

EMPLOYER SURVEY REPORT YEAR 2025

I. General Information

1. Survey Methods and Instrument

- a) Survey methods: The Employer survey is conducted online via Google Forms.
b) Survey instrument: A survey questionnaire using a five-point scale to measure employers' level of satisfaction on academic quality as follows:

- ① - Totally disagree
- ② - Disagree
- ③ - Neutral
- ④ - Agree
- ⑤ - Totally agree

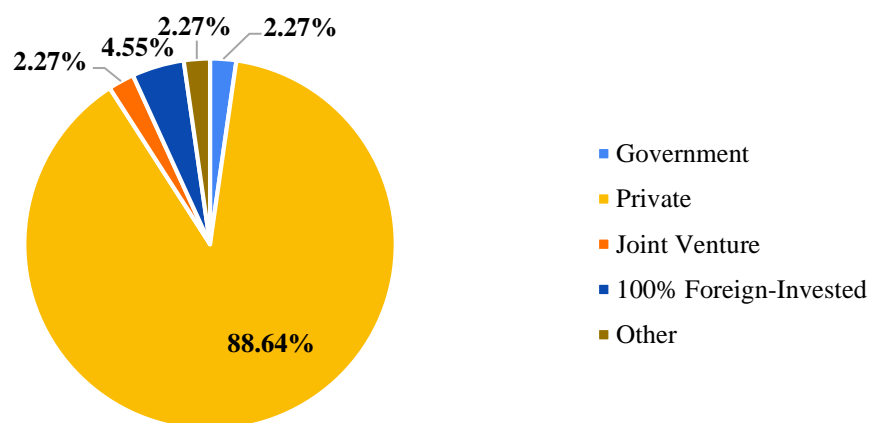
2. Survey Results Classification

Mean	Rating
4.21 – 5.00	A – Excellent
3.41 – 4.20	B – Good
2.61 – 3.40	C – Satisfactory
1.81 – 2.60	D – Needs Improvement
1.00 – 1.80	E – Unsatisfactory

II. Survey Results

1. Participants

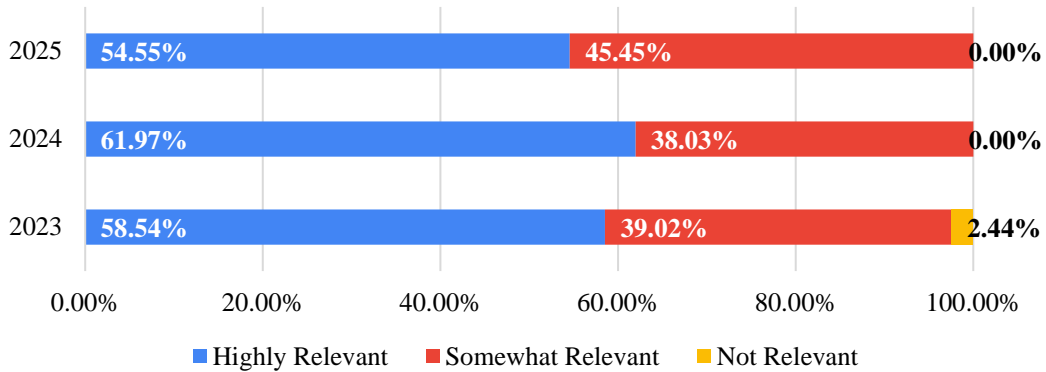
Chart 1. Types of enterprises participating the survey



In 2025, the majority of enterprises participating in the survey were from the private sector, accounting for 88.64% (equivalent to 39 organizations). The remaining five organizations were distributed relatively evenly across other business models included in the survey.

2. General Evaluation of HSU Graduates' Performance

Chart 2. Relevance of HSU graduates' positions to their fields of study over the years



The connection between graduates' positions and their fields of study showed some changes over the years. Similar to the findings in 2024, no cases were recorded in 2025 where graduates worked in positions completely unrelated to their fields of study. The percentage of graduates employed in jobs that were highly relevant to their positions remained the highest at 54.55%. Meanwhile, the percentage of graduates working in position somewhat relevant to their majors increased significantly, reaching 45.45% in 2025.

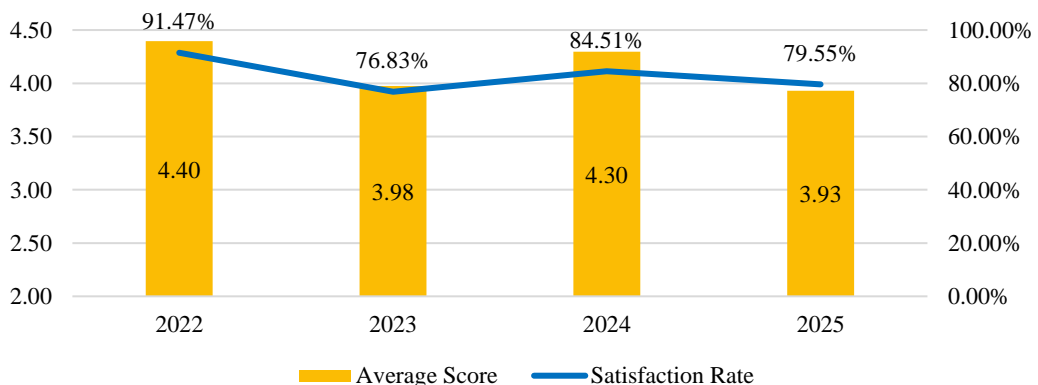
3. Satisfaction Level of Employers with HSU Graduates' Competencies

Table 1. Satisfaction of employers with the competencies demonstrated by HSU graduates in meeting job requirements

No.	Survey category	2024		2025	
		Mean	Satisfaction Rate	Mean	Satisfaction Rate
1	Knowledge	4.05	77.46%	3.91	75.76%
2	Skills	4.13	79.23%	3.89	74.71%
3	Autonomy and Responsibility	4.24	84.04%	3.89	77.27%
Overall		4.13	79.88%	3.89	75.49%

Despite significant improvement in 2024, the satisfaction level among enterprises declined again in 2025. The overall rating of 2025 fell to an average score of 3.89 with a satisfaction rate of 75.49%, though it still remained at the "Good" rating. Among the surveyed categories, Autonomy and Responsibility decreased the most, dropping 0.36 points in average score and 6.76% in satisfaction rate. By contrast, the other two categories showed relatively smaller declines.

Chart 3. Overall evaluation of HSU graduates over the years



In general, the satisfaction level of employers with HSU graduates achieved “Good” rating in 2025, with the average score of 3.93 and satisfaction rate of 79.55%.

4. Employer Feedback on Graduate Quality

a) Strengths

- Graduates demonstrated strong foreign language ability.
- Graduates were described as dynamic, proactive, quick learners and creative thinkers.
- Graduates showed adaptability and the capacity to apply and integrate professional skills, soft skills, and foreign language skills effectively.

b) Weaknesses

- Some graduates were reported to lack initiative and a sense of responsibility in their work.

- Some graduates were also found to have insufficient knowledge and weak soft skills.

c) Suggestions for Improving Academic Quality

- It was recommended that the University should place a greater emphasis on developing students’ soft skills, especially customer service and decision making.

- It was also recommended that the University should increase the duration of the Work Experience Internship, especially organize these more in the first quarter (the financial closing period of enterprises) so that students could have more exposure and opportunities to strengthen their mindset and practical skills.

- The University was also advised to review and adjust the programs to help students achieve higher standards of knowledge and skills, thereby meeting the demands of the labor market more effectively.

III. Conclusions and Recommendations

1. Satisfaction rate of employers with HSU graduates: 79.55% (average score of 3.93).
2. The graduates received praise in their language capacity, creative mindset and dynamic personality.
3. Enterprises recommended the University to review the programs to help student sharpen their skills and organize internship periods more effectively.