

Studying alongside a Job Increases the Chance of a Pay Rise

Academic continuing education also improves the prospect of getting a job or moving up in the company. This shows a survey of HR professionals commissioned by FHWien der WKW.

Vienna, July 11, 2022 – Studying alongside a job takes energy and stamina. But after graduation, many advantages await working professionals. This is proven by a new study for which the market research institute Telemark Marketing surveyed 150 HR managers of Austrian companies. “With an academic continuing education one has better chances to get a job and later the prospect of more salary and promotion within the company,” summarizes market researcher Robert Sobotka the results of the survey. The most important findings in detail:

- In 58 percent of the companies, one has prospect of a higher salary after a part-time study program.
- In 54 percent of the enterprises, continuing education at university level increases the chance of a career leap within the organization.
- 44 percent of companies prefer applicants who have completed academic training when selecting staff.

Leadership skills and digital know-how are particularly in demand

HR managers were asked which competencies that a part-time degree program imparts are important to their company. They could choose from four answers, and multiple answers were possible:

- 79 percent of respondents consider management and leadership skills important for their company.
- 59 percent named expertise in digital communication and marketing.
- 44 percent of respondents said that knowledge of sustainable finance is important for their company.
- 31 percent named skills that help with digital transformation.

Two-thirds of companies would financially support employees in continuing education programs, is another finding from the survey of HR experts.

Academic continuing education is becoming increasingly important, according to HR experts

Anyone striving for a successful career today must be prepared to keep learning new things. The knowledge acquired in youth is no longer sufficient until retirement. This is confirmed by the new study: According to it, lifelong learning already has a high priority in 94 percent of enterprises. This trend will become even stronger in the future: “Three quarters of the companies expect that the importance of academic continuing education will increase,” explains Robert Sobotka of Telemark Marketing.

HR managers from companies with over 20 employees provided information

150 heads of HR departments, HR managers and training officers from companies in Vienna, Lower Austria and Burgenland took part in the survey. The prerequisite was that the company had at least 20 employees. 45 percent of the companies are based in Vienna, 44 percent in Lower

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Austria and 11 percent in Burgenland. The survey was conducted in March 2022 using computer-assisted telephone interviews.

Vienna Management Academy bundles continuing education programs at FHWien der WKW

FHWien der WKW has responded to the growing demand for academic continuing education by founding the Vienna Management Academy. Under this umbrella brand, the university of applied sciences, which specializes in management and communication, has been presenting its continuing education programs since February 2022. In the future, this line of offerings will be expanded – with a focus on management, communication and marketing, digital transformation, sustainability and real estate.

Companies reward the completion of a continuing education program

Wolfgang Vrzal, the head of the Vienna Management Academy, says about the advantages of academic continuing education: “Through continuing education studies, you can develop personally and professionally. For many students, the degree becomes a career springboard – also because it demonstrates commitment and perseverance. And many companies reward this with a higher salary and better promotion prospects, as the new study shows.”

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A higher salary, a career leap or better prospects of getting a job: Academic continuing education pays off for professionals. This shows a study commissioned by FHWien der WKW.

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