



## 2<sup>nd</sup> Continental Student Survey China 2013

Shanghai, October 16, 2013

## 2<sup>nd</sup> Continental Student Survey China 2013

- › Continental Student Survey China conducted every two years since 2011
- › 1,041 students were surveyed in 2013
- › 60% men and 40% women
- › 39% engineering,
- › 35% natural sciences, mathematics, or informatics and
- › 33% economic sciences



# 2<sup>nd</sup> Continental Student Survey China 2013

## Agenda

**A** Studies – Profession – Career

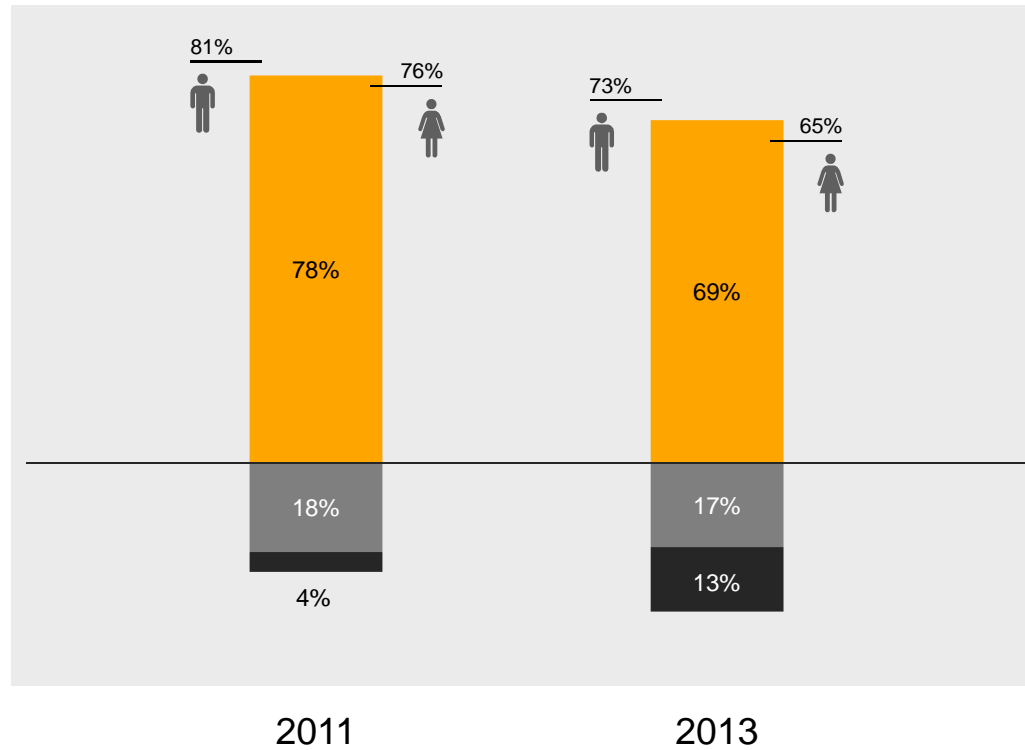
**B** Work-Life Balance

**C** Internationality

# Studies – Profession – Career

## Career Prospects

How do you view your future career prospects?



■ (Very) confident   
 ■ So/so   
 ■ Not (at all) confident

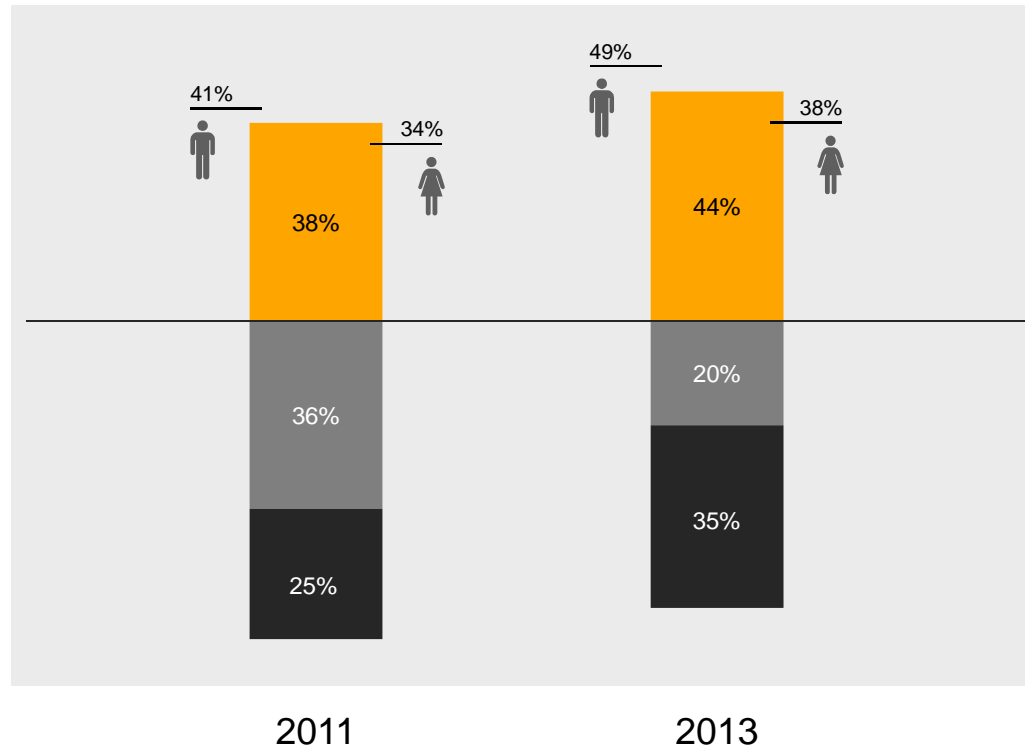


Deviations from 100%:  
Rounding and/or reply option "I can't say"

# Studies – Profession – Career

## Competitiveness by International Comparison

How do you rate your personal competitive advantage – viewed by international comparison?



■ (Very) confident   
 ■ So/so   
 ■ Not (at all) confident

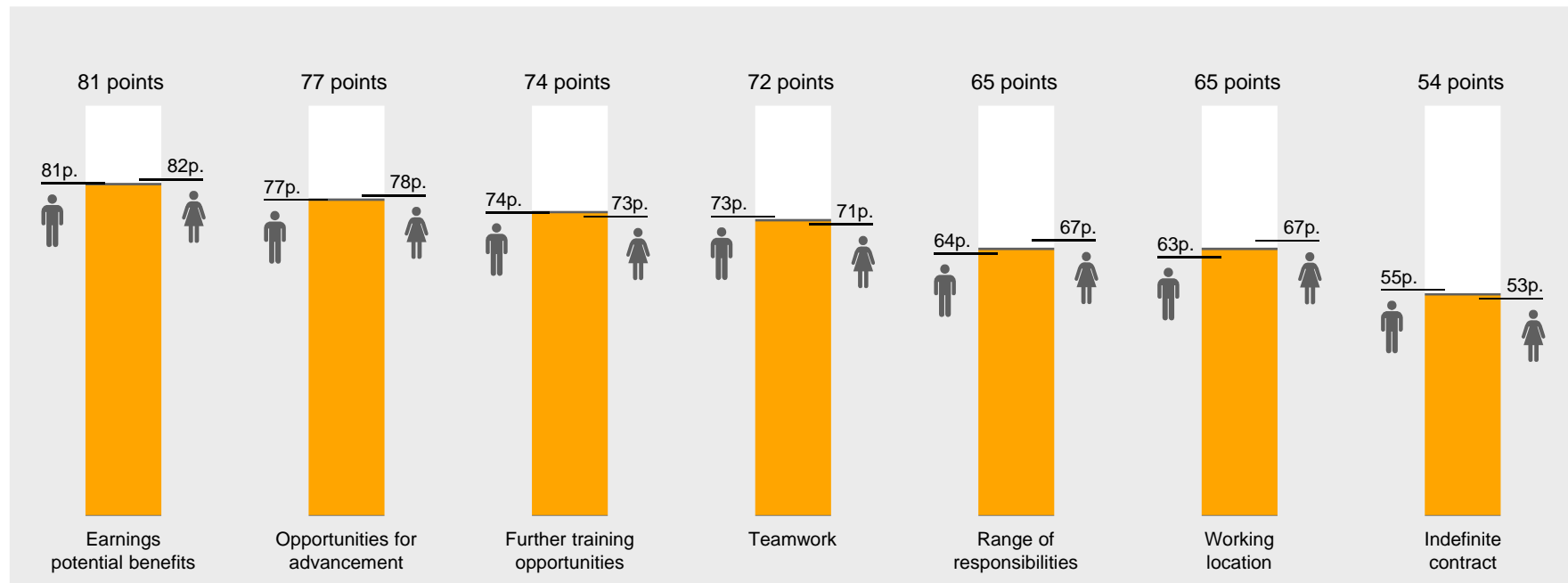
Deviations from 100%:  
Rounding and/or reply option "I can't say"



# Work-Life Balance

## Decision Cockpit: Expectations From Future Employer

What factors affect the choice of employer?

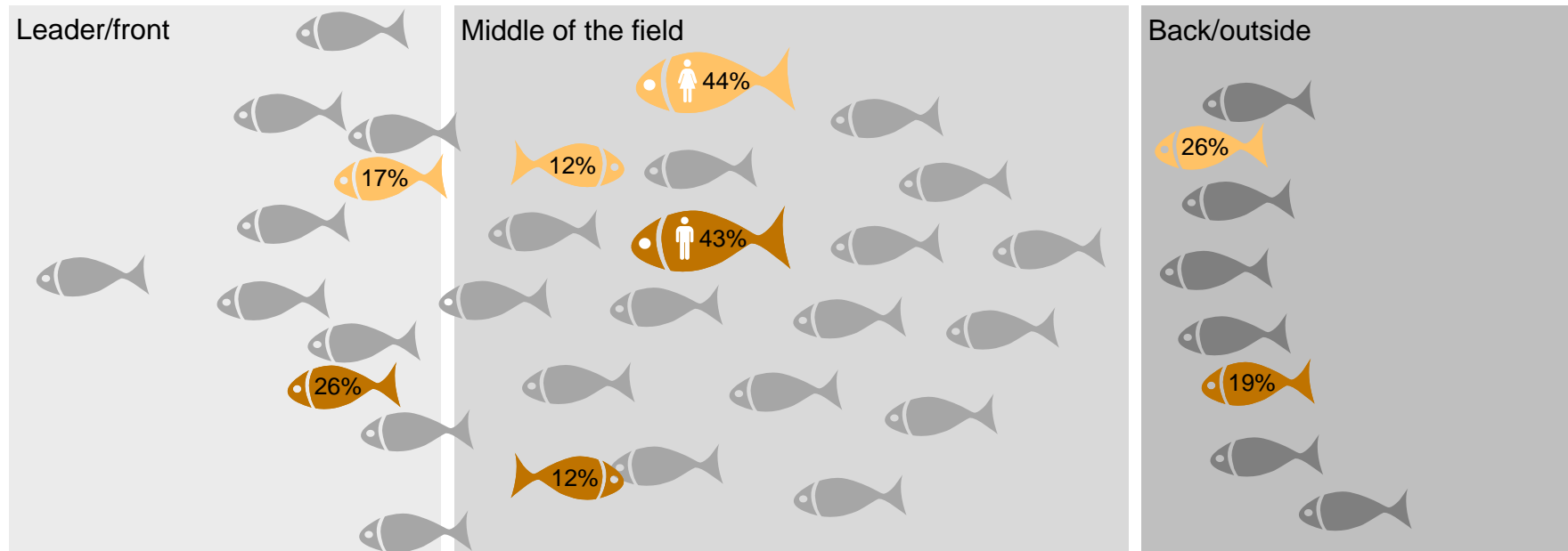


Mean of all answers on a scale of 0 to 100 points

# Studies – Profession – Career

## Career Expectations in China

Where do you see your position at the start of your career?

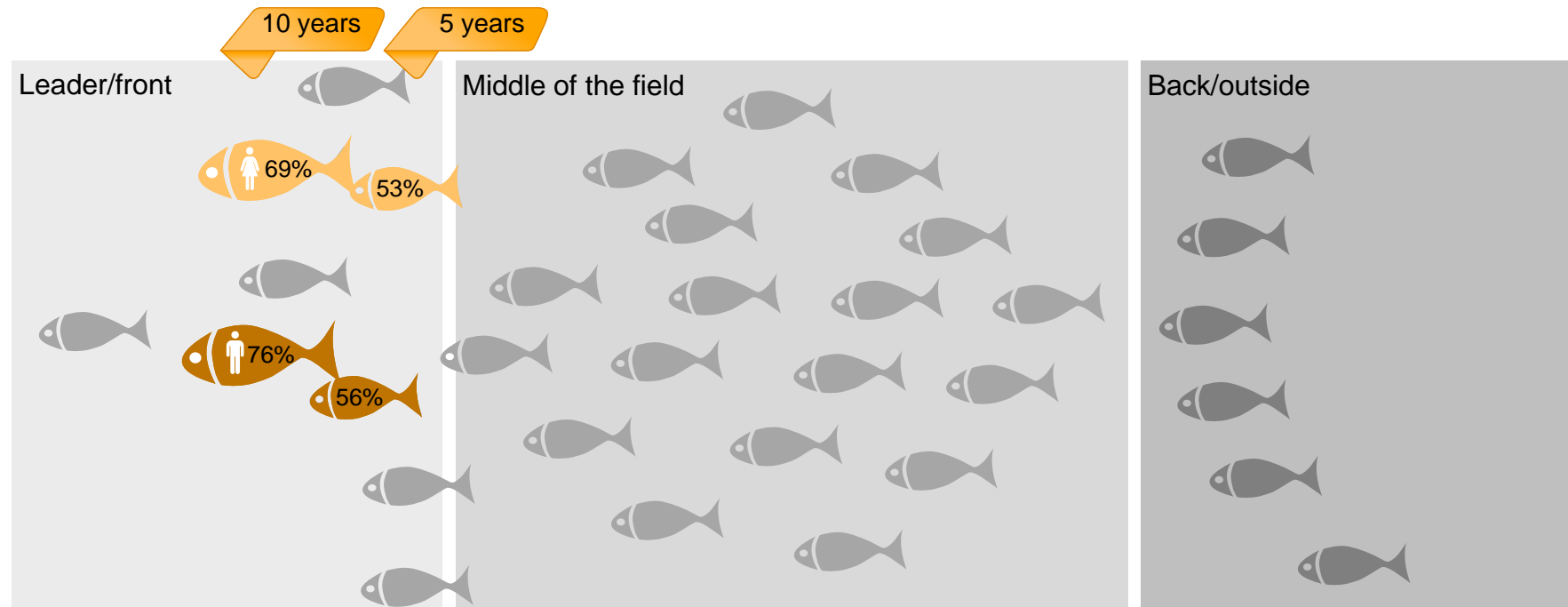


Selection shown, concept according to the Social Science Research Center in Berlin

# Studies – Profession – Career

## Career Expectations in China

How do you see your career path?



Selection shown, concept according to the Social Science Research Center in Berlin



# Studies – Profession – Career

## A Studies – Profession – Career

- › The students view their career prospects in a positive light.
- › Nevertheless, confidence regarding career prospects declined slightly in 2013 compared with 2011.
- › We see a gap regarding confidence in personal competitiveness – on the one hand confidence is growing, on the other hand there is also an increase in the lack of confidence.
- › There is no big difference between male and female students as regards their expectations from future employers.
- › The young talents want a career.

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**A Studies – Profession – Career**

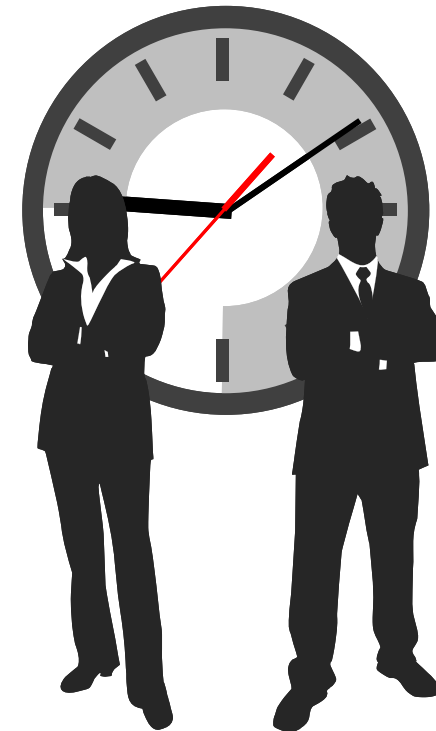
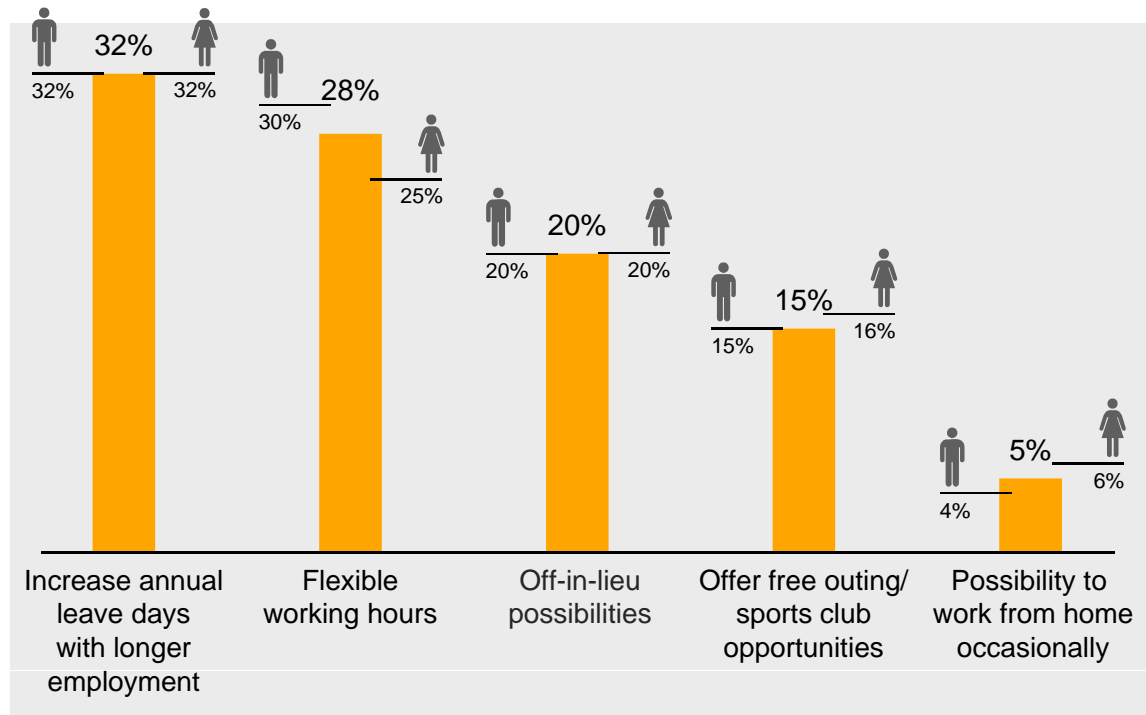
**B Work-Life Balance**

**C Internationality**

# Work-Life Balance

## What is a 'Work-Life Balance'?

How can the employer support your 'work-life balance'?

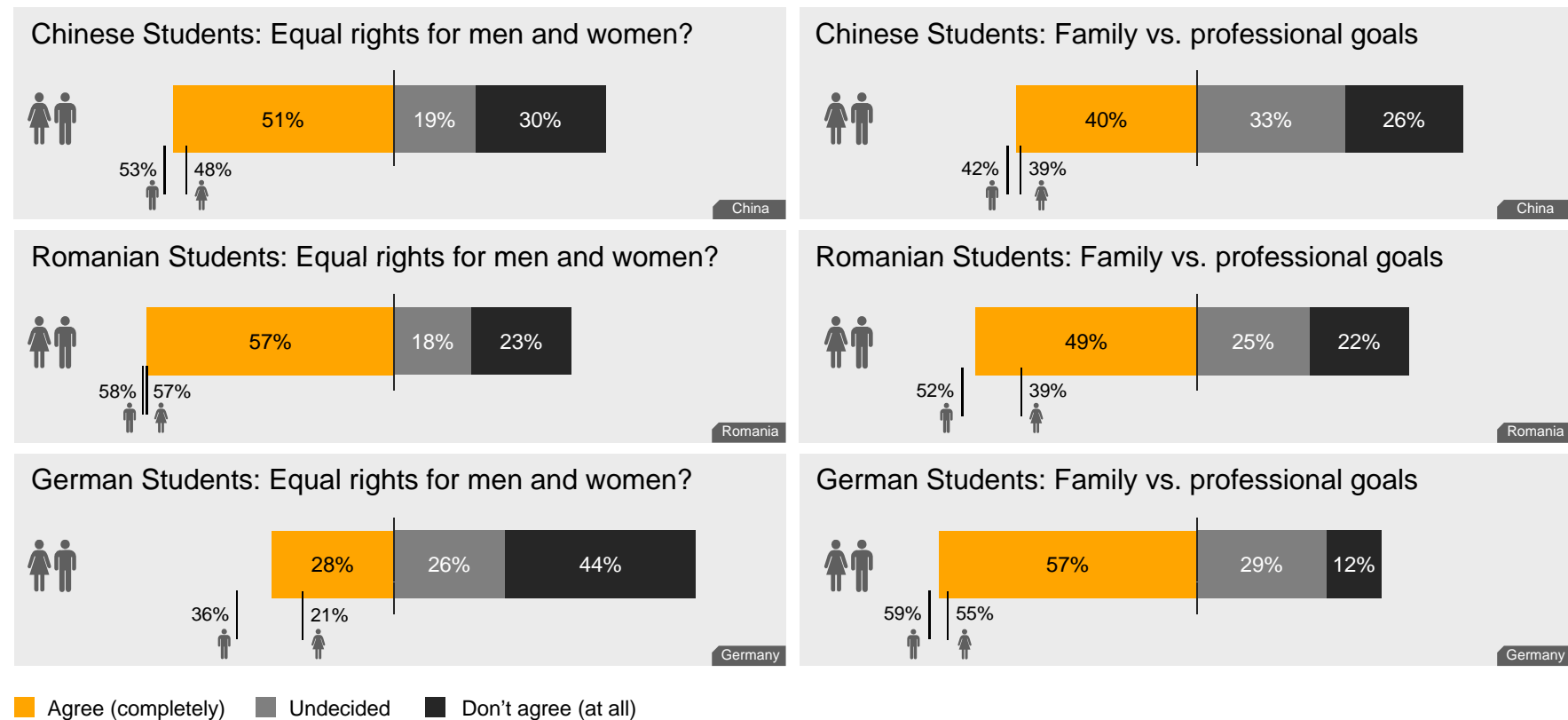


# Work-Life Balance

## Equality and Opportunities / Importance of Family

Are there equal opportunities for men and women in all areas of society?

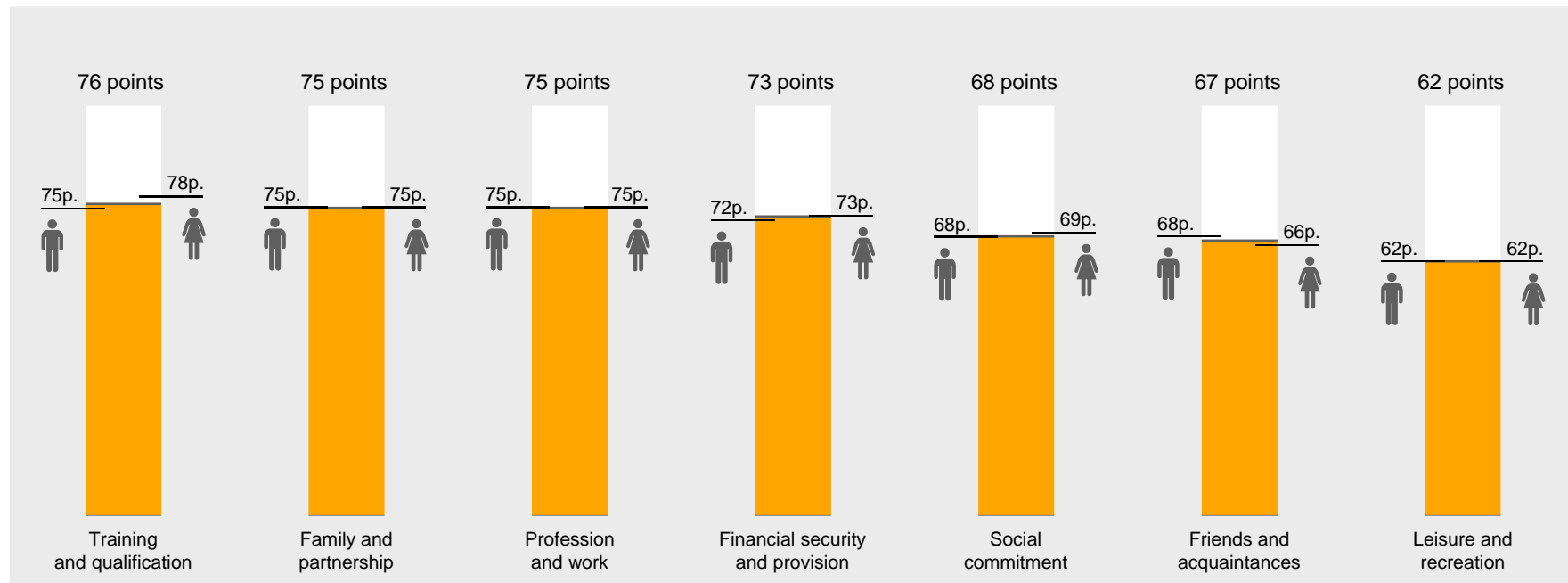
Putting aside career ambitions for the family?



# Work-Life Balance

## Decision Cockpit: Central Areas of Life

What do you imagine will be the focus areas of life at the start of your career?



Mean of all answers on a scale of 0 to 100 points

# Work-Life Balance

## B Work-Life Balance

- › The students are ready to pay a price for their career.
- › To provide a better 'work-life balance', they would like to have increased annual leave days, flexible working hours and off-in-lieu possibilities.
- › In order to achieve career success, they focus on training programs.

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**A** Studies – Profession – Career

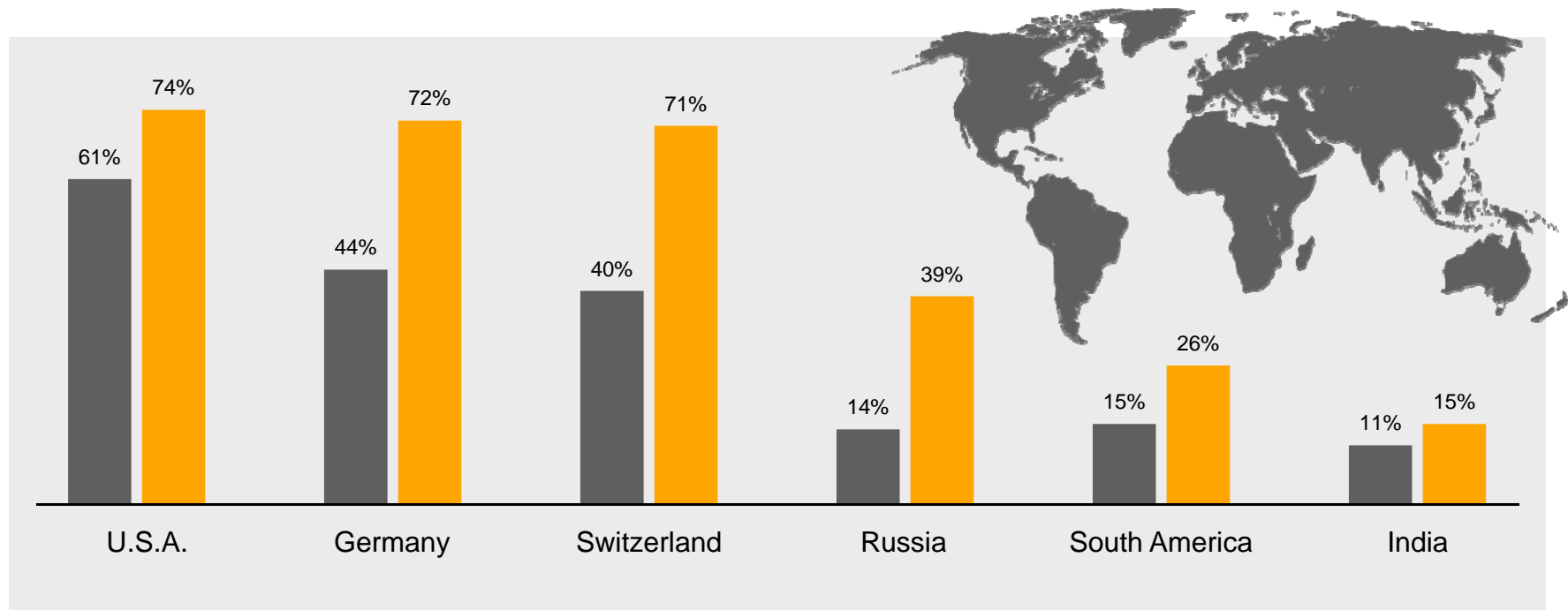
**B** Work-Life Balance

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# Internationality

## Working Abroad

In which countries would you like to work?



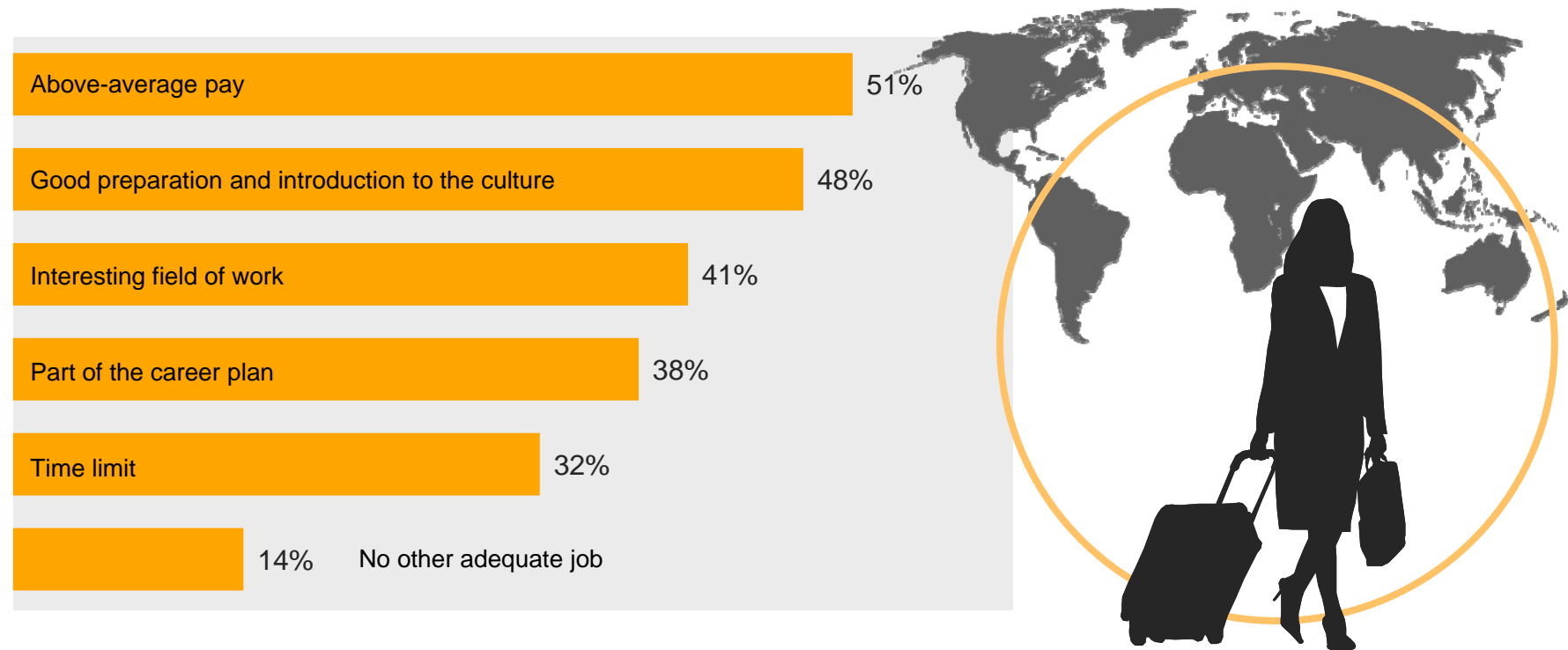
■ 2011 ■ 2013



# Internationality

## Working Abroad

What makes a job abroad appealing?

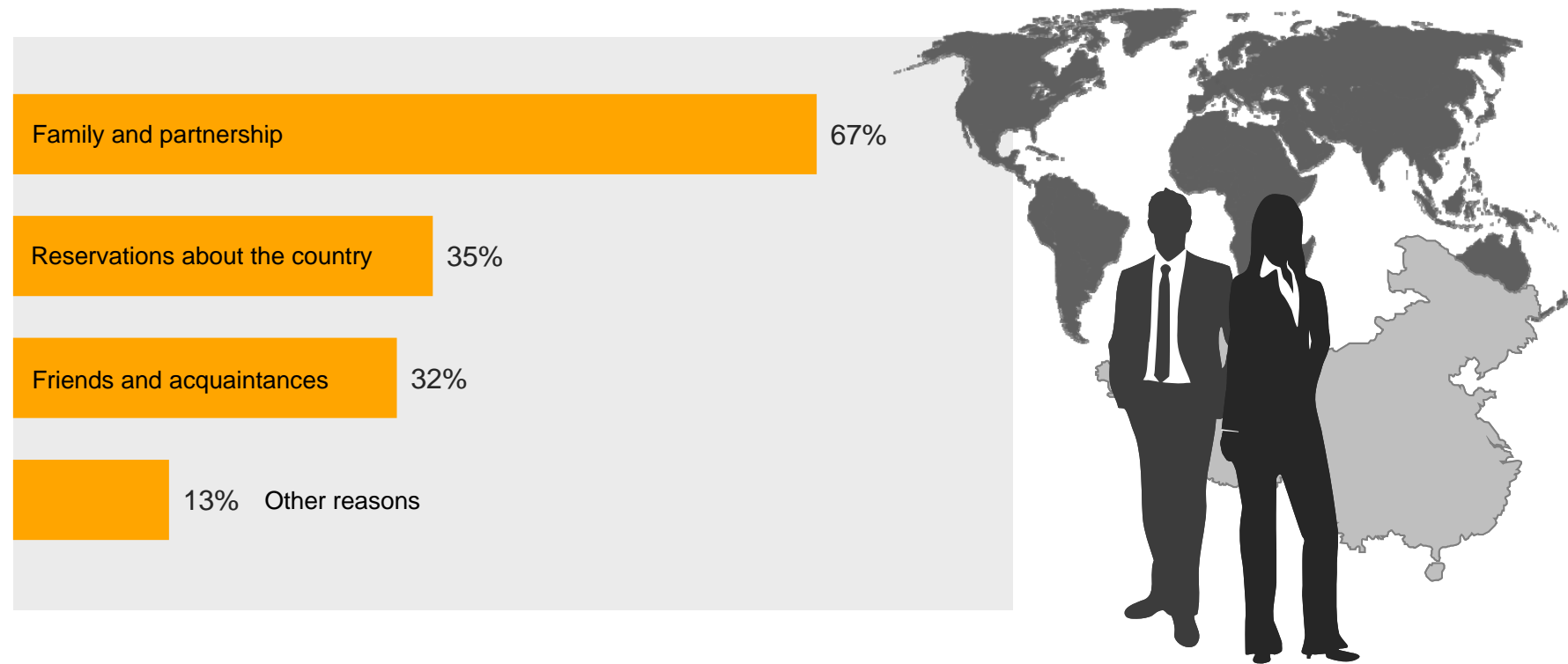


Multiple responses possible

# Internationality

## Reasons for Not Working Abroad

What would put you off accepting a job abroad?



Multiple responses possible

# Internationality

## C Internationality

- › Enthusiasm for countries, in which they could later take a job, grows.
- › Good pay, as well as a good preparation and introduction to the culture, are the focal reasoning for working abroad.
- › Family/partnership is the main reason why the students would put off accepting a job abroad; reservations about the country is another reason.

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## Conclusions

- › Excellent working conditions required – development is important
- › An interesting move in level of personal self-confidence
- › Career aspirations evident
- › Preference for working in the U.S. or Germany
- › Companies have to offer advancement and good pay

**Thank you**  
for your attention!