



INTERNSHIP RECRUITMENT DEMAND

Researched by CI Research

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1. PROJECT INTRODUCTION

PROJECT OVERVIEW

- The project focuses on the theme "Internship Recruitment Demand" aiming to survey and analyze trends in internship recruitment across various industries. We will explore the criteria set by businesses for interns, the essential skills and knowledge students need to prepare, as well as the factors influencing recruitment decisions in the modern workplace.
- This project aims to provide a comprehensive and up-to-date overview of internship recruitment demands, supporting young individuals in better preparing for their career paths while helping businesses easily access and capture internship recruitment trends.



OBJECTIVES & METHODOLOGY

Objectives:

- Explore and update businesses' internship recruitment demands.
- Support young individuals in better preparing for their career paths while helping businesses easily access recruitment trends.

Methodology:

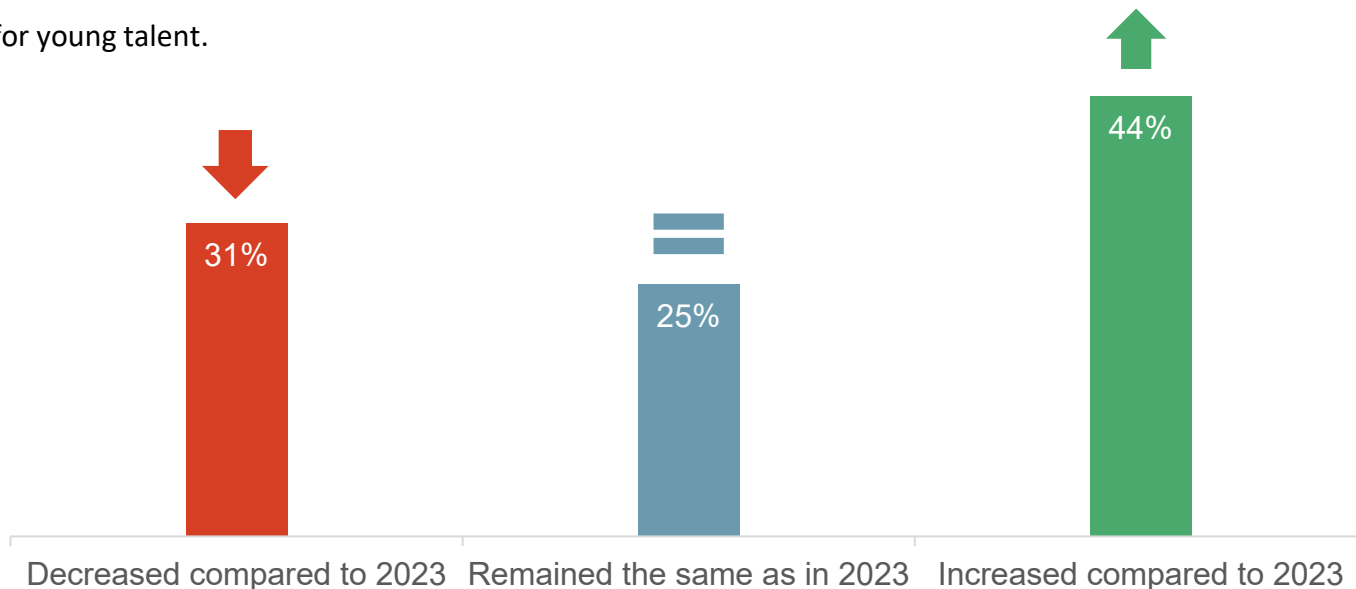
- Timeline: October 14, 2024 – October 25, 2024
- Survey Method: Quantitative survey via Mobile Panel
- Sample Size: N = 120
- Target Audience: Recruiters from businesses across all industries with a demand for hiring interns.



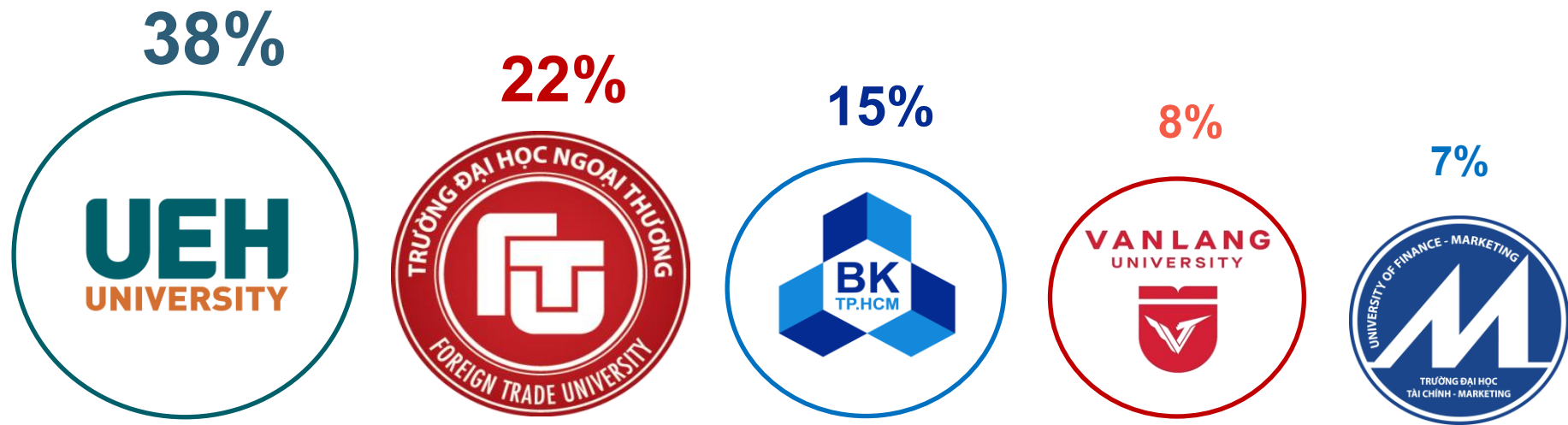
2. RESEARCH RESULTS

INTERSHIP RECRUITMENT STATUS

43% of HR professionals reported an increase in internship recruitment at their companies compared to 2023, representing the highest proportion in the overall trend. This indicates a positive outlook, suggesting that 2024 will continue to offer abundant internship opportunities for young talent.

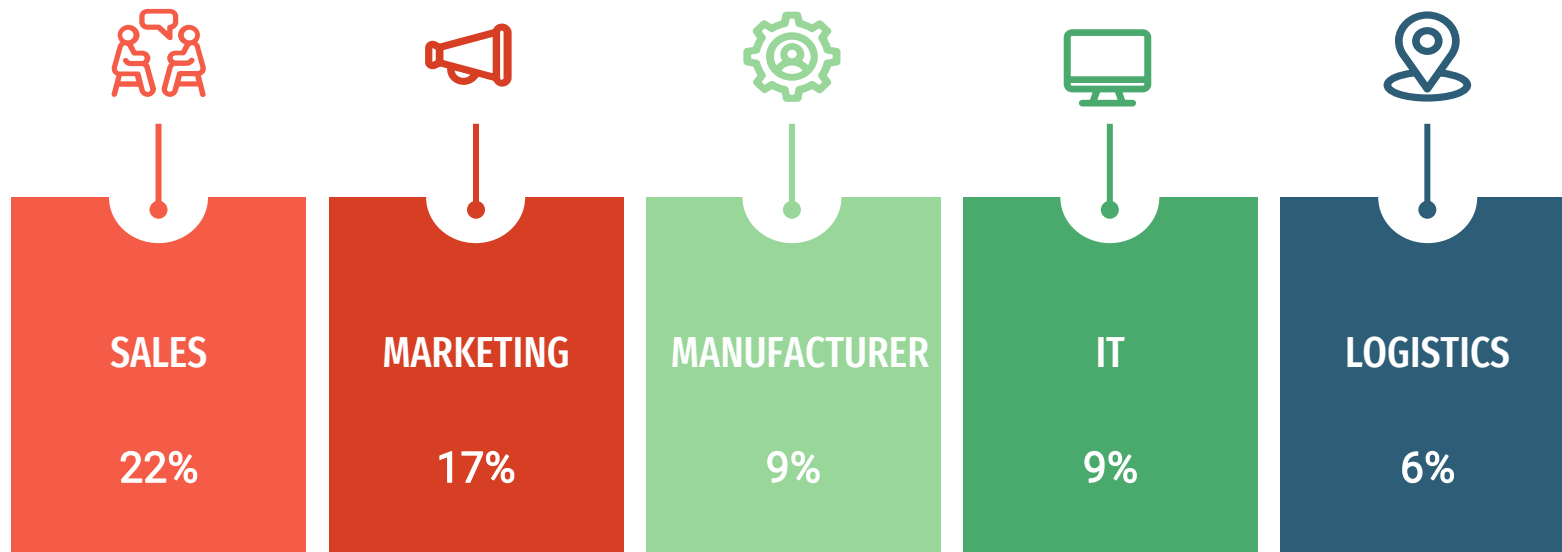


TOP 5 UNIVERSITIES PREFERRED BY RECRUITERS FOR INTERNSHIP HIRING



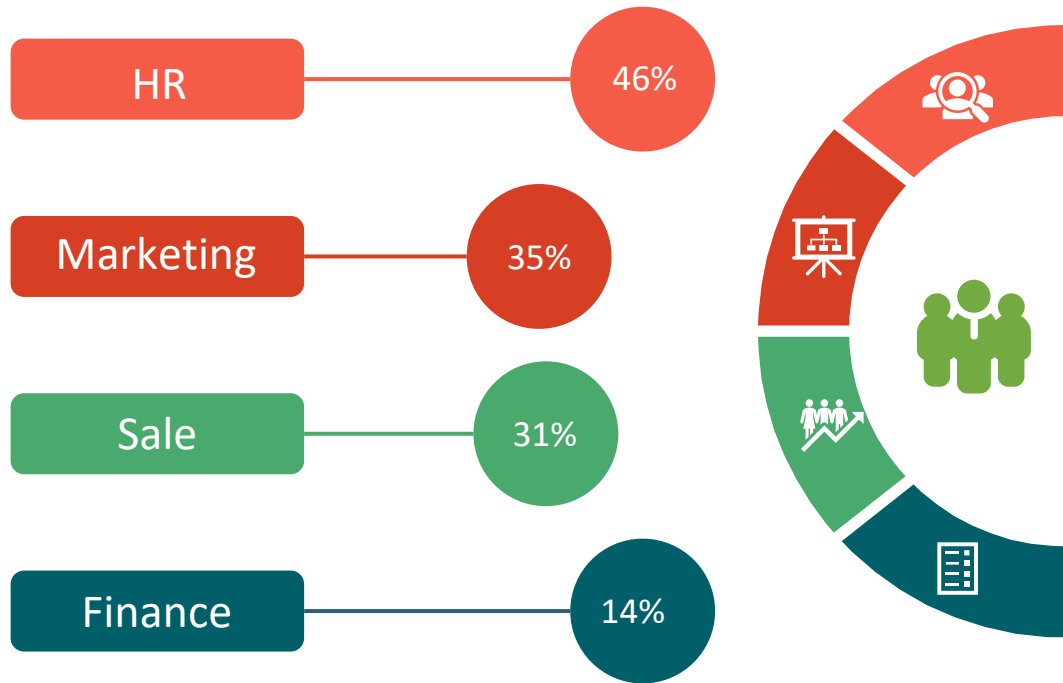
TOP 5 INDUSTRIES WITH HIGH DEMAND FOR INTERNSHIP RECRUITMENT

The survey engaged HR professionals from various companies across different industries with internship recruitment needs. Among them, five industries stood out with the highest demand for interns. This need to develop young talent reflects these companies' growth ambitions and strong competitiveness in the business market.

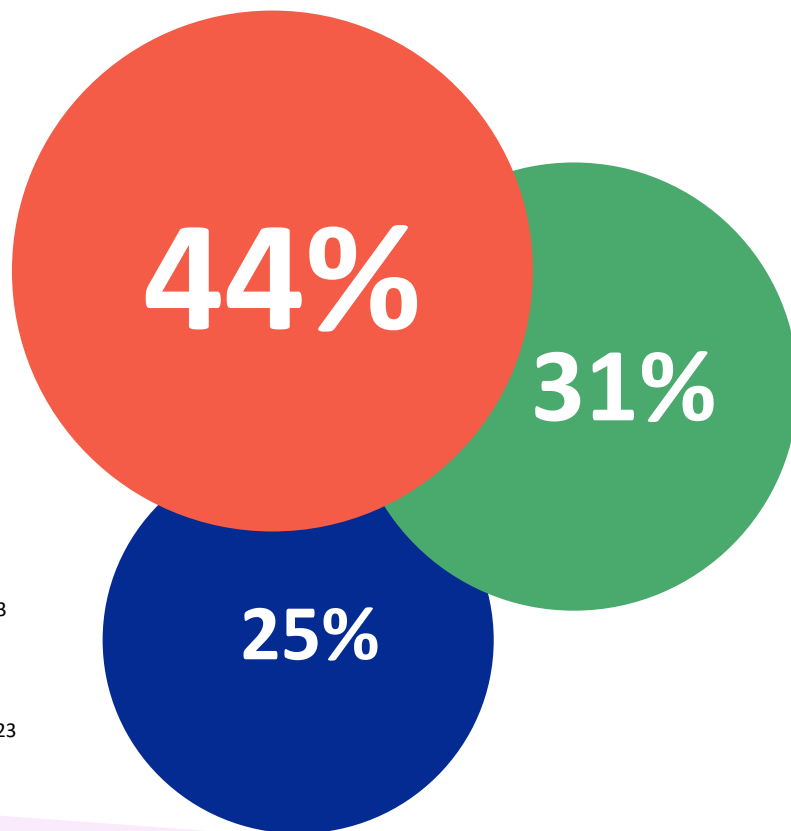


TOP 10 DEPARTMENTS WITH HIGH DEMAND FOR INTERNS

The **HR** department has the highest rate of internship recruitment, accounting for **46%**. **Marketing** and **Sales** follow with **35%** and **31%**, respectively. This highlights the critical roles of these departments in company operations, as the demand for additional workforce to support their activities remains significantly high.



INTERNSHIP RECRUITMENT TRENDS



The trend of recruiting and training new employees by transitioning interns into official positions is becoming increasingly common, accounting for approximately **50%** of current recruitment practices. This approach provides an opportunity to assess and develop talent early, ensuring employees align with the company's culture and job requirements.

3 CRITERIA FOR INTERNSHIP RECRUITMENT

Work Attitude

The majority of HR professionals prioritize work attitude as the top criterion for internship recruitment, with **93%** highlighting it as essential.

93%



N=120

Responsibility at Work

This is the second most prioritized criterion, cited by **81%** of HR professionals as a key factor in internship recruitment.



81%

Proactiveness at Work

Proactiveness accounts for **79%** and is highly valued by recruiters during the internship recruitment process.

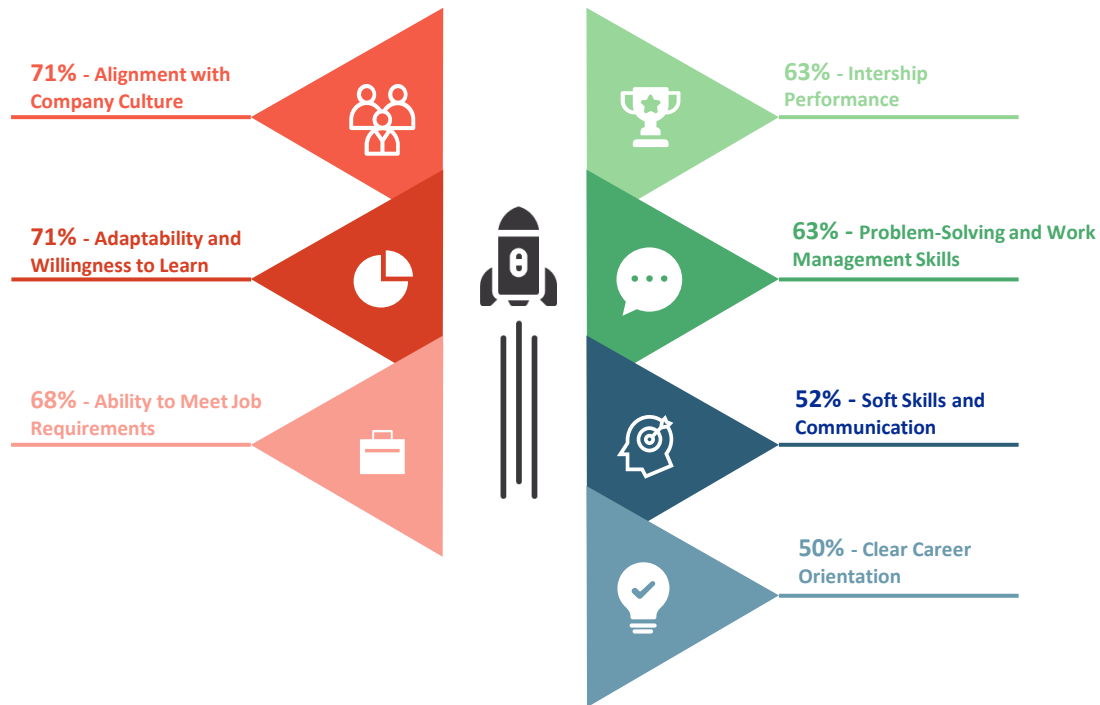


79%

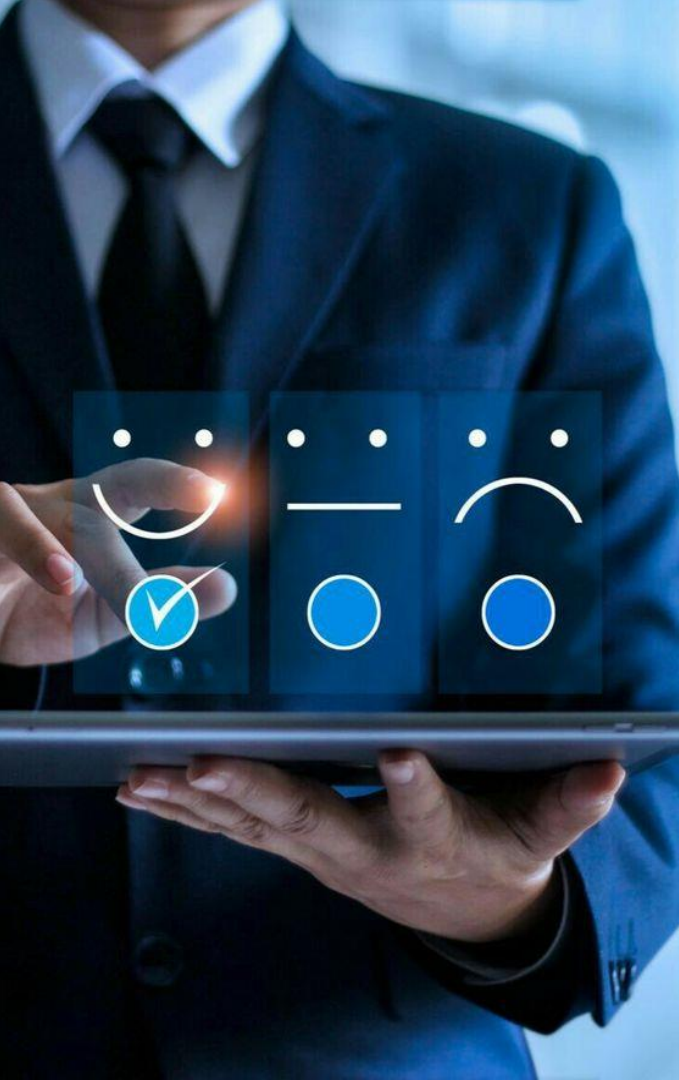
In addition, other criteria such as the ability to apply knowledge to work and professional skills were also mentioned. However, their proportion is insignificant compared to the top three priorities. This indicates that for interns, recruiters place greater emphasis on work attitude and mindset over technical skills.

CRITERIA TO BECOME AN OFFICIAL EMPLOYEE

The suitability of interns to the company culture, along with their adaptability and willingness to learn, is a key factor for securing full-time positions, with **71%** of HR professionals prioritizing this. Following closely, **68%** emphasized the ability to meet job requirements as official employees.



3. SUMMARY OF RESEARCH FINDINGS



SUMMARY OF RESEARCH FINDINGS

INTERSHIP RECRUITMENT STATUS

2024 marks a promising trend in internship recruitment, with many companies continuously expanding opportunities to welcome and train the next generation of talented young professionals.

PREFERRED UNIVERSITIES

The top 5 universities—UEH, FTU, HCMUT, VLU, and UFM—hold a significant advantage in the eyes of recruiters when searching for interns. Each university has its unique strengths, aligning well with the demands of the labor market.

INDUSTRIES AND DEPARTMENTS WITH HIGH INTERNSHIP RECRUITMENT DEMAND

Companies in the fields of Product Sales, Marketing Services, Manufacturing, IT, and Logistics have a strong demand for young talent to keep up with the rapid development and market competition. The top three departments with the highest demand for interns are HR, Marketing, and Sales.

INTERNSHIP RECRUITMENT TRENDS

About 50% of HR professionals express a desire to recruit interns with the intention of long-term commitment and transitioning into full-time employees. This reflects the trend of companies seeking stable and potential talent for sustainable growth.

INTERNSHIP RECRUITMENT CRITERIA

HR often values interns based on their work attitude, responsibility, and proactiveness. These criteria not only ensure the quality of work but also foster the growth and development of interns within the business environment.

PATHWAY FROM INTERN TO FULL-TIME EMPLOYEE

To advance from an internship to a full-time position, young professionals need to possess several key factors, including cultural fit, adaptability, a willingness to learn, and the ability to meet job requirements. These qualities are essential for long-term success and integration into the company.



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