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TI WHO ARE THEY AND WHAT DO OUR CANDIDATES WANT? - PART I
AU Roxana, SF
In a competitive environment, information about clients is a key element for the development strategy of an institution. The paper presents the research methodology used by the Department of Economic Engineering from "Herman Oberth" Faculty of Engineering in Sibiu in the 2008 Faculty Applicant Survey. The study was conducted in order to find out more information about the applicants' decision-making process when selecting an area of study or a faculty of interest. The information is useful for faculties' recruiters in order to set up the recruitment strategy. The results of the study are presented in the paper "Who are they and what do our candidates want? - part II".