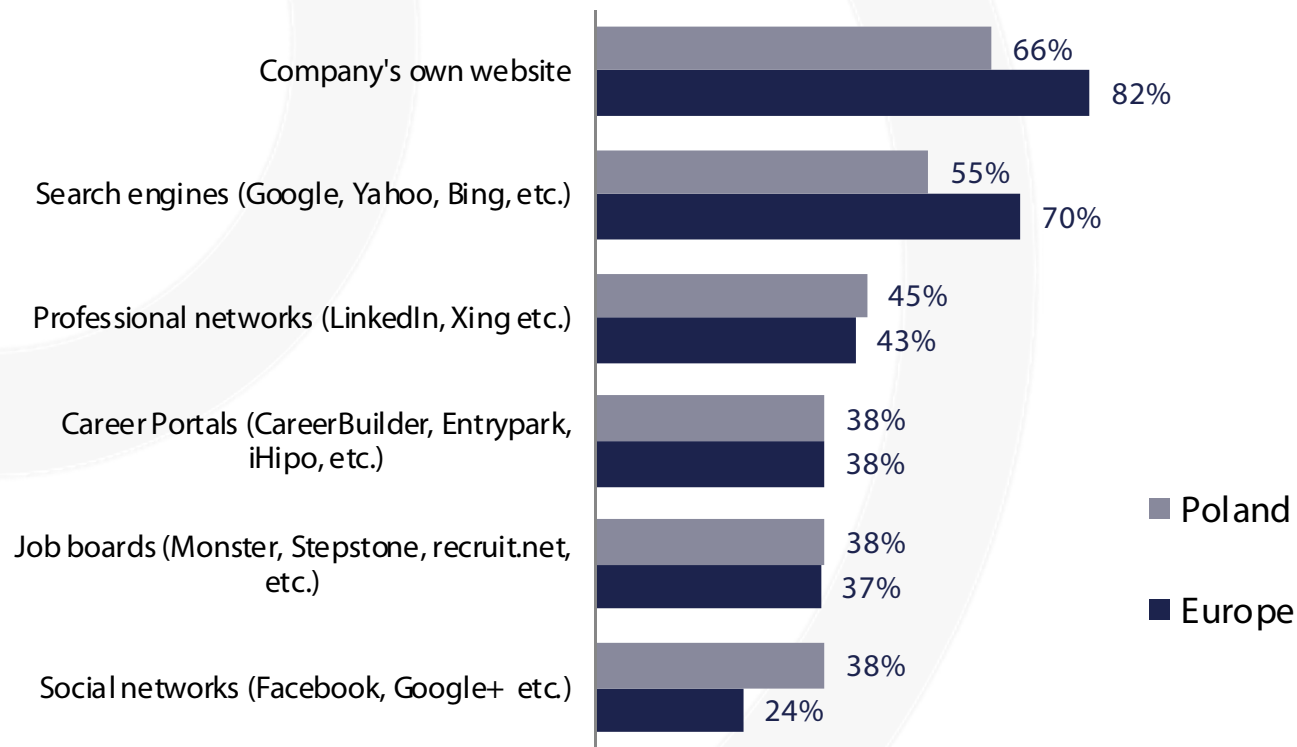
Applying Online

APPLYING ONLINE: MULTI-CHANNELS

In a **survey with more than 30,000** students and graduates worldwide and through **audits of more than 2,400 online career presences**, Potentialpark took a closer look at where employers meet talent online. This is Potentialpark's 10th annual study on the theme. However, for the first time, it overarches **7 major communication channels**. We see the dawn of a new era: Jobseekers are going multi-channel and employers are slowly following.

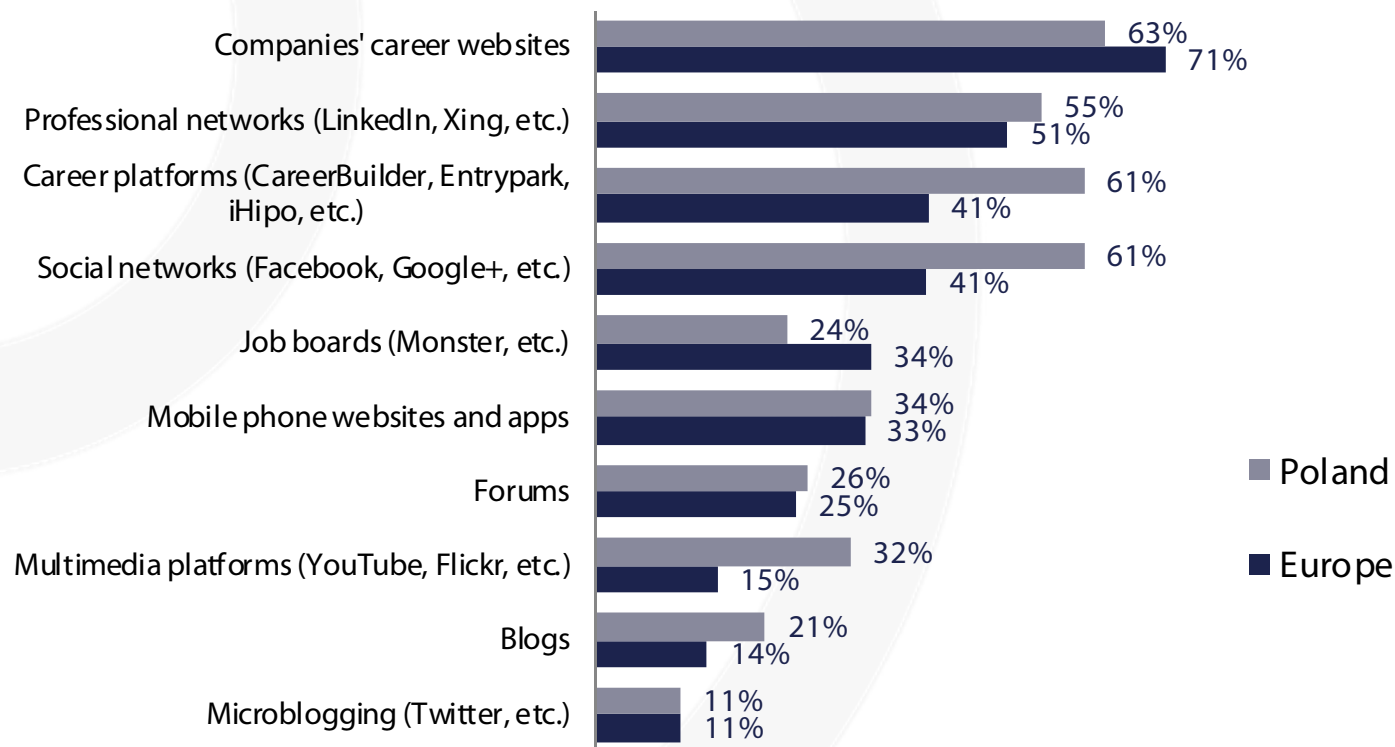
- The corporate career website continues to be the major hub for all online and offline activities. However, it is mainly a one-way road for information.
- Students and graduates feel at home on social media, so they expect employers to go social too. Facebook, Xing, Twitter and blogs are the major online channels to interact and to engage with talent. Jobseekers now start discovering the power of social media to help them create a candidate brand.
- Jobseekers expect all online channels to be more than a repetition of the same content, but to add true value to their career search. They are used to quick answers to the questions that they have and have no patience to search or wait. Also, they are not interested in corporate and PR lingo. They want trustworthy insights and honest discussions.
- Employers are therefore forced to understand how each channel works. And rather than starting half-hearted attempts everywhere at the same time, they need to make a choice about where to go and how to show the reality behind their promises.

WHERE TO FIND INFORMATION ABOUT EMPLOYERS ON THE INTERNET?



- The corporate career website is the most important source of information about employers. It serves as the major hub for all other activities.
- Search engine optimization is key: Where do employers want jobseekers to land?
- A considerable number of students use professional/social networks to find information about employers.

WHERE DO STUDENTS PREFER TO MEET/INTERACT WITH EMPLOYERS?



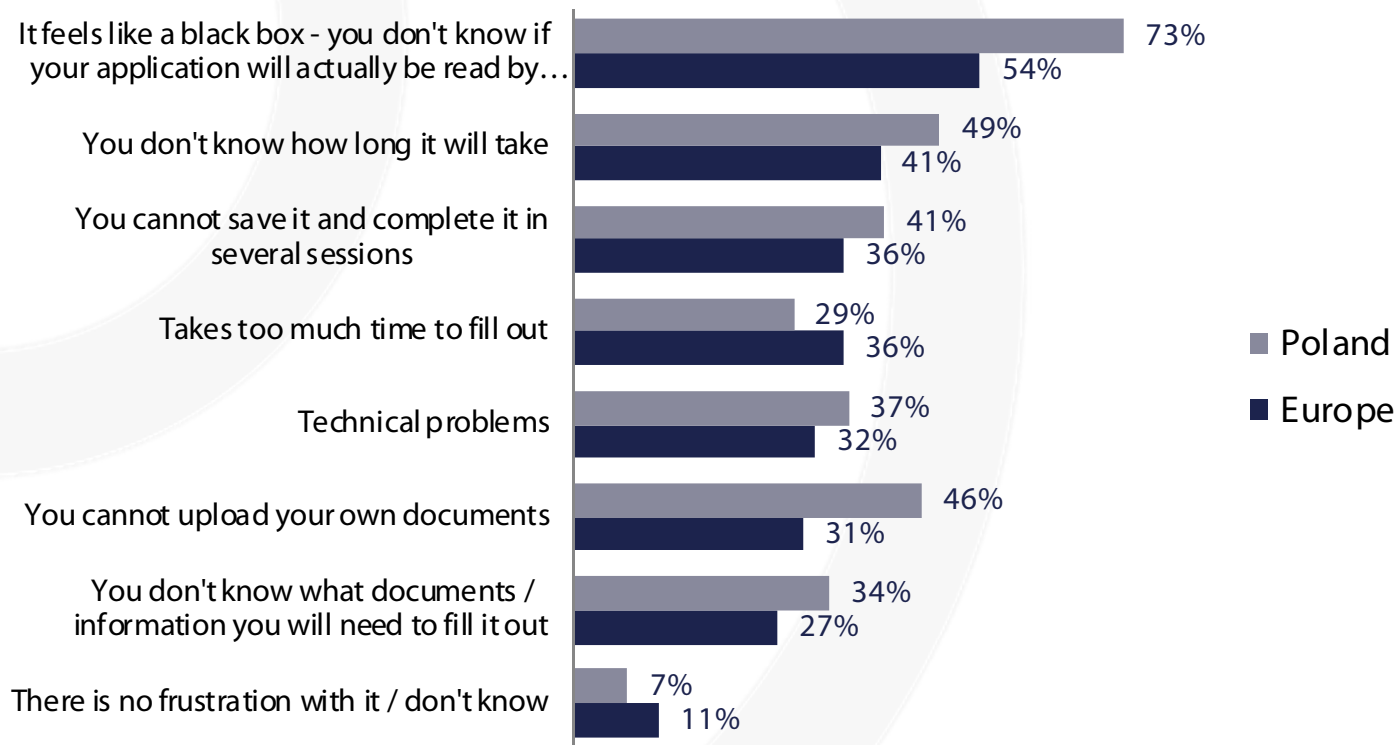
- Companies' career websites and professional networks are the most popular places among European students to interact with employers.
- Many students also like to interact with employers via social networks and mobile career websites/apps.

REASONS TO VISIT A COMPANY'S CAREER WEBSITE



- *To look for open jobs and positions* and *to look for information about the company* are the most important reasons for European students to visit a career website.
- In addition, most European students visit companies' career websites in order to apply for jobs and to get help with job applications.

BIGGEST FRUSTRATIONS WITH ONLINE APPLICATION FORMS



- Applying online is seen as non-transparent and impersonal, and the biggest frustrations are related to this feature.
- That the process is time consuming and inflexible are also main sources of frustration when applying online.

THE JOBSEEKERS' VOICES



Keep it simple and clear! Contact info (email and phone number) is a must on such a site!

Male Student, ETH Zürich, Switzerland



The simpler your website is, the better. Contact information is essential.

Male Student, Universidade Nova de Lisboa, Portugal



Accessibility is key; simple is best. Making information hard to find will merely frustrate people and lead them to draw conclusions about how the company is run."

Female Student, Lancaster University, United Kingdom



A woman with short dark hair, wearing a white collared shirt and a black blazer, is holding a black smartphone in her right hand. She is looking directly at the camera with a slight smile. The background is a plain, light color.

Social Media And Mobile Recruiting

SOCIAL MEDIA: SHOW THE REALITY

Employers open up for dialogue on Facebook

In 2012, more employers than ever think they should be on Facebook. At the same time, the majority of jobseekers want employers to be on Facebook, as long as their privacy is respected.

While it is more likely that a jobseeker would actively look for open positions on LinkedIn, they would like to find shared content about jobs and careers on Facebook. The Facebook platform is more crowded, open, interactive and intuitive than other platforms, including professional networks. It is also for free for all users. It offers employers space and technical tools to showcase their company, team, testimonials and stories, and to interact with anyone who is on Facebook. With the exception of Asia, over 90% of the students and graduates that we have surveyed use Facebook at least once per week.

Social media forces employers to show the reality behind their promises

Employers that want to reach talent in social networks and communities need to be aware of jobseekers' concerns. 54% of students have privacy concerns and say that they are uncomfortable sharing private information with employers. 44% say that they are worried that they could be rejected for the wrong reasons if employers see their personal profile. However, these problems can be overcome by both parties adapting their behavior.

Jobseekers need to learn how to share the right information on each platform they use. Employers, on the other hand, are well advised to respect people's privacy, not

only with a clear statement, but also by understanding where each platform has its thin line between professional and private interaction. Also, the most successful Facebook career pages offer more than jobs; they have inside stories on a weekly or even daily basis, personal contacts and inviting jobseekers to join the conversation on the wall.

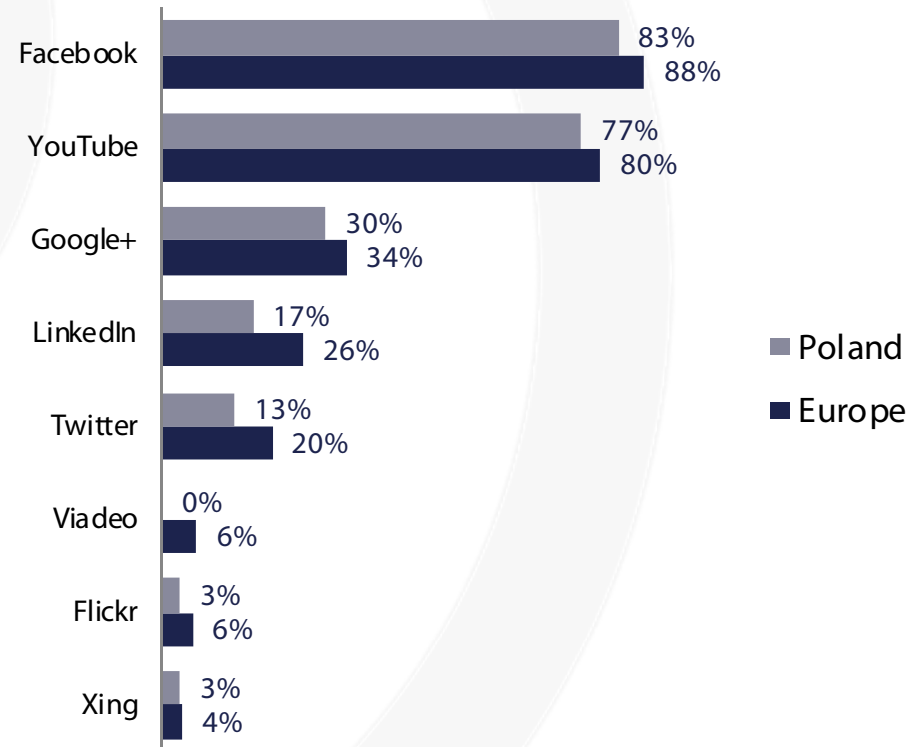
What works on Facebook – and what does not

The Facebook career pages differ a lot from each other in the three categories that Potentialpark's S-Com study covers: Interaction, privacy and credibility, information about the employer, as well as access to jobs. These categories also describe what many jobseekers expect to find on a Facebook career page.

Even though privacy is the jobseekers' biggest concern, it does not keep them from getting in touch with employers on Facebook. Facebook enables page owners to interact with visitors without revealing private information.

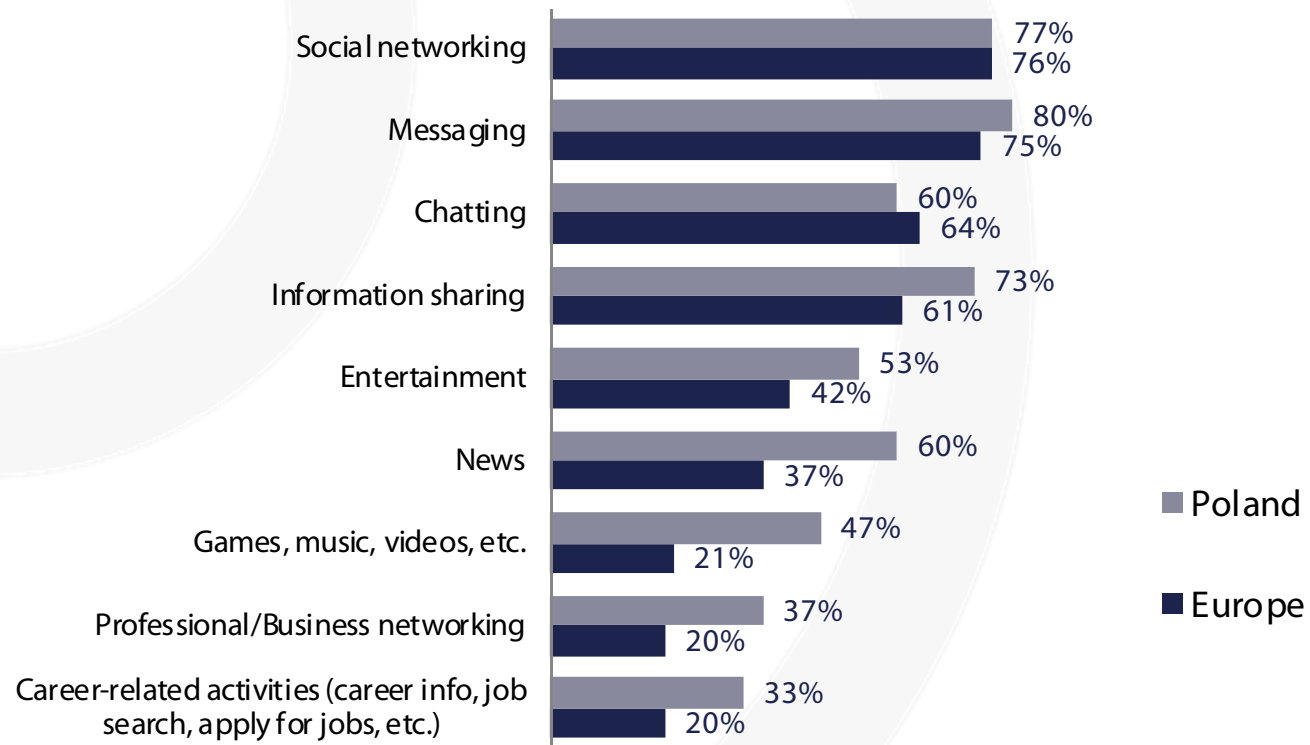
The challenge for the employers for the future will be to find the topics, stories and language that attract the right talent and make them engage with jobseekers.

TOP 8 PLATFORMS USED AT LEAST ONCE A WEEK



- The vast majority of European students use Facebook and YouTube at least once a week.
- Less than 30% of the students use professional networks such as LinkedIn regularly.

WHAT DO STUDENTS USE FACEBOOK FOR?



- European students use Facebook mainly to set up a social network, to communicate with friends, and for information sharing.
- 20% of European students use Facebook for career related activities.

THE JOBSEEKERS' VOICES ON SOCIAL MEDIA

“ Social media like Facebook are wonderful forums for casual communication between us students and possible future employers. It is important, however, that privacy is respected and that social media only complement career webpages and professional networks like LinkedIn instead of trying to replace them.”

Male student, Technical University of Munich, Germany

“ If you get involved into social media activities, you have to be both interactive and privacy respectful.”
Male student, Nantes, Audencia School of Management, France

“ Interact with users, don't delete critical comments, be transparent.”
Male student, Vienna University of Economics and Business, Austria

MOBILE RECRUITING: EMPLOYERS NEED TO CATCH UP

Employers need to catch up

Implementing a new mobile career website, career app, or campaign is not a standard project. Smartphones have just recently reached the masses and it is no surprise that most companies have not yet started any mobile activities. Out of 675 top employers that we have analyzed worldwide, only less than 10 percent (66 companies) have a mobile career website, a career app, or both. Jobseekers, on the other hand, are ready to use their mobile phones for career purposes. Even though only 21% already do so, another 62% can imagine of doing it. This means that 83% of jobseekers warm up to the idea of using their mobile phone to search for employers and career opportunities. Employers need to catch up!

Online activities on mobile phone

70% of our respondents in the United States use their mobile phone to go online, 16% more than last year. Corresponding figures for Europe are 65% and +13%, respectively; and 80% and +9% for Asia. The favorite activity on the mobile internet of these people is emailing (77% for US, 77% for Europe, and 51% for Asia).

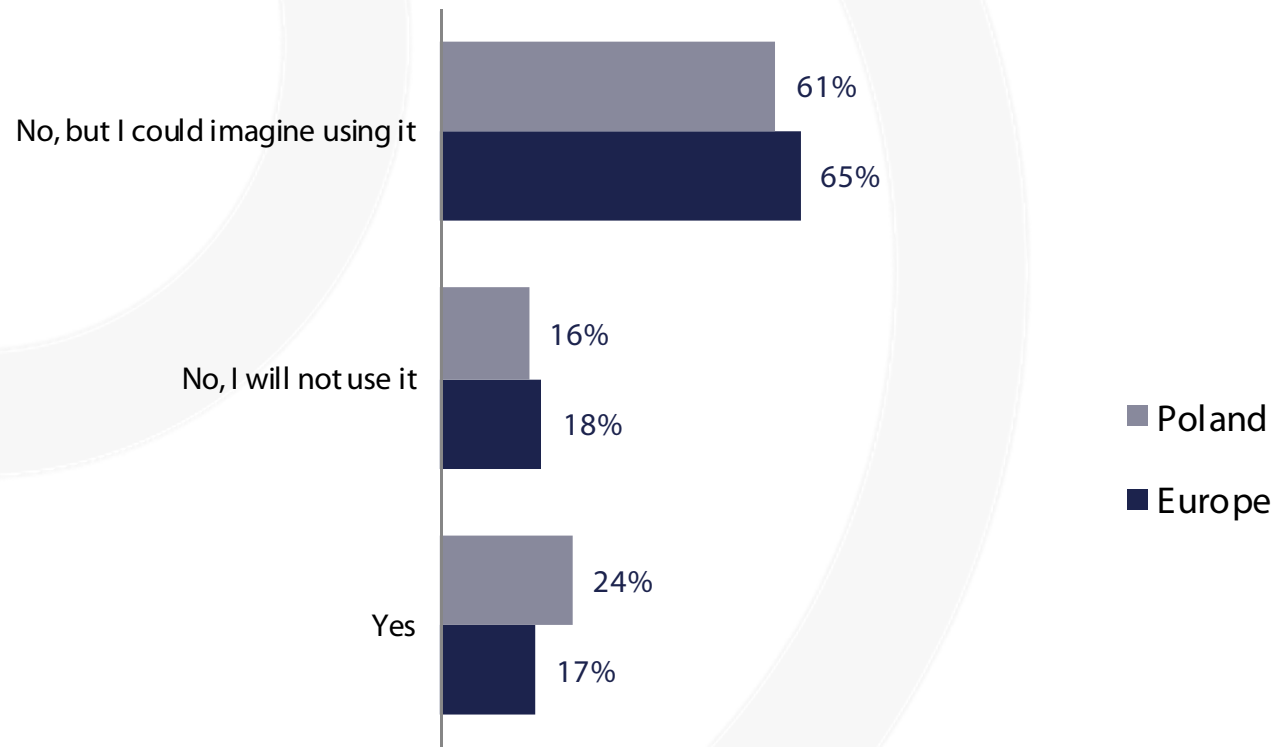
What jobseekers like the most about using their mobile phones on the internet is that they can get information regardless of their location and that they can be productive during their idle time in-between classes or on the bus.

Online career related activities on mobile phone

When it comes to career-related purposes, searching for jobs is most popular, but job alerts are also considered to be a great way of mobile communication.

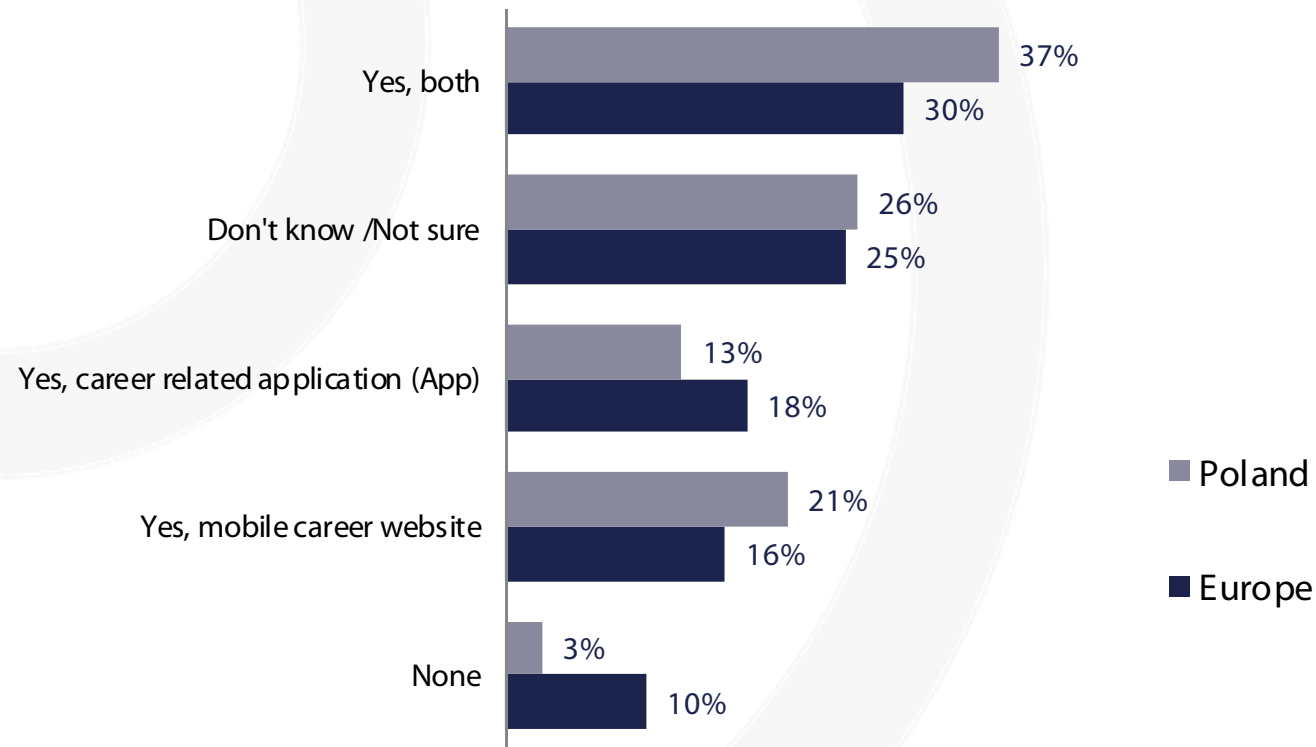
More jobseekers than last year can imagine applying for jobs through the mobile phone. The number has gone up from 31% to 41% in the US, from 28% to 39% in Europe, and from 36% to 41% in Asia. Even though no clear technical solution has been established for this challenge, and hardly any company offers jobs that can be applied for by mobile phone through internet, many jobseekers like the idea. Between 55% and 61% of the respondents would like to apply through mobile internet by submitting an email with their CV attached. The second most popular option is to use a pre-saved profile on a professional network (between 29% and 39%). Again, jobseekers are ahead, and it is up to the employers to implement the right solutions and start the mobile conversation.

DO STUDENTS USE MOBILE INTERNET FOR CAREER ACTIVITIES?



- Less than 20% of European students use mobile internet for career related activities . However, another 65% could imagine using it.

WOULD STUDENTS USE A MOBILE CAREER WEBSITE / CAREER APP?



- Most European students like the idea of using their mobile phone to access mobile career websites and career apps.

THE JOBSEEKERS' VOICES ON MOBILE RECRUITING

“ Do not forget that a career app or website available on mobile means that jobs is mixing up with private life, so it has to be only in addition to internet on laptop or wherever but the first way of finding a job.”

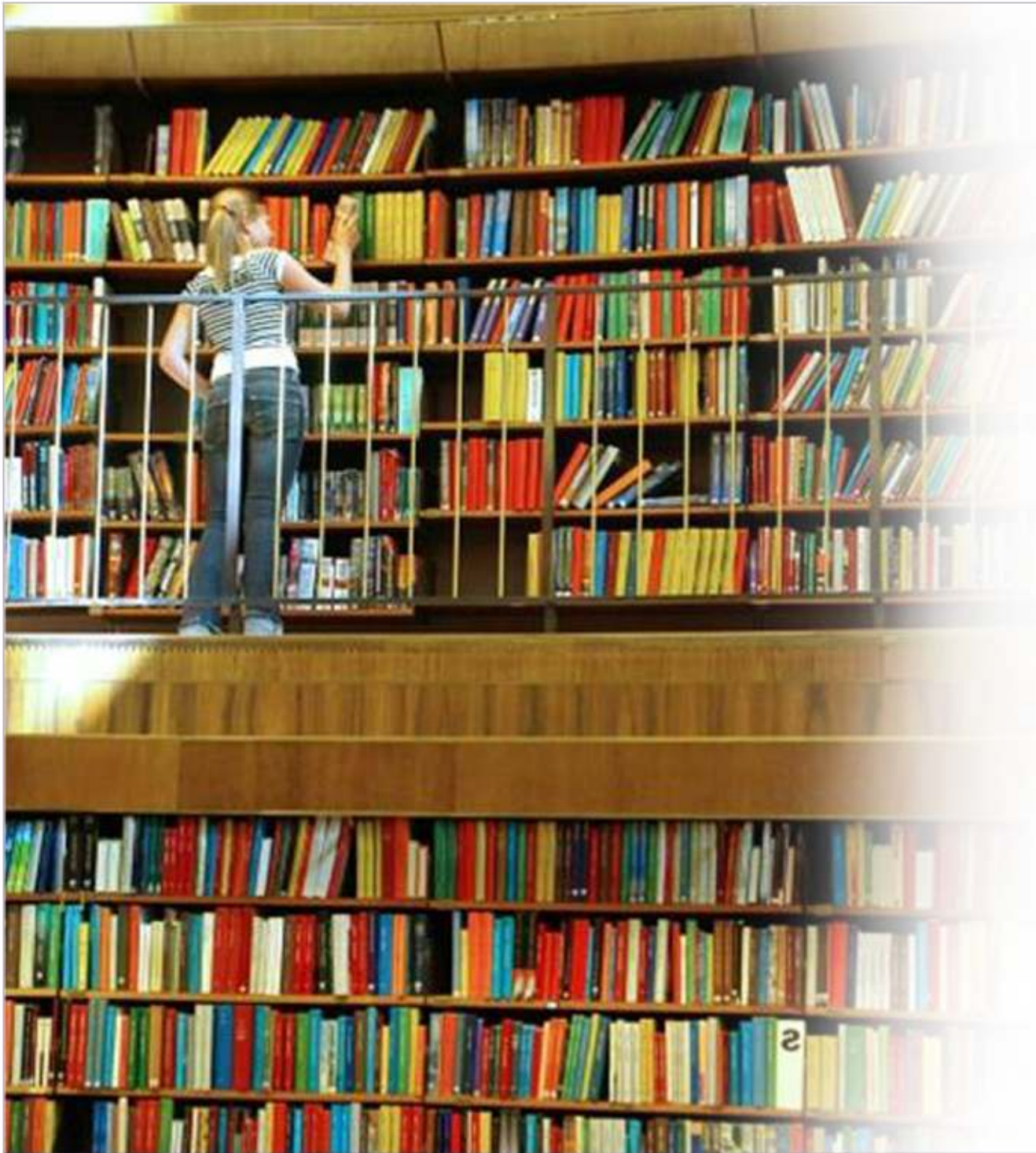
Male student, Innsbruck University, Austria

“ I think most of the students will keep using their computer to send heavy files (CV, cover letters). However, an app that could inform about deadlines and send notifications about new placements offers would be great!”

Male student, EMLYON Business School, Lyon, France



References

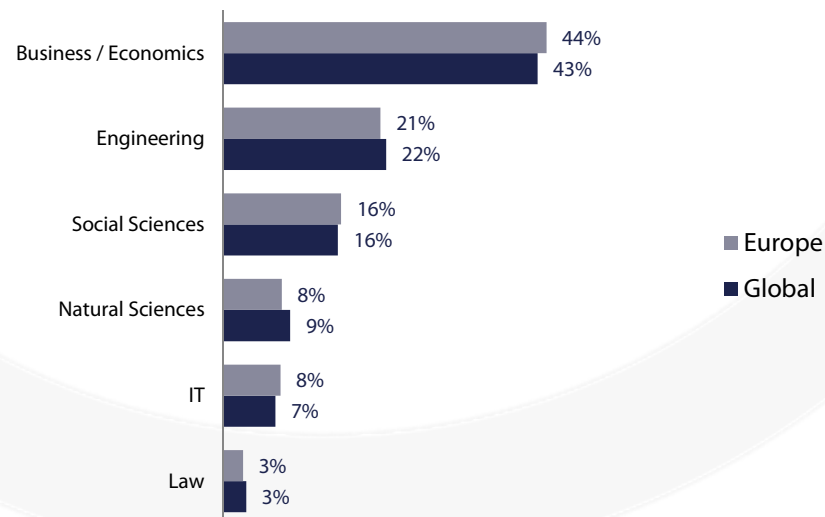


GLOBAL DEMOGRAPHICS

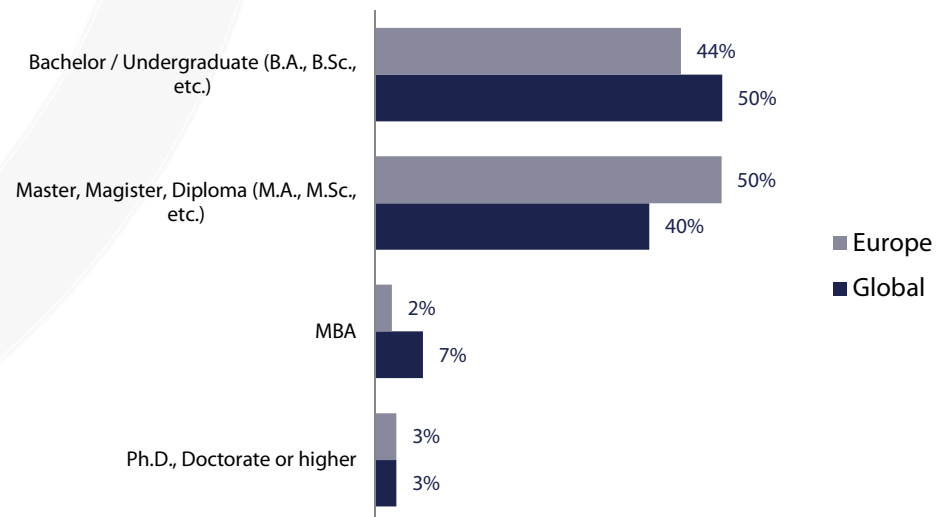
The Potentialpark survey 2012 engaged:

- 31754 participants
- 48% female and 52% male respondents
- 45 countries across 3 continents
- 469 universities, business schools, and technical institutions

Field of study



Degrees Pursued



UNIVERSITY LIST (EUROPE) 1/3

Austria

FH Krems
FH Salzburg
Graz University of Technology
Johannes Kepler University Linz
University of Innsbruck
University of Salzburg
University of Vienna
Webster University Vienna
Vienna University of Economics and Business
Vienna University of Technology

Belgium

Ghent University
Hasselt University
Hogeschool-Universiteit Brussel
Katholieke Hogeschool Kempen
Katholieke Universiteit Leuven
Louvain School of Management
Solvay Business School Brussels
Université Louvain-la-Neuve
University of Antwerp
University of Antwerp Management School
Vrije Universiteit Brussels

Bulgaria

Sofia University "St. Kliment Ohridski"
University of National and World Economy

Croatia

J.J. Strossmayer University of Osijek
University of Zagreb
Zagreb School of Economics and Management

Czech Republic

Brno University of Technology
Czech Technical University
Masaryk University Brno
University of Economics Prague

Aalborg University
Aarhus School of Business
Aarhus University
Copenhagen Business School
Copenhagen University College of Engineering
Technical University of Denmark
University of Copenhagen

Estonia

Tallinn University
Tallinn University of Technology
University of Tartu

Finland

Aalto University School of Economics
Aalto University School of Science and Technology
HANKEN Helsinki/Vaasa
Lappeenranta University of Technology
University of Helsinki
University of Oulu
University of Tampere
University of Turku
Åbo Akademi University

France

AGROCAMBUS OUEST Centre de Rennes
Audencia School of Management Nantes
BEM Bordeaux Management School
CELSA Paris
CPE Lyon
EC Lille
École Centrale de Marseille
École Centrale Lyon
École Centrale Paris
École des Mines de Douai
Ecole des Mines de Nancy
École des Mines de Saint-Étienne
École Normale Supérieure Paris
École Polytechnique Paris
EDHEC Business School Lille/Nice
EISTI Cergy-Pontoise
EM Normandie
EMLYON
ENAC Toulouse
ENSAM Paris
ENSEEHT Toulouse
ENSIMAG Grenoble
ENSTA ParisTech
ESC Bretagne Brest
ESC Clermont
ESC Dijon Bourgogne
ESC Pau
ESCE Paris
ESCEM Tours/Poitiers
ESCP Europe Paris
ESC Toulouse
ESSCA Angers
ESSEC Cergy-Pontoise
Euromed Marseille
Grenoble Ecole de Management
Groupe Sup de Co La Rochelle
HEC Paris
IAE de Lyon
ICN Business School Nancy/Metz
IESEG School of Management Lille
IESEG School of Management Paris
ISAE Toulouse
ISC School of Management Paris
ECE Paris
Reims Management School (SupDeCo)
Rouen Business School
Sciences Po Paris
SKEMA Business school Lille
SKEMA Business School Nice
SUPÉLEC Paris
TELECOM Lille1
Université de Nantes
Université Jean Moulin - Lyon 3
Université Louis Pasteur Strasbourg I
Université Paris Dauphine
Université Paris-Sud 11
Université Robert Schuman Strasbourg III

Germany

Bielefeld University
Bonn University
Bremen University
Erlangen-Nuremberg University
ESCP Europe Berlin
ESMT Berlin
European Business School (EBS) Oestrich-Winkel
European University Viadrina Frankfurt
Europäische Fernhochschule Hamburg
FH Amberg-Weiden
FH Augsburg
FH Bad Honnef - Bonn
FH Deggendorf
FH Frankfurt
FH Münster
FH Nordhausen
FH Stralsund
Frankfurt School of Finance & Management (HvB)
Frankfurt University
FU Berlin
Goethe Business School Frankfurt
Greifswald University
Göttingen University
Hamburg University
Heidelberg University
HfWU Nürtingen
HHL Leipzig
Hildesheim University
Hochschule Coburg
Hochschule Karlsruhe
Hochschule Merseburg (FH)
Hochschule Pforzheim
Hochschule Vechta
Hohenheim University
HTW Berlin
HWR Berlin
Jacobs University Bremen
Jena University
Karlsruhe University (TH)
Katholische Universität Eichstätt-Ingolstadt
Leipzig University
(cont.) →

UNIVERSITY LIST (EUROPE) 2/3

Germany (cont.)

Mannheim Business School
Mannheim University
Munich University
Münster University
Passau University
Potsdam University
Rostock University
RWTH Aachen
Stuttgart University
Trier University
TU Bergakademie Freiberg
TU Berlin
TU Braunschweig
TU Chemnitz
TU Darmstadt
TU Dresden
TU Hamburg-Harburg
TU Kaiserslautern
TU Munich
Tübingen University
University of Cologne
WHU Vallendar-Koblenz
Würzburg University

Hungary

Corvinus University
Eötvös Loránd University
University of Debrecen

Ireland

Trinity College

Italy

ESCP Europe Torino
LUISS Guido Carli
MIP Milan
Politecnico di Milano
Politecnico di Torino
Scuola Normale Superiore Pisa
SSLMIT Trieste
Università Ca' Foscari Venice
Università Commerciale Luigi Bocconi
Università degli Studi di Bergamo

Università degli Studi di Napoli Federico II
Università degli Studi di Trento
Università degli Studi di Trieste
Università degli Studi di Verona
Università degli Studi Genoa
Università di Bologna
Università di Pisa

Latvia

Riga International School of Economics and Business Administration
Riga Technical University
Stockholm School of Economics in Riga
University of Latvia

Lithuania

ISM Vilnius
Kaunas University of Technology
Vilnius University

Netherlands

Delft University of Technology
Eindhoven University of Technology
Erasmus University Rotterdam
Free University Amsterdam
Hanze University of Applied Sciences Groningen
Maastricht University
Nyenrode Business University
RSM Erasmus University
The Hague University
TiasNimbas Business School
University of Amsterdam
University of Groningen
University of Twente
Utrecht University

Norway

BI Norwegian Business School
NHH
NTNU
University of Bergen
University of Oslo

Poland

Cracow University of Technology
Jagiellonian University
Kozminski University
University of Economics Cracow
University of Warsaw
Warsaw School of Economics
Warsaw University of Technology

Portugal

FCEE-Católica Lisbon
ISCTE Lisbon
ISEG Lisbon
Technical University of Lisbon
Universidade Católica Portuguesa
Universidade Nova de Lisboa
University of Lisbon
University of Porto

Romania

Babes-Bolyai University Cluj-Napoca
Gheorghe Asachi Technical University of Iasi
Technical University Bucharest
The Bucharest Academy of Economic Studies
University Alexandru Ioan Cuza Iasi
University of Bucharest
West University of Timisoara Timis

Russian federation

Finance Academy under the Government of the Russian Federation
Higher School of Economics Moscow
Institute of Management, Business and Law
Kazan State University
Lomonosov State University
MIRBIS
MGIMO
Novosibirsk State University
St. Petersburg State University
St. Petersburg State University of Economics and Finance
Ufa State Petroleum Technological University (USPTU)

Slovakia

Comenius University
Technical University of Kosice

Slovenia

University of Ljubljana

Spain

CUNEF Madrid
EADA Barcelona
ESADE Barcelona/Madrid
ESCP Europe Madrid
Escuela Industrial Barcelonesa
Esic Business & Marketing School Madrid
IE Madrid
IESE Barcelona/Madrid
Universidad Autónoma de Madrid
Universidad Complutense de Madrid
Universidad Politécnica de Madrid
Universitat Autònoma de Barcelona
Universitat Politècnica de Catalunya Barcelona
University of Barcelona
University of Valencia

Sweden

Chalmers University of Technology
Handelshögskolan Gothenburg
Jönköping University
KTH Stockholm
Linköping University
Lund University
Stockholm School of Economics
Stockholm University
Umeå University
University of Gothenburg
Uppsala University

(cont.) →

UNIVERSITY LIST (EUROPE) 3/3

Switzerland

EHL Lausanne
EPFL Lausanne
ETH Zürich
HEC Geneva
University of Geneva
University of St.Gallen
University of Zurich
USI Lugano

Turkey

Bilkent University
Bogazici University
Istanbul Technical University
Istanbul University
Koç University Istanbul
Middle East Technical University Ankara
Sabanci University

Ukraine

International Institute of Business,
Kiev National University of Economics
National Taras Shevchenko University
National Technical University of Ukraine
National University of Kyiv-Mohyla Academy

United Kingdom

Anglia Ruskin University
Aston Business School
Bath School of Management
Bradford University School of Management
Cardiff Metropolitan University
Cass Business School
City University London
Durham University
Edinburgh Business School

ESCP Europe London
Imperial College London
King's College London
Lancaster University
Lancaster University Management School
Leeds University Business School
London School of Economics
Manchester Business School
Middlesex University
Newcastle University
Nottingham University Business School
Oxford Brookes University
Regent's Business School London
University College London
University of Bath
University of Brighton
University of Bristol
University of Cambridge
University of Cumbria
University of Dundee
University of Edinburgh
University of Exeter
University of Glasgow
University of Hull
University of Leeds
University of Manchester
University of Nottingham
University of Oxford
University of Plymouth
University of Portsmouth
University of Sheffield
University of Stirling
University of Warwick
University of Wolverhampton
University of York
Warwick Business School

TOWARDS THE FUTURE

Talent communication – An ongoing journey

We hope that you found this report interesting and useful. We are eager to know your thoughts and ideas about our research and how it could contribute even more to improving the communication between students and employers in the future. If you want to learn more about how we can work together in supporting the students of your university, do not hesitate to contact us for further information through any of the channels below. THANK YOU!



Understanding Talent

Potentialpark studies the information-gathering, decision-making and application processes of jobseekers and helps employers to communicate better with students and graduates. We cooperate with 1,000 universities, business schools and technical institutions worldwide.

Email: info@potentialpark.com
www.potentialpark.com



For Students, With Students

The Real World Magazine gives students valuable insights and empowers them for their future careers. We communicate news that engages, open eyes, and give your students hands-on tools for planning, applying for, and landing the right jobs.

Email: info@realworldmagazine.com
www.realworldmagazine.com



Discover and Be Discovered

Entrypark makes it easier for students and graduates to find the right career opportunities and connect with potential employers. We create global platforms where students, top employers and universities meet and interact.

Email: info@entrypark.com
www.entrypark.com

Do you look for
talent ... or does
talent look for you?

Potentialpark Communications

Nygränd 10 | 111 30 Stockholm | Sweden

p: +46 8 5000 2130 | f: +46 8 5 031 130 9

info@potentialpark.com | www.potentialpark.com