



UNIVERSITY OF GENEVA

**INSTITUTIONAL
PROJECT**

Example of a Student Certificate



**UNIVERSITÉ
DE GENÈVE**

GENEVA SCHOOL OF ECONOMICS
AND MANAGEMENT

Prof. Dr. Marcel Paulssen
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Geneva, 25th of October 2018

**Certificate of Attendance Institutional Project
Geneva School of Economics and Management**

This is to certify that Mister Igor Ljachowic has participated in the institutional project **“Understanding “No-Show” at the University of Geneva”** under the supervision of Professor Marcel Paulssen, Professor of Marketing at the Institute of Management. The institutional project is an innovative teaching format for highly motivated students developed at the Geneva School of Economics and Management. The objective of the institutional projects is to involve selected students in projects, which shape and contribute to the development of the Geneva School of Economics and Management. Participating students can apply their theoretical knowledge in practice, develop personal skills and additional competences next to those acquired in their normal curriculum.

Mister Ljachowic has participated in a research project, which aimed to understand why applicants to the University of Geneva, who have been accepted to study in a bachelor or master program, choose not to start their studies at the University of Geneva. A further goal of the project was to study the applicants' evaluation of the admission process as well as of the individual program presentations, in order to pinpoint areas for improvement. The project lasted from October 2017 to March 2018 and involved around 100 hours of work. Mister Ljachowic's tasks in this project were to develop, program and manage a survey, clean and analyze the data and summarize the results in a cogent management presentation. The results were presented to various members of the University of Geneva

including the rectorate. In the course of his institutional project he acquired the following skills:

- Conduct a full-scale empirical consulting project,
- Learn hands-on how to design a questionnaire,
- Work in a team with students, assistants and professor,
- Become familiar with the well-known Qualtrics platform,
- Learn how to analyze data with SPSS,
- Learn how to craft a convincing consulting report and develop program-specific dashboards,
- Present results in front of high-level audiences.

Mister Ljachowic's working style is characterized through thoroughness and reliability. He is a bright and hardworking student, who is always willing to go the extra-mile to produce excellent results. He performed all his project duties and assignments in a timely manner with a high level of professionalism and to my complete satisfaction.

Please feel free to contact me if you would like any additional information or perspective regarding Mister Ljachowic.

Yours sincerely

Marcel Paulssen
Professor of Marketing
University of Geneva