



Internationalisation of recruitment in higher Education and research – Northern Europe

| **Points of discussion**

- | Geographical dividence in European recruitment
- International on-line visibility
- *Employer Branding* and recruitment

Geographical dividence in European recruitment

- International job-boards per country
- Geographical importance

▫ International job-boards per country

▫ Germany:

- Die Zeit
- Academics

▫ UK:

- Times Higher Education
- jobs.ac.uk

▫ Netherlands:

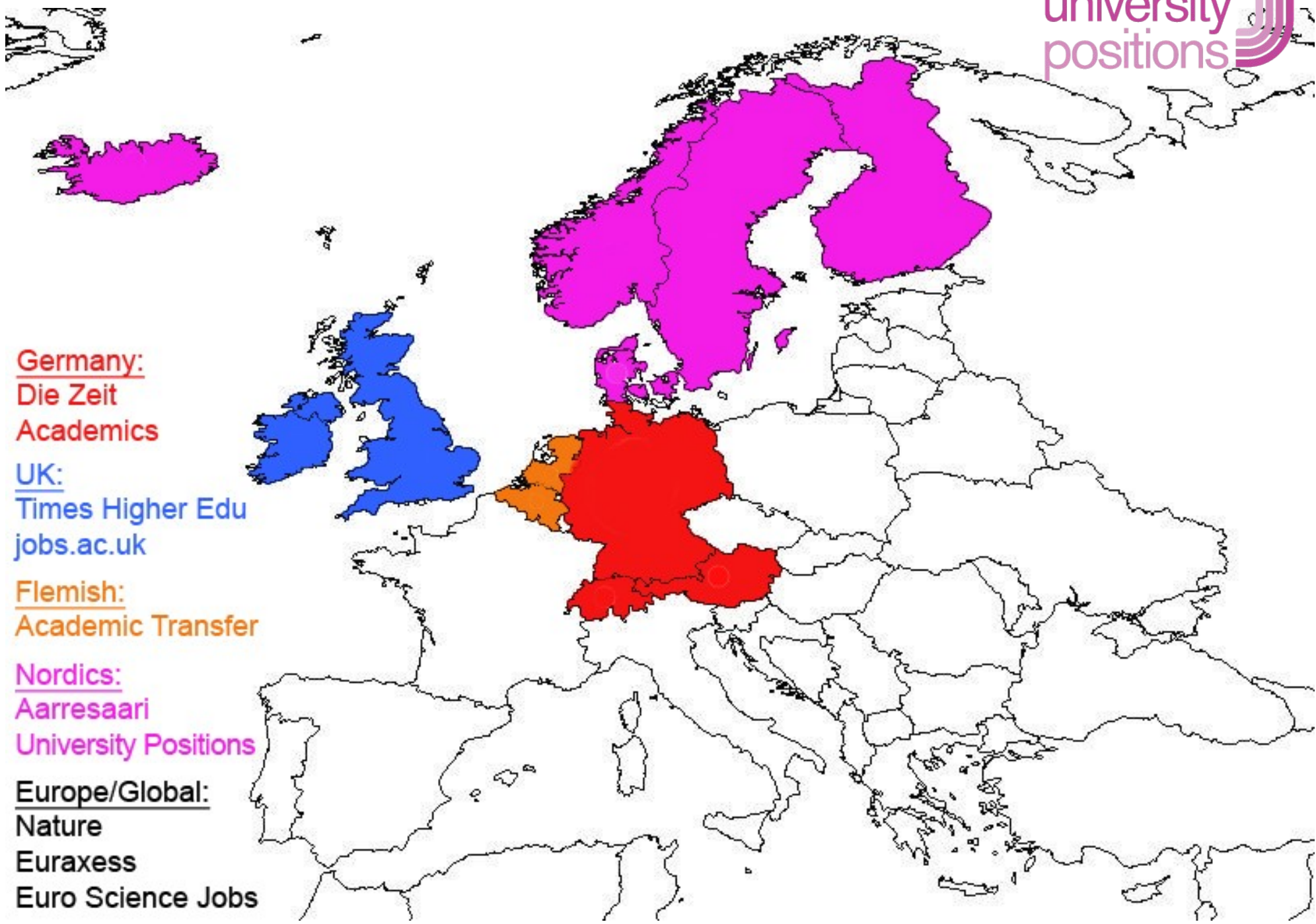
- Academic Transfer

▫ Scandinavia/Nordics:

- Aarresaari
- University Positions

▫ Europe/Global:

- Nature
- Euraxess
- Euro Science Jobs



Germany:
Die Zeit
Academics

UK:
Times Higher Edu
jobs.ac.uk

Flemish:
Academic Transfer

Nordics:
Aarresaari
University Positions

Europe/Global:
Nature
Euraxess
Euro Science Jobs

▫ International on-line visibility

- The most visible universities on-line
- How to brand universities internationally
- Employer branding and on-line recruitment

▫ The most visible universities on-line

▫ World wide

- 1. Harvard University
- 2. Stanford University
- 3. MIT – Boston
- 4. University of Michigan
- 5. University of Pennsylvania
- 6. UCLA – Los Angeles
- 7. Berkeley – California
- 8. Columbia – New York
- 9. Cornell University
- 10. University of Minnesota
- 11. Pennsylvania State Uni
- 12. University of Texas Austin
- 13. Yale University
- 14. University of Cambridge - UK

▫ The most visible universities on-line

▫ Europe

- 1. University of Cambridge - UK
- 2. University of Oxford - UK
- 3. University College London UK
- 4. University of Helsinki - FI
- 5. Utrecht University - NL
- 6. ETH Zürich - CH
- 7. Ghent University - BE
- 8. University of Edinburgh - UK
- 9. University of Oslo - NO
- 10. Charles Uni in Prague - CZ

▫ The most visible universities on-line

▫ Nordics

- 1. University of Helsinki - FI
- 2. University of Oslo - NO
- 3. Lund University - SE
- 4. NTNU - NO
- 5. University of Copenhagen DK
- 6. Aarhus University - DK
- 7. University of Gothenburg - SE
- 8. University of Bergen - NO
- 9. Uppsala University - SE
- 10. DTU – DK
- 11. KTH – SE
- 12. Stockholm University – SE
- 13. Linköping University – SE
- 14. Karolinska Institute – SE
- 15. Aalborg University - DK

▫ The most visible universities on-line

▫ Finland (Europe)

- 1. University of Helsinki (4)
- 2. University of Tampere (135)
- 3. Jyväskylä University (145)
- 4. University of Oulu (158)
- 5. Tampere Uni of Tech (191)
- 6. University of Turku (193)
- 7. Aalto University (243)
- 8. Åbo Academy (276)
- 9. Uni of East. Finland (386)
- 10. TU Lappeenranta (473)
- 11. University of Vaasa (654)
- 12. Sibelius Academy (907)
- 13. Hanken (979)
- 14. University of Lapland (1018)
- 15. Theatre Academy (1772)

▫ How to brand universities internationally

Conclusive arguments

International marketing and visibility concerns even the oldest and most prestigious universities.

International marketing and visibility goes hand-in-hand with ***Employer Branding***

▫ Employer Branding and recruitment

- Why some universities do better than others..
- Combination = Success

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Professor of Earth System Science The professor will provide teaching on these phenomena, particularly as far as they relate to the ...		Finland
5 Research Fellows - Innovation, Governance and Development Economics (P-3/P-4) UNU-MERIT explores the social, political and economic factors that drive technological innovation, ...		Netherlands
Research Fellow - Development Policy (P-3/P-4) Technology (UNU-MERIT) UNU-MERIT explores the social, political and economic factors that drive ...		Netherlands
Senior Research Fellow - Social Economics (P-4/P-5) The United Nations University (UNU) is an international community of scholars, engaged in research, ...		Netherlands
Ocean / Ice Modeller Qualifications: ...		Antarctica
Doctoral candidate in Educational Science The doctoral candidate will be a member of the subdomain "Early Childhood Education and Care" ...		Luxembourg
Postdoctoral fellowships within mathematics in life sciences at KTH and KI in Stockholm, Sweden This is a unique opportunity for all young researchers interested in applying mathematical ...		Sweden
Doctoral candidate (PhD student) in Mathematics The University of Luxembourg has the following vacancy in the Mathematics Research Unit, Faculty of ...		Luxembourg

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Lecturer / Assistant Professor	Cultural Sciences
PhD	Economics
Postdoc	
Postgraduate Professor	Languages
Programmer	Law
Research Assistant	Medicine
Research Director	Natural Sciences
Research Engineer	Pedagogy
Research Manager	Pharmaceutical
Researcher	Social Sciences
Senior Lecturer	Technology
Senior Research Associate	Theology/Religion
Staff Scientist	

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Microcredits no shortcut to happiness

Posted on May 8, 2013 by University of Helsinki News

The importance of microcredits in reducing poverty among women in developing countries has been exaggerated. "Microcredits should not be marketed as a panacea for development. They are connected to other livelihood strategies targeting women, plus they cannot replace traditional aid to developing countries," says Johanna Hietalahti, Master of Social Sciences.

Posted in News

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- University of Helsinki to have four doctoral schools

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Nine applicants for the position of rector of the University of Helsinki

Posted on May 3, 2013 by University of Helsinki News

The Board of the University shall select the rector for a fixed term of no more than five years in its meeting on 12 June. The following nine people applied for the position of rector of the University of Helsinki by the deadline: Doctor of Philosophy Ulla-Majja Forsberg, 52, is professor of Finno-Ugrian language studies at the University of Helsinki.

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Plants and microbes cooperate to clean up contaminated soil

Posted on April 30, 2013 by University of Helsinki News

It is expensive to clean up soil drenched in chemicals, but plants can do part of the work in collaboration with microbes. Microbe-based phytoremediation is gradually making inroads into Finland. Finland has no shortage of sites that were formerly home to a wood impregnation plant, foundry or landfill.

Posted in News

University of Helsinki to have four doctoral schools

Posted on April 25, 2013 by University of Helsinki News

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3 May	Professor in Experimental Atmospheric Science	 UNIVERSITY OF HELSINKI	Finland

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▫ **Conclusive arguments on Employer Branding**

- General *on-line visibility* and *Employer Branding* are the two cornerstones of successful international recruitment.
- One should not be undertaken without the other:
 - - **Employer Branding is only effective in combination with recruitment.**
 - - **Recruitment reaches its full potential in combination with E.B.**

- The 3 rules for a more efficient on-line recruitment plan

- 1. Unambiguous and accessible job-board on unis websites.
- 2. Advertise in own geographical region as well as world-wide.
- 3. Employer Branding and recruitment are dependent on each other.