



ATHENS UNIVERSITY of ECONOMICS & BUSINESS  
mbainternational



imba  
alumni association

23<sup>rd</sup> April 2012

Career Fair 2012



# Feedback Report

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The 9th MBA international career fair, organized by the I-MBA career office with the cooperation of the I-MBA Alumni Association, and sponsored by AB Vassilopoulos, Enel Green Power and Estee Lauder Hellas, was held on Monday 23rd April 2012 at the Royal Olympic Hotel.

Since we hope that this event will be one of the many forms of collaboration with the participating companies, we would like to present the feedback from both companies and candidates regarding the event.

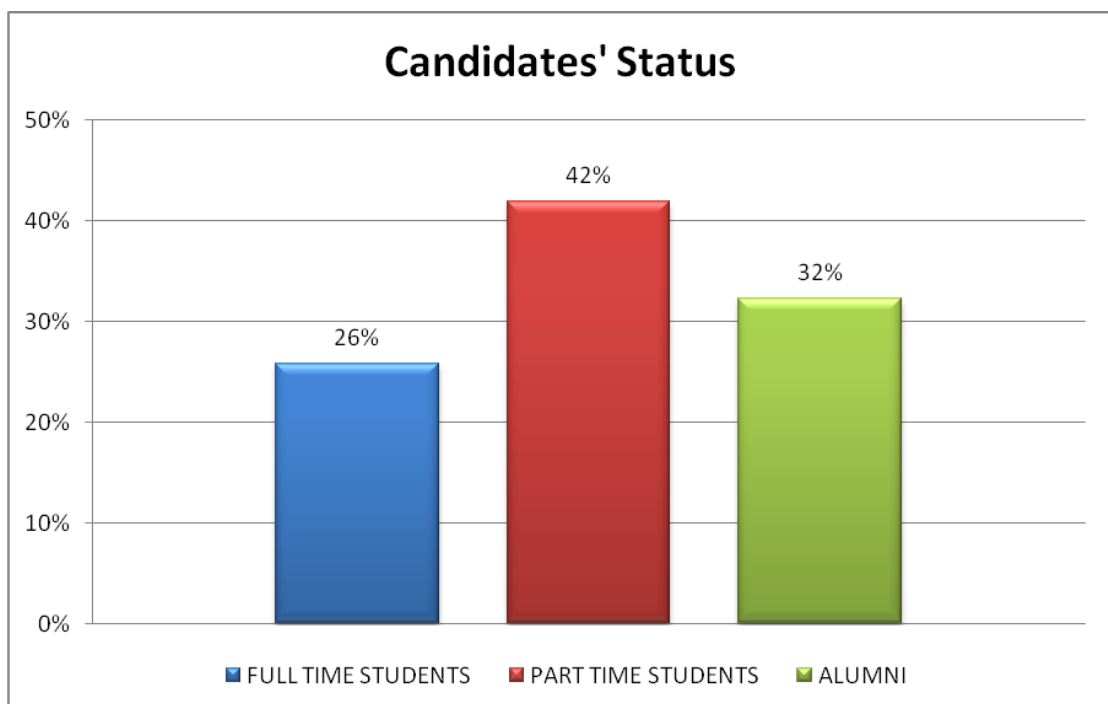
In view of the challenging economic climate and its effect on the job market, in some cases, comparisons are made with last year's figures, so as to show how current circumstances affected the career fair.

Please note that the final data regarding employment offers are not yet available since the recruitment process in many companies is still in progress.

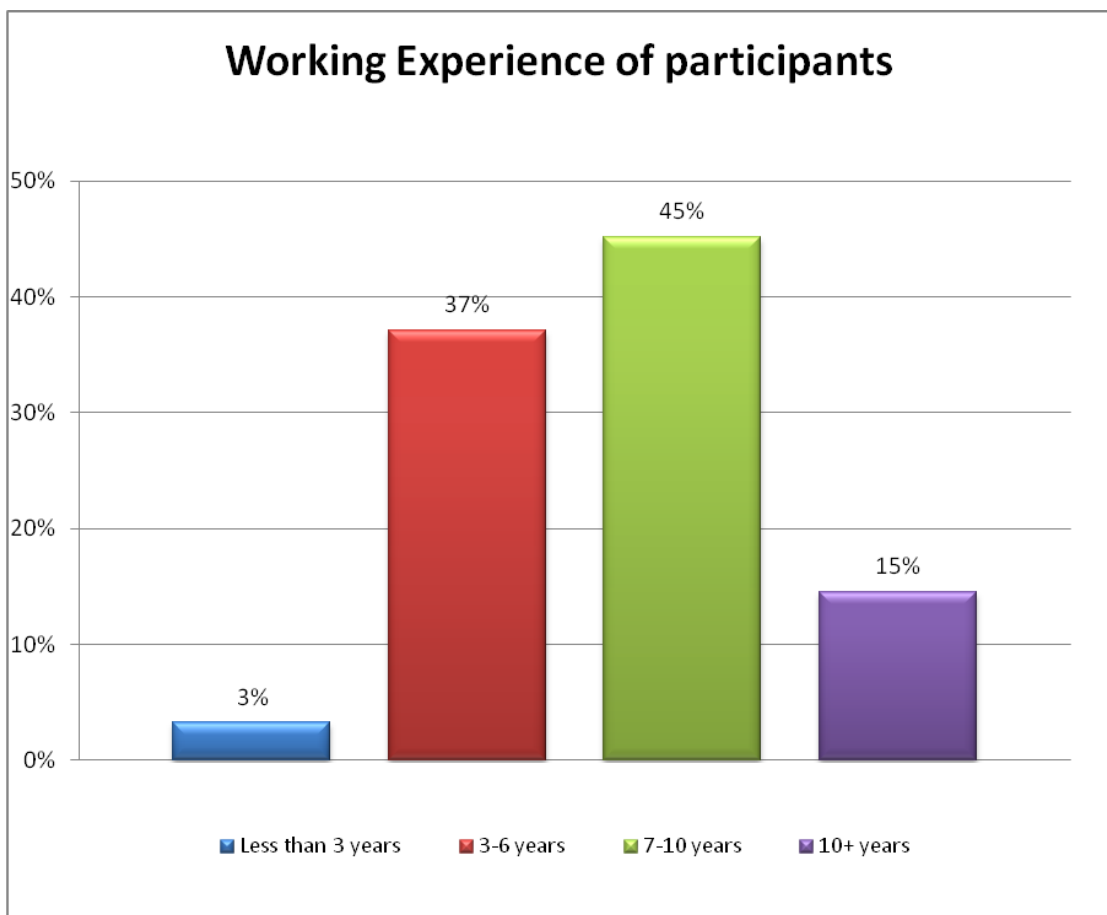
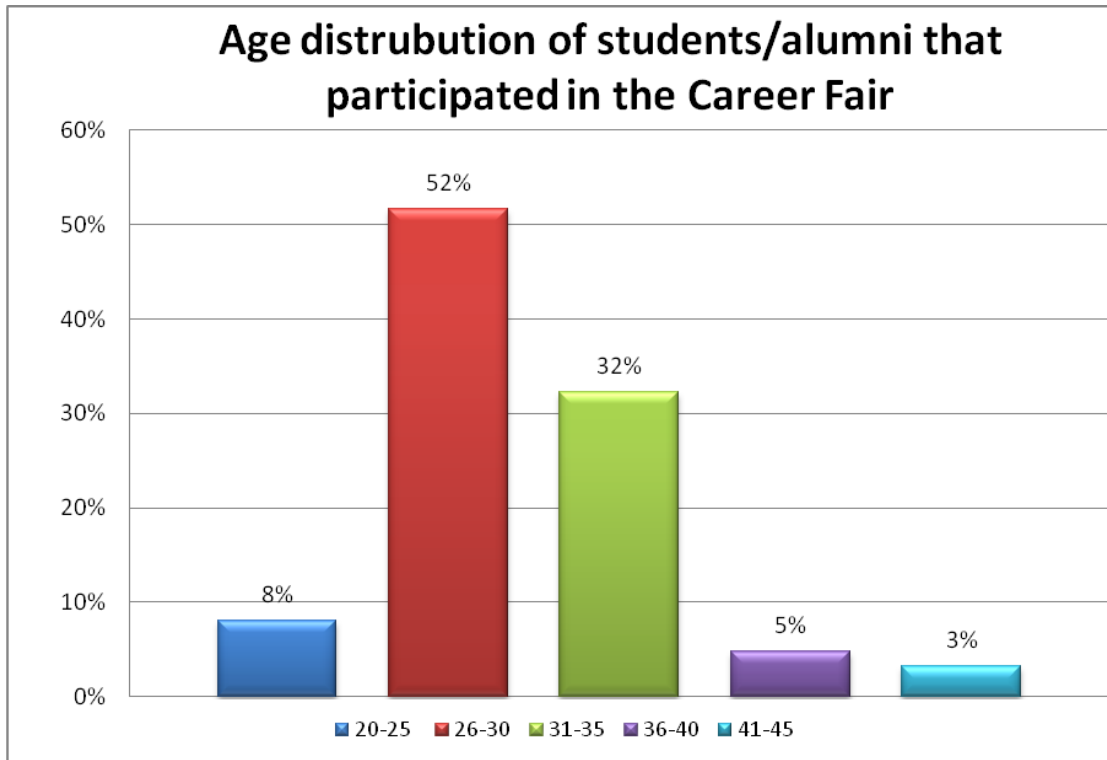
## PARTICIPANTS

### Students & Alumni:

- 136 students and alumni registered for participation
- 56% of the participants were male and 44% female
- 8% of the participants were international students/alumni and 32% were alumni of the program



- The age and the average years of working experience are depicted in the charts below:



## Companies:

In total of 37 companies attended the Career Fair 2012:

- 8 companies were from the **Fast Moving Consumer Goods** sector
- 6 companies were from the **Consulting** sector
- 4 company were from the **Cosmetics** sector
- 3 companies were from the **Retail** sector
- 3 companies were from the **Professional staffing and HR services** sector
- 3 companies were from the **Food & Beverage** sector
- 2 companies were from the **Heavy Industry**
- 2 companies were from the **Information Technology** sector
- 2 companies were from the **Insurance** sector
- 1 company was from the **Telecommunications** sector
- 1 company was from the **Automotive** sector
- 1 company was from the **Energy** sector
- 1 company was from the **Internet & Event Organizing** sector

In detail, the participating companies were the following:

<b>AB Vassilopoulos</b>	<b>KPMG</b>
<b>Accenture A.E</b>	<b>Kraft Food Hellas</b>
<b>APIVITA AEBE</b>	<b>Leroy Merlin</b>
<b>Athenian Brewery S.A</b>	<b>L'Oréal Hellas S.A</b>
<b>Beiersdorf Hellas</b>	<b>Manpower Professional</b>
<b>British American Tobacco Hellas S.A</b>	<b>McKinsey&amp;Company</b>
<b>Creta farm ABEE</b>	<b>Microsoft Hellas</b>
<b>Enel Green Power Hellas</b>	<b>Mythos Brewery- Carlsberg Group</b>
<b>Ericsson Hellas S.A</b>	<b>Nestle Hellas S.A</b>
<b>Ernst &amp; Young</b>	<b>PepsiCo (Tasty &amp; PepsiCo-IVI)</b>
<b>Estee Lauder Hellas A.E</b>	<b>Plaisio Computers S.A</b>
<b>FARANTOURIS Financial Advisors</b>	<b>Procter &amp; Gample</b>
<b>Hewlett- Packard Hellas</b>	<b>PwC</b>
<b>ICAP, People Services</b>	<b>Randstad Hellas AE</b>
<b>ING Greece</b>	<b>Reckitt Benckiser Hellas</b>
<b>Johnson &amp; Johnson Hellas AEBE</b>	<b>S &amp; B Industrial Minerals S.A</b>
<b>Kantor Management Consultants S.A</b>	<b>Sara Lee Coffee &amp; Tea Hellas S.A.</b>
<b>Kariera S.A</b>	<b>Titan Cement S.A</b>
	<b>Toyota Hellas S.A</b>

## FEEDBACK

### Candidate Feedback:

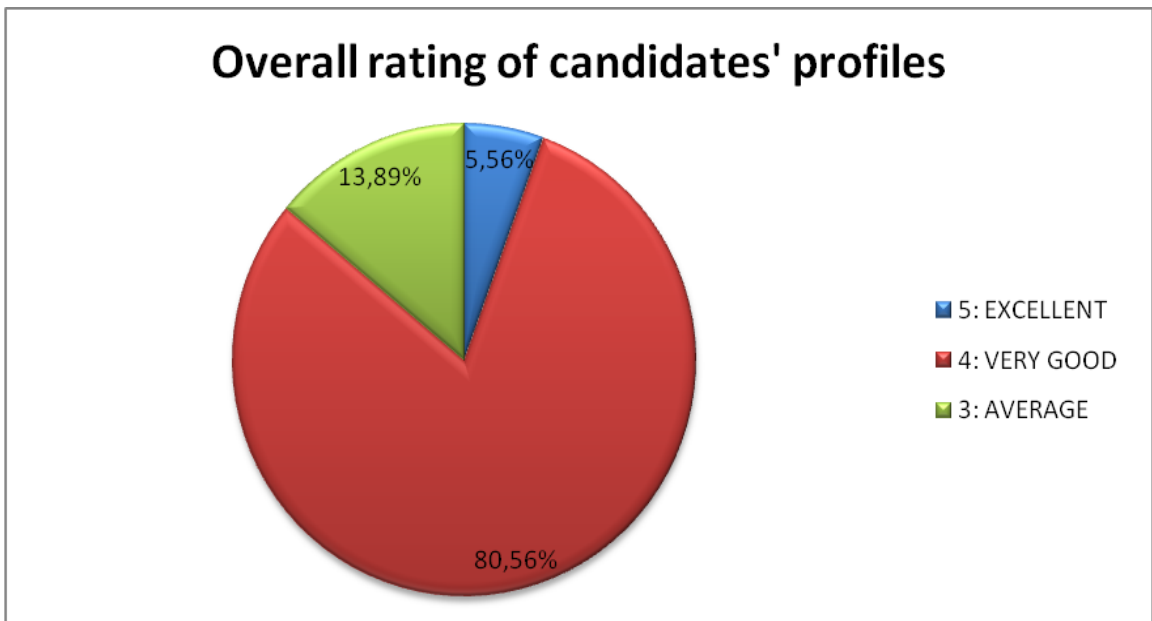
Results based on evaluation forms completed by the participating candidates are as follows:

- 71% of the participants were employed during the time of the event (up from 48% in 2011)
- 63% of the candidates felt that they might be short listed for a particular job from a company that targeted them for an interview on the day of the event (up from 40% in 2011)
- 66% of the candidates approached also companies that had not targeted them for an interview initially (up from 58% in 2011)
- 81% of the candidates totally agree or agree that the Career Fair was a professional experience that deserved their time and effort (up from 75% in 2011)

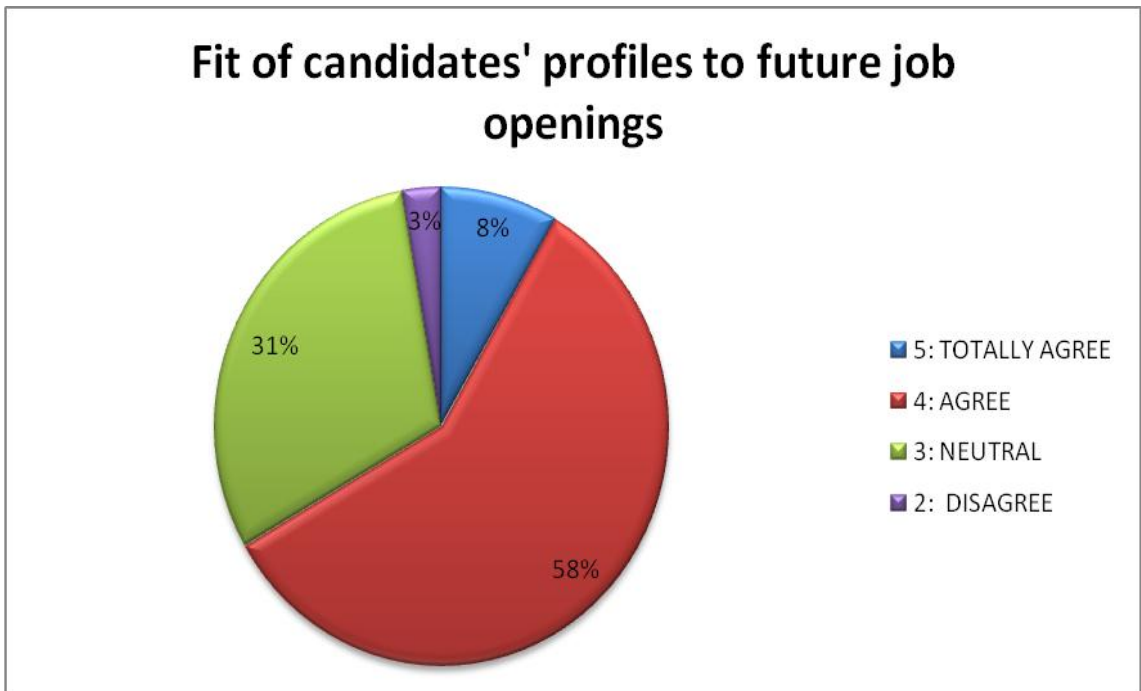
### Company Feedback:

Results based on evaluation forms completed by the companies' representatives are as follows:

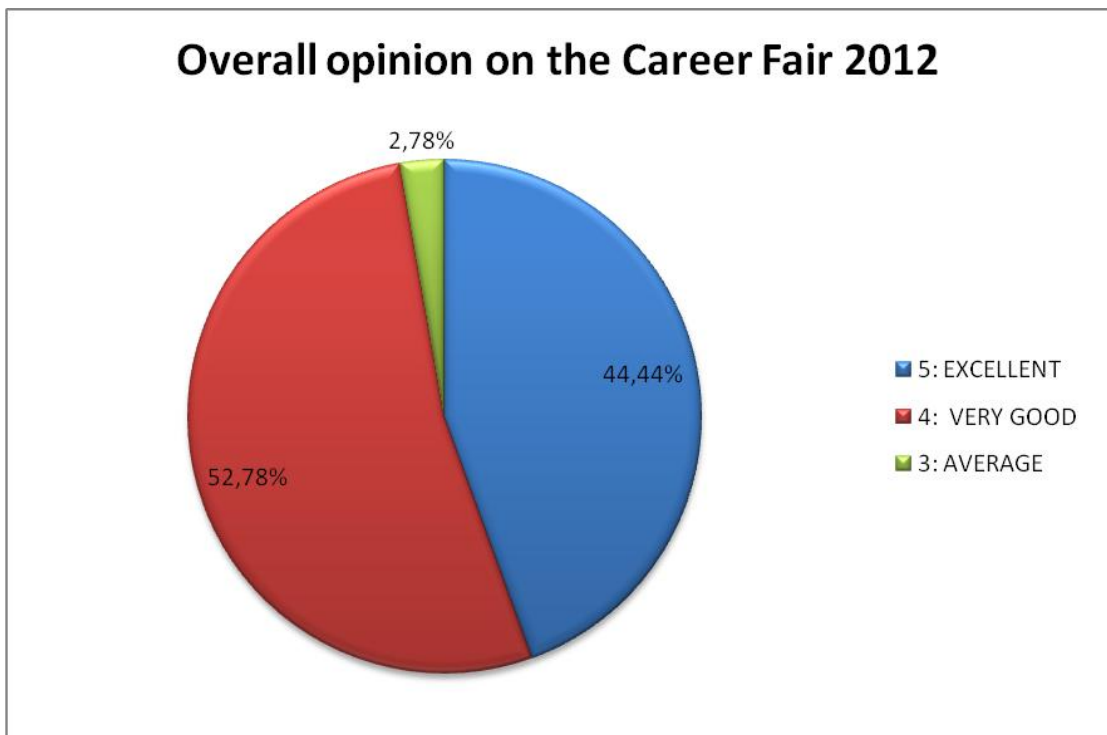
- 61% of the participating companies had a specific job opening at the time of the Career Fair (62% in 2011) and of those, 73% believed that they would cover it following the event (up from 41% in 2011)
- 87% of the participating companies rated the profile of our participating students and alumni as excellent or very good



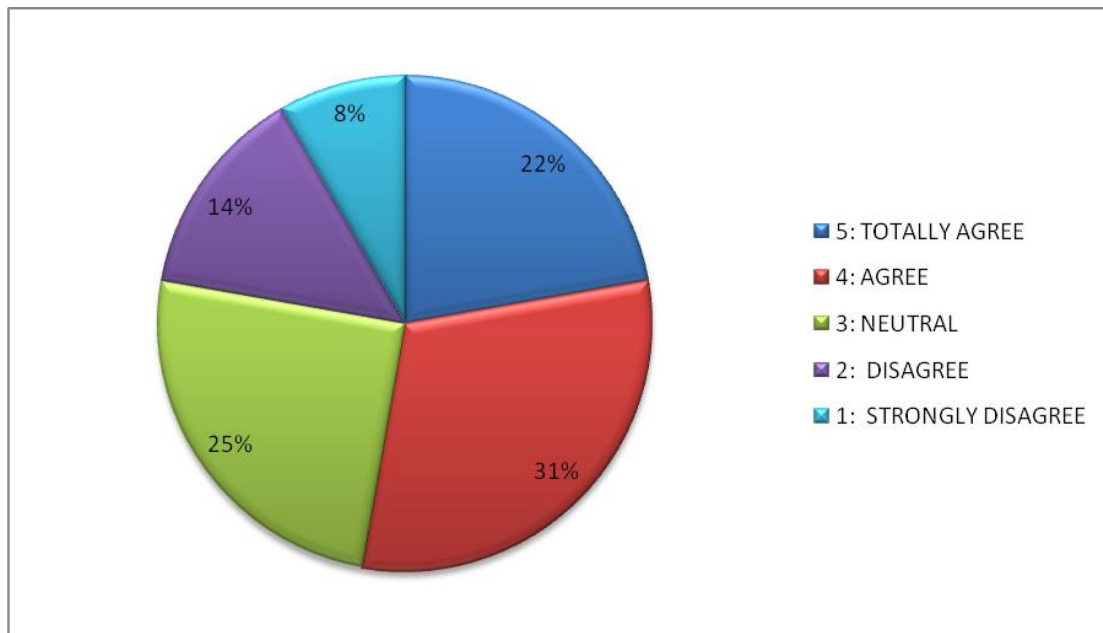
- 67% of the participating companies agree or totally agree that the profile of the candidates would fit potential job openings in the near future (62% in 2011)



- Finally, the overall opinion of the participating companies on the Career Fair is depicted in the following chart:



- **53% of the participating companies believe that the financial crisis has decreased the rate of job openings**



## Conclusions

The level of satisfaction of the fair this year was even higher than last year, for both companies and candidates. More companies agreed that the profile of the candidates would fit potential job openings in the near future, and more candidates believed that the fair was a worthwhile and professional experience.

Although half of the companies claim that the financial crisis has decreased the rate of job openings, data show that job openings remain at the same level as last year (62% for 2011, 61% for 2012). Moreover, more companies (73%) than last year (41%) believe that they will cover them following the event.

At the time of writing this report (early-June), 10% of participating companies have hired directly from the fair. Furthermore, 35% of the companies have proceeded to a 2<sup>nd</sup> round of interviews with the participating candidates while evidence suggests that this will increase significantly in the next 1-2 months.