



Career Fair 2014

16th May 2014



Feedback Report

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The 11th MBA international career fair, organized by the I-MBA career office with the cooperation of the I-MBA Alumni Association was held with great success on Friday 16th May 2014 at the Royal Olympic Hotel. Gold Supporters of the event were Mondelez International, National Bank of Greece S.A., Plaisio Computers S.A. and Robert Bosch S.A. Supporters were Atradius Credit Insurance N.V., Estee Lauder Hellas S.A., Johnson & Johnson Hellas S.A. and Vodafone – Panafon S.A. Moreover, the career fair was communicated by kariera.gr, KERDOS Publishing S.A. and skywalker.gr.

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.

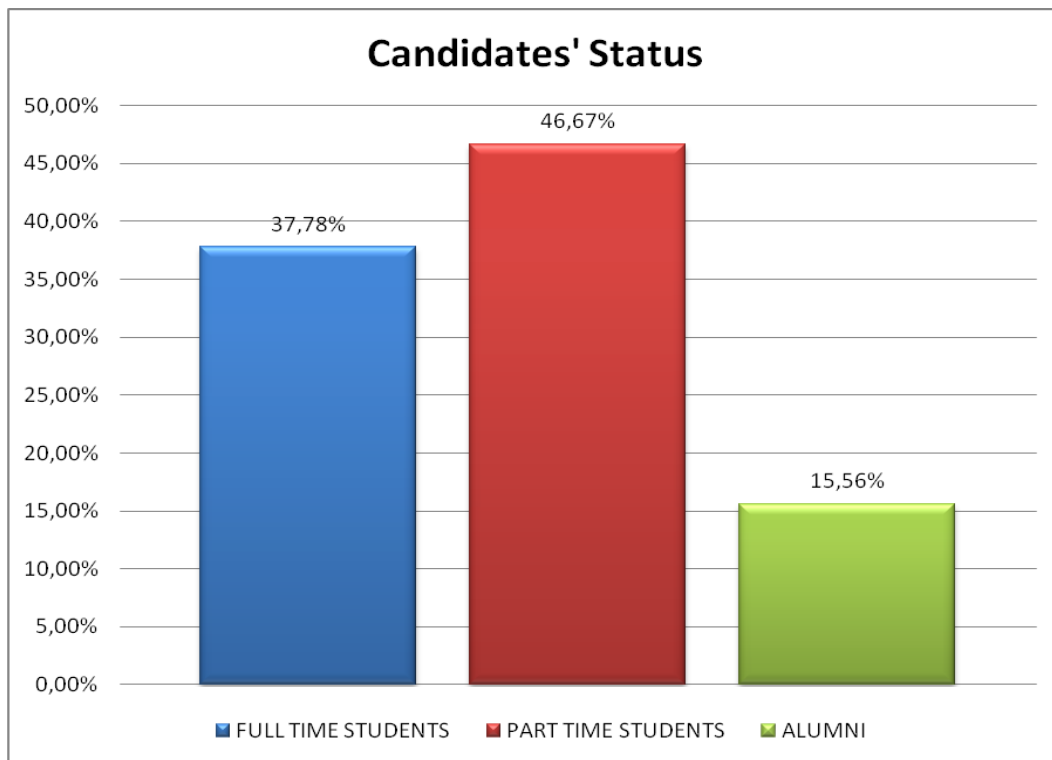
In view of the challenging economic climate and its effect on the job market, in some cases, comparisons are made with last year's figures, so as to show how current circumstances affected the career fair.

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

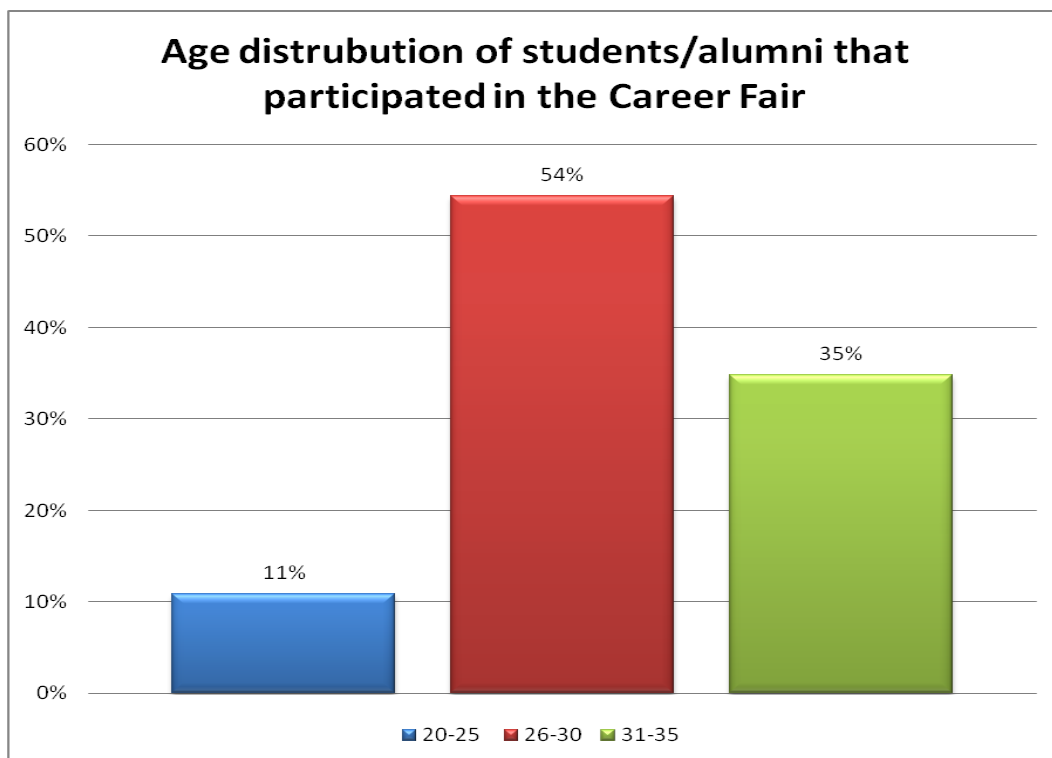
PARTICIPANTS

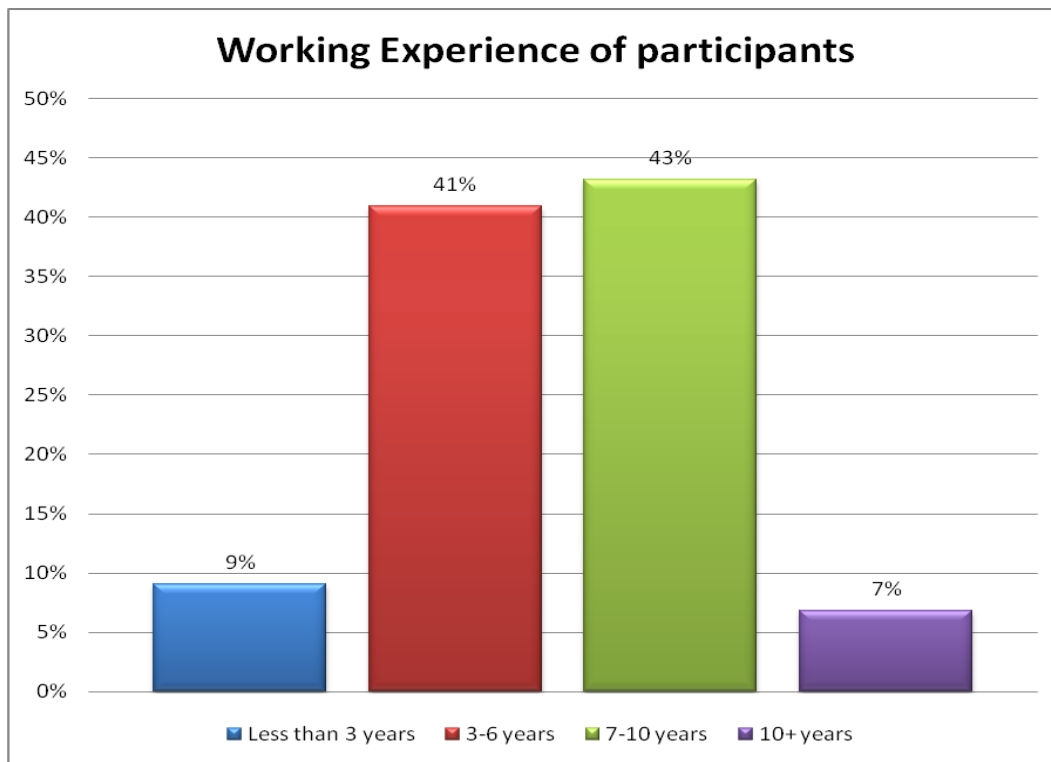
Students & Alumni:

- **103 students and alumni registered for participation**
- **54% of the participants were male and 46% female**
- **2% of the participants were international students/alumni and 16% were alumni of the program**



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

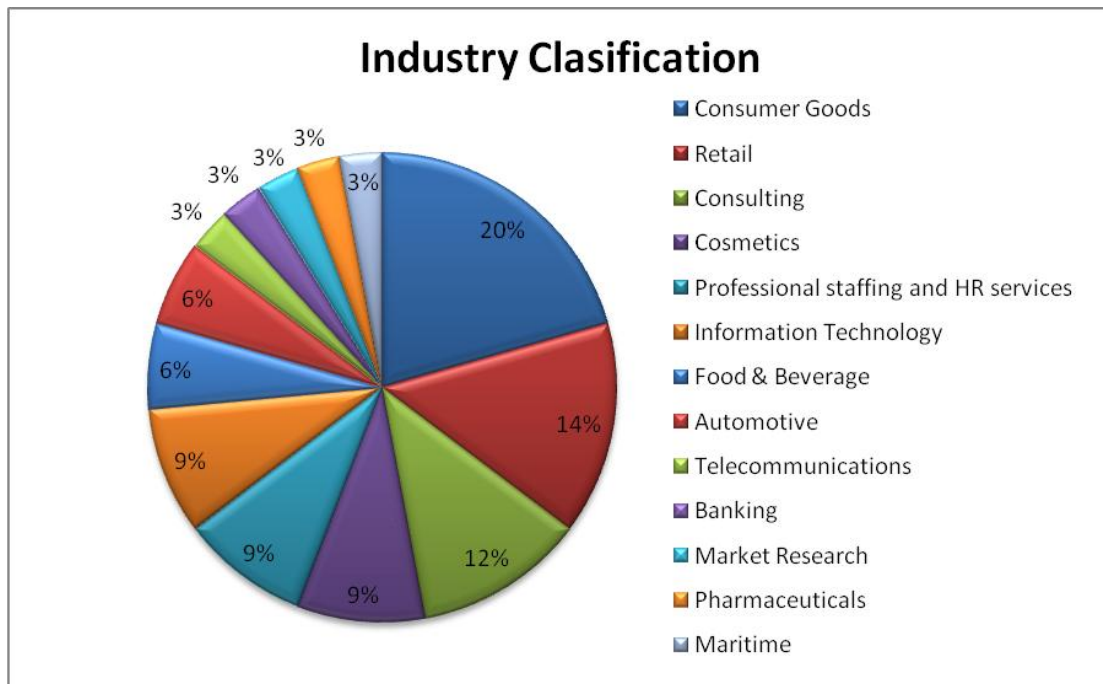




Companies:

In total of 36 companies attended the Career Fair 2014:

- 7 companies were from the **Consumer Goods** sector
- 5 companies were from the **Retail** sector
- 4 companies were from the **Consulting** sector
- 3 companies were from the **Cosmetics** sector
- 3 companies were from the **Professional staffing and HR services** sector
- 3 companies were from the **Information Technology** sector
- 2 companies were from the **Food & Beverage** sector
- 2 companies were from the **Automotive** sector
- 1 company was from the **Telecommunications** sector
- 1 company was from the **Banking** sector
- 1 company was from the **Market Research** sector
- 1 company was from the **Pharmaceuticals** sector
- 1 company was from the **Maritime** sector
- 1 company was from the **Legal Services** sector
- 1 company was from the **Building Materials** sector



In detail, the participating companies were the following:

AB Vassilopoulos
Athenian Brewery S.A.
Beiersdorf Hellas A.E.
Bravo Greece S.A.
Diageo Hellas S.A.
Estee Lauder Hellas A.E.
EY
Famar AVE
Hewlett- Packard Hellas
IBM Hellas S.A.
IN GROUP
IRI
Johnson & Johnson Hellas S.A.
Jumbo A.E.E
KPMG Advisors A.E.
Leroy Merlin
Lidl Hellas & ΣΙΑ Ο.Ε.
L'Oréal Hellas S.A.

McKinsey&Company
Mercedes-Benz Hellas S.A.
Microsoft Hellas
Mythos Brewery- Carlsberg Group
National Bank of Greece S.A.
Nestle Hellas S.A.
People for Business ΕΠΕ
PepsiCo
Piraeus Container Terminal S.A.
Plaisio Computers S.A.
PwC Greece- Human Capital
Randstad Hellas A.E.
Robert Bosch S.A.
Samsung Electronics Hellas A.E.
Sioufas & Associates Law Firm
Titan Cement Co S.A.
Toyota Hellas S.A.
Vodafone-Panafon S.A.

FEEDBACK

Candidate Feedback:

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

- 65% of the participants were employed during the time of the event (69% in 2013)
- 74% 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 (58% in 2013)
- 59% of the candidates approached also companies that had not targeted them for an interview initially (56% in 2013)
- 85% (71% in 2013) of the candidates totally agree or agree that the Career Fair was a professional experience that deserved their time and effort and 83% (81% in 2013) agreed that the Career Fair met their expectations.

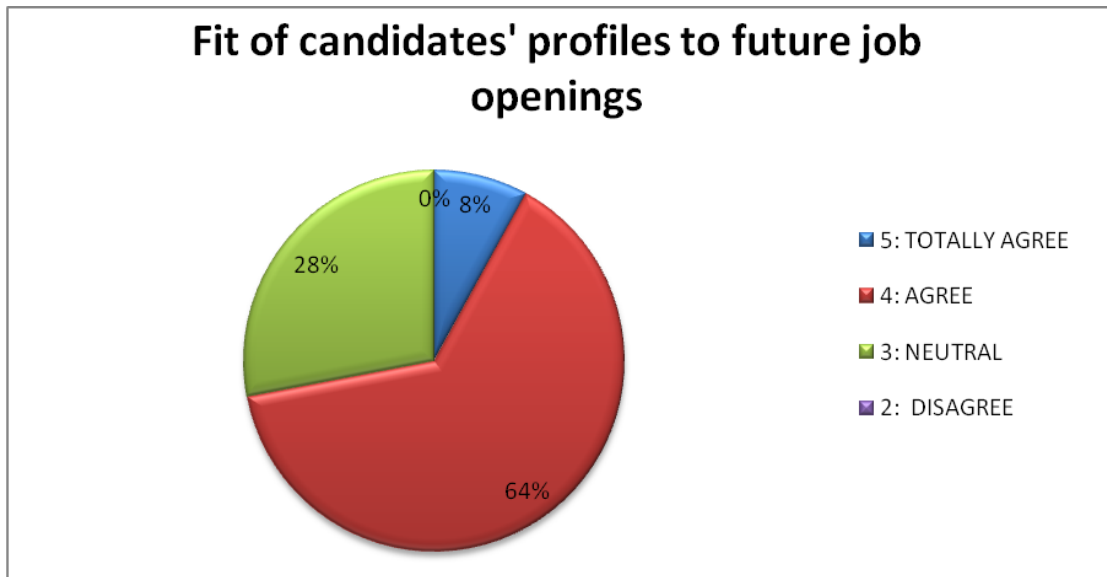
Company Feedback:

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

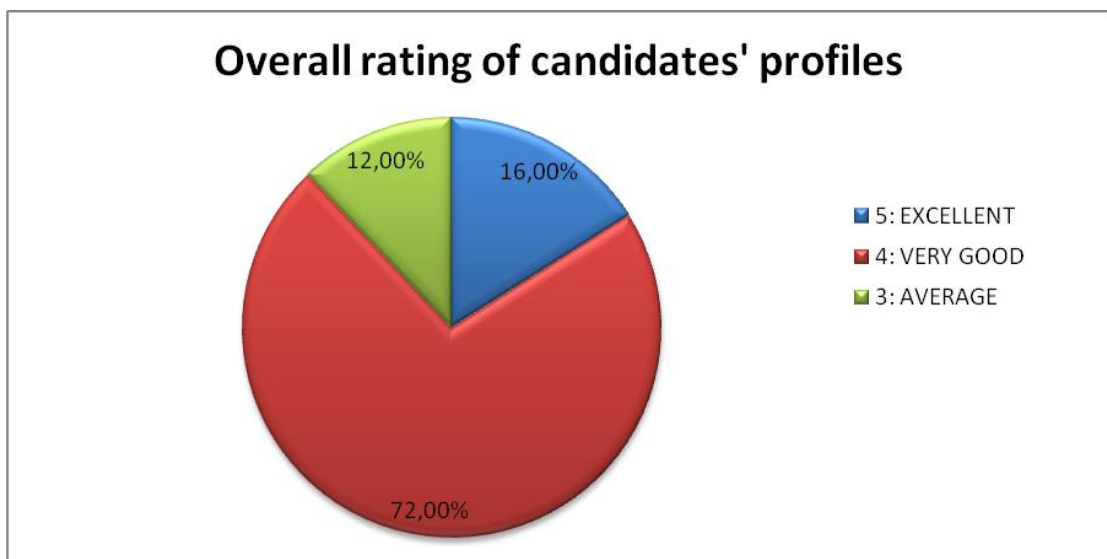
- 84% of the participating companies had a specific job opening at the time of the Career Fair (69% in 2013)
- 88% of the participating companies rated the profile of our participating students and alumni as excellent or very good (87,5% in 2013)



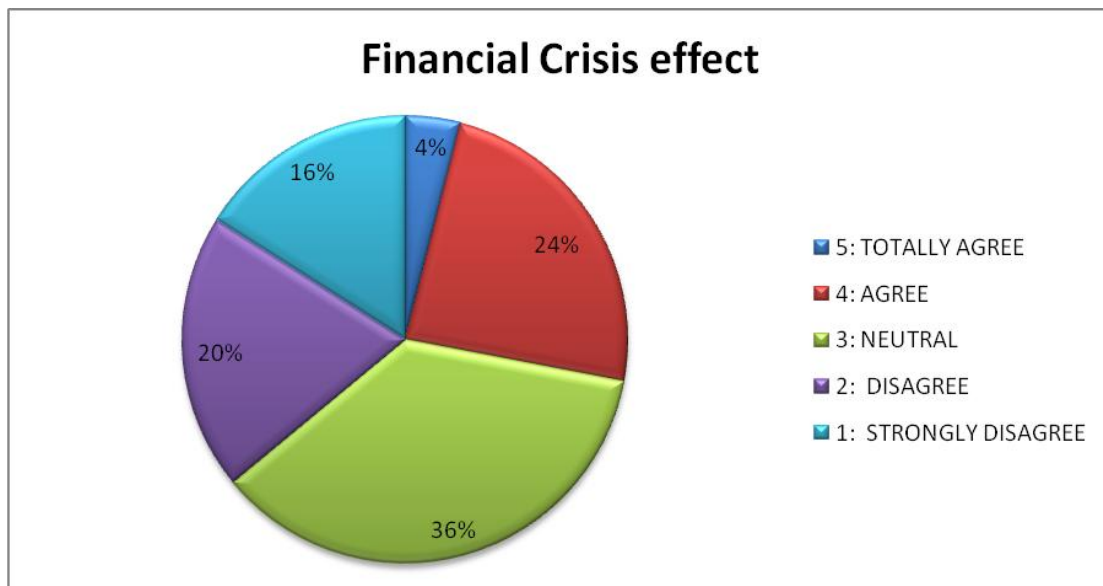
- **72% of the participating companies agree or totally agree that the profile of the candidates would fit potential job openings in the near future (69% in 2013)**



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



- **28% of the participating companies believe that the financial crisis has decreased the rate of job openings (34% in 2013)**



Conclusions

The level of satisfaction of the fair this year – as regards the venue and service offered by the programme - was in high levels as last year, from both companies and candidates. Companies rated the profile of candidates as excellent or very good (88%) and candidates agreed that the Career Fair met their expectations 83% (81% in 2013).

As the Greek financial crisis now drags into its sixth year, data show that less companies (28%) claim that the financial crisis has decreased the rate of job openings (53% in 2012, 34% in 2013). In particular, companies attending the fair this year had more specific job openings (84%) at the time of the fair than the two last years (61% in 2012, 69% in 2013). Moreover, more companies (72%) agreed that the profile of the candidates would fit potential job openings in the near future (67% in 2012, 69% in 2013).

At the time of writing this report (end-June), 20% of participating companies have hired directly from the fair (15% in 2013). Furthermore, 31% of the companies have proceeded to a 2nd round of interviews with the participating candidates while evidence suggests that this will increase significantly in the next 1-2 months.