



Press Release – For Immediate Release

To: Assignment Editor/Editor of Education and Local News Sections

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HSUHK graduates recognised by employers for their outstanding performance Tops ratings in “Values and Attitude”

The Hang Seng University of Hong Kong (HSUHK) has released its latest employer survey report, about 97% employers are satisfied with the work performance of HSUHK bachelor's degree graduates. Employers gave graduates the highest ratings in the critical area of “Values and Attitude”, while also praising their strong information technology literacy, practical work skills, and interpersonal skills. The survey also reflected a keen demand among enterprises for talent equipped with professional artificial intelligence (AI) skills and knowledge in Environmental, Social, and Governance (ESG) related fields.

The Student Affairs Office at HSUHK commissioned a consultancy to conduct this survey from December 2024 to May 2025, collecting over 450 valid responses from more than 330 corporate employers, who had hired HSUHK bachelor's degree graduates between 2021 and 2023, across diverse industries including Information and Communications, Advertising and Design, Public Relations, Marketing, Accounting, and Logistics. Employers rated graduates on six key aspects—“Values and Attitude”, “Self-Management and Interpersonal Skills”, “Language Proficiency”, “Analytical and Problem-Solving Abilities”, “Technical Skills Required for the Job”, and “Numeric Competency and IT Literacy” — encompassing a total of 26 attributes. Selected employers also participated in in-depth interviews to offer deeper insights into their evaluations and expectations.

The report revealed that about 97 per cent of the surveyed employers were satisfied with the work performance of HSUHK bachelor's degree graduates, including about 75 per cent who indicated that they were quite satisfied or very satisfied. The overall work performance score of the graduates is 3.83 on a five-point scale, with all six evaluated aspects scoring above 3.7 points — showing that they met and sometimes exceeded the employers' required standard. Graduates earned the highest score (3.92 points) in “Values and Attitude”, the category employers considered most important, reflecting their proactive attitudes and professional performance consistently met employers' expectations. Other stand out areas included “Numeric Competency and IT Literacy”, “Technical Skills Required for the Job”, and “Self-Management and Interpersonal Skills”, each scoring above 3.75 points, and further highlighting employers' recognition of HSUHK graduates' IT knowledge, technical skills, interpersonal communication skills, and emotional intelligence.



The survey also explored employers' views on the future workplace. Nearly 60% of respondents identified the top three challenges as talent acquisition (59%), AI integration (54%), and ESG trends (45%), reflecting a strong demand for professionals with AI skills and ESG -related knowledge.

Professor Jeanne Fu, Vice-President (Learning and Student Experience) at HSUHK, expressed delight at the employer recognition of graduates' performance. "HSUHK is deeply committed to enhancing teaching quality and offering diverse learning opportunities to students that keep our graduates competitive in the job market," she said. "We integrate AI and IT literacy across academic and co-curricular programmes, intensify training in AI and ESG competencies, and encourage student participation in innovative projects to nurture leadership. By continuously cultivating close industry partnerships and consistently elevating our 'One Student, One Internship' scheme, we enable students to translate classroom knowledge into real-world experience, build professional networks and lay a strong foundation for their careers. Thanks to the collective support of our community, the employment rate among our 2024 undergraduate graduates reached 95%, which is very encouraging."

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Photos:



Photo 1: HSUHK has released its latest employer survey report, about 97% employers are satisfied with the work performance of HSUHK bachelor's degree graduates.



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Photo 2: The employer survey report highlights HSUHK graduates excel in various areas of hard skills, soft skills, and professional attitude.

Photos Download: [Link](#)

About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with six Schools (Business, Communication, Decision Sciences, Humanities and Social Science, Translation and Foreign Languages, and Transdisciplinary Studies), and over 7,000 full-time undergraduate and postgraduate students. With its unique “Liberal + Professional” education model, HSUHK nurtures young talent with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK prioritises stellar undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, a unique residential college system that combines living and learning, interactive small-class teaching, close student-teacher relationships, impactful research, and excellent student development and support services.

HSUHK also ranked 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, the 1st in Employability, the 3rd in Research and the 5th in Community Engagement as per the 2023 AppliedHE ASEAN+ private university ranking by the Singapore-based AppliedHE. Additionally, HSUHK was ranked among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.

HSUHK was recognised in the 2025 Top Universities and Top Scientists Rankings conducted by international academic platform, Research.com, and was ranked 22nd in Social Sciences and Humanities, and 33rd in Economics and Finance among the top universities in China. The



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University's MSc in Global Supply Chain Management programme was ranked 84th globally in the QS International Trade Rankings 2025 announced by Quacquarelli Symonds (QS). The programme was also ranked 7th in the Greater China region and 4th in Hong Kong. The School of Business obtained AACSB International accreditation, a distinction achieved by only 6% of the world's leading business schools.