University of Latvia

2025 Potentialpark Partner Report

Talent Communication & Career Search

Report Content

potentialpark

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We believe in a **future** of work where **every person** has the **right place** and **opportunities** to **grow** their potential.

We are experts in Talent Communication

As **thought leaders** in the field of Talent Communication with over 21 years of experience, we bring the voice of candidates to the table by providing knowledge and insights to help shape the future of employer branding, talent acquisition, and talent communication.

Every year, candidates worldwide take part in Potentialpark's Global Study to share with us their **expectations, preferences, and needs during the job search and application processes**. We analyze how employers meet these expectations, and monitor the trends of recruitment and application processes.

As a Potentialpark Partner, you receive a report with the most important insights from our 2025 Talent Communication Study.

We thank you for your cooperation and dedication to make this happen! We are looking forward to yet another year of bringing candidates' voices to the table and without your help it won't be possible.

THANK YOU
For helping us shape the future of Talent Communication

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About the Study
and Demographics

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About the Study

77 countries included in the study
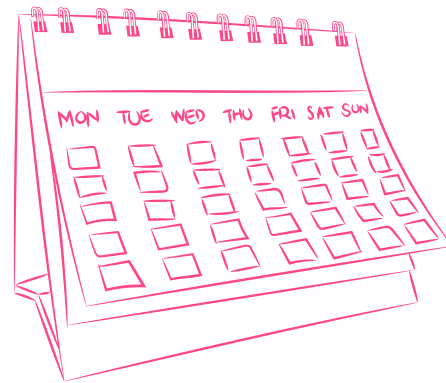
81 days of data collection

1 Potentialpark Talent Communication Study

Response Breakdown

30,855
responses globally

Latvia
509

University of Latvia
158

What gender do you identify with?

	Female	Male
Europe	63%	35%
Latvia	66%	33%
University of Latvia	77%	22%

Are you currently studying or working?
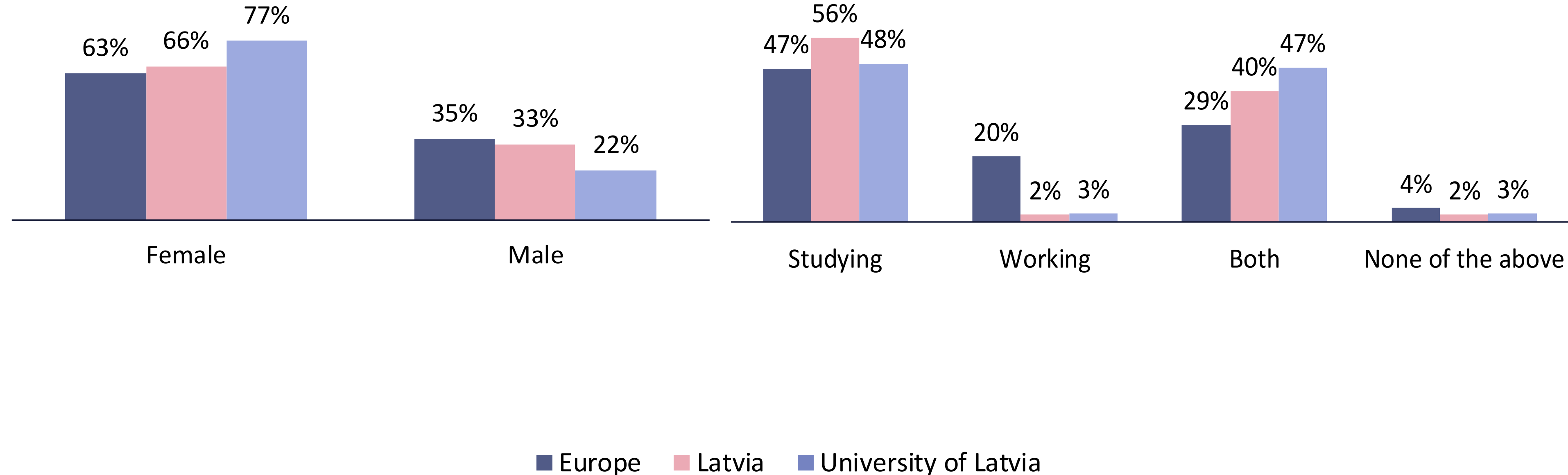
	Studying	Working	Both	None of the above
Europe	47%	20%	29%	4%
Latvia	56%	2%	40%	2%
University of Latvia	48%	3%	47%	3%

■ Europe ■ Latvia ■ University of Latvia

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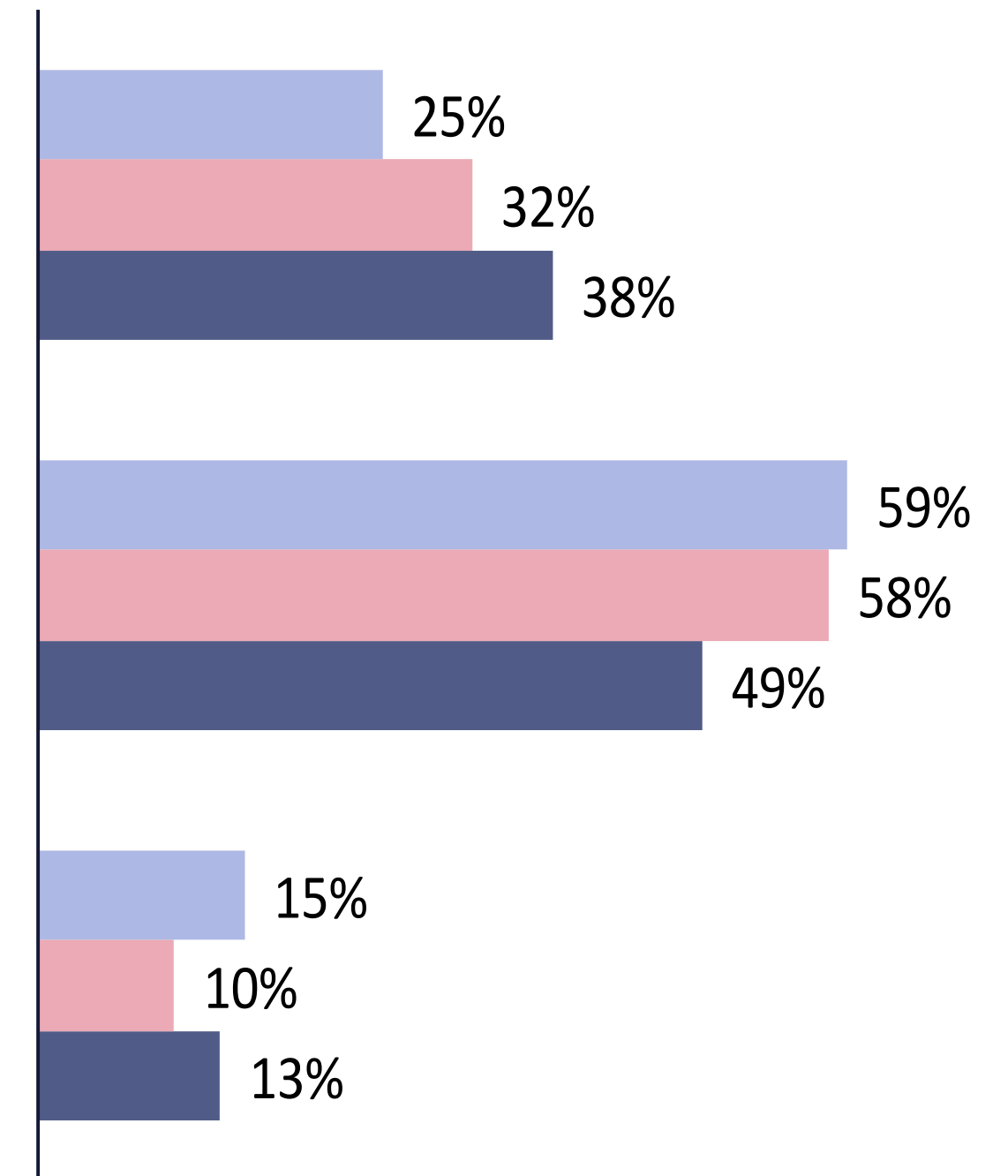
What degree are you currently pursuing?

Bachelor / Undergraduate (B.A., B.Sc., etc.)
- 81%
- 79%
- 59%

Master, Magister, Diploma (M.A., M.Sc., etc.)
- 17%
- 20%
- 35%

MBA
- 1%
- 1%
- 1%

Ph.D., Doctorate or higher
- 1%
- 0%
- 4%
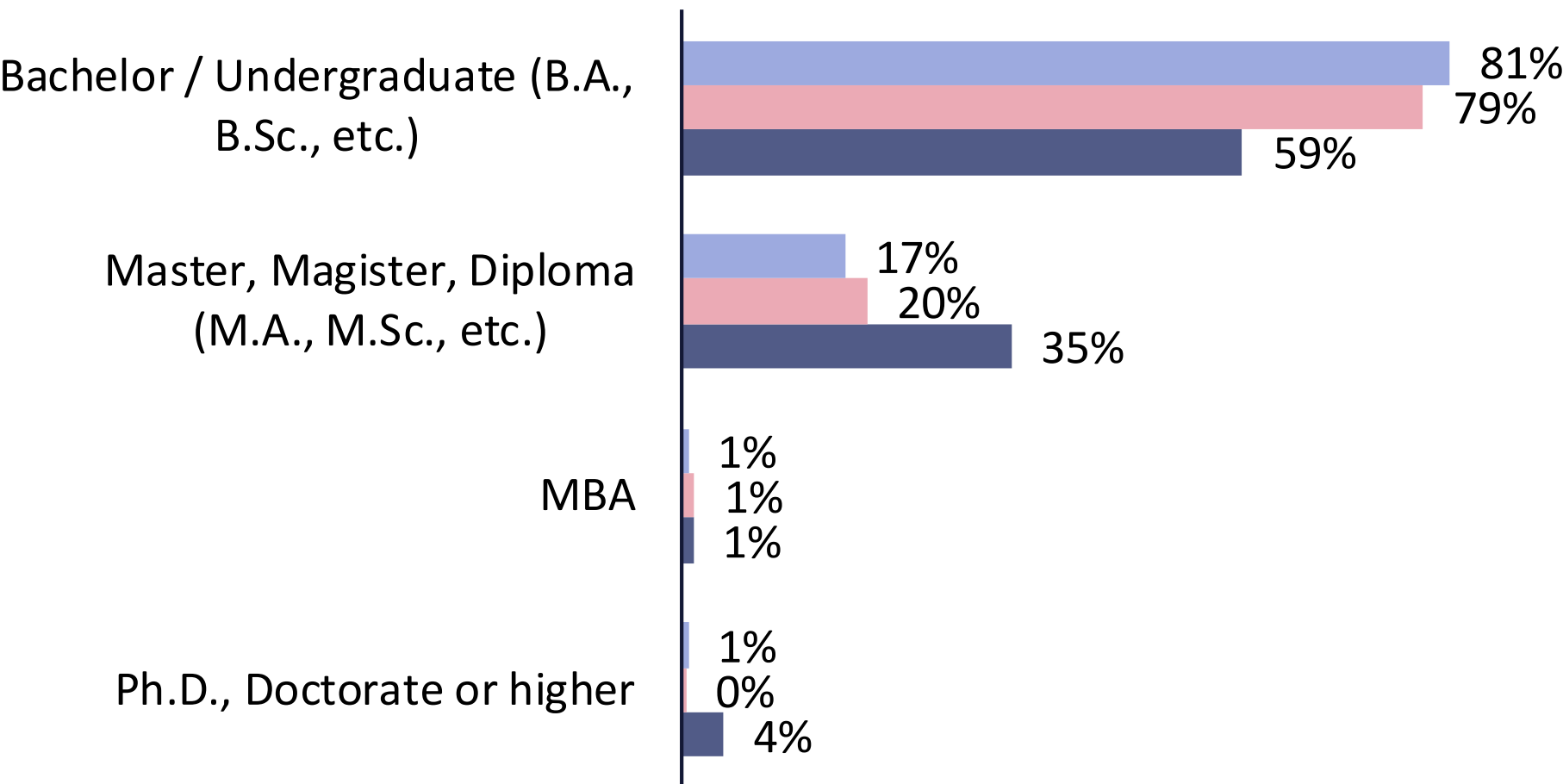
Note: only asked students who currently enroll in full-time or part-time study

What field of study did you pursue or are you currently pursuing?
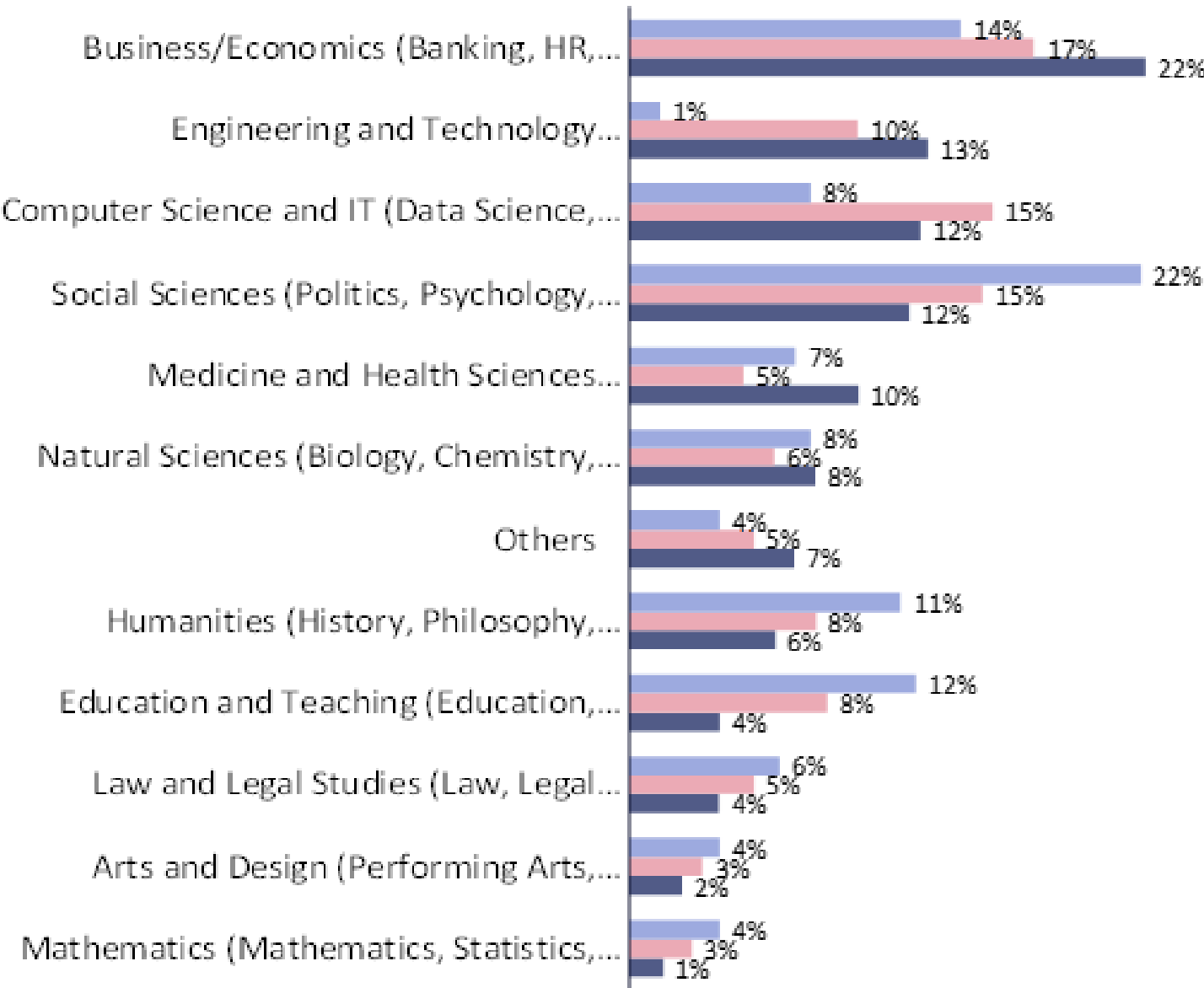
Business/Economics (Banking, HR,...
- 14%
- 17%
- 22%

Engineering and Technology...
- 1%
- 10%
- 13%

Computer Science and IT (Data Science,...
- 8%
- 15%
- 12%

Social Sciences (Politics, Psychology,...
- 22%
- 15%
- 12%

Medicine and Health Sciences...
- 7%
- 5%
- 10%

Natural Sciences (Biology, Chemistry,...
- 8%
- 6%
- 8%

Others
- 4%
- 5%
- 7%

Humanities (History, Philosophy,...
- 11%
- 8%
- 6%

Education and Teaching (Education,...
- 12%
- 8%
- 4%

Law and Legal Studies (Law, Legal...
- 6%
- 5%
- 4%

Arts and Design (Performing Arts,...
- 4%
- 3%
- 2%

Mathematics (Mathematics, Statistics,...
- 4%
- 3%
- 1%

■ Europe   ■ Latvia   ■ University of Latvia

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University Perception

In your opinion, how does the reputation of your university influence your chances on the job market?

Positively
- 41%
- 72%
- 65%

I don't know
- 11%
- 14%
- 15%

No effect
- 11%
- 13%
- 15%

Negatively
- 0%
- 1%
- 5%

■ Europe ■ Latvia ■ University of Latvia
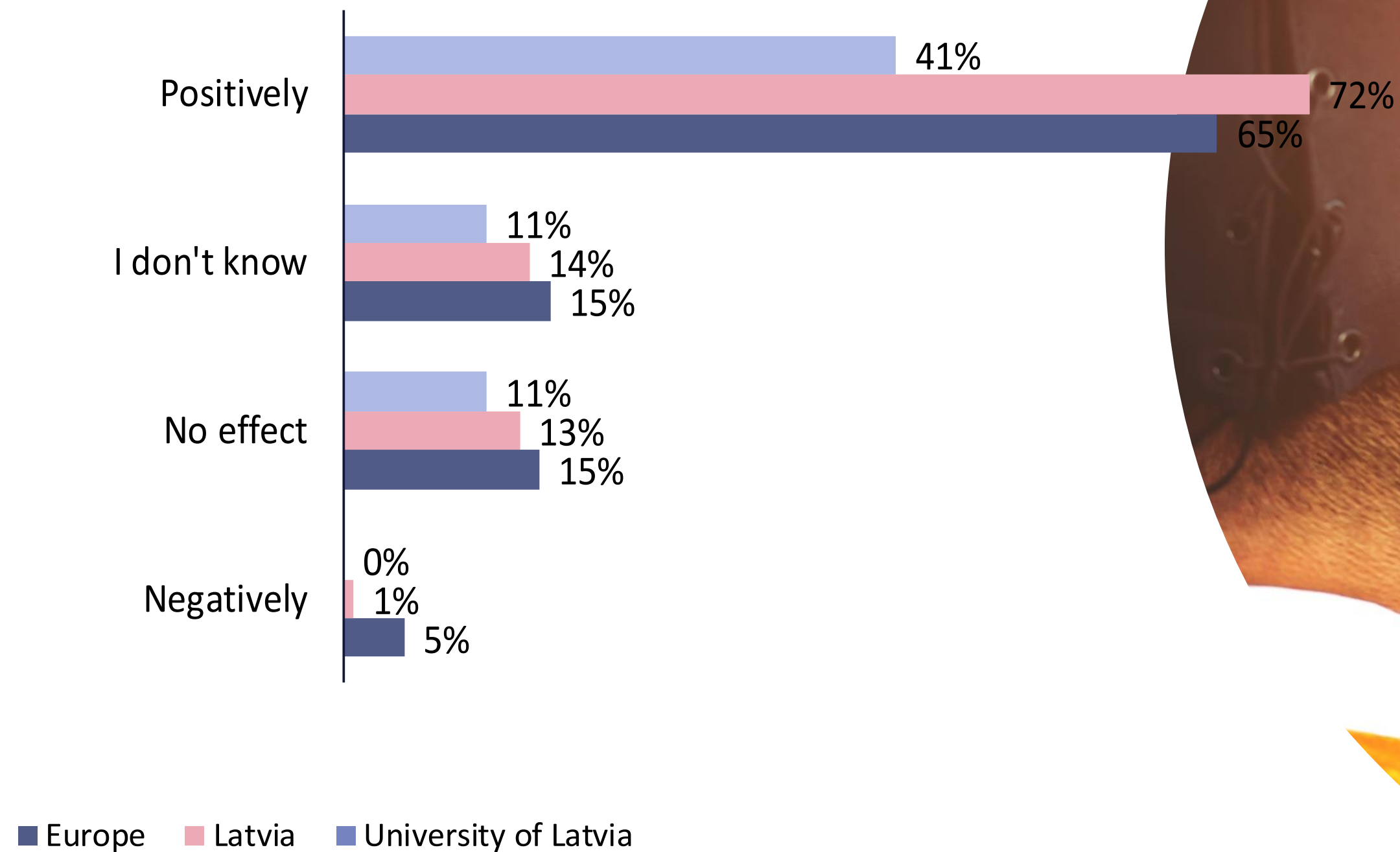
Have you ever used your university's career service center for any of the following purposes:

Participating in workshops related to job searching and application help
- 23%
- 31%
- 33%

Attending events aimed at connecting students with potential employers
- 20%
- 28%
- 43%

Utilizing campus resources to search for job opportunities and submit applications
- 15%
- 26%
- 28%

Never used the university's career service center
- 61%
- 44%
- 29%

Other - Please specify:
- 6%
- 4%
- 3%

■ Europe ■ Latvia ■ University of Latvia

Are you satisfied with the help provided to you by your university in the following areas?

Area	Yes	No	Neutral
How to contact potential employers	60%	18%	22%
How to apply for jobs in my country	60%	12%	28%
How to find the right jobs for me, my experience and skills	59%	16%	25%
Where to find more information about potential employers	56%	14%	31%
CV and cover letter composition	56%	21%	23%
How to apply for jobs in other countries	53%	22%	25%
How to effectively use Professional Networks (LinkedIn, Xing, etc.) and why	53%	26%	21%
How to find potential employers	52%	20%	28%
Job interview training	45%	27%	27%

■ Yes ■ No ■ Neutral

How useful do you find the following university and company events for your career search?

	Europe	Latvia	University of Latvia
Workshops or seminars	5	3	3
Curriculum involvement (e.g. employers runs or participates in courses at the university)	3	2	1
Company's Meet and Greet	4	4	5
Webinars	6	6	6
Career fairs	2	5	4
Open days at the offices of potential employers	1	1	1
Virtual career fairs	7	7	9
Business games and challenges	9	8	7
Business breakfast/lunch/dinner/coffee	8	8	8

Note: Data shows the ranking of importance.

TOP 10 reasons for not using Career Service Center

1. Lack of Awareness
2. Limited Career Opportunities
3. Early in Academic Journey
4. Ineffectiveness or Low Quality of Services
5. Geographical and Accessibility Issues
6. Language and Cultural Barriers
7. Perception That Services Are Irrelevant
8. Lack of Opportunity or Time
9. Issues with Trust and Effectiveness
10. University Does Not Provide Career Services

What do students say?

"Because in my imagination I don't feel that attending events together with employers really leads to finding a job, I prefer to search for positions from company websites or online platforms."

"Because I believe that many companies greenwash through universities to appear more attractive and find talent"

"The one that my university provides are not helpful, informative, and bias I can search better opportunities outside by myself"

"None of the offers seemed enticing-sometimes the jobs they offer and the contacts they choose seem almost insulting to graduates"

"They weren't that student friendly to begin with and secondly they weren't punctual with their work."

In which areas do you need help to improve your chances in the job market?

How to find the right jobs for me
- University of Latvia: 57%
- Latvia: 53%
- Europe: 51%

How to apply for jobs in other countries
- University of Latvia: 35%
- Latvia: 38%
- Europe: 36%

How to effectively use professional networks (LinkedIn, Xing, etc.) and why
- University of Latvia: 40%
- Latvia: 42%
- Europe: 39%

How to contact potential employers
- University of Latvia: 33%
- Latvia: 33%
- Europe: 39%

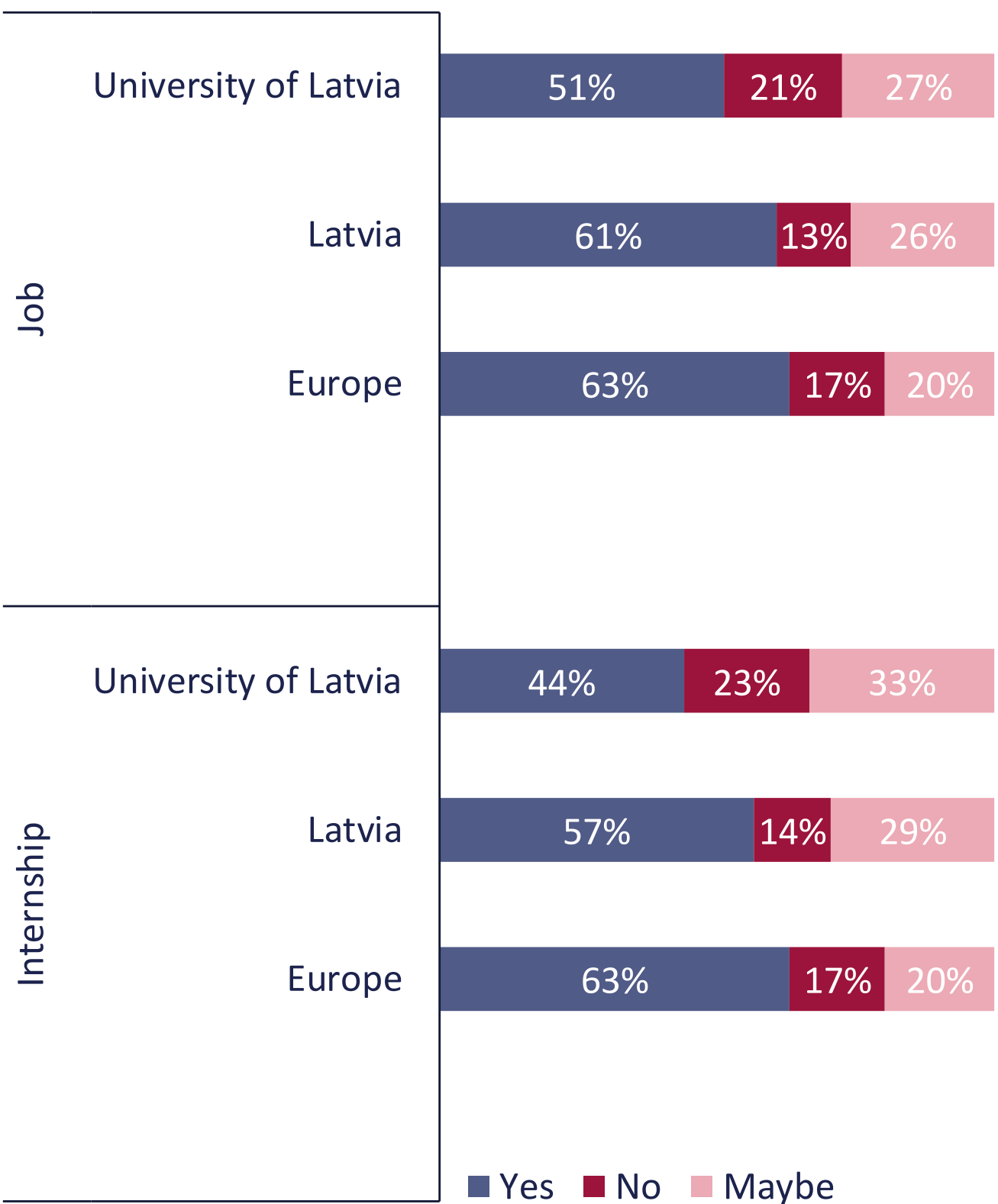**Job interview training and mock interviews**
- University of Latvia: 59%
- Latvia: 58%
- Europe: 50%

How to apply for jobs in my country
- University of Latvia: 27%
- Latvia: 27%
- Europe: 22%

Legend: University of Latvia, Latvia, Europe

Would you consider doing an internship or a full-time job abroad?

Job
	Yes	No	Maybe
University of Latvia	51%	21%	27%
Latvia	61%	13%	26%
Europe	63%	17%	20%

Internship
	Yes	No	Maybe
University of Latvia	44%	23%	33%
Latvia	57%	14%	29%
Europe	63%	17%	20%

Legend: Yes, No, Maybe

What career-related events are missing?

1. General Career Development Events
2. Industry-Specific Events
3. Networking and Employer Interaction
4. Skill Development Workshops
5. Global and International Opportunities
6. Entrepreneurship and Innovation
7. Practical Exposure

Key Points

- Students view **university reputation and rankings** as a key factor in shaping their future **employability**.

- Students seek more **accessible workshops and events**, especially for those who live far away or have a tight schedule and are struggling to attend on-sight events. **Online events** can be a good solution and reach larger amounts of students.

- Many students can benefit from **soft-skills guidance**, such as networking, interviews, active listening and time management.

- Engaging with students via the career center is a challenge faced globally. **Tracking and following** their needs can attract students to corporate and take advantage of the career center.

YOUR Best Practices

CAREER CAFÉ

At our monthly event called Career Coffee Dates, you can participate in 45-minute group discussions. Together with the Career Office team and IU students, you can:

✓ Discuss your **professional goals**

✓ Gain **insights** into how you can advance in your career

✓ **Exchange information** about career opportunities, trends and news!

IU Internationale Hochschule

Università Ca' Foscari Venezia

Career Service for Sustainable Development

LinkedIn Seminar

Seminarios de LinkedIn:

Espacios interactivos a cargo de expertos para potenciar el uso de la red social líder en el networking profesional.

Universidad Torcuato di Tella

YOUR Best Practices

Career Center Podcast

Lancaster University

In-Person and Digital Entrepreneurship Resources

EDHEC

Politechnika Wrocławska
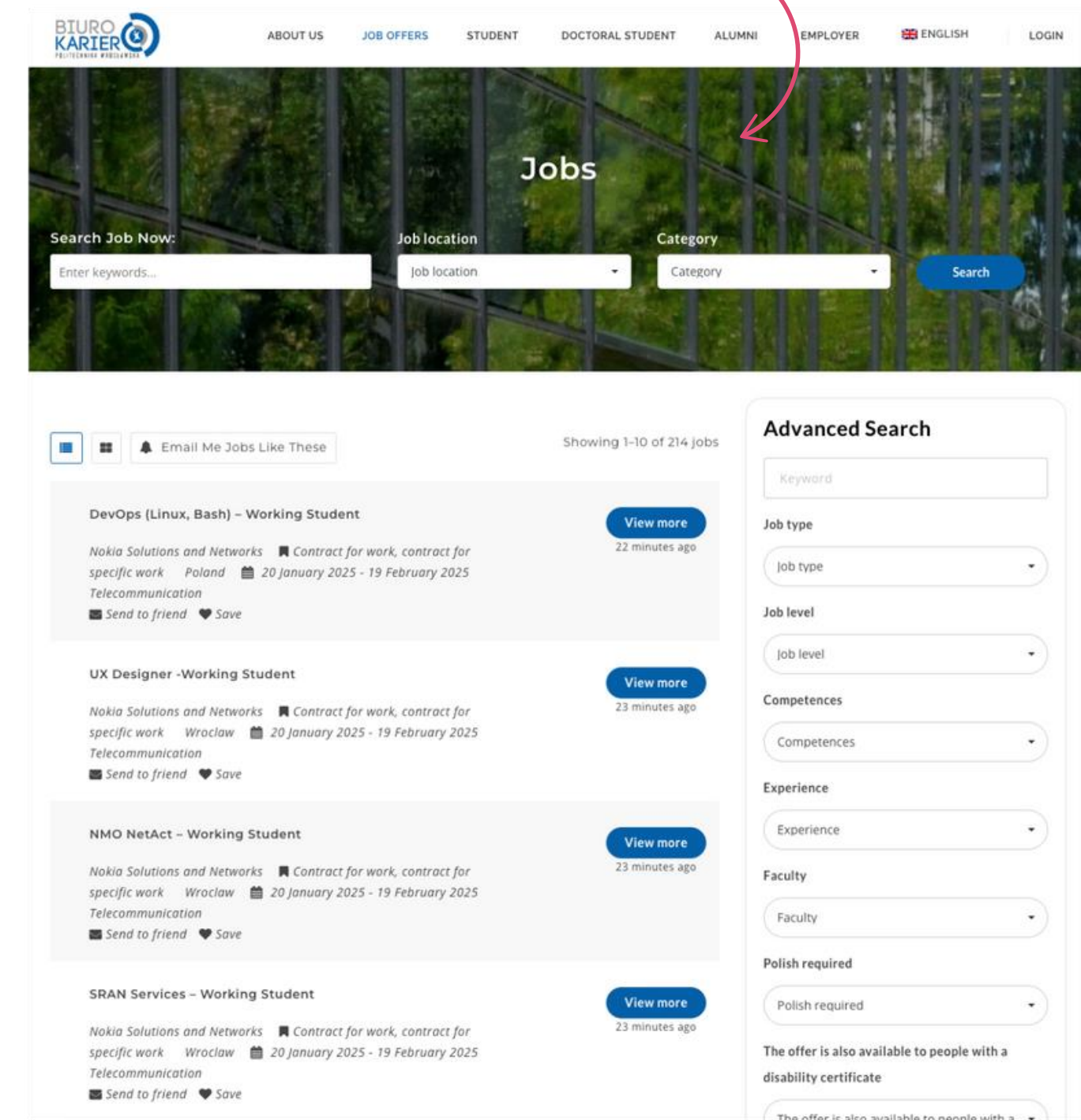
Advanced Search Job Board

Career Perception

In your career journey, what motivates you the most?

Motivation	University of Latvia	Latvia	Europe
Flexibility and innovation	24%	29%	28%
Achievement and recognition	23%	25%	34%
Positive social change	16%	13%	17%
Peace and stability	36%	33%	21%

■ Europe ■ Latvia ■ University of Latvia

When it comes to taking risks in your career, how do you feel?

Take calculated risks when necessary
- University of Latvia: 65%
- Latvia: 65%
- Europe: 61%

Avoid taking risks and prefer stability
- University of Latvia: 9%
- Latvia: 9%
- Europe: 7%

Enjoy taking risks and embracing uncertainty
- University of Latvia: 11%
- Latvia: 12%
- Europe: 16%

Trust your instincts and take spontaneous risks
- University of Latvia: 15%
- Latvia: 14%
- Europe: 16%
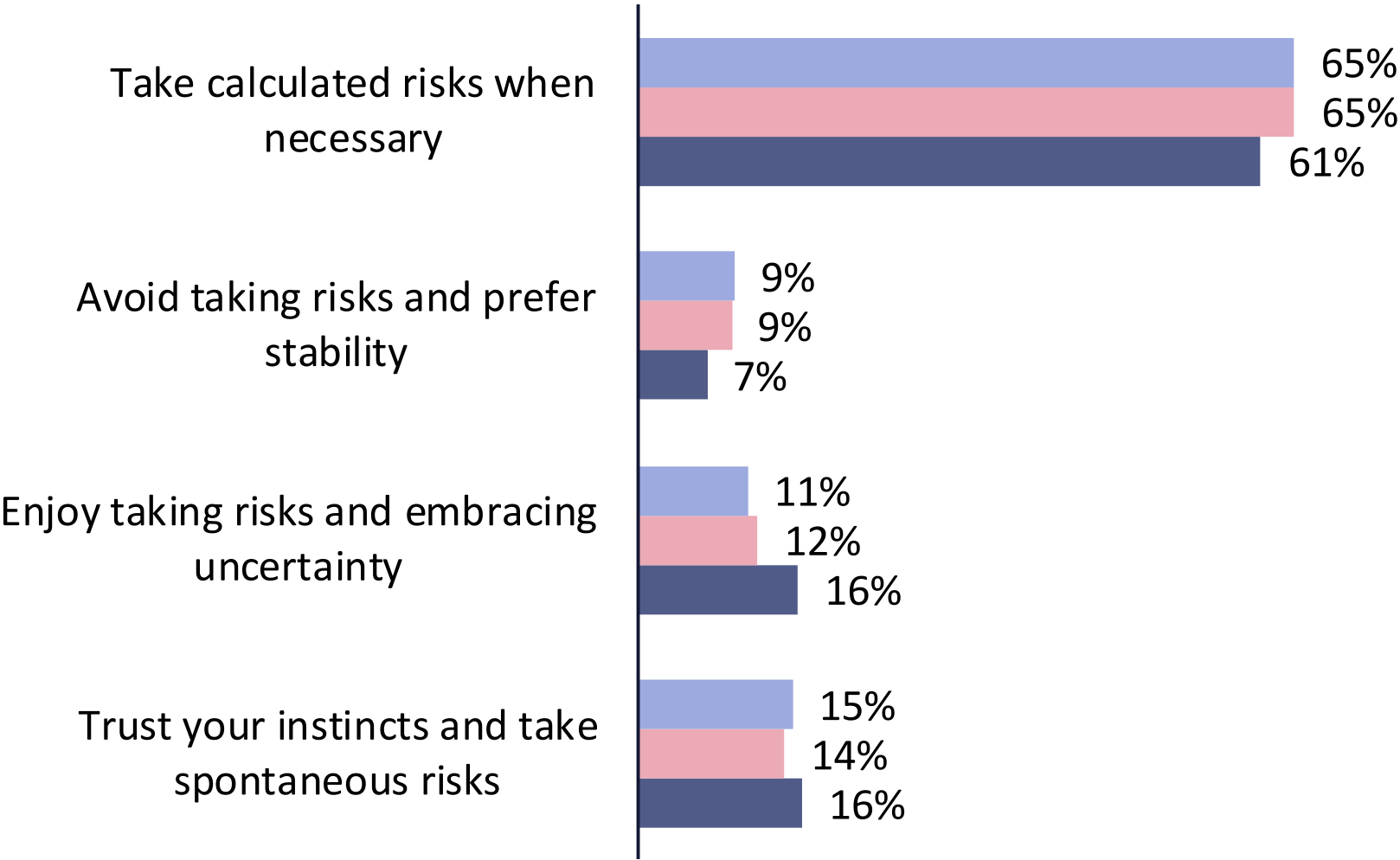
How do you perceive your competitiveness in the job market?

Highly competitive - I have a strong set of skills and experiences that make me a great candidate for many job opportunities.
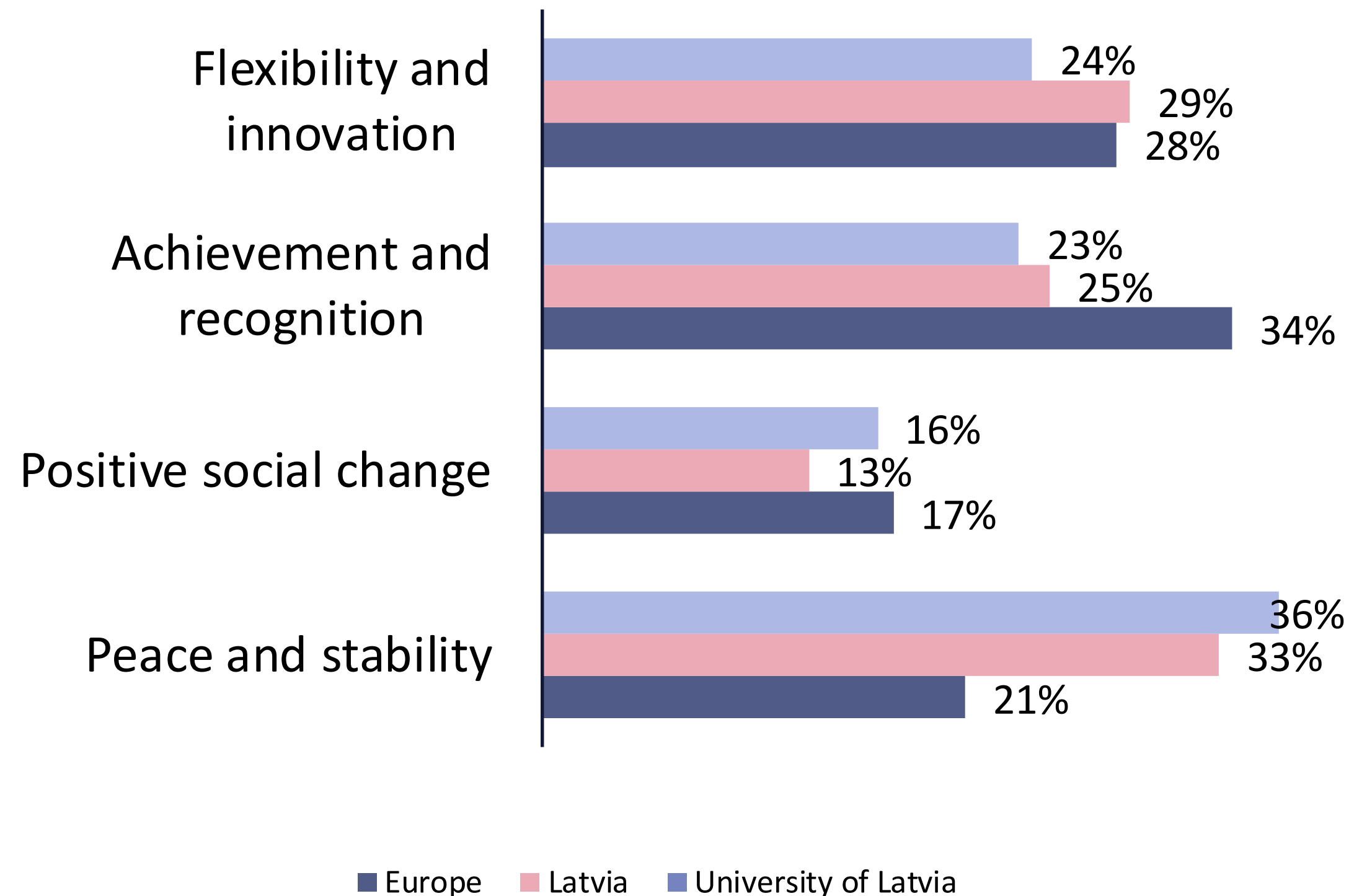- University of Latvia: 11%
- Latvia: 13%
- Europe: 26%

Moderately competitive - I have some relevant skills and experiences, so my job prospects should be promising.
- University of Latvia: 38%
- Latvia: 40%
- Europe: 45%

Somewhat competitive - I have the skills but I'm unsure about the availability of job opportunities and my chances right now.
- University of Latvia: 41%
- Latvia: 38%
- Europe: 24%

Not competitive - I feel the job market is highly competitive, and finding a job as a graduate may be challenging.
- University of Latvia: 10%
- Latvia: 9%
- Europe: 6%

■ Europe ■ Latvia ■ University of Latvia

When searching for new employment opportunities, what is your main priority?
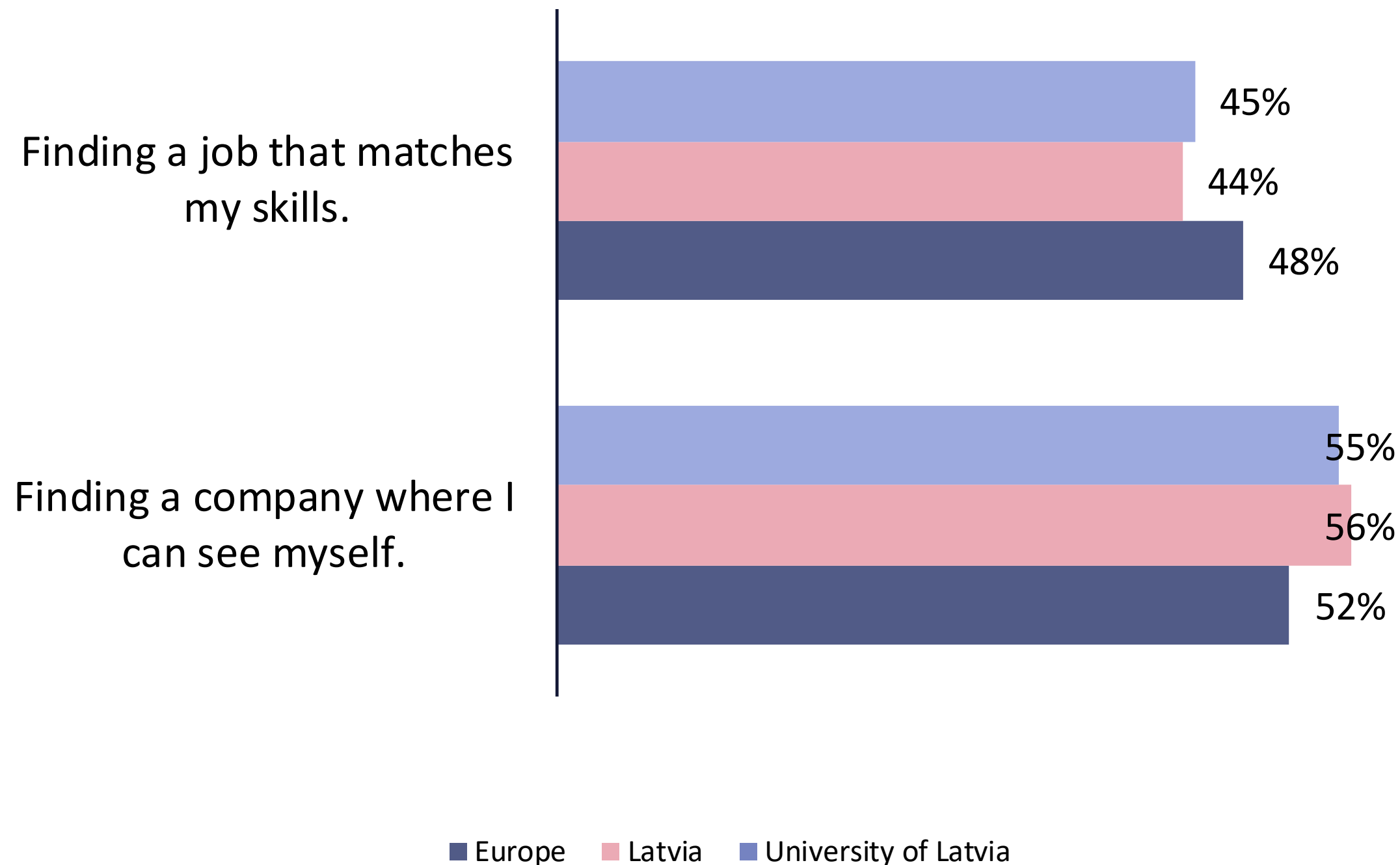
Finding a job that matches my skills.
- University of Latvia: 45%
- Latvia: 44%
- Europe: 48%

Finding a company where I can see myself.
- University of Latvia: 55%
- Latvia: 56%
- Europe: 52%

■ Europe ■ Latvia ■ University of Latvia

Which channels or sources do you prefer to use during each stage of your job search and application process?

How I first hear about a company or job
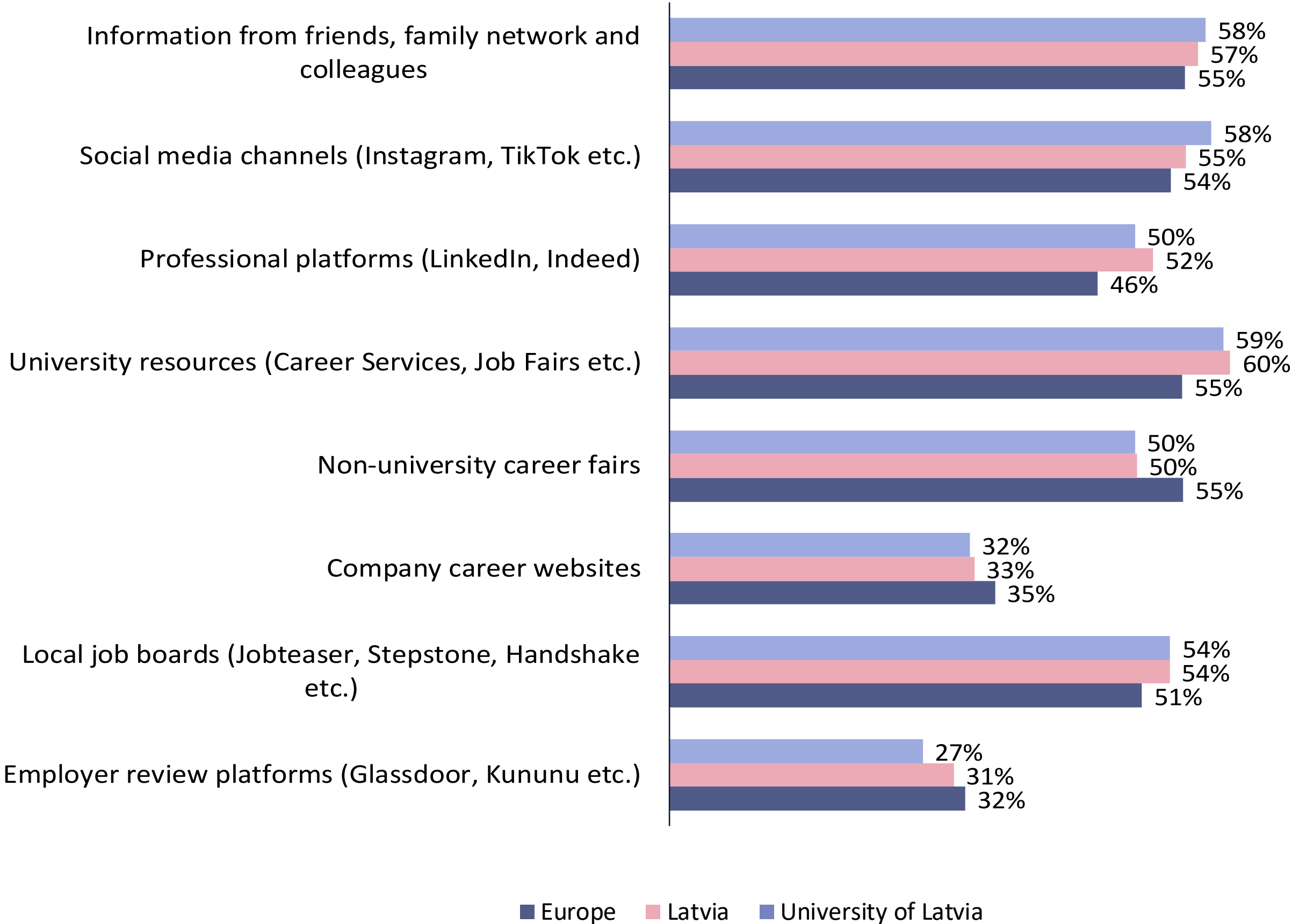
Information from friends, family network and colleagues
- 58%
- 57%
- 55%

Social media channels (Instagram, TikTok etc.)
- 58%
- 55%
- 54%

Professional platforms (LinkedIn, Indeed)
- 50%
- 52%
- 46%

University resources (Career Services, Job Fairs etc.)
- 59%
- 60%
- 55%

Non-university career fairs
- 50%
- 50%
- 55%

Company career websites
- 32%
- 33%
- 35%

Local job boards (Jobteaser, Stepstone, Handshake etc.)
- 54%
- 54%
- 51%

Employer review platforms (Glassdoor, Kununu etc.)
- 27%
- 31%
- 32%

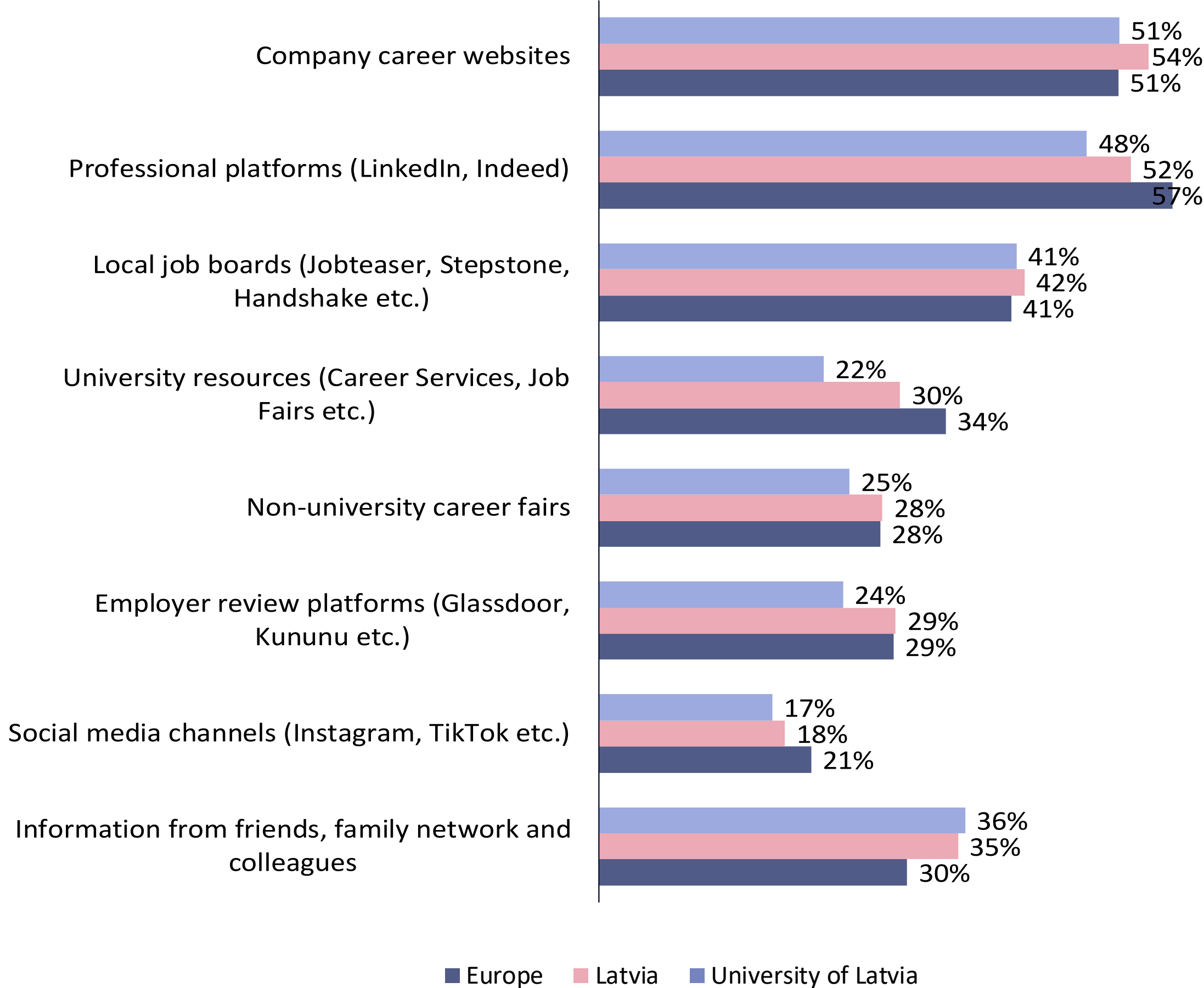■ Europe ■ Latvia ■ University of Latvia

Which channels or sources do you prefer to use during each stage of your job search and application process?

Before deciding to apply to learn more about the company

Employer review platforms (Glassdoor, Kununu etc.)
- 55%
- 51%
- 54%

Company career websites
- 57%
- 60%
- 55%

Social media channels (Instagram, TikTok etc.)
- 46%
- 50%
- 47%

Information from friends, family network and colleagues
- 52%
- 52%
- 49%

University resources (Career Services, Job Fairs etc.)
- 32%
- 37%
- 42%

Local job boards (Jobteaser, Stepstone, Handshake etc.)
- 28%
- 33%
- 34%

Non-university career fairs
- 32%
- 37%
- 40%

Professional platforms (LinkedIn, Indeed)
- 47%
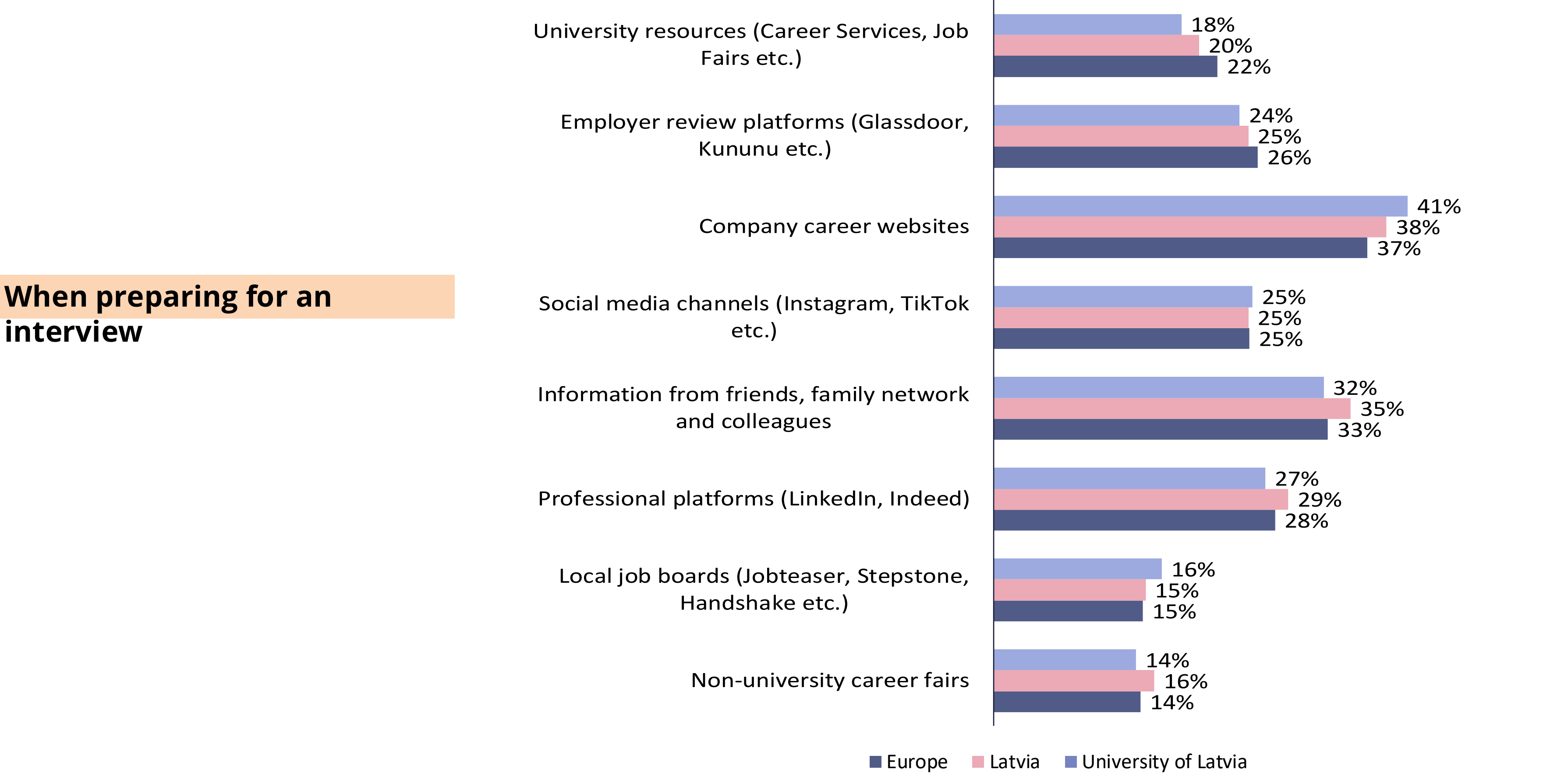- 48%
- 51%

■ Europe ■ Latvia ■ University of Latvia

Which channels or sources do you prefer to use during each stage of your job search and application process?

Applying for jobs

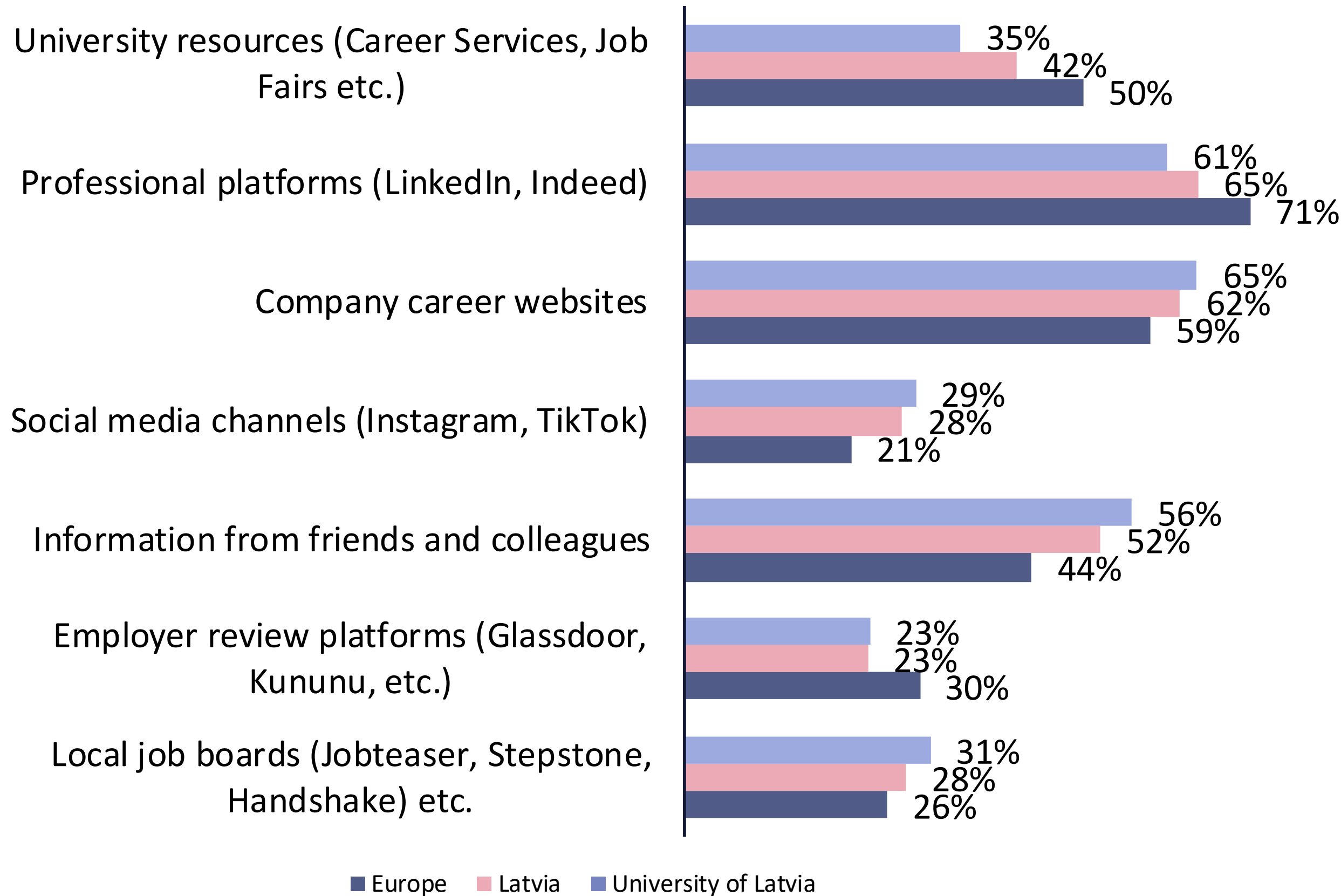| Channel	University of Latvia	Latvia	Europe
Company career websites	51%	54%	51%
Professional platforms (LinkedIn, Indeed)	48%	52%	57%
Local job boards (Jobteaser, Stepstone, Handshake etc.)	41%	42%	41%
University resources (Career Services, Job Fairs etc.)	22%	30%	34%
Non-university career fairs	25%	28%	28%
Employer review platforms (Glassdoor, Kununu etc.)	24%	29%	29%
Social media channels (Instagram, TikTok etc.)	17%	18%	21%
Information from friends, family network and colleagues	36%	35%	30%

■ Europe ■ Latvia ■ University of Latvia

Which channels or sources do you prefer to use during each stage of your job search and application process?

When preparing for an interview

Source	Europe	Latvia	University of Latvia
University resources (Career Services, Job Fairs etc.)	22%	20%	18%
Employer review platforms (Glassdoor, Kununu etc.)	26%	25%	24%
Company career websites	37%	38%	41%
Social media channels (Instagram, TikTok etc.)	25%	25%	25%
Information from friends, family network and colleagues	33%	35%	32%
Professional platforms (LinkedIn, Indeed)	28%	29%	27%
Local job boards (Jobteaser, Stepstone, Handshake etc.)	15%	15%	16%
Non-university career fairs	14%	16%	14%

■ Europe ■ Latvia ■ University of Latvia

Which of the following resources do you find the most credible when it comes to career-related information or job postings?

University resources (Career Services, Job Fairs etc.)
- University of Latvia: 35%
- Latvia: 42%
- Europe: 50%

Professional platforms (LinkedIn, Indeed)
- University of Latvia: 61%
- Latvia: 65%
- Europe: 71%

Company career websites
- University of Latvia: 65%
- Latvia: 62%
- Europe: 59%

Social media channels (Instagram, TikTok)
- University of Latvia: 29%
- Latvia: 28%
- Europe: 21%

Information from friends and colleagues
- University of Latvia: 56%
- Latvia: 52%
- Europe: 44%

Employer review platforms (Glassdoor, Kununu, etc.)
- University of Latvia: 23%
- Latvia: 23%
- Europe: 30%

Local job boards (Jobteaser, Stepstone, Handshake) etc.
- University of Latvia: 31%
- Latvia: 28%
- Europe: 26%

■ Europe ■ Latvia ■ University of Latvia

Skills-based job search

LinkedIn allows you to filter job ads by specific skills:
- Enter key works in the search bar
- Applying filters based on skills
- Comparing your skills to the ones on the job ad

LinkedIn

A skills-based job search highlights specific skills instead of just degreese or experience. By focusing on both hard and soft skills, candidates can target roles that match their strengths.

By focusing on the skills needed for the role rather than the job title itself, we open the door to new and exciting job opportunities, making sure each candidate finds the right place for then to reach their full potential.

Qualifications

4 skills match your profile. Stand out by adding other skills you have.

Skills associated with the job post
Identified by LinkedIn

✅ **4 skills on your profile**
Communication, Digital Marketing, Marketing, and Social M...

⚠ **6 skills missing on your profile**
Advertising, Merchandising, Online Marketing, Search Engi...

💡 Add skills you have to your profile to stand out to the employer. **Add skills**

🔻 **Refine Results**

Posted Date +

Job Category +

Career Title +

Experience Level +

Employment Type +

Job Source +
🏰 **PREMIUM**

State +

Skills −

☐ Scheduling

☐ Communication Skills

☐ Leadership
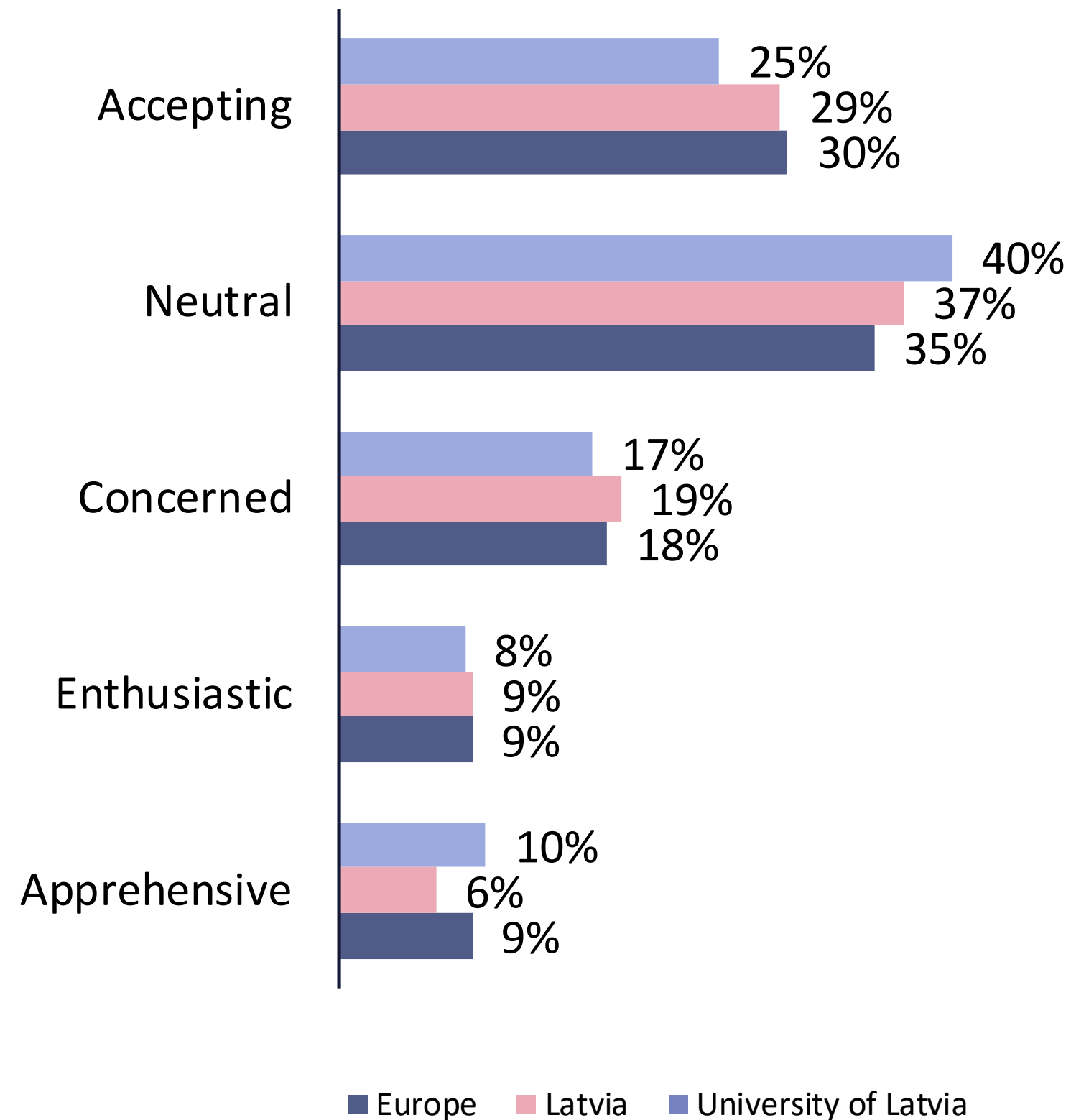
☐ Organization

☐ Customer Service

Key Points

- Social media as well as university resources grew in **credibility**, telling us candidates seek real **human interactions** and trust it more.

- Globally, candidates prioritize **finding a job that matches their skills** rather than a company where they can see themselves in. This approach focuses on **aligning their abilities with the job requirements**, which is often more straightforward and measurable, compared to aligning their personal values and vision with the company's mission, culture, and long-term goals.

AI Perception

How do you feel about using AI tools such as ChatGPT in your job application process?

Accepting
- University of Latvia: 25%
- Latvia: 29%
- Europe: 30%

Neutral
- University of Latvia: 40%
- Latvia: 37%
- Europe: 35%

Concerned
- University of Latvia: 17%
- Latvia: 19%
- Europe: 18%

Enthusiastic
- University of Latvia: 8%
- Latvia: 9%
- Europe: 9%

Apprehensive
- University of Latvia: 10%
- Latvia: 6%
- Europe: 9%

■ Europe   ■ Latvia   ■ University of Latvia

In which stages of your job search/application process would you be open to use AI?

Finding information about a company
- University of Latvia: 40%
- Latvia: 44%
- Europe: 38%

Receiving job recommendations based on your skills and experience
- University of Latvia: 42%
- Latvia: 41%
- Europe: 36%

Building and improving your cover letter or CV
- University of Latvia: 64%
- Latvia: 65%
- Europe: 55%

Job guidance (looking for open positions that would suit you)
- University of Latvia: 26%
- Latvia: 31%
- Europe: 35%

Suggesting connections and networking opportunities
- University of Latvia: 11%
- Latvia: 15%
- Europe: 21%

Tracking your job applications and deadlines
- University of Latvia: 14%
- Latvia: 17%
- Europe: 21%

Holding mock interviews with feedback
- University of Latvia: 38%
- Latvia: 32%
- Europe: 32%

■ Europe ■ Latvia ■ University of Latvia

AI for CV improvement and tailoring

Rezi

AI KEYWORD TARGETING v2

Great work! You're ranking well for these keywords in the job description:

Startup Consultant ✓

SaaS Software ✓

Financial Structure ✓

Strategic Objectives ✓

Advisory Board ✓

Want to improve your chances of getting this role? Consider adding the following keywords to your resume.

Capital Strategy ✗

Operational Budget ✗

JobScan

65 — Keep improving!
Keep making recommended updates to your resume to reach a score of 75% or more.

Hard Skills 3

Cross-Functional ✓
Cross-Functional ✓
API Development ✗
Fintech ✗
Business Value ✗

Soft Skills 4

Accountability ✗
Collaboration ✓
Discipline ✗
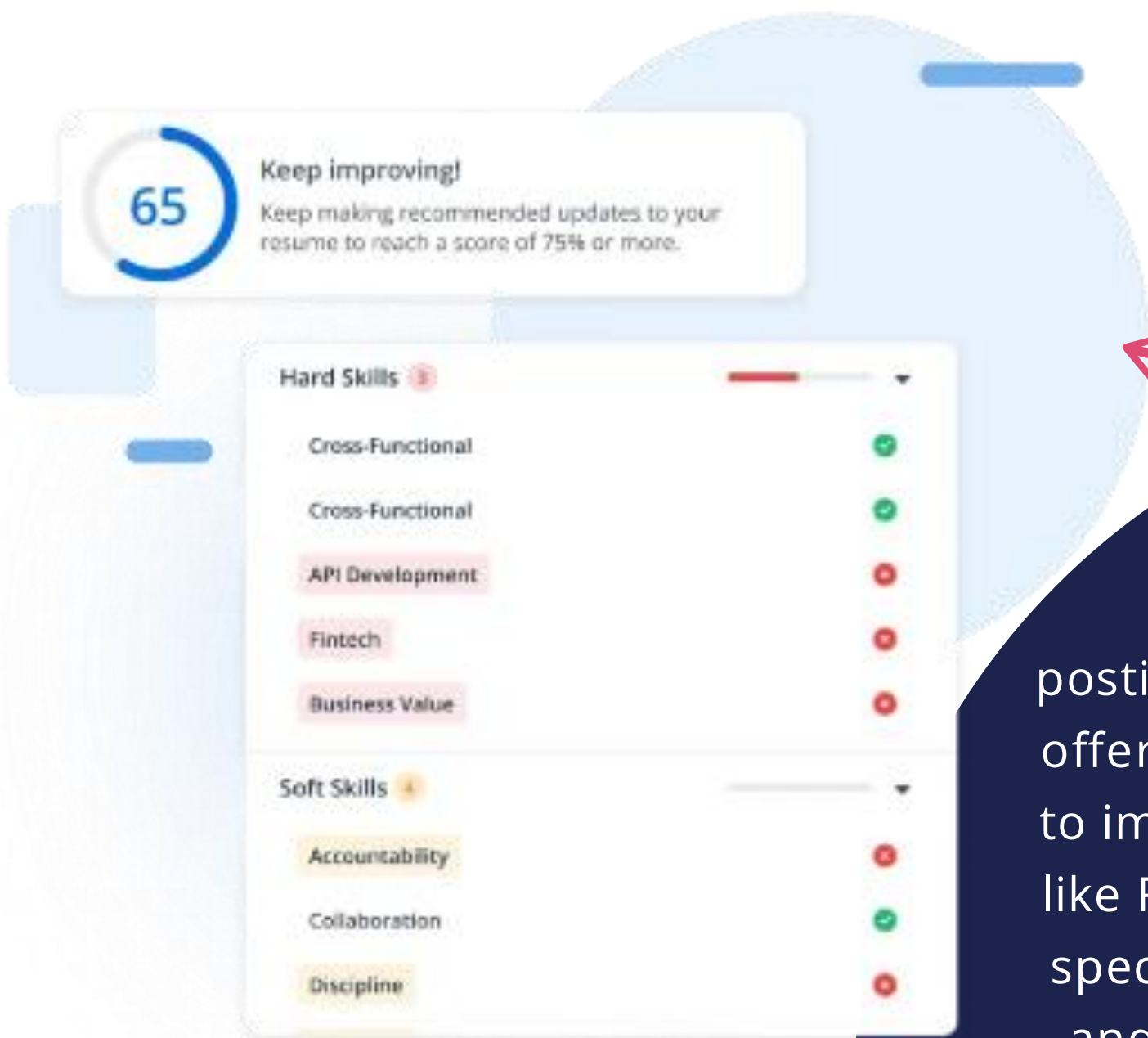
Platforms like Jobscan analyze job postings and compare them to your resume, offering keyword suggestions and strategies to improve ATS compatibility. Similarly, tools like Rezi and AIApply customize resumes for specific roles by emphasizing relevant skills and enhancing formatting. By automating personalization, these tools save time and increase your chances of standing out to employers.
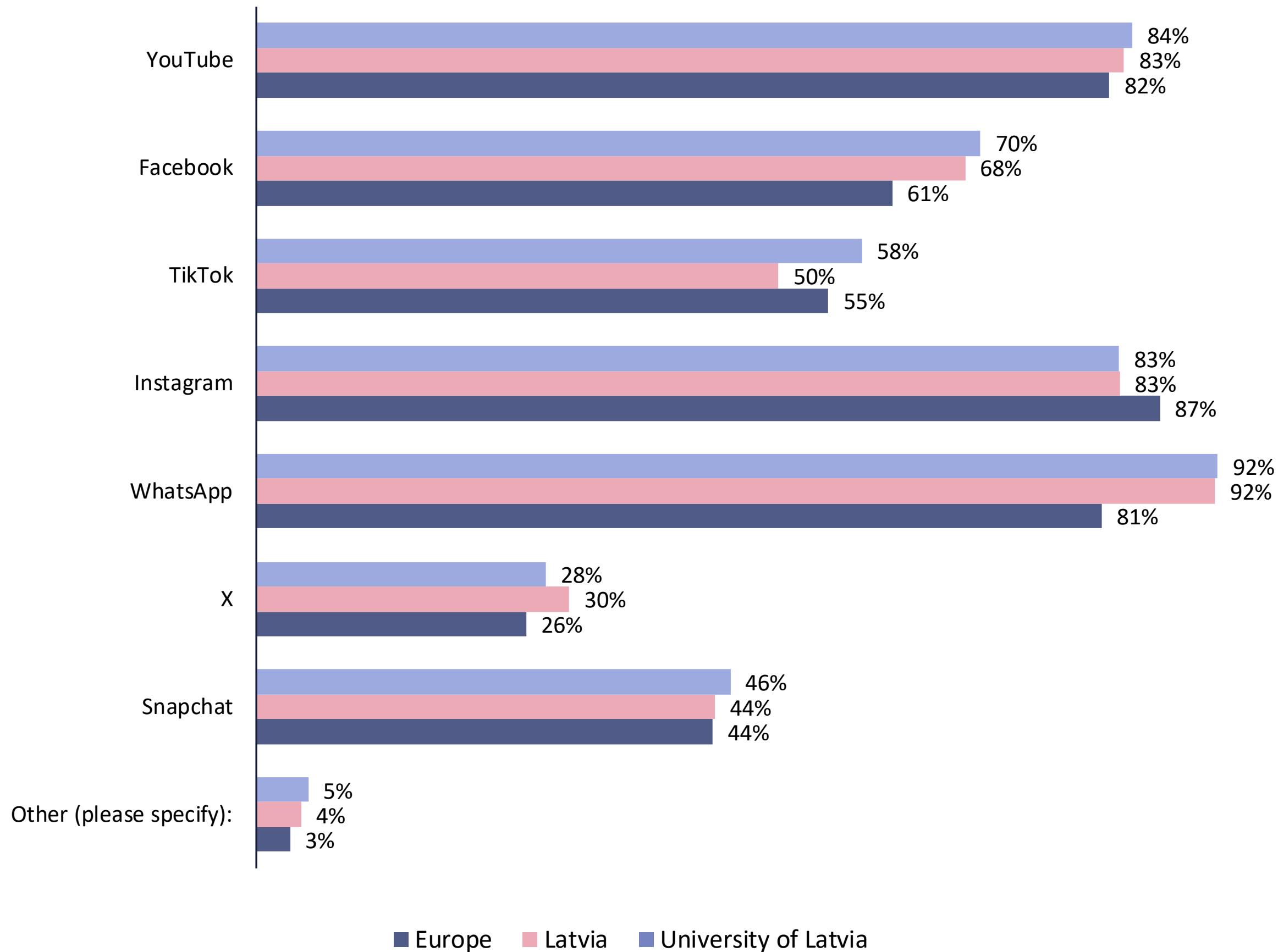
Key Points

- Candidates grew **more accustomed** to the usage of AI in their job application process. They are open to employers using AI yet prefer it **disclosed** and not to be used as a decision-making tool, but rather as an **automation tool**.

- Employers want to know what candidates **think** and **willing to accept** in order to know how to imply AI within recruiting processes.

Social Media and Company Culture

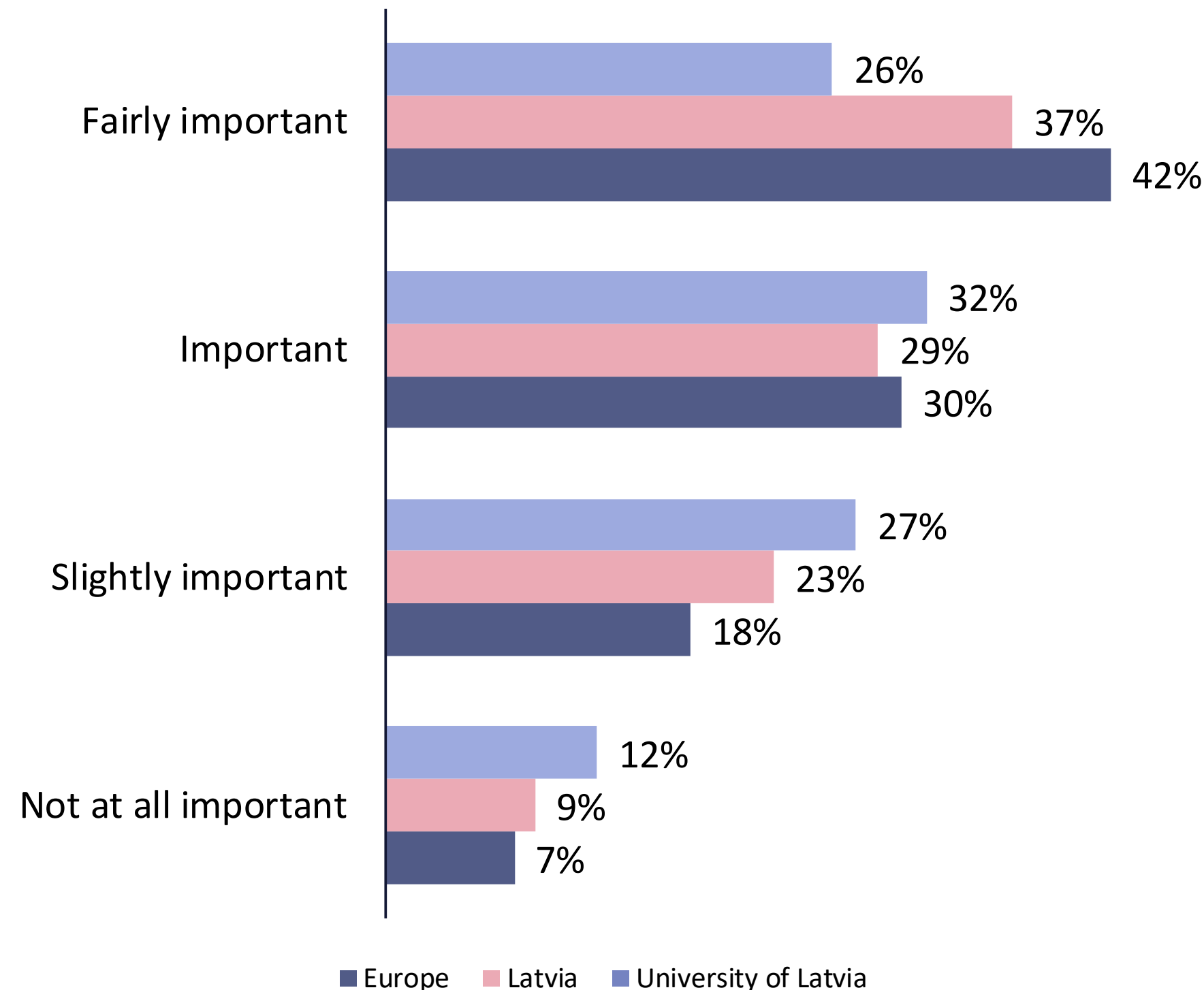# Which of the following social media platforms do you use?

Platform	Europe	Latvia	University of Latvia
YouTube	82%	83%	84%
Facebook	61%	68%	70%
TikTok	55%	50%	58%
Instagram	87%	83%	83%
WhatsApp	81%	92%	92%
X	26%	30%	28%
Snapchat	44%	44%	46%
Other (please specify):	3%	4%	5%

■ Europe ■ Latvia ■ University of Latvia

When you're scrolling through your social media feeds and come across career-related content, how likely are you to engage with it?

Very likely - I'm happy to like, share, comment, and reach out to people who may have job leads for me
- 12%
- 21%
- 20%

Somewhat likely - I'll give it a like or share, but I don't actively engage beyond that
- 41%
- 42%
- 39%

Not very likely - I tend to be more of a passive observer and won't interact with the content much
- 35%
- 27%
- 30%

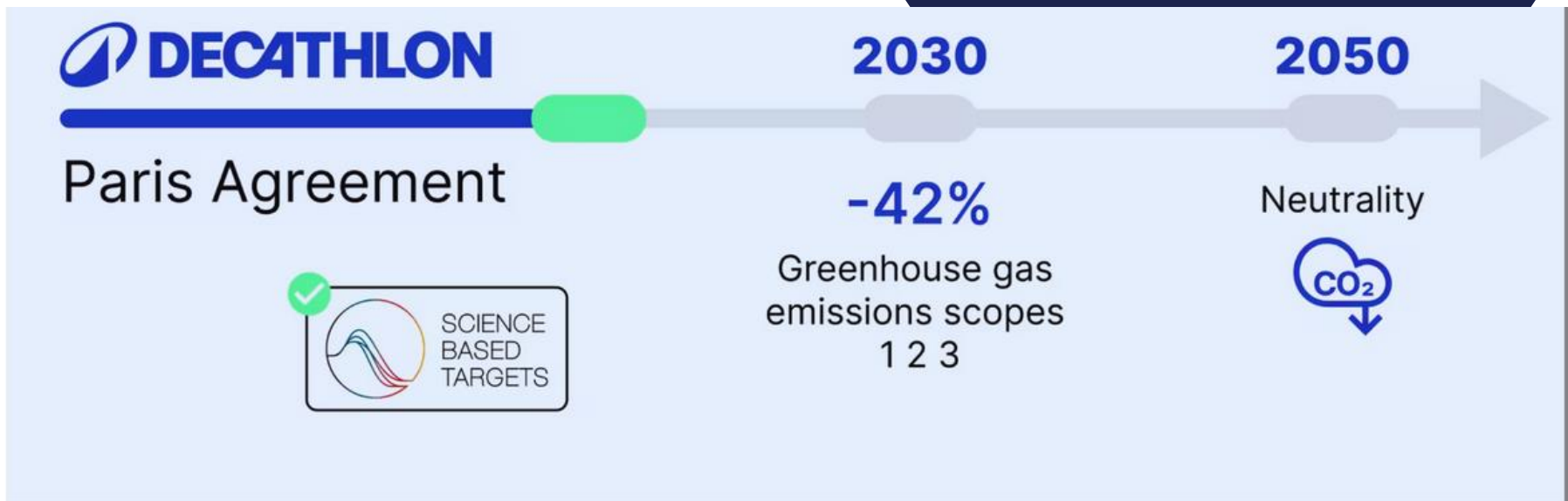Not at all likely - I don't usually interact with career-related content on social media
- 12%
- 10%
- 10%

■ Europe   ■ Latvia   ■ University of Latvia
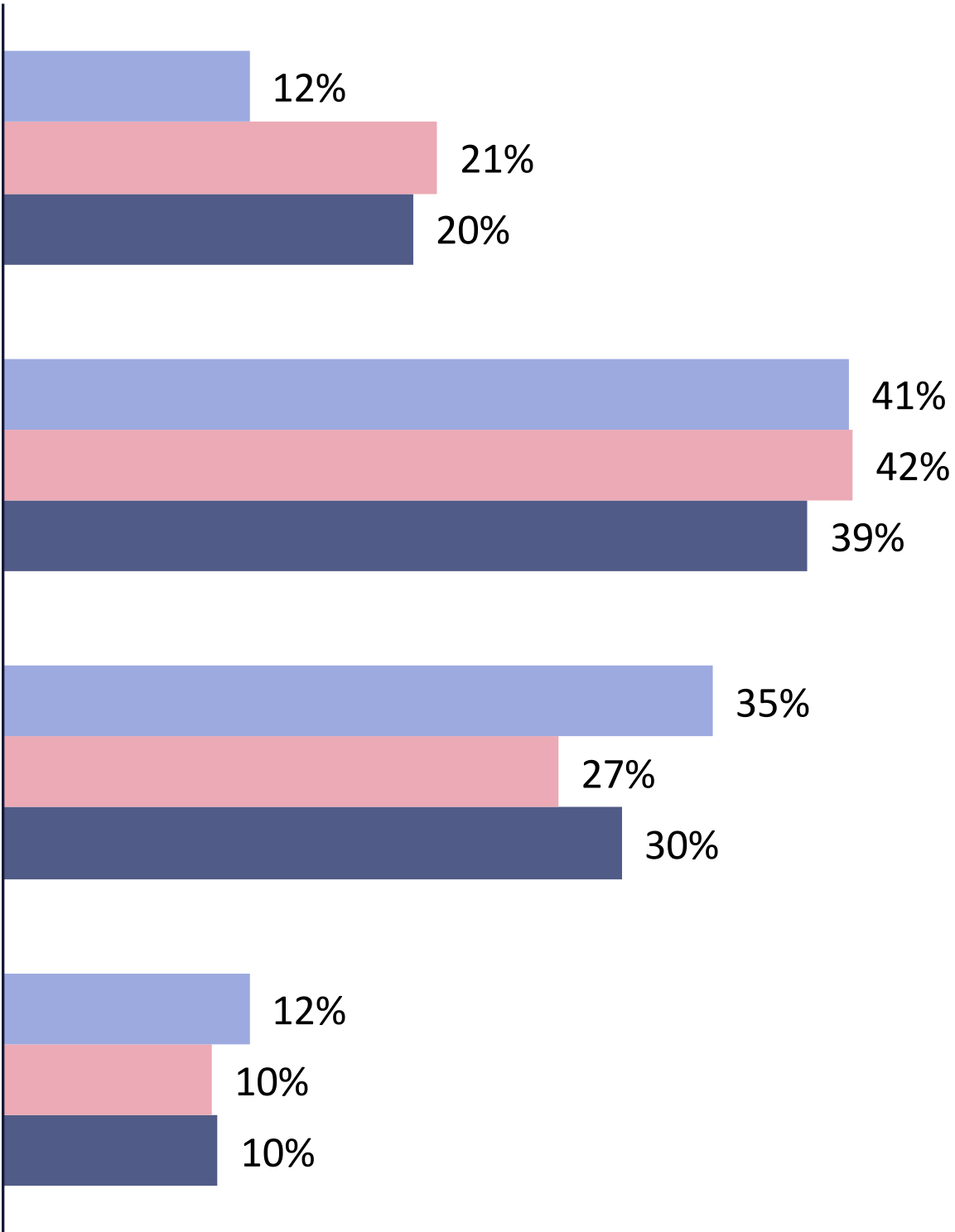
How important is it for you that an employer works towards environmental sustainability?

Fairly important
- 26%
- 37%
- 42%

Important
- 32%
- 29%
- 30%

Slightly important
- 27%
- 23%
- 18%

Not at all important
- 12%
- 9%
- 7%

■ Europe ■ Latvia ■ University of Latvia

Candidates today are no longer just looking for jobs, they are looking for companies that align with their environmental values. They expect businesses to address climate change through sustainable business practices, responsible sourcing, and eco-friendly initiatives.

Environmental sustainability grew in importance and became a necessity for job seekers all around the world.

DECATHLON

Paris Agreement

2030   2050

-42%
Greenhouse gas emissions scopes 1 2 3

Neutrality
CO_2

SCIENCE BASED TARGETS

Accessible workplaces

Since 2021 our Prague office in Europe has attained 100% physical accessibility standards thanks to a series of wide-reaching changes. These include brighter lighting throughout the building and on signage to make it easier for people with hearing impairments to lip-read and navigate their way around the office.
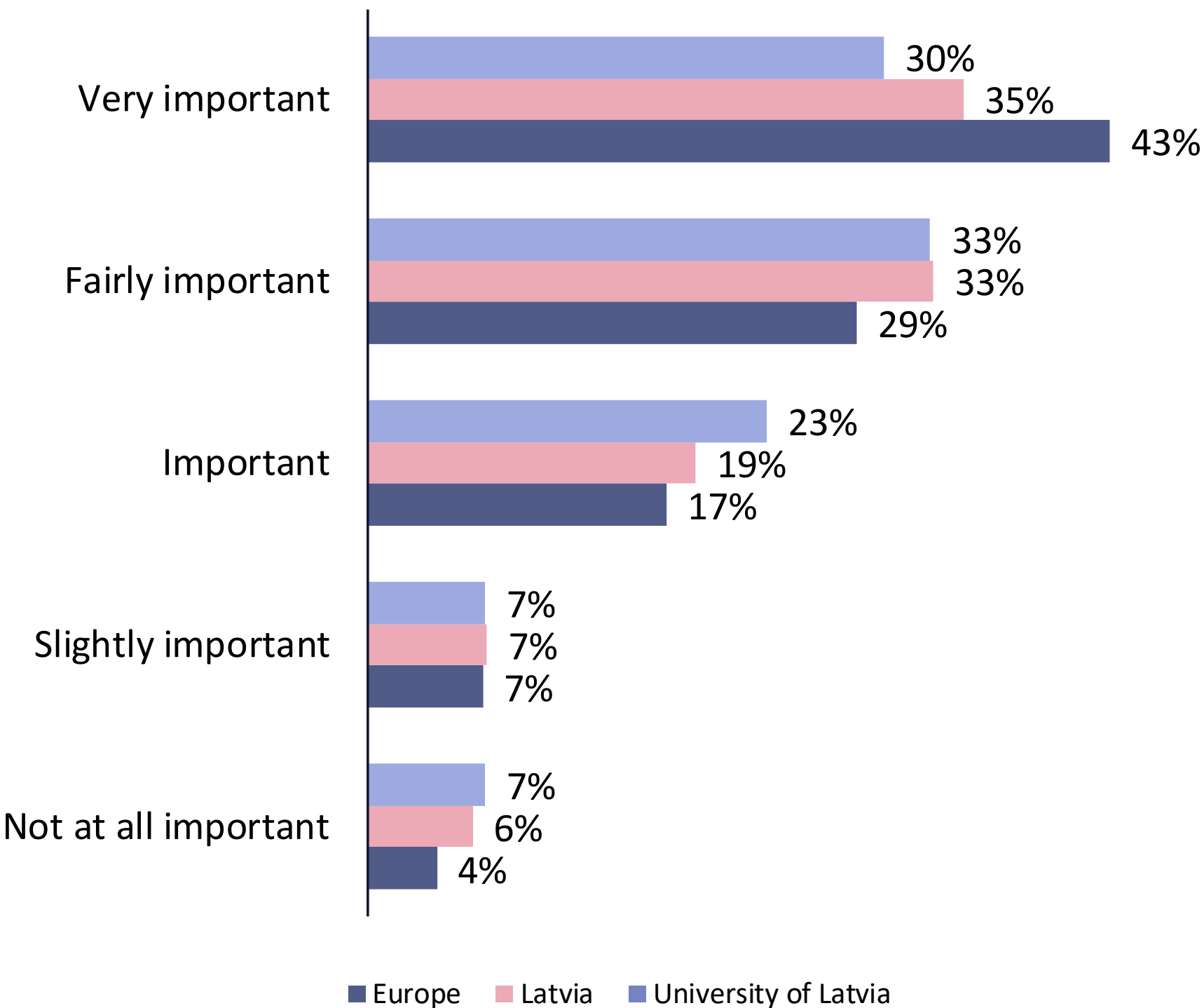
All lifts are equipped with braille for use by people with visual impairments, and all toilets, showers and parking facilities are wheelchair accessible.

Unilever

DEI is crucial to attracting top talent, as today's employees seek workplaces where they feel valued, respected, and empowered to bring their whole selves to work. A strong DEI culture not only fosters a sense of belonging but also drives innovation, making organizations more appealing to diverse, high-performing candidates.

"Diversity is being invited to the dance. Inclusion is being asked to dance. Equity is allowing you to choose the Music."

\- Cynthia Olmedo

How important is it for you that an employer works towards diversity, equity and inclusion?

Very important
- University of Latvia: 30%
- Latvia: 35%
- Europe: 43%

Fairly important
- University of Latvia: 33%
- Latvia: 33%
- Europe: 29%

Important
- University of Latvia: 23%
- Latvia: 19%
- Europe: 17%

Slightly important
- University of Latvia: 7%
- Latvia: 7%
- Europe: 7%

Not at all important
- University of Latvia: 7%
- Latvia: 6%
- Europe: 4%

■ Europe   ■ Latvia   ■ University of Latvia

Key Points

- Social media usage **grew** in all platforms in terms of career-related activities and is used throughout different **job application** stages.

- Social media platforms become more **reliable** and many candidates are exposed to job ads, when META ads dominate the field.

- Both **DEI** and **Environmental Sustainability** grew in importance grew in **importance** over the years and became a necessity for young candidates.

Future with Potentialpark

Next steps

Decide when to share and re-share the study

Survey opens (September-November)

Receive promotional materials

Share the Study and/or events with students

Unlock your benefits!