



الجامعة الألمانية الأردنية
German Jordanian University

Employer Feedback Report

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German Jordanian University/ DI-TECH
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Employer Feedback Report

DI-TECH – Employability and Career Services/ GJU

Reporting Period: December 2025 – January 2026

1. Purpose of the report

This report presents an analysis of employer feedback collected through the DI-TECH Employer Feedback Form. The aim is to evaluate the effectiveness of job and internship opportunities facilitated by DI-TECH@GJU, assess graduate and student readiness for the labor market, and identify areas for improvement to strengthen university-industry collaboration.

2. Methodology and Data Collection

Employer feedback was collected using a structured online form circulated to partner companies and organizations that had previously shared internship or job opportunities through DI-TECH. The form consisted of both closed-ended and open-ended questions to allow employers to provide their qualitative insights.

A total of 24 employers responded to the survey. Respondents represented organizations that had engaged with DI-TECH in one or more of the following categories:

- Student internship requests
- Graduate internship requests
- Job vacancy requests

The analysis presented in this report combines numerical summaries with interpretive commentary to provide a comprehensive understanding of the employer perspective.

3. Employer Engagement Overview

This table illustrates the various positions of people who participated in this form. Most of them work in the human resources departments in their companies, and consequently interviewed and assessed GJU graduates first-hand.

Position	Organization's Name
Business Development Manager	Yehia Saleh Maraqa & Co.
Chief Human Resources Officer	Crystel
Deputy Director - MIS	GIG - Jordan
Deputy GM & Operations Manager	Gargour Shipping Company
Director of Operations	Friends of Jordan Festivals
Head of HR	Dada Group for Trade and Investment
Head of HR & Admin	JORAMMO
HR Coordinator	Jabal Amman Publishers
Hr Development Manager	Alawneh Exchange
HR Manager	Kasih Food Production Company
HR Manager	Chalhoub Group
HR Sr. Manager	Al Ameen Coffee Co.
monitoring and evaluation expert	Jordan renewable energy and energy efficiency fund , JREEEF
People & Culture Co-worker	IKEA SYH - Jordan
People & Culture Specialist	Chain Reaction
Recruitment Officer	Menacom
Recruitment Specialist	Jordan Bromine Company
Senior Group HR & Admin Officer	Arab Center for Engineering Studies (ACES)
Senior Recruiter	PwC
Talent Acquisition Specialist	Extensya
Talent Acquisition Specialist	APCO
Talent Acquisition Superintendent	Royal Jordanian Airlines
Trainee, HSE	Hikma Pharmaceuticals

3.1. Companies' Employment of GJU Graduates and Students

As shown in Figure 1, the number of students and graduates currently working at the companies mentioned in the table above may seem low. However, there was limited participation by the companies, and most participants did not provide a specific number of GJU graduates present at their institutions.

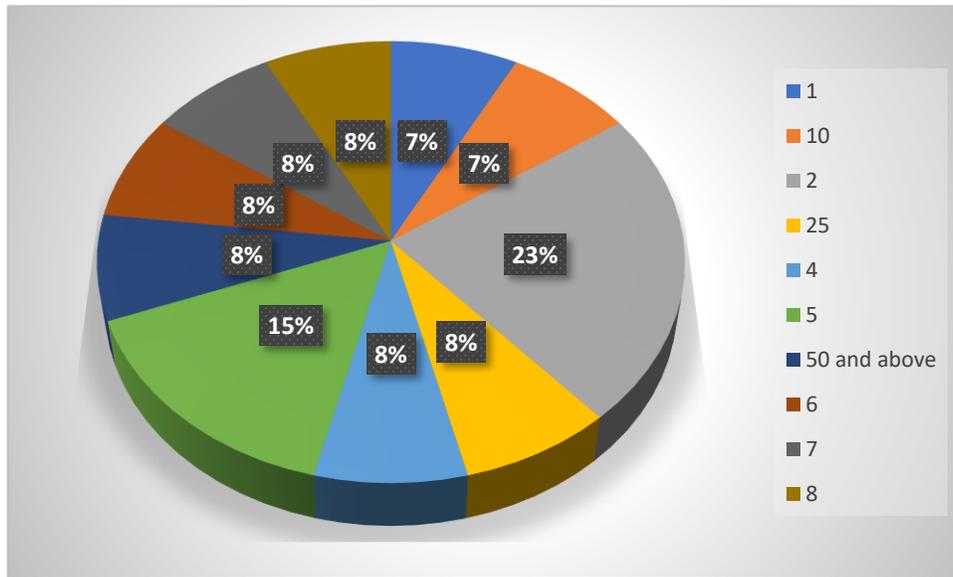


Figure 1: Count of GJU students and graduates in companies

3.2. Internship Requests

The data shows active engagement from employers across internship opportunities. 13 employers (54%) reported requesting students for internships, as shown in Figure 2. This figure illustrates the proportion of employers who requested students for internship opportunities, supporting the analysis of employer demand for early-stage talent.

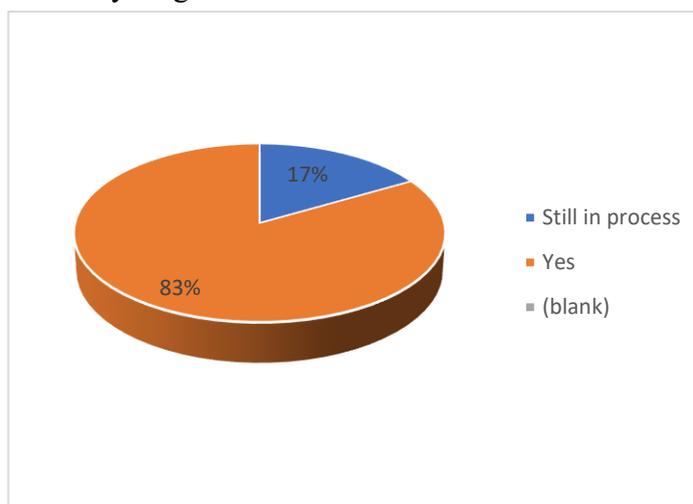


Figure 2: student internship requests

On the other hand, 10 employers (42%) reported requesting graduates for internships, as shown in Figure 3. This figure highlights employer demand for graduate internships and allows comparison with student internship requests, demonstrating differences in engagement across **candidate stages**.

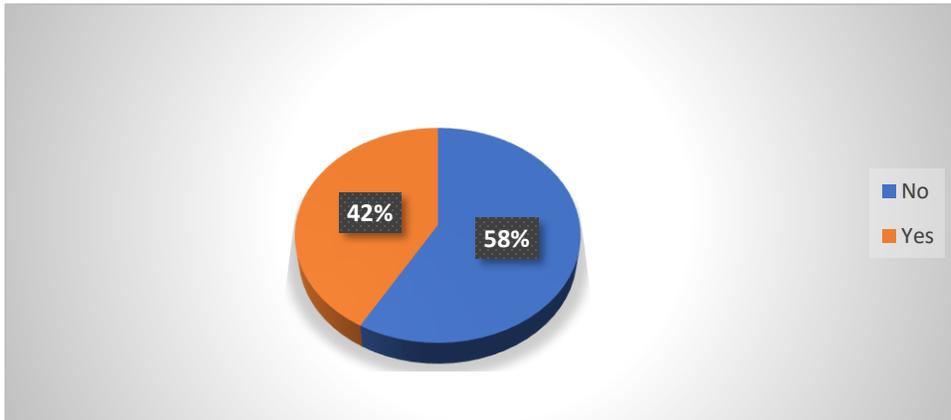


Figure 3: Graduate Internship Requests

3.3. Interpretation

The relatively balanced distribution between student and graduate internship requests reflects the flexibility of DI-TECH’s employability pipeline. Employers are not limited to a single engagement model, but rather utilize DI-TECH as a channel to access talent at different stages of readiness.

4. Recruitment outcomes and placement conversion

4.1. Internship Offers

Among employers who requested candidates, only 5 student internship offers were confirmed, with 1 additional case still in process, as shown in Figure 4.

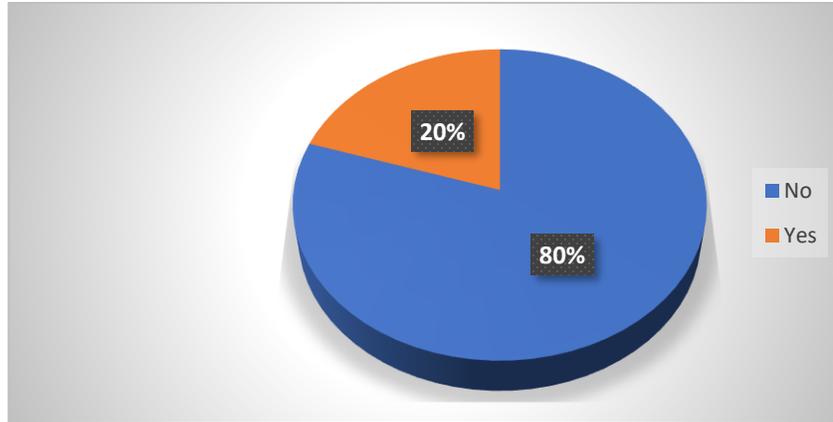


Figure 4: conversion of internships into offers

4.2. Interpretation

The higher conversion rate for graduate internships suggests that graduates are generally perceived as more immediately work-ready, with clearer alignment between employer expectations and candidate capabilities. Student internships, while valuable, may require longer onboarding or role clarification, which can affect offer conversion.

4.3. Employment of GJU students in companies

The number of students who were employed in the above-mentioned companies is considerably high. 17 companies hired GJU students, while only 7 did not mention hiring GJU students. This is illustrated in Figure 5.

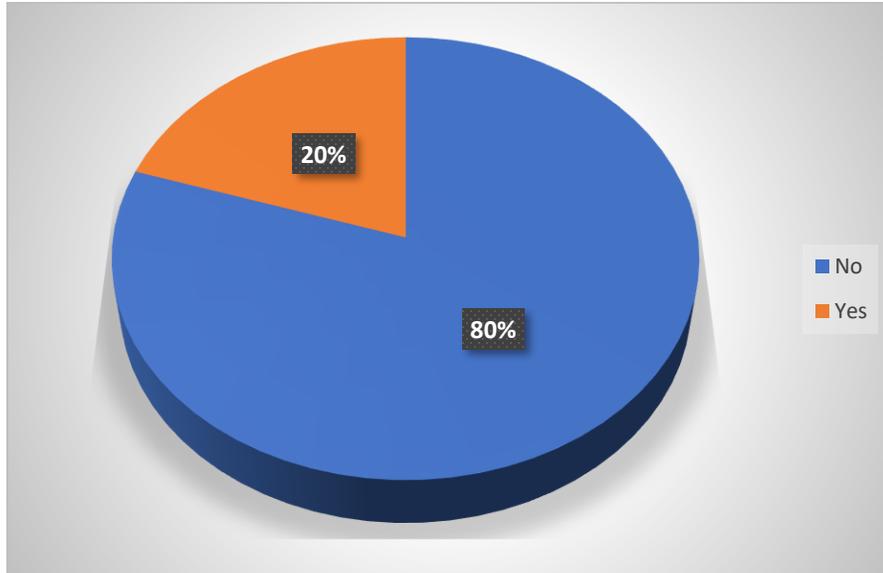


Figure 5: student employment offers

4.4. Hiring GJU graduates

Many companies were immensely impressed with the quality of the German Jordanian University graduates, which is visible in the number of hires they have, as illustrated in Figure 6.

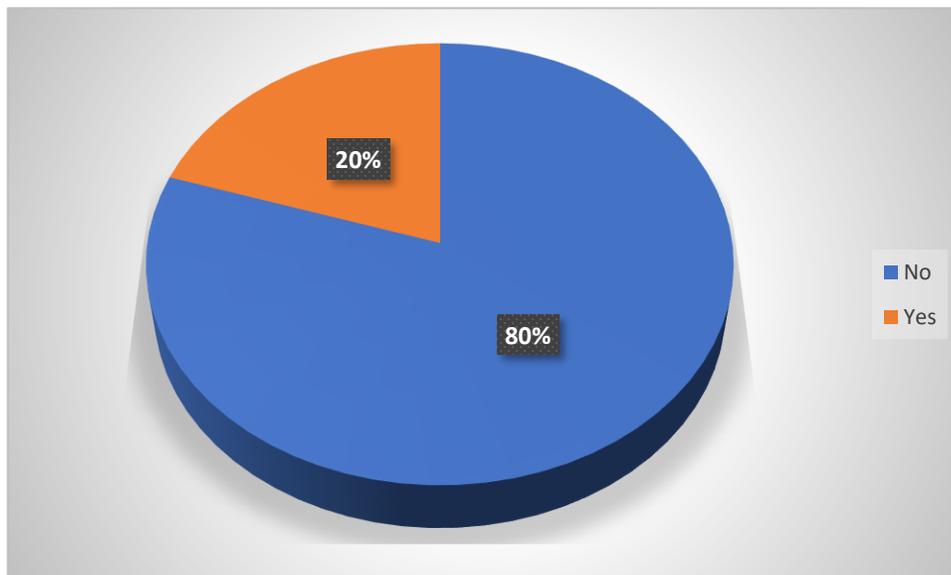


Figure 6: hired GJU graduates in companies

5. Employer Satisfaction Analysis

5.1. Overall Satisfaction Ratings

Employers were asked to rate their satisfaction with the overall quality of students and graduates referred by DI-TECH on a five-point scale, 1 being the lowest and 5 the highest satisfaction rate. This is illustrated in Figure 7 below.

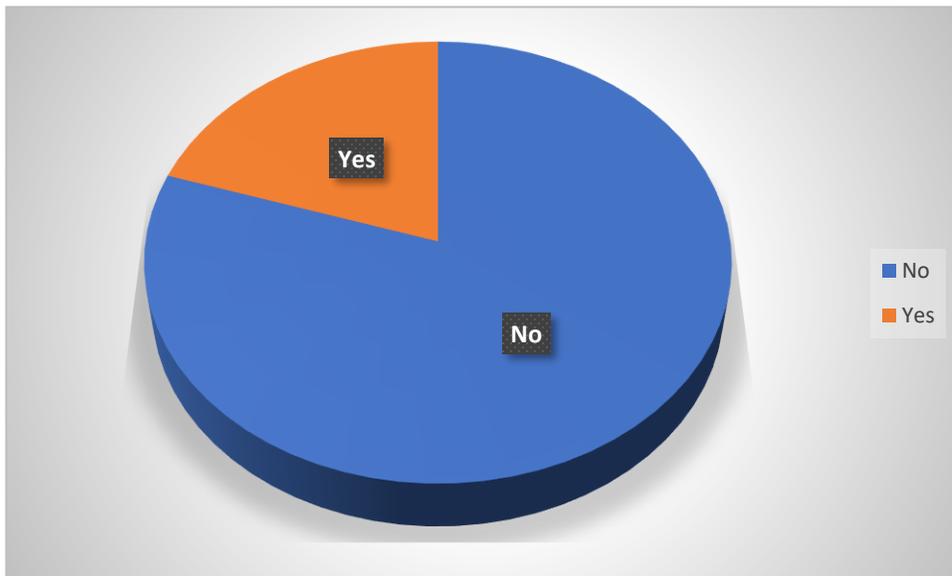


Figure 7: [Employer Satisfaction Levels \(Section 5.1\)](#)

The results show that 17 employers (71%) rated their satisfaction as very satisfied, while 6 employers (25%) rated their satisfaction as satisfied, and only 1 employer (4%) rated their satisfaction as unsatisfied. This results in an average satisfaction level of approximately 4.5 out of 5, indicating a very high level of employer confidence in GJU candidates.

5.2. Interpretation

The overwhelmingly positive satisfaction ratings demonstrate that DI-TECH is successfully referring candidates who meet or exceed employer expectations. The single low rating represents an outlier and does not significantly affect the overall trend, which strongly favors satisfaction and trust.

6. Skills Assessment and Identified Gaps

While satisfaction levels were high, employers were also asked to identify areas where students and graduates could be better prepared.

6.1. Strengths Highlighted by Employers

Employers frequently noted:

- Solid academic foundations
- Technical knowledge relevant to the role
- Positive work attitude and willingness to learn
- Professional behavior in workplace settings

6.2. Skill Gaps and Areas for Improvement

Recurring themes in employer feedback included:

- Professional and workplace communication skills
- Interview preparedness
- Confidence and self-presentation
- Practical exposure to real-world work environments

Notably, these gaps were predominantly related to soft skills and workplace readiness, rather than technical or disciplinary knowledge. It is worth noting that these gaps weren't often mentioned, as they might be exceptional cases related to the effort put in the internship at the time.

7. Employer Willingness for Continued Collaboration

The feedback also indicates strong employer interest in sustaining collaboration with DI-TECH:

- The majority of employers expressed willingness to receive future lists of students and graduates.
- Employers consented to the use of their feedback for quality assurance, institutional development, and international rankings.

This reflects a high level of institutional trust and positions DI-TECH as a reliable intermediary between the university and the labor market.

Based on the findings, several strategic implications emerge:

1. Validation of Current Employability Efforts

High satisfaction and strong placement outcomes confirm the effectiveness of DI-TECH's current employability initiatives.

2. Need for Enhanced Soft Skills Training

Targeted interventions such as CV clinics, mock interviews, and communication workshops directly address the gaps identified by employers.

3. Graduate-Focused Engagement Opportunities

Higher conversion rates among graduates suggest value in expanding employer outreach specifically for graduate recruitment.

4. Formalization of Partnerships

Employer willingness to continue collaboration supports the development of formal agreements and long-term engagement frameworks.

8. Conclusion

The employer feedback results demonstrate that DI-TECH@GJU plays a critical role in connecting students and graduates with meaningful employment and training opportunities. Employers express high satisfaction with candidate quality, strong trust in DI-TECH's referral process, and clear interest in continued collaboration.

At the same time, the feedback provides actionable insights that can guide future improvements, particularly in enhancing soft skills and workplace readiness. Overall, the findings reinforce DI-TECH's strategic value to the university and its contribution to graduate employability and industry engagement.