Shape the Future of Online Recruitment and Receive

Dear student,

University of Malaya (UM) is cooperating with Potentialpark in an international study on the communication between students and employers. As a participant, you get the chance to win the latest iPad or iPhone.

Please click on this link to take part in the 15 min survey:

What's in it for me?

1. You get the chance to win the latest iPad/iPhone
2. You get an offer for 12 issues Bloomberg digital subscription when you complete the survey
3. You will shape the future of online recruitment so that it will become easier to find the right career opportunities and to apply for jobs online.
4. You will learn more about the latest trends in online recruitment and gain insights that will be valuable for your own career.
5. We will share the results with you, if you want.

The results will be published in media worldwide in the spring 2014. Every year, our study is read by many of the top employers worldwide and influences the development of career websites, mobile phone applications and social media communication.

Thank you, and have fun!

The Potentialpark Team

PS: Potentialpark is a market-research institute based in Stockholm, Sweden. Find out more about us here: www.potentialpark.com, or contact us at survey@potentialpark.com.