

05.4.2026

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Title

Public relations : an instrument of co-operation linking the private sector and higher education institutions

Publication year

2003

Source/Footnote

In: Higher education in Europe. - 28 (2003) 4, S. 519 - 522

Inventory number

17369

Keywords

Ausland : Polen : Studenten, Studium, Lehre ; Bedarf an Akademikern

Abstract

Some 90 percent of the newly hired employees at Ernst & Young are recent higher education graduates. Since people are the most important asset, the company tries to attract the best talent from the top Polish universities. Thus company contacts with universities are important, and co-operation with them is extremely valuable. The activities of Ernst & Young at universities are focused not only on creating an image of the company as an employer of choice, but the perception that it is an educational organization/"business university". To achieve this goal, the company makes use of different public relations and marketing tactics. (HRK / Abstract übernommen)