THE VALUE OF AN INTERNATIONAL STUDY EXPERIENCE

The viewpoint of global employers

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4.1 million students studying abroad in 2010. A trend that is expected to continue into the future

Prime motivation for students and parents is better jobs – But what do recruiters think?

Data collection through the 2011 and 2012 QS Global Employer Survey

Survey breaks new ground and delivers the first global map on how employers value international study when recruiting

Important step in developing the evidence base on international education

Agreement to collaborate on the analysis and dissemination
Chart C4.1. Evolution in the number of students enrolled outside their country of citizenship, by region of destination (2000 to 2010)

Number of foreign students

QS GLOBAL EMPLOYER SURVEY

- Conducted since 1991
- Powers various outputs
  - QS World University Rankings – Employer Reputation (10%)
  - QS TopMBA Global 200 Business Schools & Specializations
  - QS TopMBA MBA Salary & Recruitment Trends
- Survey deployed in 12 languages
- Growing response from public sector employers
- 25,564 responses gathered over three years for 2012/13 rankings indicator
- Responses from over 120 countries
RESPONSE BY COUNTRY

GLOBAL RESPONSE: 25,564

Stats based on 3 year latest response – as used for QS World University Rankings
RESPONSE BY INDUSTRY

Aerospace / Defence
Construction / Property
Consulting / Professional Services
Electronics / High Technology
Energy
Financial Services / Banking
FMCG
IT / Computer Services
Law
Manufacturing / Engineering
Media / Entertainment & Arts
Metals / Mining
Pharmaceuticals / Biotech & Healthcare
Public Sector / Govt. / Non-profit
Recruitment / HR services
Retail
Telecoms
Transportation / Distribution
Travel / Leisure / Hospitality
Utilities
Other
Through consultation with EAIE & AIEC we added lines of enquiry in relation to the valuation employers place on international study experience when recruiting.

**PRIMARY QUESTION**

- Do you actively seek or attribute value to an international study experience when recruiting?
- Not mandatory
- Over 14,000 responses in two years
  - Yes 55.0% (8,069) No 45.0% (6,604)
  - Global weighted average 61.8:38.2
YEAR ON YEAR

Weighted Global Average

2011
- Yes: 60%
- No: 40%
- 10,344 responses

2012
- Yes: 62%
- No: 38%
- 4,329 responses
Only considering countries with a minimum of 20 responses.
<table>
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<tr>
<td>Law</td>
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<td>58%</td>
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<td>Manufacturing / Engineering</td>
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<td>39%</td>
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<tr>
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<td>38%</td>
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<tr>
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<td>-----------------------------------------------</td>
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<tr>
<td>CEO / President / Managing Director</td>
<td>67%</td>
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<tr>
<td>COO / CFO / CTO / CIO / CMO</td>
<td>59%</td>
<td>41%</td>
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<td>Director / Partner / Vice President</td>
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<td>Manager / Executive</td>
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<tr>
<td>Consultant / Advisor</td>
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<td>31%</td>
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<tr>
<td>Coordinator / Officer</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>Analyst / Specialist</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Assistant / Administrator</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Other</td>
<td>63%</td>
<td>37%</td>
</tr>
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</table>
BY ORGANISATION SIZE

- Small (<50 staff): 59% Yes, 41% No
- Medium (50-250 staff): 66% Yes, 34% No
- Large (>250 staff): 58% Yes, 42% No
THE VISA QUESTION

Does your country’s visa regime adequately support the process of hiring international talent?
# The Visa Question

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<td>United Kingdom</td>
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<tr>
<td>Weighted Global Average</td>
<td>63%</td>
<td>37%</td>
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</table>
9 FURTHER LINES OF ENQUIRY

- **CANDIDATE QUALITY**
  - New hires with international study experience can command higher starting salaries than those without [1,439]
  - Candidates with international experience generally outperform those without [3,858]
  - New hires with international study experience are more likely to progress their careers faster than those without [1,434]

- **RECRUITMENT PROCESS**
  - It is a formal part of the shortlisting/interview process [3,868]
  - It is applicable for all new hires [3,842]
  - It is only applicable for those expected to work internationally [3,817]
  - We measure inter-cultural communication skills as part of the recruitment process [3,845]
  - We screen for language skills [3,833]
  - We distinguish between different types and duration of international study experience [3,839]
GLOBAL SCORES (1-5 LIKERT SCALE)
THE PERFORMANCE QUESTION

- Germany: 3.8
- Singapore: 3.8
- France: 3.7
- United States: 3.6
- United Kingdom: 3.6
- China: 3.6
- Brazil: 3.5
- Australia: 3.4
- South Korea: 3.3
- India: 3.2
AUSTRALIA vs. CHINA

- Higher salaries
- Outperform
- Career progression
- All new hires
- Interview process
- International posts only
- Inter-cultural communication

AUSTRALIA

- Yes
- No

CHINA
**AUSTRALIA vs. WESTERN EUROPE**

- **AUSTRALIA**
  - Yes
  - No

- **WESTERN EUROPE**
  - Yes
  - No

- **Outcomes**:
  - Higher salaries
  - Outperform
  - Career progression
  - Interview process
  - International posts only
  - Inter-cultural communication
  - All new hires
AUSTRALIA vs. CANADA

- Higher salaries
- Outperform
- Career progression
- Interview process
- All new hires
- International posts only
- Inter-cultural communication
- Language screening
- Distinguish on duration

AUSTRALIA: Yes
CANADA: No
YEAR ON YEAR

United States

2011
53.8% 46.2%

2012
51.9% 48.1%

Yes No

173 responses
158 responses
YEAR ON YEAR

Canada

2011

48.9% 51.1%

Yes No

45 responses

2012

59.3% 40.7%

Yes No

27 responses
YEAR ON YEAR

Mexico

2011
53.1% 46.9%

2012
63.8% 36.2%

Yes No

939 responses
149 responses
Global Competence Goals

- an **understanding of themselves** culturally and the ability to use this knowledge to live and work effectively in diverse settings and with diverse individuals
- the knowledge and skills associated with international, global, and **intercultural** content areas such as language, geography, history;
- a desire and ability to seek out and use **diverse sources of information** to inform their decision making; and
- a desire and ability to engage in **communities of practice** as citizens and scholars.
Collegiate Employment Research Institute

www.ceri.msu.edu

- Employer survey late 1990s
- ‘unpacking’ & pre-packing work
- Pre-packing work
- CERI Research Brief March 2008 – online

2000 Selected Student Engagement, including Study Abroad (N=320)
- Career-related work
- Internship
- Co-op
- Leadership in an organization
- Student organization membership
- Community service
- Diversity training
- Athletic participation
- Study abroad

NB: Included in 2011 survey, similar results expected N=6,000
U.S. study abroad duration

- 18% in 1985/86
- 9% in 2009/10 (academic year)
- 50% in 2009/10 (short-term)

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skills employers value from employees who have studied or interned abroad

Skill Group #1
45% + employer response range
- Interacting w/ people who hold different interests, values, perspectives (60%)
- Understanding cultural differences in the workplace (53%)
- Adapting to situations of change (50%)
- Gaining new knowledge from experiences (45%)

Skill Group #2
30% employer response range
- Ability to work independently
- Undertaking tasks that are unfamiliar
- Applying information in new or broader contexts
- Identifying new problems/alternatives solutions
- Working effectively with co-workers

Emerging & Ongoing Research

The Impact of International Internships on Undergraduate College Students’ Career Development

Benedict-Augustine 2010 Dissertation, University of Pennsylvania

Design Collective Case Study: Interviews Pre-professional and liberal arts

Framework Cross Campus Cross Discipline
UNITED STATES vs. CHINA

- Higher salaries
- Outperform
- Career progression
- Interview process
- All new hires
- International posts only
- Inter-cultural communication
- Language screening
- Distinguish on duration

UNITED STATES

Yes
No

CHINA

UNITED STATES

CHINA

32
UNITED STATES vs. SPAIN

UNITED STATES

SPAIN

- Higher salaries
- Outperform
- Career progression
- Interview process
- All new hires
- International posts only
- Inter-cultural communication

Yes
No
UNITED STATES vs. UNITED KINGDOM

- **UNITED STATES**
  - Yes
  - No

- **UNITED KINGDOM**
  - Yes
  - No

- **Yes**
  - Higher salaries
  - Inter-cultural communication
  - International posts only
  - All new hires
  - Interview process

- **No**
  - Outperform
  - Career progression

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FOCUS EUROPE

<table>
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<tr>
<th>Country</th>
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<td>88%</td>
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<td>17%</td>
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</tbody>
</table>
**SPAIN vs. NETHERLANDS**

In the comparison between Spain and the Netherlands, the diagram illustrates several key areas of evaluation:

- **Yes** indicates a preference or practice in Spain.
- **No** indicates a preference or practice in the Netherlands.

### Key Areas of Evaluation:

1. **Higher Salaries**
   - Spain: Higher salaries are offered to new hires.
   - Netherlands: Higher salaries are not offered to new hires.

2. **Outperformance**
   - Spain: Opportunities for higher performance are provided.
   - Netherlands: Opportunities for higher performance are not provided.

3. **Career Progression**
   - Spain: Enhanced career progression opportunities are available.
   - Netherlands: Enhanced career progression opportunities are not available.

4. **Interview Process**
   - Spain: Interview processes are standardized.
   - Netherlands: Interview processes vary.

5. **International Posts Only**
   - Spain: International posts are exclusive for new hires.
   - Netherlands: International posts are not exclusive for new hires.

6. **Inter-cultural Communication**
   - Spain: Emphasis on inter-cultural communication.
   - Netherlands: Less emphasis on inter-cultural communication.

The spider chart visually represents these differences, with each area of evaluation depicting the comparative strengths and weaknesses between the two countries.
FRANCE vs. BELGIUM

- All new hires
- International posts only
- Interview process
- Outperform
- Higher salaries
- Inter-cultural communication

FRANCE

BELGIUM
WESTERN vs. EASTERN EUROPE

WESTERN EUROPE

EASTERN EUROPE

Yes
No

Higher salaries
Outperform
Career progression
Interview process
All new hires
International posts only
Inter-cultural communication
Language screening
Distinguish on duration

WESTERN EUROPE

EASTERN EUROPE
UK vs. IRELAND

UNITED KINGDOM

IRELAND

Yes

No

UNITED KINGDOM

IRELAND

Higher salaries

Outperform

Distinguish on duration

Career progression

Interview process

Language screening

Inter-cultural communication

International posts only

All new hires

UNITED KINGDOM

IRELAND
FRANCE vs. GERMANY

- Higher salaries
- Outperform
- Career progression
- Interview process
- All new hires
- International posts only
- Language screening
- Inter-cultural communication
- Distinguish on duration

FRANCE

- Yes
- No

GERMANY
SPAIN vs. ITALY

- Higher salaries
- Outperform
- Career progression
- Interview process
- All new hires
- International posts only
- Inter-cultural communication
- Language screening
- Distinguish on duration

Yes
No

SPAIN
ITALY
WHAT’S NEXT

- QS has on-going interest in graduate salary & employment trends eg -
  - QS Global Graduate Employment Digest 2012/2013
- Qualitative piece – UK Academy of Humanities
- Download the previous report at www.iu.qs.com/library
- New report available by mid-October
- Or request a copy from john@qs.com