



# 1<sup>st</sup> Continental Student Survey China 2011

Shanghai, Tongji University  
August 30, 2011

# Agenda

## 1<sup>st</sup> Continental Student Survey China 2011

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1. Focus & Background of Survey

2. Key Messages of Survey

3.1. Results of Survey: Career Perspective

3.2. Results of Survey: Future Work World

3.3. Results of Survey: Globalization

3.4. Results of Survey: Social Media

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## Focus & Background

### Focus

- ▶ Continental wants to know what future employees feel about key questions regarding their future work environment.
- ▶ Representative surveys in Germany and Romania, which we have been conducting on a continuous basis since 2004, bring to light tendencies and trends.
- ▶ The significance of engineering sciences continues to increase throughout the world and Continental is only too familiar with the relevance of technological innovations to competitiveness and with the need for young technical top-notch talents especially in China, one of the largest emerging markets worldwide.

### Study design

The research institute TNS/Infratest Automotive questioned on behalf of Continental

- ▶ online within the TNS Online Access Panel in April 2011
- ▶ 1,024 students (506 female, 518 male)

### Population

- ▶ 391 Engineering sciences
- ▶ 328 Natural sciences/mathematics/computer science
- ▶ 427 Economics

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## Key Messages

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- ▶ Chinese students are open to work abroad for two or three years after completing their studies.
  - ▶ Chinese students imagine their future employer to be a company located in a 1<sup>st</sup> tier city, which offers an individualized professional/job outlook.
  - ▶ The respondents expect to stay with the same employer for 4 to 5 years. Their preferred career features well paid and interesting jobs at different companies.
  - ▶ For them the reason to terminate a job contract is if the own career development is affected negatively, e.g. if the work is without challenges, development or future.
  - ▶ The vast majority of the respondents see a personal benefit in completing internships.
  - ▶ Communication skills, team playing, team leadership, intercultural competence, ability to motivate, long-term planning and project management are taught interdisciplinary. Students assert that they have picked up those competencies during their studies.
  - ▶ For the majority of Chinese students career means advancement within a department/unit or advancement with functions in various corporate task areas.
  - ▶ The future career prospects are rated positively by nearly 80%.
  - ▶ Chinese students associate globalization rather with positive aspects.
  - ▶ Most of the students believe that their university is internationally oriented.
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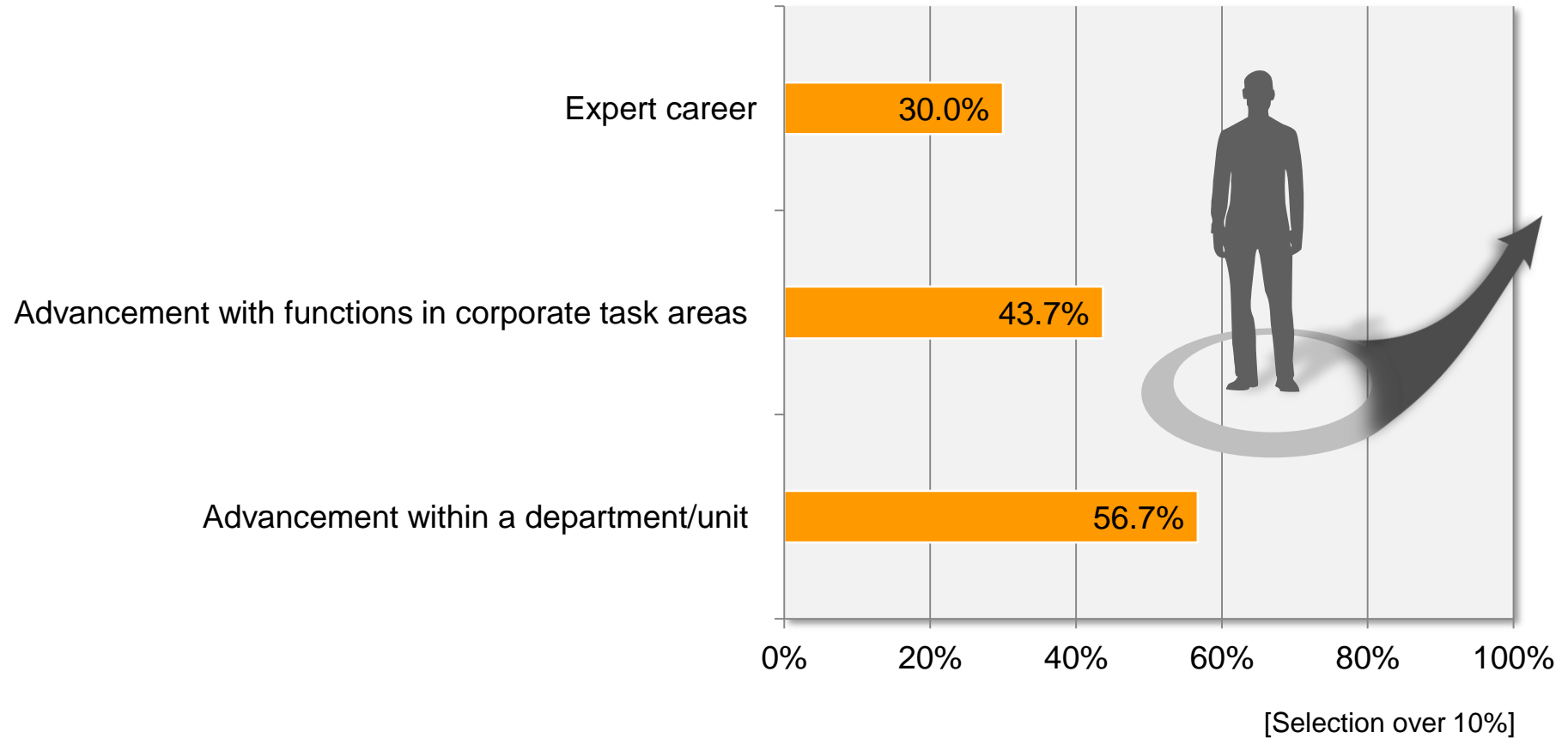
3.4. Results of Survey: Social Media

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# Career Perspective

## Meaning of Career

What does "career" mean for you?

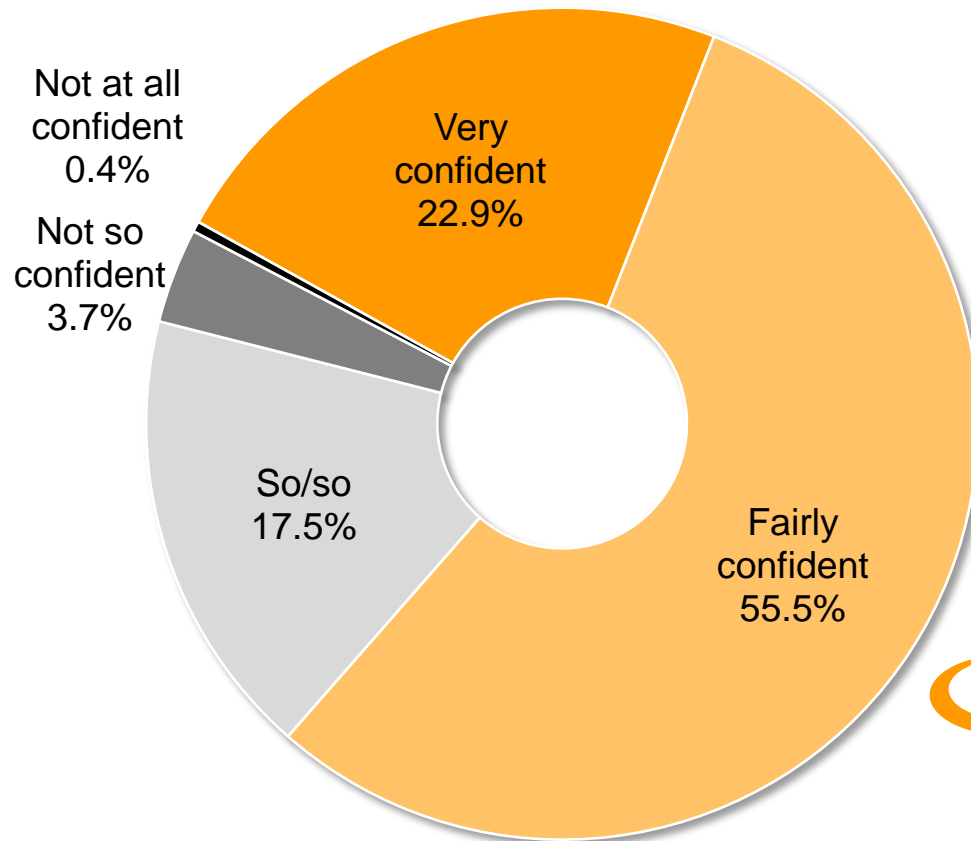


# Career Perspective

## Evaluation of Career Prospectives

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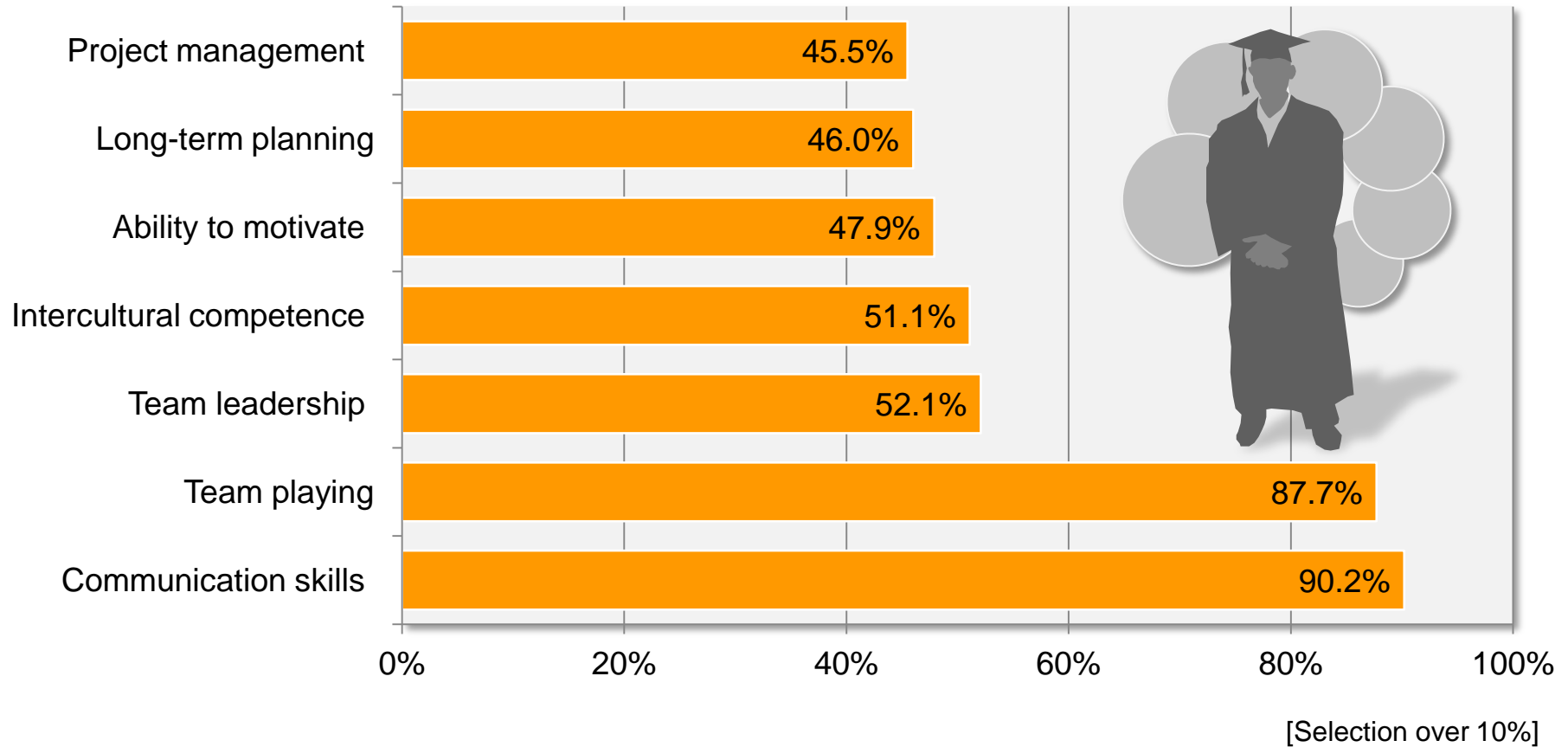
How would you rate your own future career prospects?



# Career Perspective

## Offered Interdisciplinary Skills

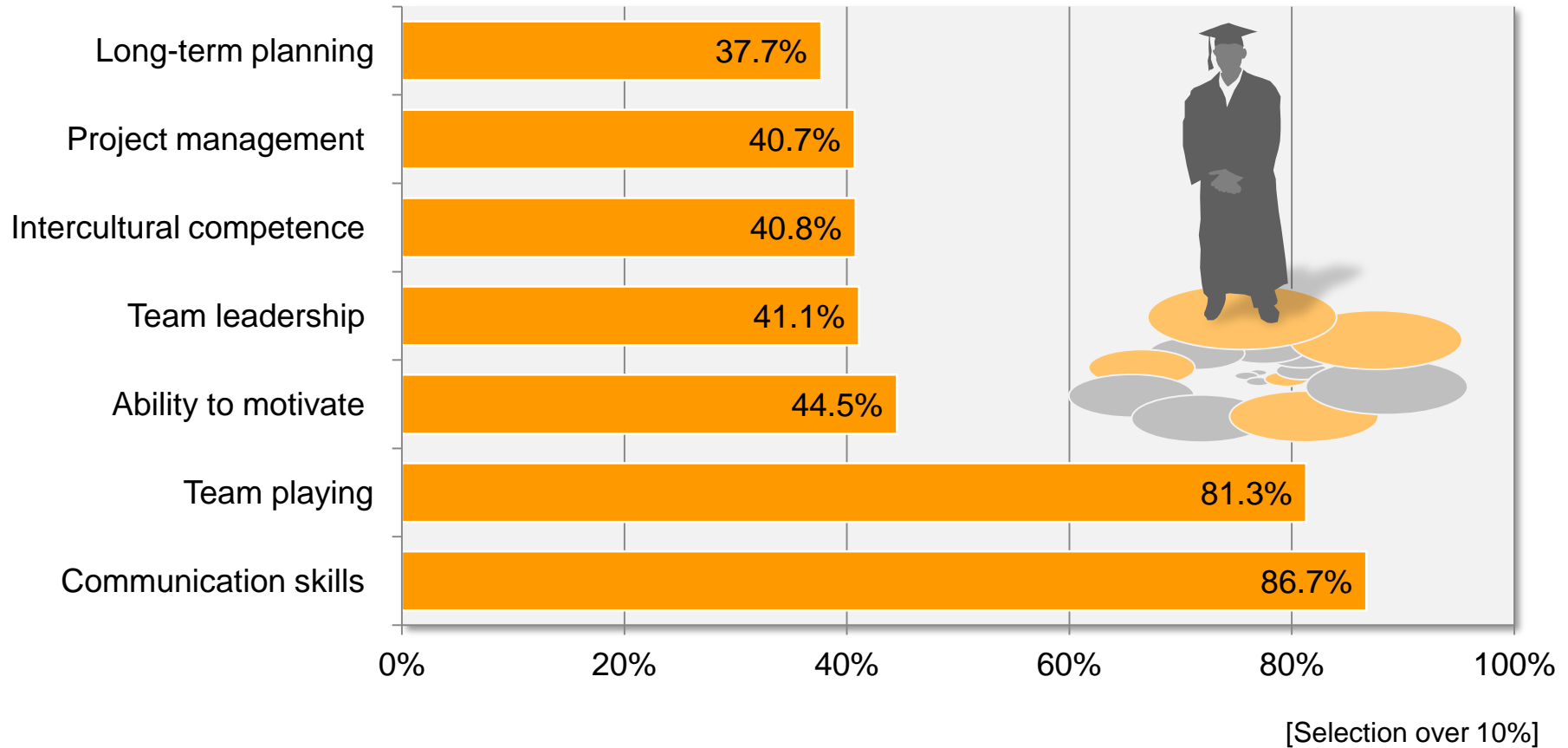
Which of the following competencies were imparted or additionally offered at your university as part of your course of studies?



# Career Perspective

## Acquired Competencies

Which of these competencies have you acquired at your university?



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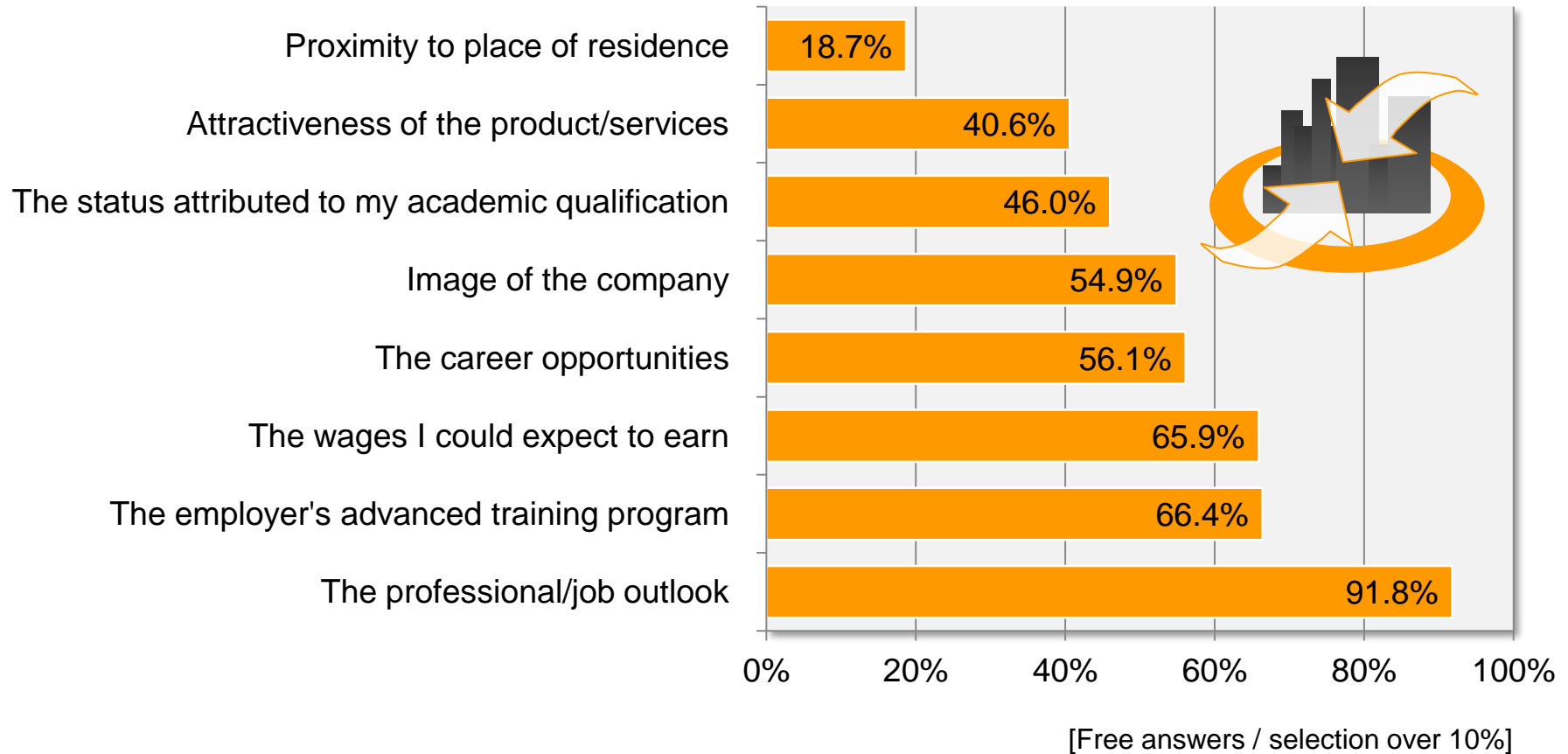
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# Future Work World

## Choosing a Future Employer

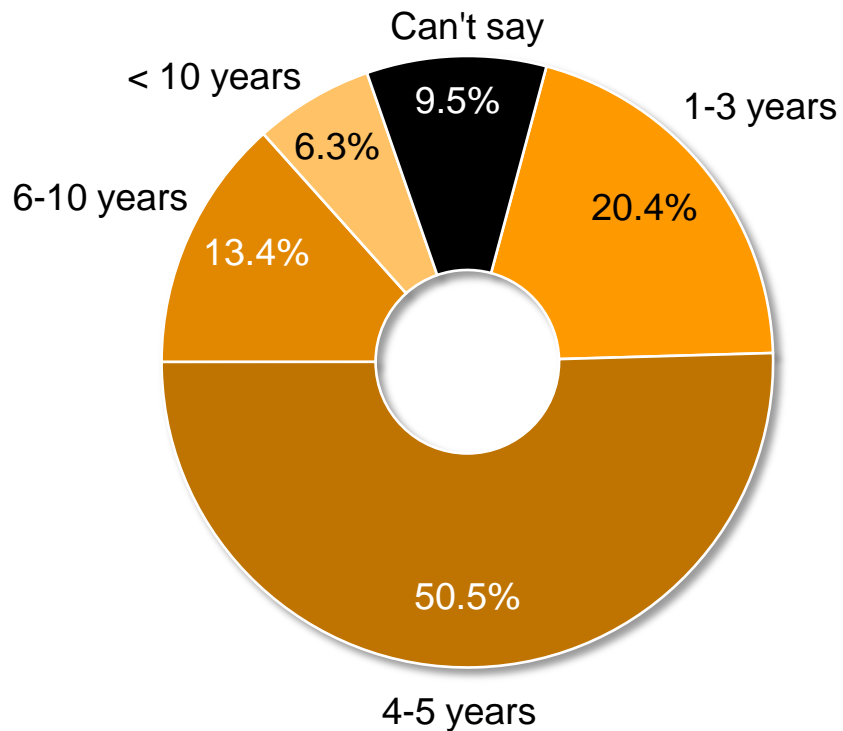
What criteria are most important to you when choosing a future employer?



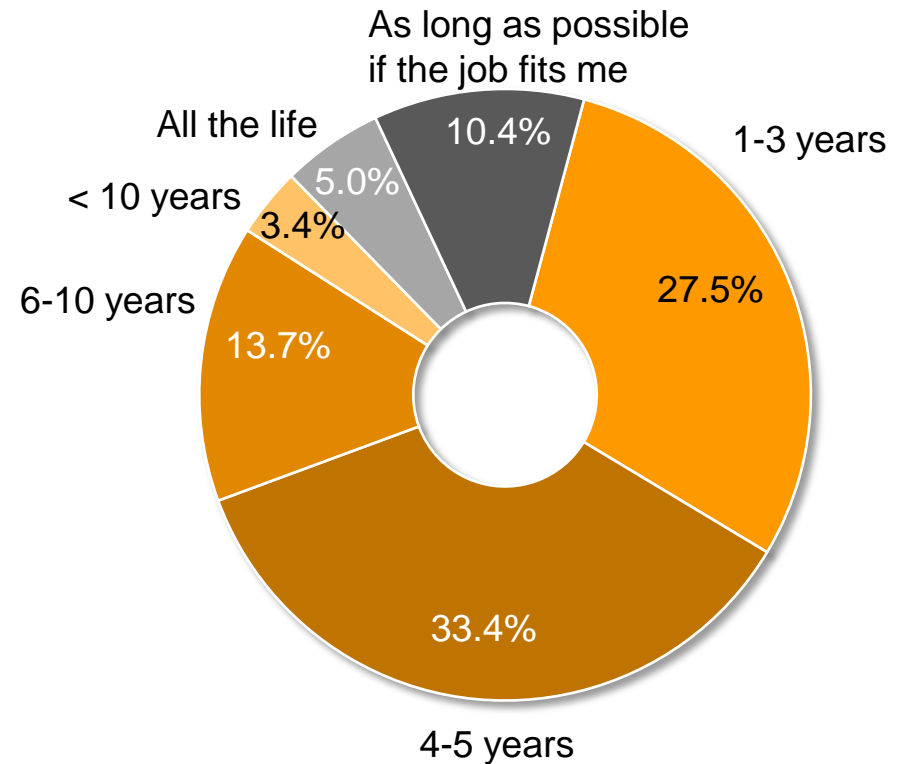
# Future Work World

## Term of Employment

Estimated term of employment  
with same employer



Preferred term of employment  
with same employer

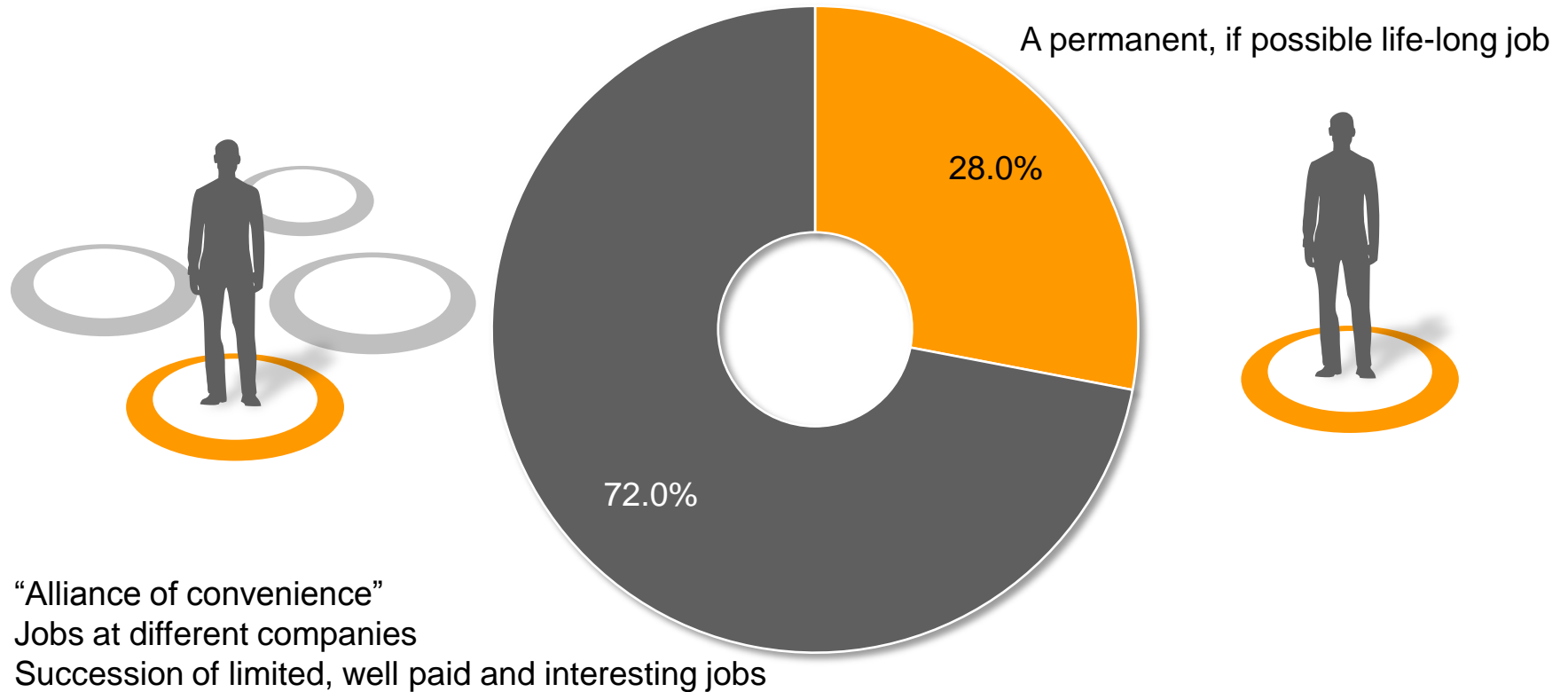


# Future Work World

## Future Employment Relationship

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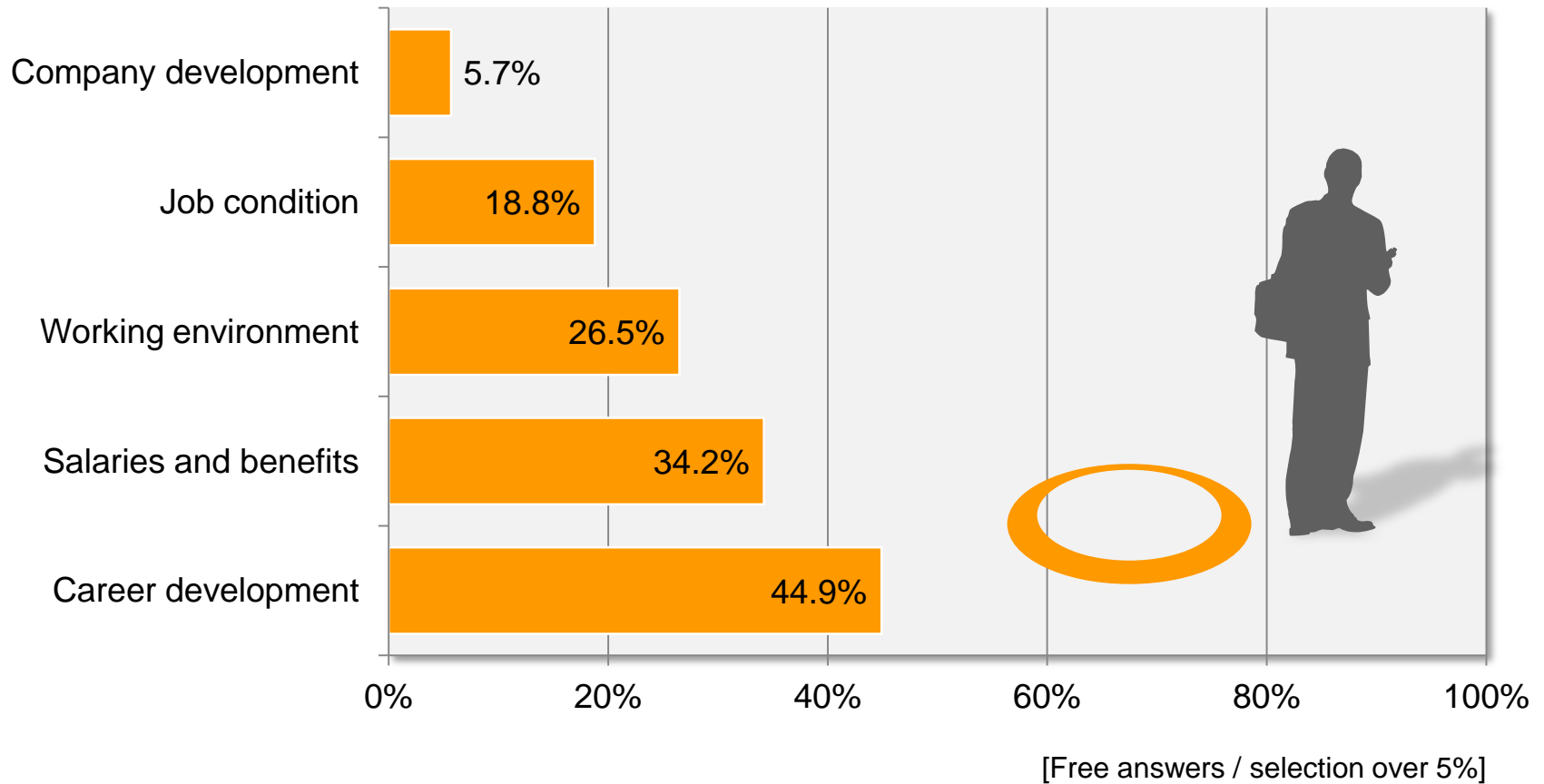
What kind of employment relationship with your future employer will suit you best?



# Future Work World

## Main Reasons to Terminate Employment

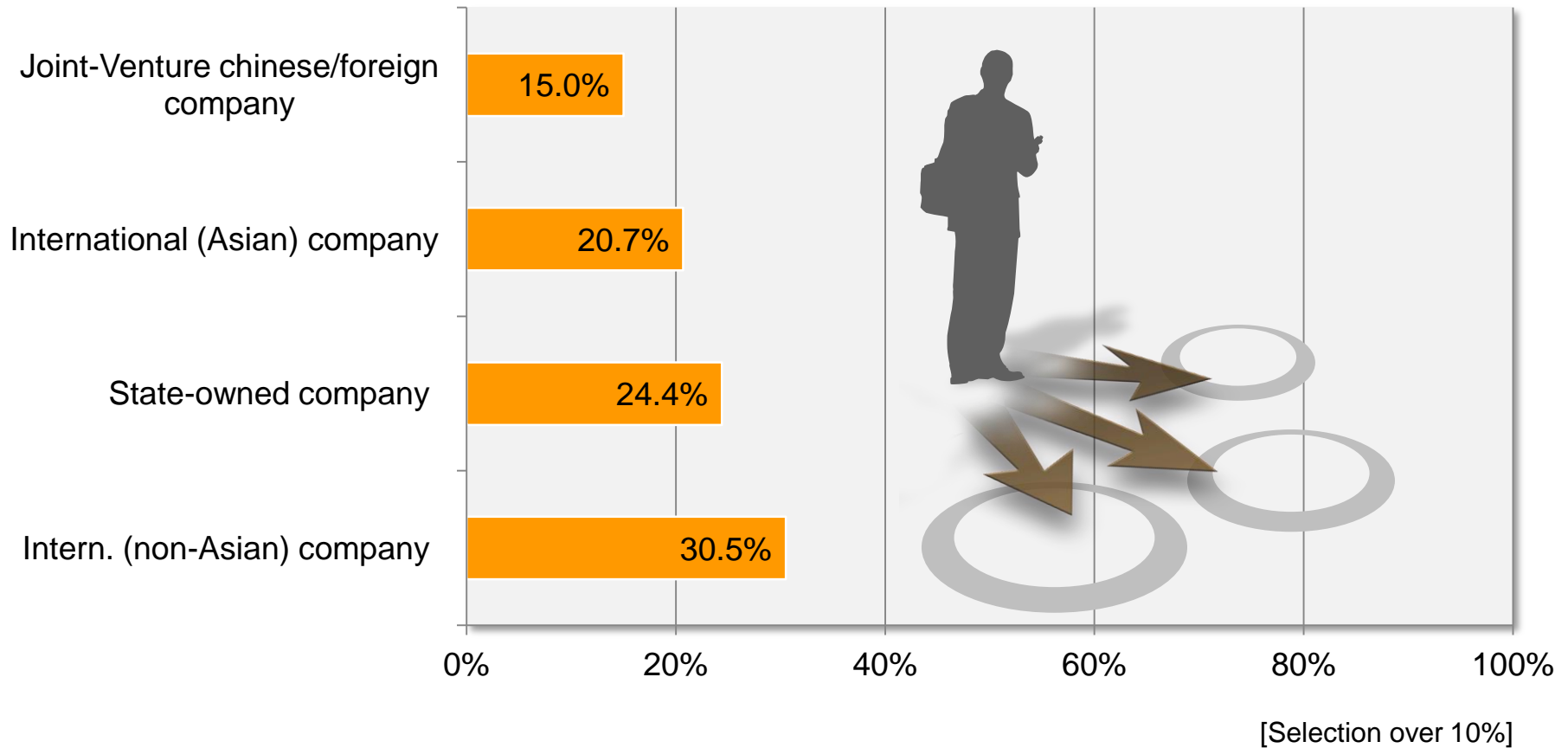
What do you consider the main reasons to terminate an employment contract?



# Future Work World

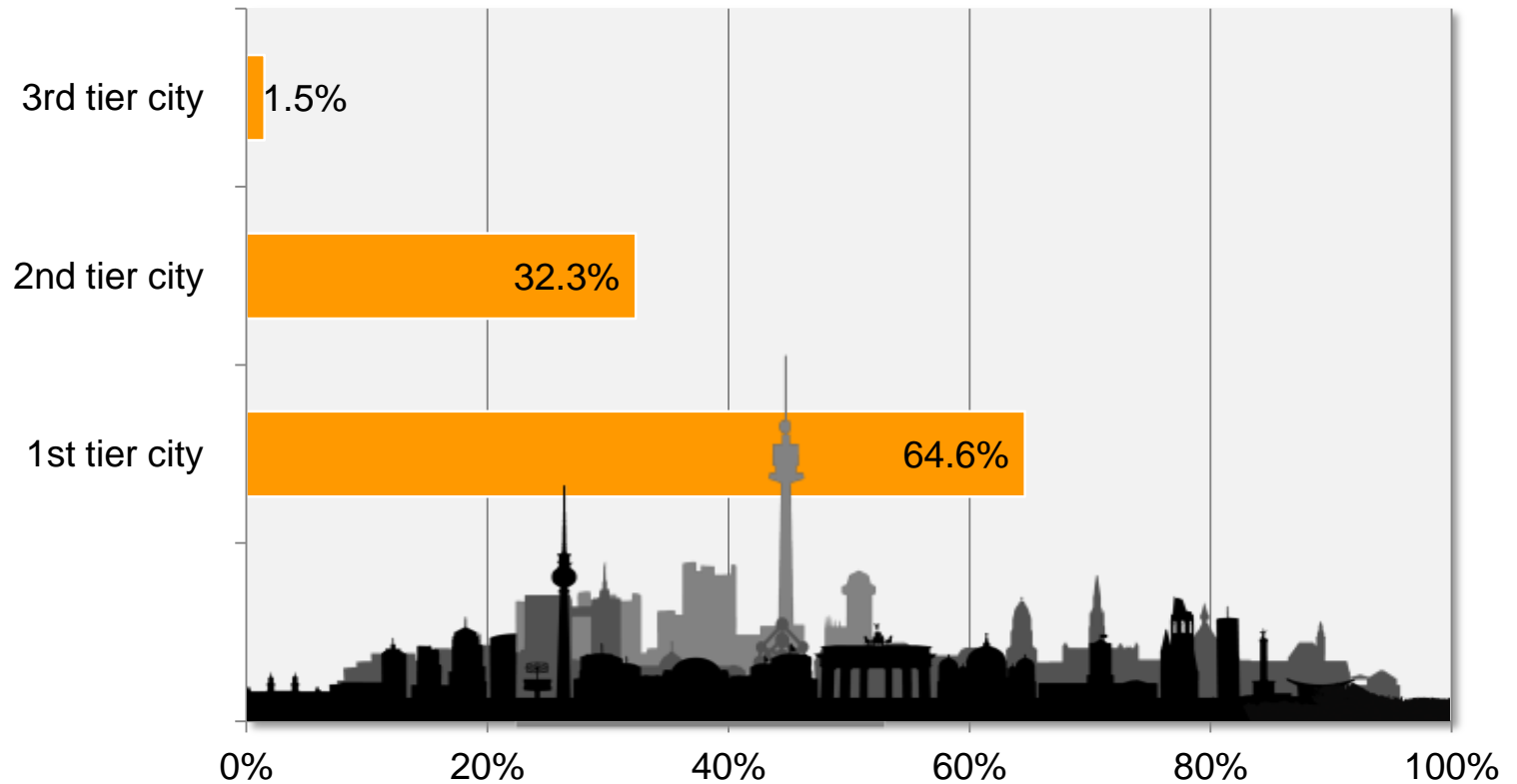
## Preferred Type of Company

Which type of company would you prefer to work with?



# Future Work World Preferred Region

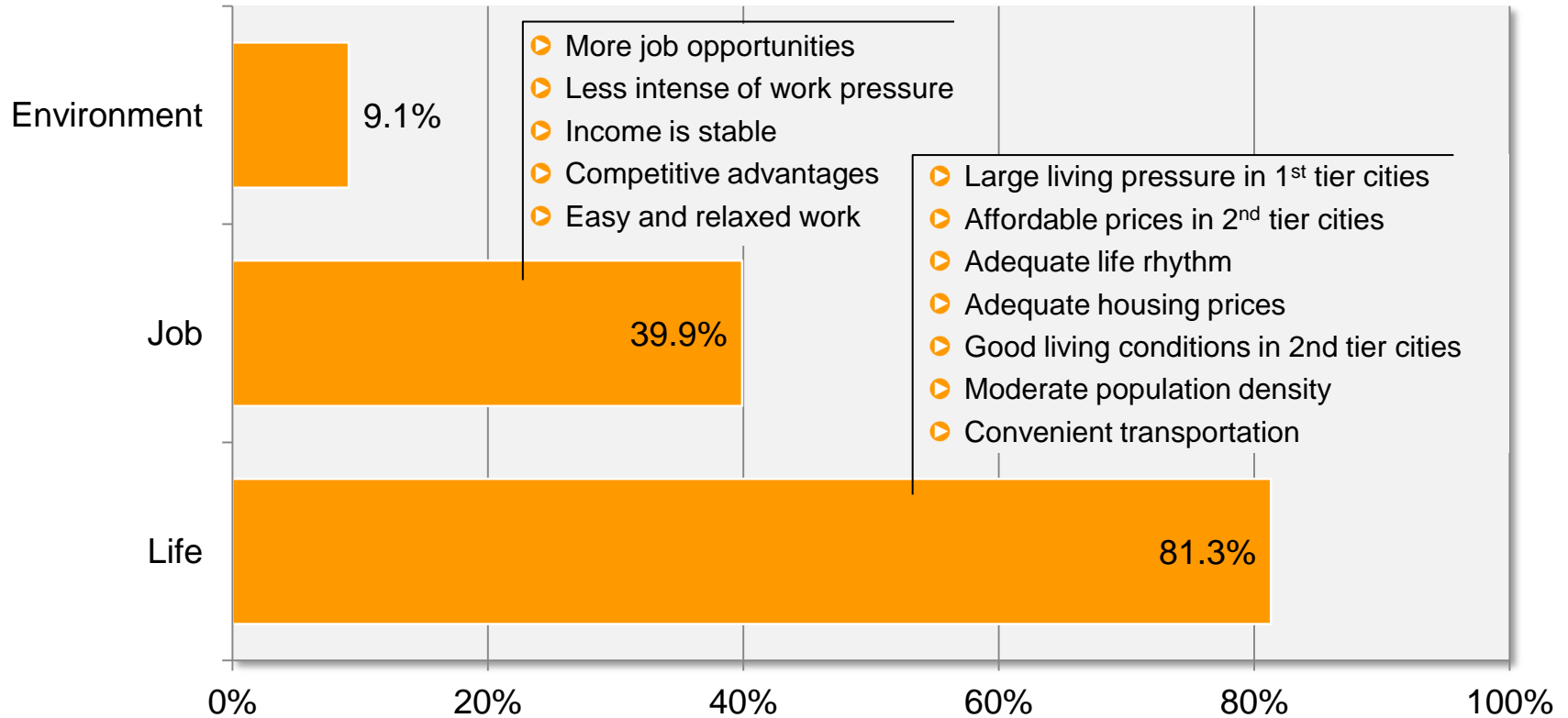
In which region would you like to live and work later?



# Future Work World

## Preferred Region: Reasons for Choosing 2<sup>nd</sup> Tier City

Please explain why you would like to live in a 2<sup>nd</sup> tier city!



[Free answers / selection „Would like to live and work later in a 2<sup>nd</sup> tier city”, over 5%]

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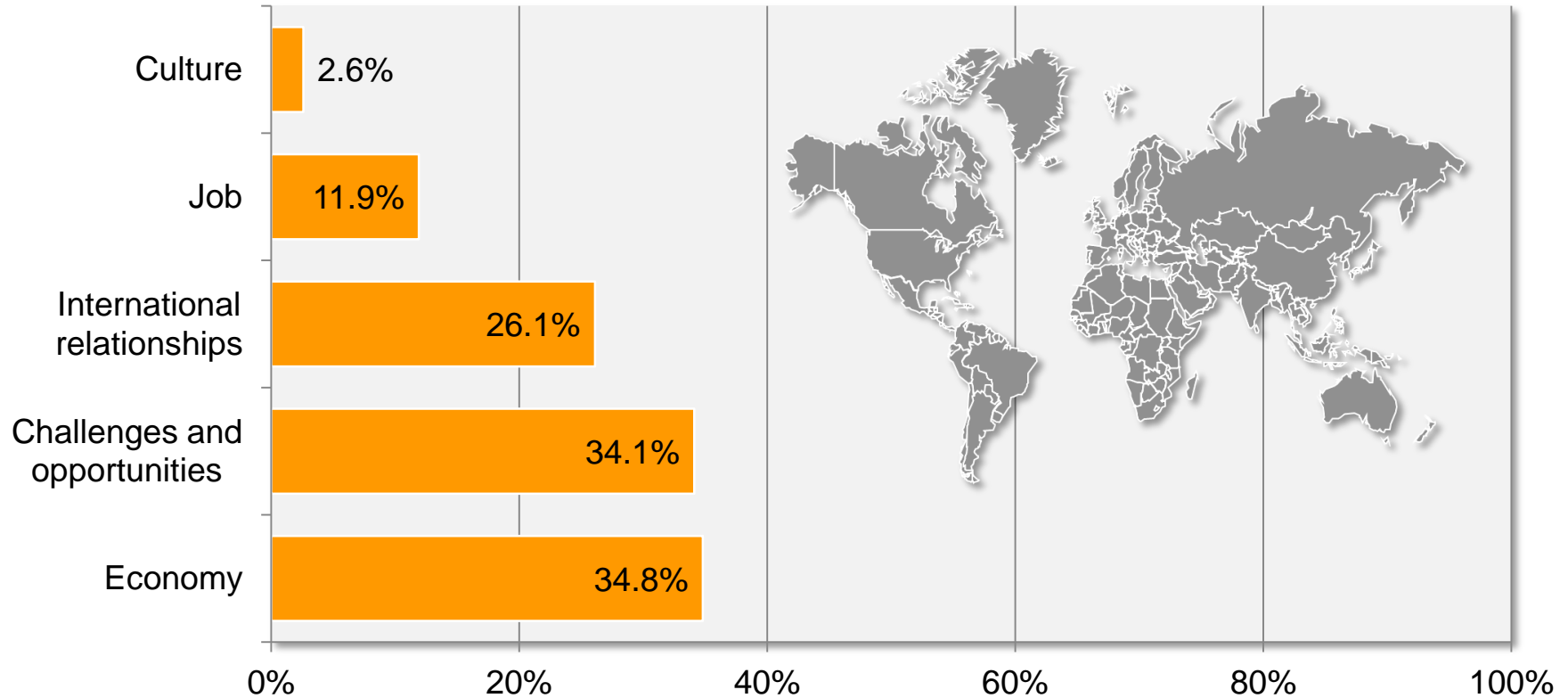
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# Globalization Associations

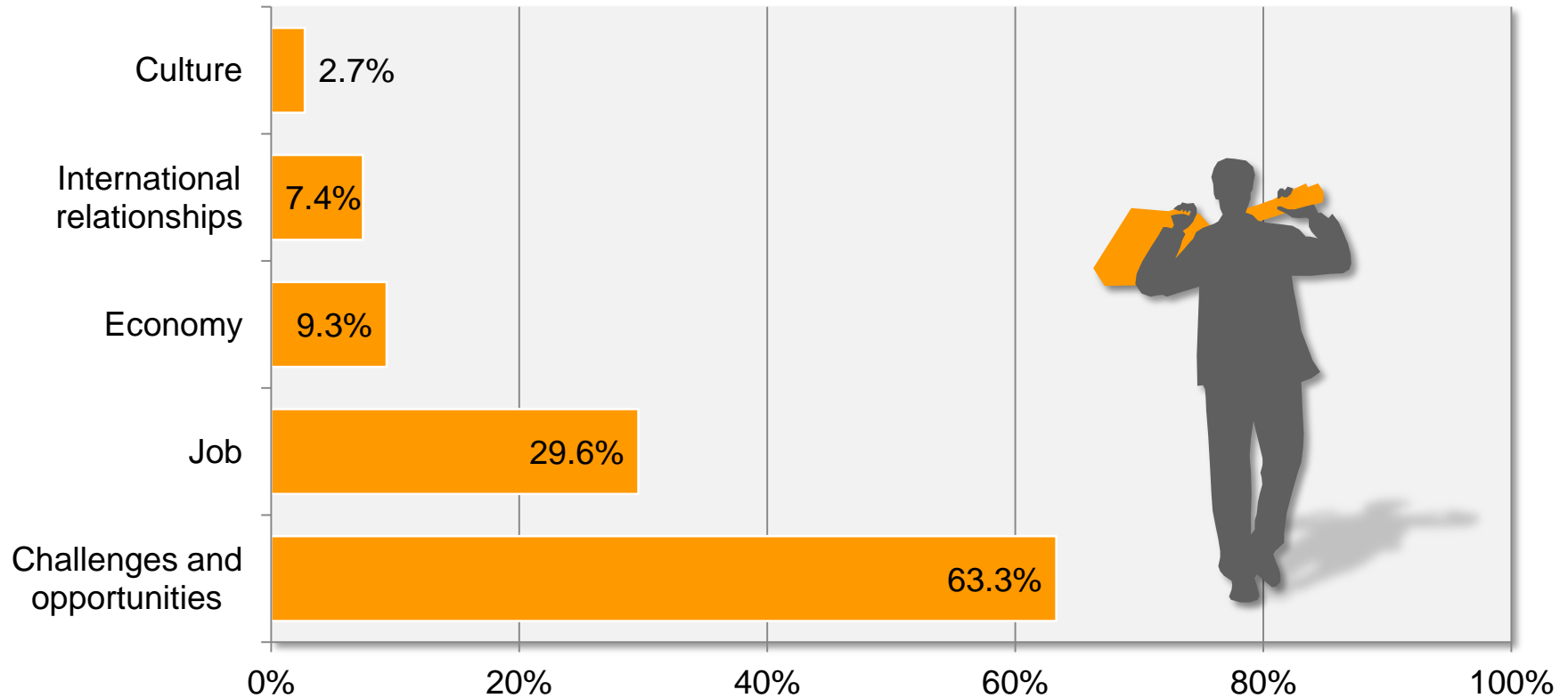
What comes to mind with regard to the topic of globalization?



# Globalization

## Meaning for Future Work and Living Environment

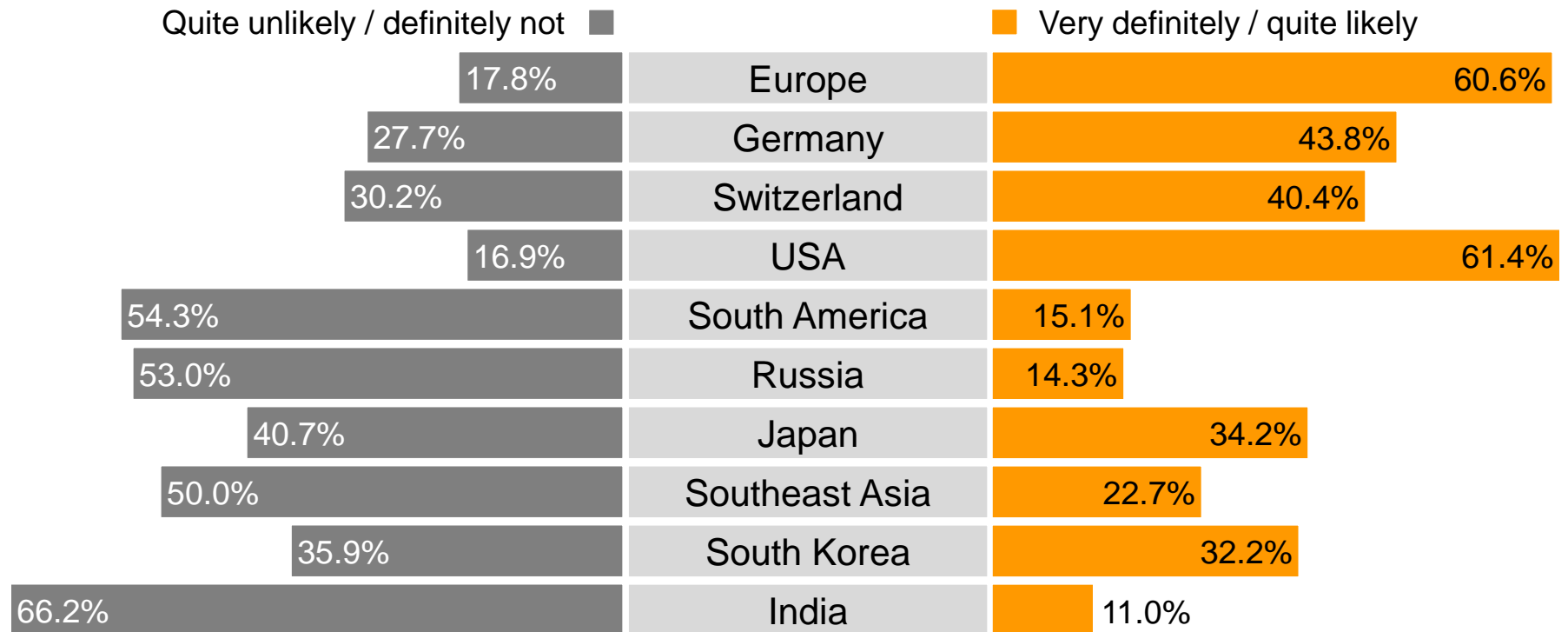
And what does "globalization" mean for the world in which you will work and live in the future?



# Globalization

## Working Abroad

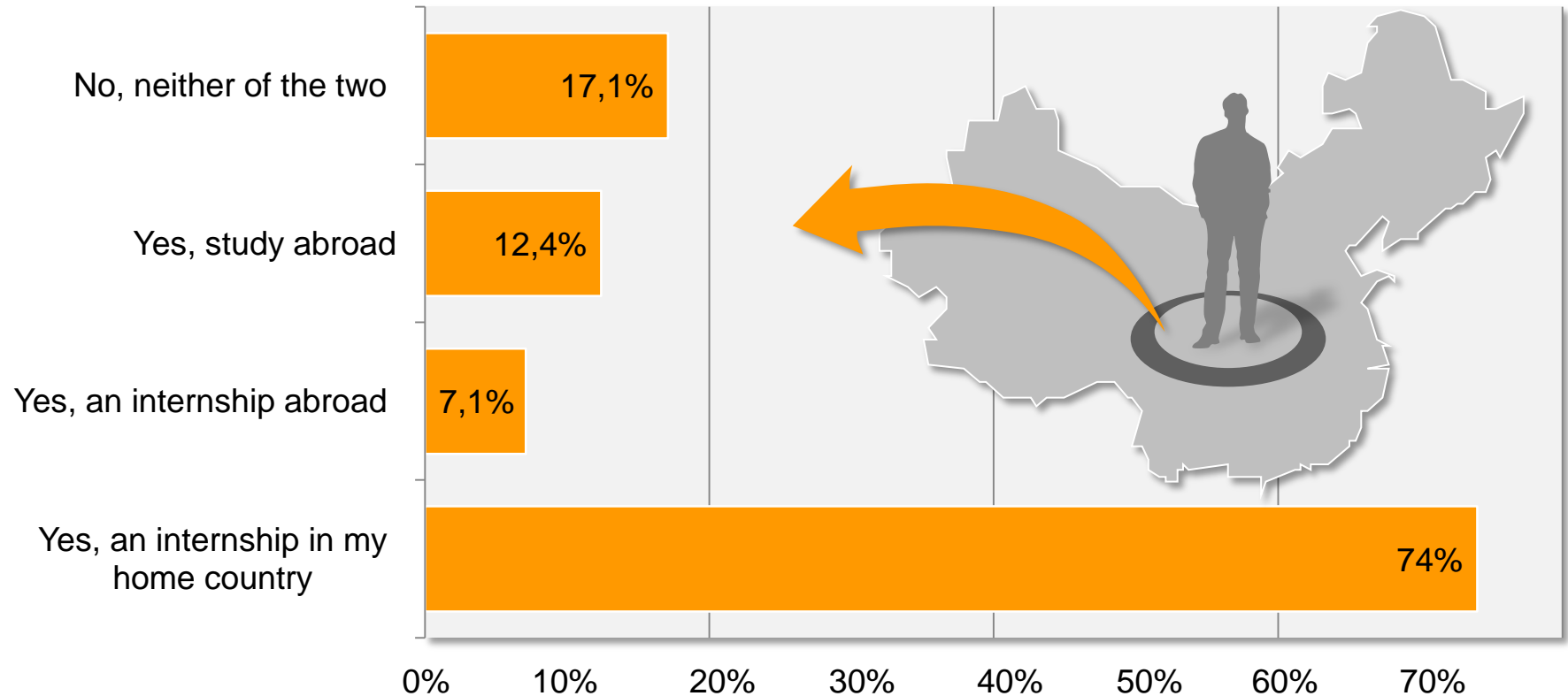
When you think of starting work after you graduate from college, how likely do you think it is that you would work in the following regions or countries for two or three years:



# Globalization

## Internships or Studies in China or Abroad

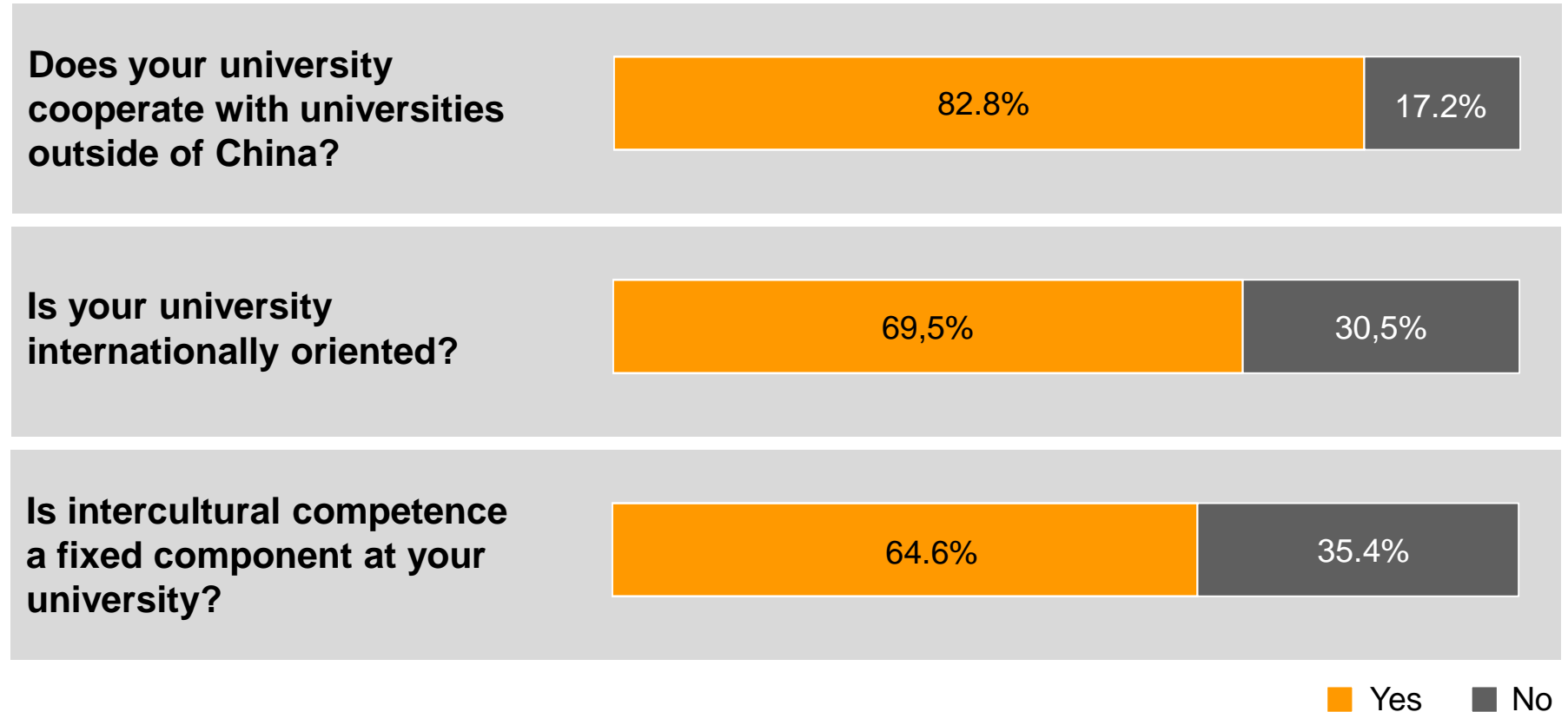
Have you done an internship or studied abroad in the course of your studies?



# Globalization

## Cooperation With Universities Outside China

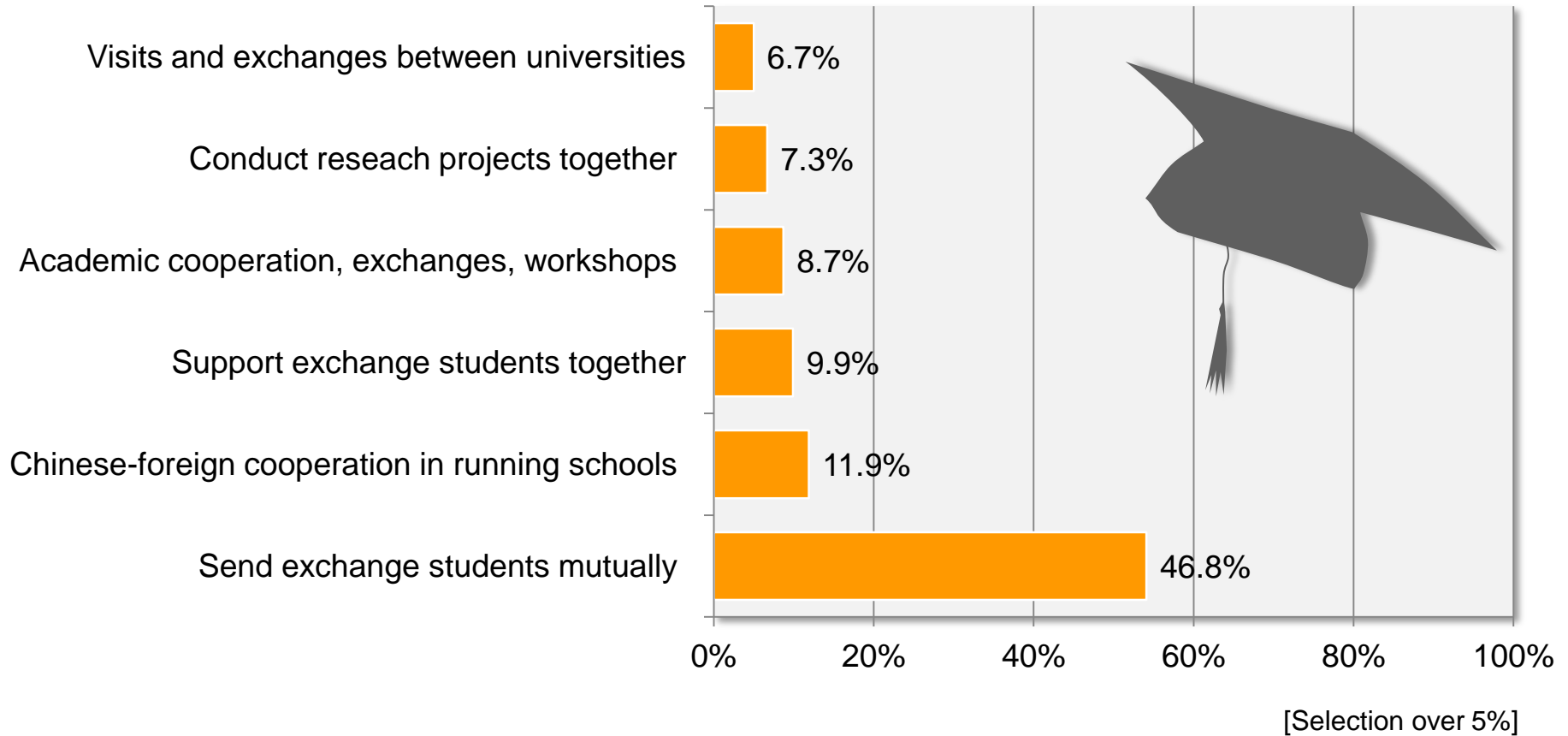
Is your university open for global cooperation with universities abroad?



# Globalization

## Forms of Cooperation

What forms of cooperation does your university engage in with universities outside of China?



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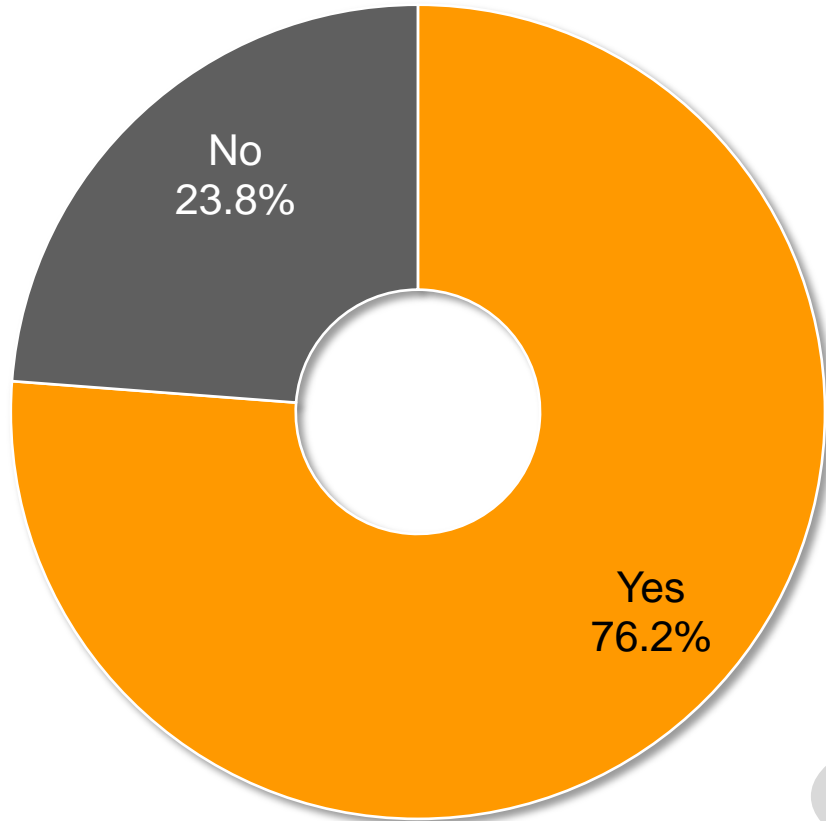
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# Social Media Awareness

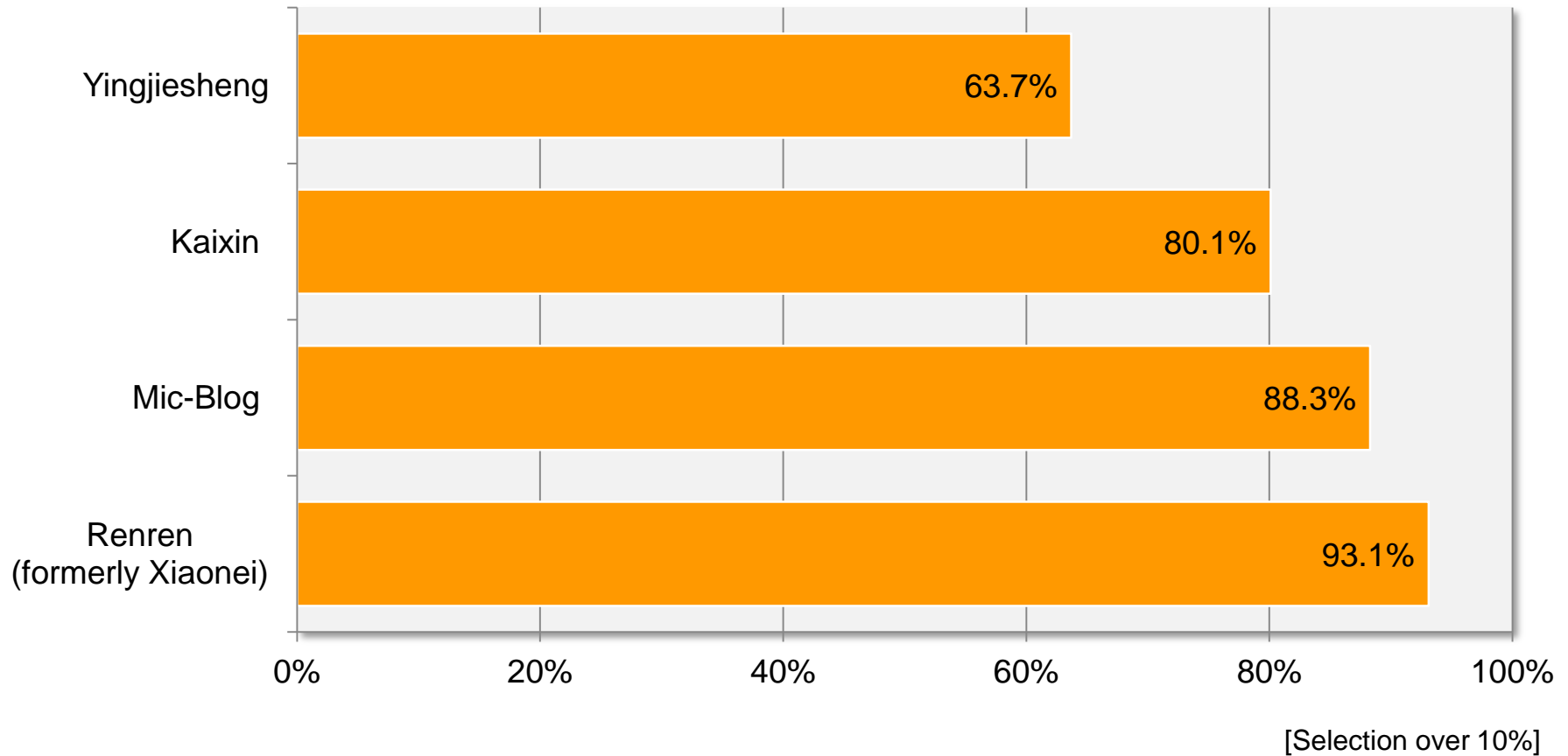
Do you know the term SOCIAL MEDIA?



# Social Media

## Awareness of Social Media Platforms

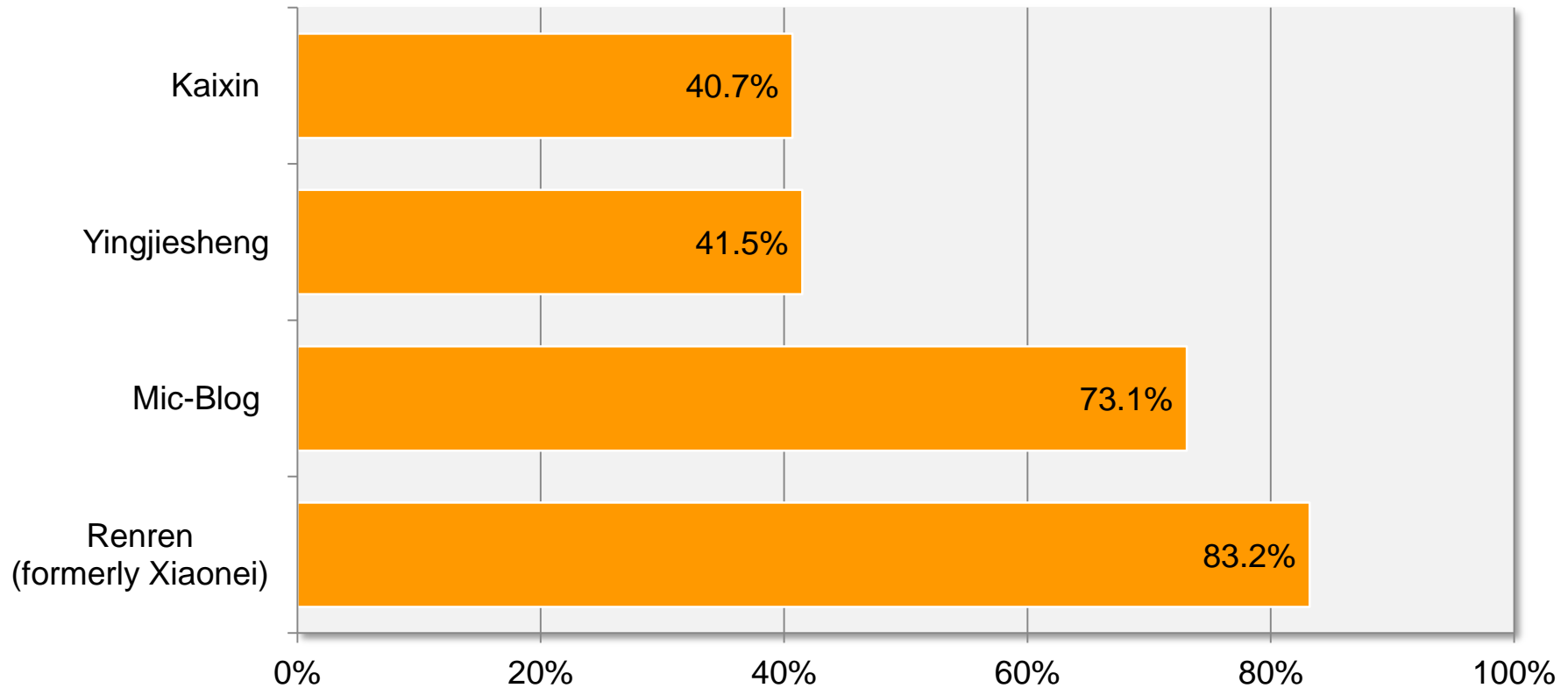
Which of the following SOCIAL MEDIA platforms do you know?



# Social Media

## Regular Use of Social Media Platforms

And which of the following SOCIAL MEDIA platforms do you use on a regular basis?



[Selection over 10% of people who know the platforms]



**Thanks for your attention!**  
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