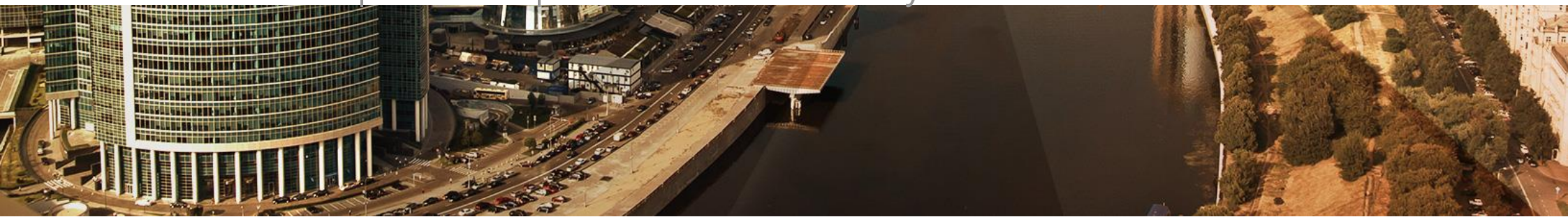




Universum Talent Research 2015

Partner Report | Higher School of Economics National Research
University - Moscow

Russian Edition | Students | All main fields of study



About Universum



With over 25 years of experience researching the field of Employer Branding, Universum is a recognised world leader with tried and tested frameworks.

EVERY YEAR

1.000.000

Universum annually conducts quantitative and qualitative research with over 1.000.000 talented individuals to gather insights into their career preferences, communication habits and their perception of potential employers.



For our clients around the world, Universum is a trusted partner providing solutions and services to develop, improve and implement tailored Employer Branding strategies.



Universum is the thought leader in Employer Branding, with local experts in research, consulting and communication solutions, offering high-quality insights.



Universum's unique global reach ensures the comparability of research results across markets. We partner with approximately 2.000 of the top academic institutions in the world.

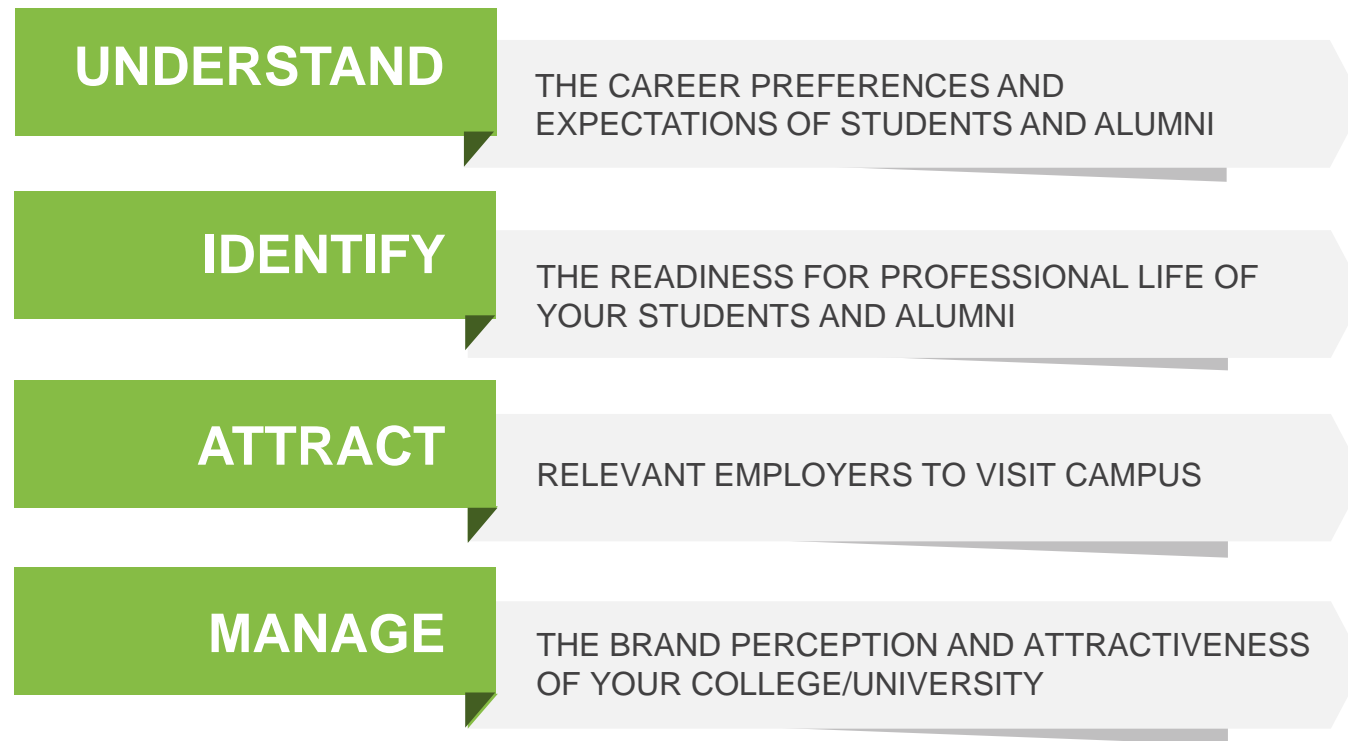


Universum employs smart, friendly and professional experts and consultants, who work with our clients in long-term partnerships.

We help higher educational institutions

Universum is the global leader in the field of employer branding and talent research. Through our market research, consulting and media solutions we aim to close the gap between the expectations of employers and talent, as well as support Higher Education Institutions in their roles.

Through our unique insight into the recruitment challenges of employers and the dynamics of the talent market, we help nearly 2,000 colleges and universities worldwide to:



Sample client list

Some of the world's most attractive employers



Universum in the Media

Universum Rankings and Thought leadership Publishers



What we cover in this report

5

CAREER SERVICES

Career Services are undergoing a tremendous change around the globe as they become a more and more integral part of educational institutions. Find out how students currently use your career service, how satisfied they are and how you can better position your career service for the future with more relevant offerings.

4

CAREER & EMPLOYER PREFERENCES

Find out which are students' most preferred employers and get insight into the career preferences and expectations of your students in comparison to the overall population. Also, understand how your institution has shaped the career path of your students and alumni.

1

EXECUTIVE SUMMARY

Gain insight into the profile, career and employer preferences of your students and the comparison groups.

2

EMPLOYABILITY & READINESS FOR PROFESSIONAL LIFE

Identify what kind of practical experience, skills and mindset your students have and what separates them from the overall target group. These insights will help you improve the employability of your students and alumni by being able to communicate their unique value to employers.

3

UNIVERSITY BRAND PERCEPTION

This chapter evaluates the brand perception of your university with respect to employability & career advancement opportunities.



About the Universum Talent Research and the target groups

THE QUESTIONNAIRE



- Created with over **25 years of experience**, extensive research within HR, focus groups and communication with our clients, students and professionals.
- Global perspective - local insight.
- Conducted via an **online survey**. The online link was distributed via university and alumni-networks, communities, the Universum Panel and different local and global partners.

RESPONDENTS



- **Students** at higher educational institutions.
- **Professionals** with an academic degree
- **Non-academics**



FIELD PERIOD

October 2014 to February 2015



Total number of
respondents in the survey

41 957

THIS REPORT

Number of respondents

GROUP 1

Your students

948

GROUP 2

All Students

18 897

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- 5 CAREER SERVICES

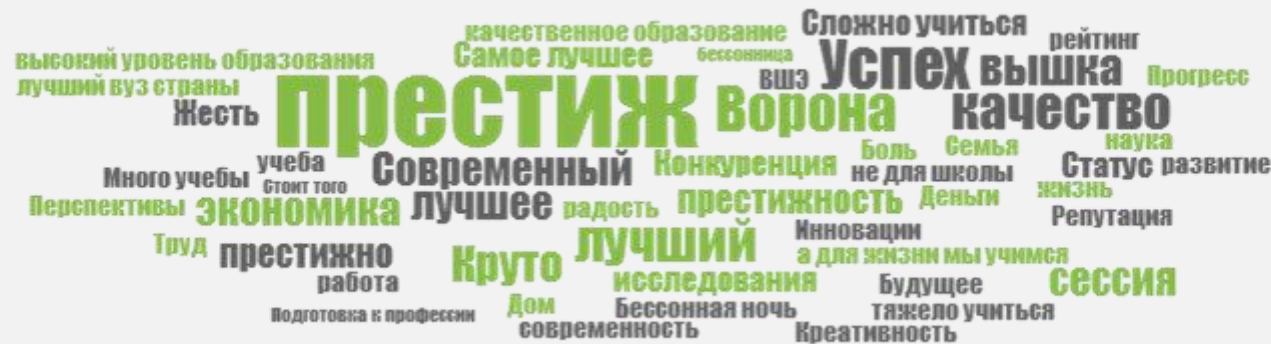


EXECUTIVE SUMMARY

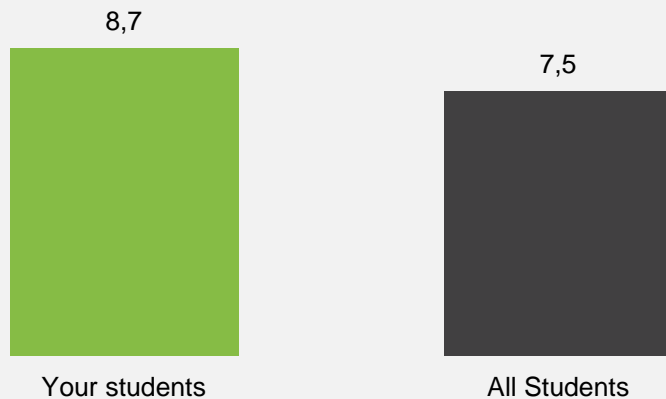
Get insight into the profile, career and employer preferences of your students and the comparison groups.

Summary of your University Brand Perception

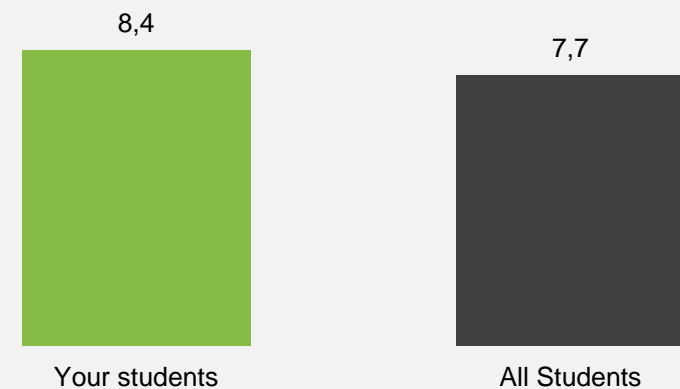
TOP OF MIND ASSOCIATIONS WITH YOUR UNIVERSITY



AVERAGE UNIVERSITY RECOMMENDATION SCORE



AVERAGE UNIVERSITY SATISFACTION SCORE



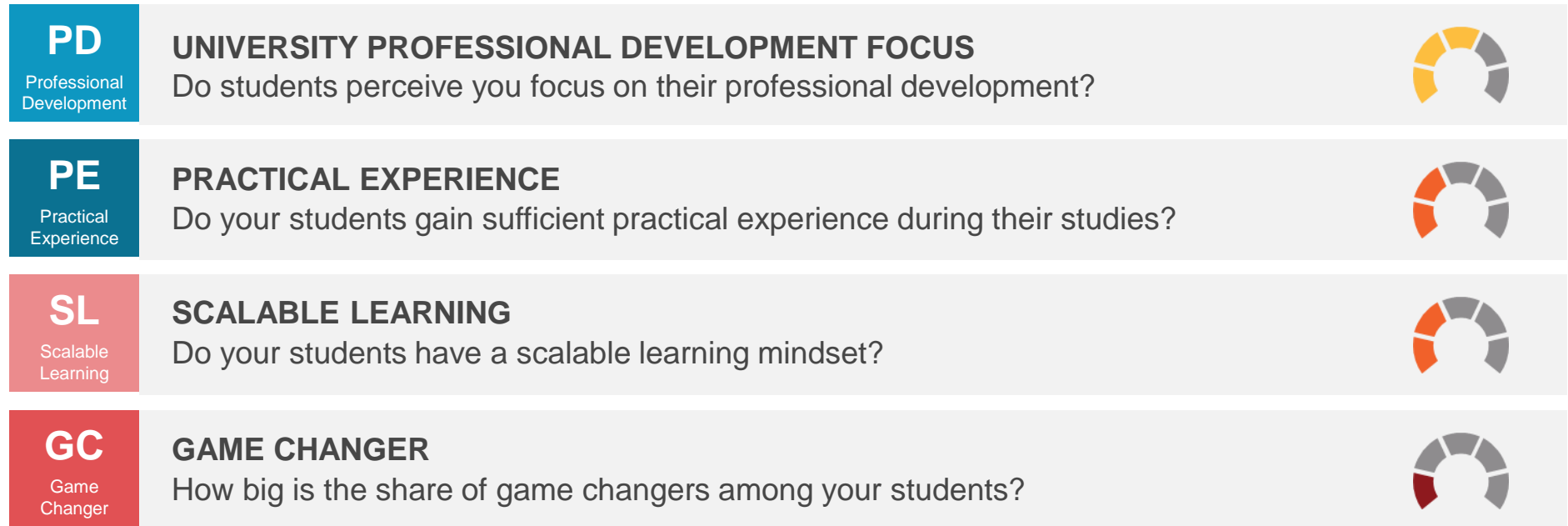
- What is the first word that comes to mind when you think of your current educational institution?
- How likely is it that you would recommend your educational institution to friends or family?
- How satisfied are you with your current educational institution?

- ! • This is an extract from a University Report based on the results of the Universum Talent Survey 2015 in Russia. Please visit www.universumglobal.com for more information about Universum and our global research.

Higher School of Economics National Research University - Moscow

Employability KPIs

Your students



Each KPI score is based on the **share of your students** who qualify under each category and is illustrated by a gauge with five levels, going from red (0-20%) to green (80-100%).



0-20%



20-40%



40-60%



60-80%



80-100%

General profile and summary of career preferences



Your students



TOP CAREER GOALS

1. To have work/life balance
2. To be competitively or intellectually challenged
3. To be secure or stable in my job



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Future-Oriented
2. Solution-focused
3. Taking time to think



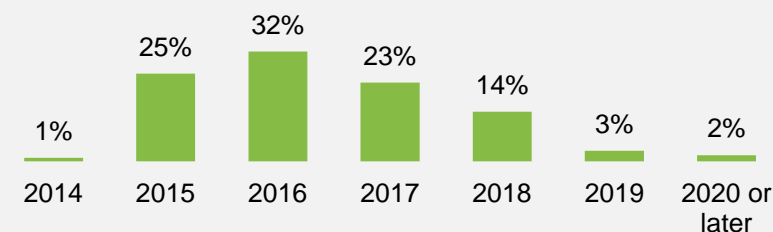
TOP 3 MOST PREFERRED INDUSTRIES

1. Management and Strategy Consulting
2. Banks
3. Media and Advertising

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. Professional training and development
2. High future earnings
3. Competitive base salary
4. Challenging work
5. Market success

YEAR OF GRADUATION DISTRIBUTION:



General profile and summary of career preferences



All Students



TOP CAREER GOALS

1. To be secure or stable in my job
2. To have work/life balance
3. To be competitively or intellectually challenged



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Future-Oriented
2. Taking time to think
3. Seeing the bigger picture



TOP 3 MOST PREFERRED INDUSTRIES

1. Banks
2. Public Sector and Governmental Agencies
3. Management and Strategy Consulting

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. Professional training and development
2. High future earnings
3. Financial strength
4. Market success
5. A friendly work environment

YEAR OF GRADUATION DISTRIBUTION:

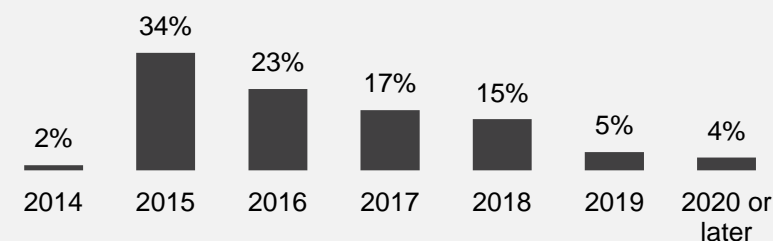


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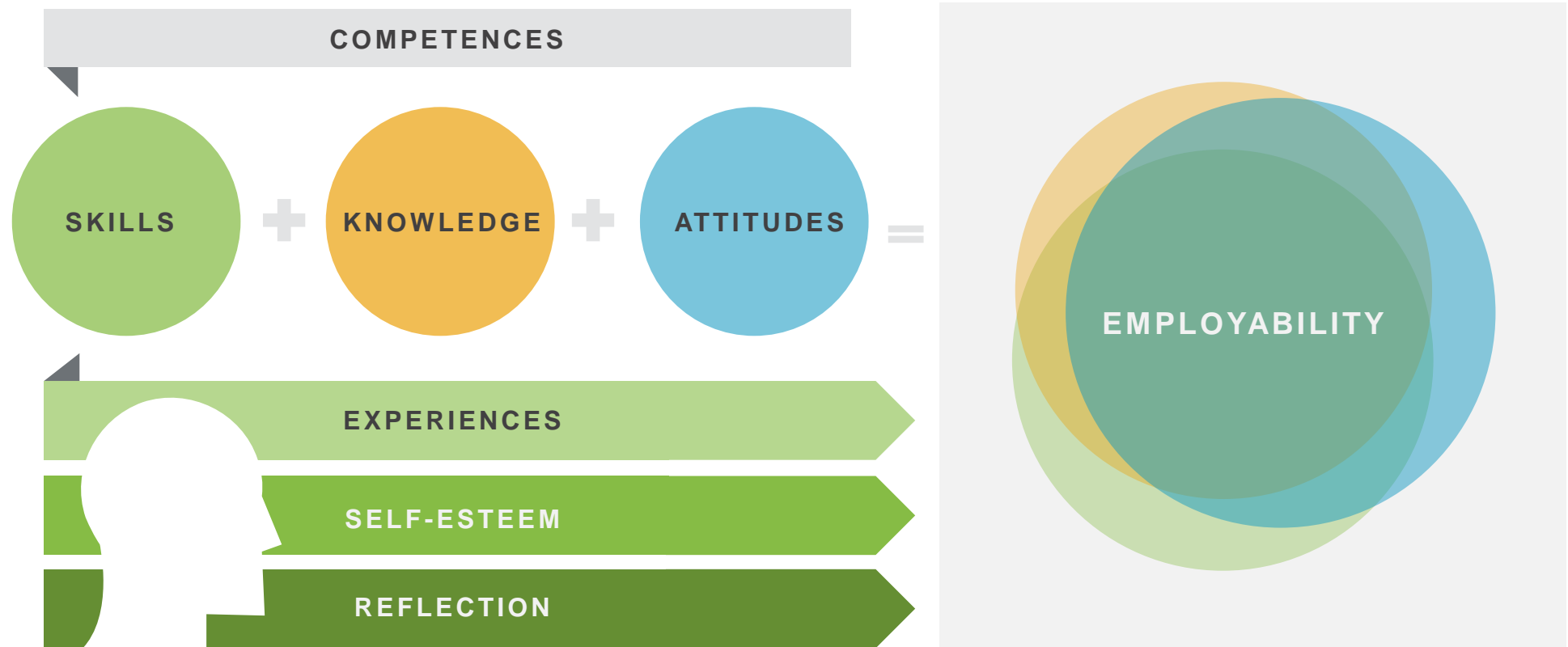
- 1 EXECUTIVE SUMMARY
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EMPLOYABILITY & READINESS FOR PROFESSIONAL LIFE

Find out, what kind of practical experience, skills and mindset your students have and what separate them from the overall target group. These insights will help you improve the employability of your students and alumni by being able to communicate their unique value to employers.

How we operationalize Employability in the Universum Talent Survey



Employability KPIs in the Talent Survey 2015

IN ¹ International Mind-set	INTERNATIONAL MIND-SET How international is the talent population?	SC ⁵ Skill Confidence	SKILL CONFIDENCE How confident is the talent population regarding their own skills?
LP ² Leadership Potential	LEADERSHIP POTENTIAL How big is the share of future leaders in the talent population?	PE ⁶ Practical Experience	PRACTICAL EXPERIENCE Does the target population gain sufficient practical experiences during their studies?
GC ³ Game Changer	GAME CHANGER How big is the share of game changers in the talent population?	PD ⁷ Professional Development	UNIVERSITY PROFESSIONAL DEVELOPMENT FOCUS Is your educational institution perceived to be focused on talents' professional development?
SL ⁴ Scalable Learning	SCALABLE LEARNING Does the target population have a scalable learning mindset?		

12% of your students have an International Mindset

Internationalists



IN¹

International
Mind-set

Share of talent with an international mindset within the target group:

Your students



12%

All Students



10%

Being an Internationalist is not only an experience on a CV, but:

- *Comprises a global skill and mind-set which enables career success*
- *Allows individuals to recognise market & growth opportunities*
- *Enables individuals to handle complex situations and to successfully influence those who are different from oneself*

6% of your students have Leadership Potential

Leaders



LP²

Leadership
Potential

Share of talent with
Leadership Potential
within the target group:

Your students



6%

All Students



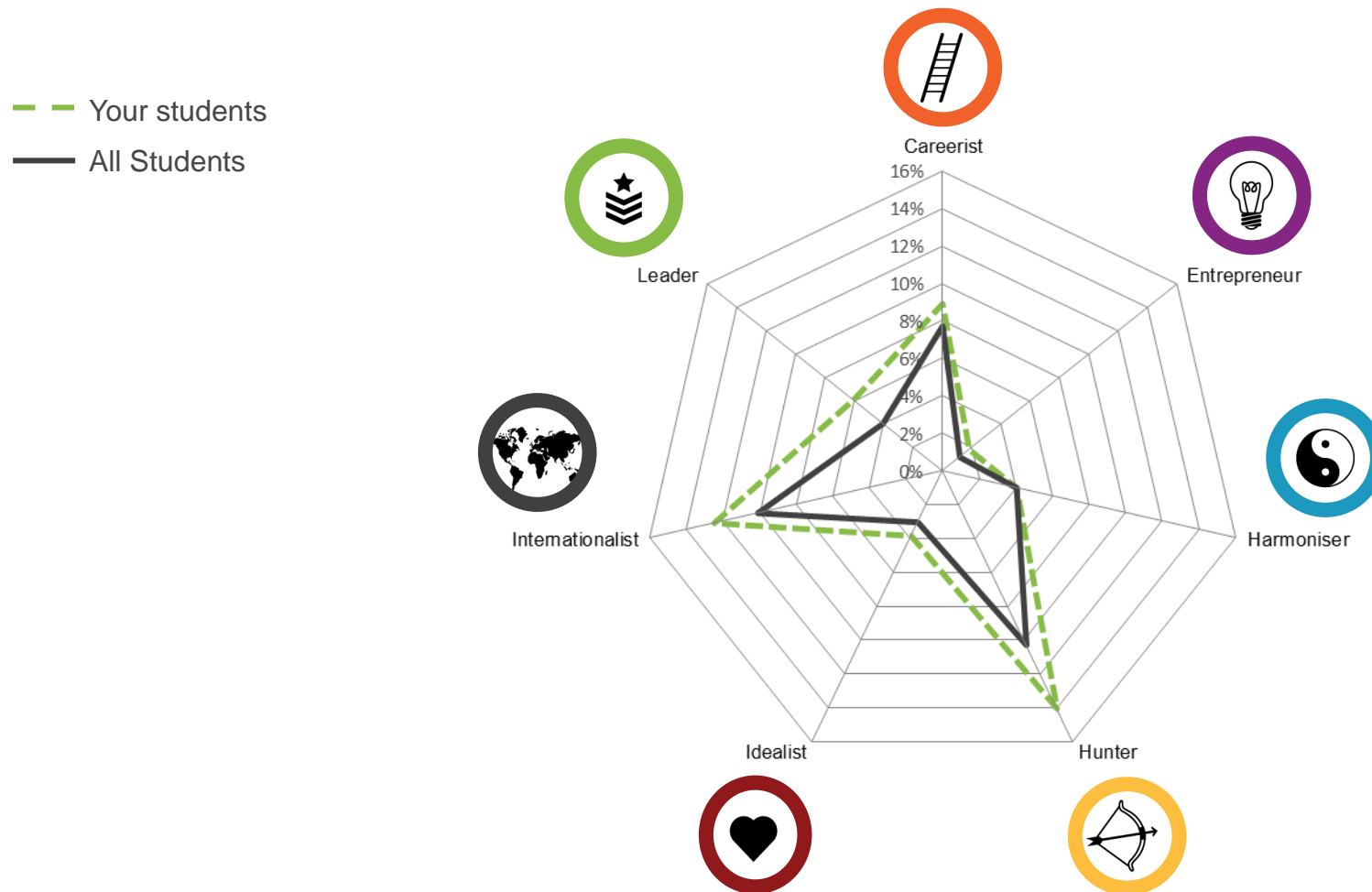
4%

Having a large share of future leaders in the population is important, as those will be the individuals who have the chance to influence business, governments and society in the future. Leaders combine:

- *An ability to see the big picture in any situation, which helps them inspire both their teams and themselves*
- *They prefer the benefits of working with others in a team environment, rather than being a “lone-wolf”*
- *They understand responsibility as something to be desired and sought after*

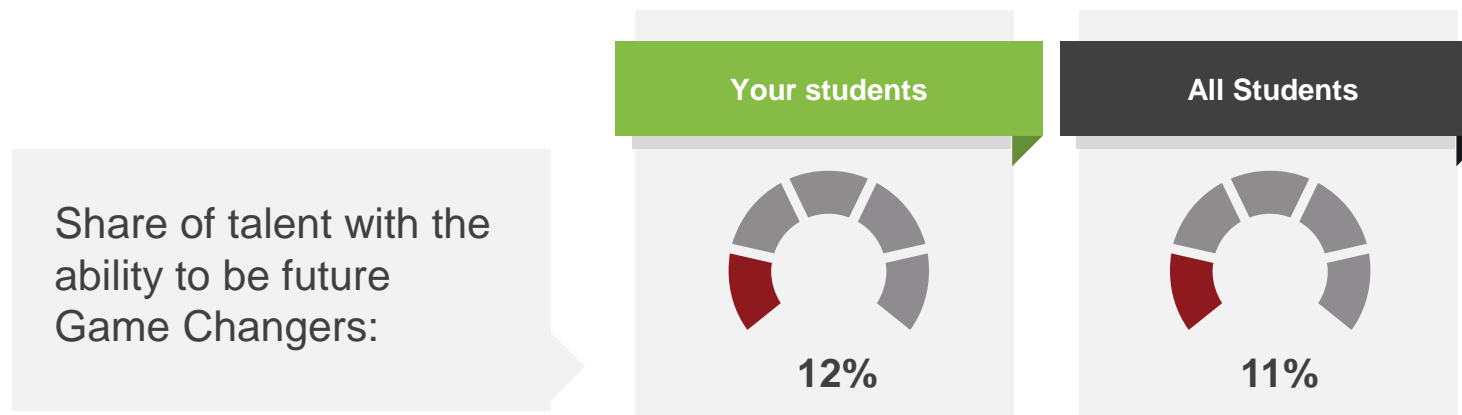
The Universum Career Profiles

Distribution per target group



12% of your students have the ability to be Game Changers

Game Changers



Game Changers are those that will help business to grow, to remain in the market and/or stay innovative. While in the past the most efficient workers were often the most successful ones, the future of business will value the ones showing passion for what they do. Game Changers are defined as combining the following personality skills:

- *Questing: actively seeking challenges to rapidly improve their performance*
- *Commitment and responsibility: desire to have a lasting and increasing impact on a particularly industry or function*
- *Networking disposition: seek deep interactions with others and build strong, trust-based relationships to gain new insights*

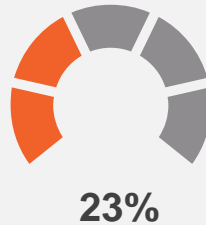
23% of your students have a Scalable Learning Mindset

Scalable Learning

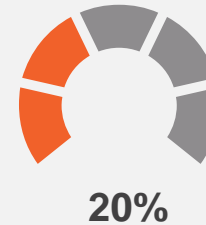
SL⁴
Scalable
Learning

Share of talent
showing a growth
learning mindset:

Your students



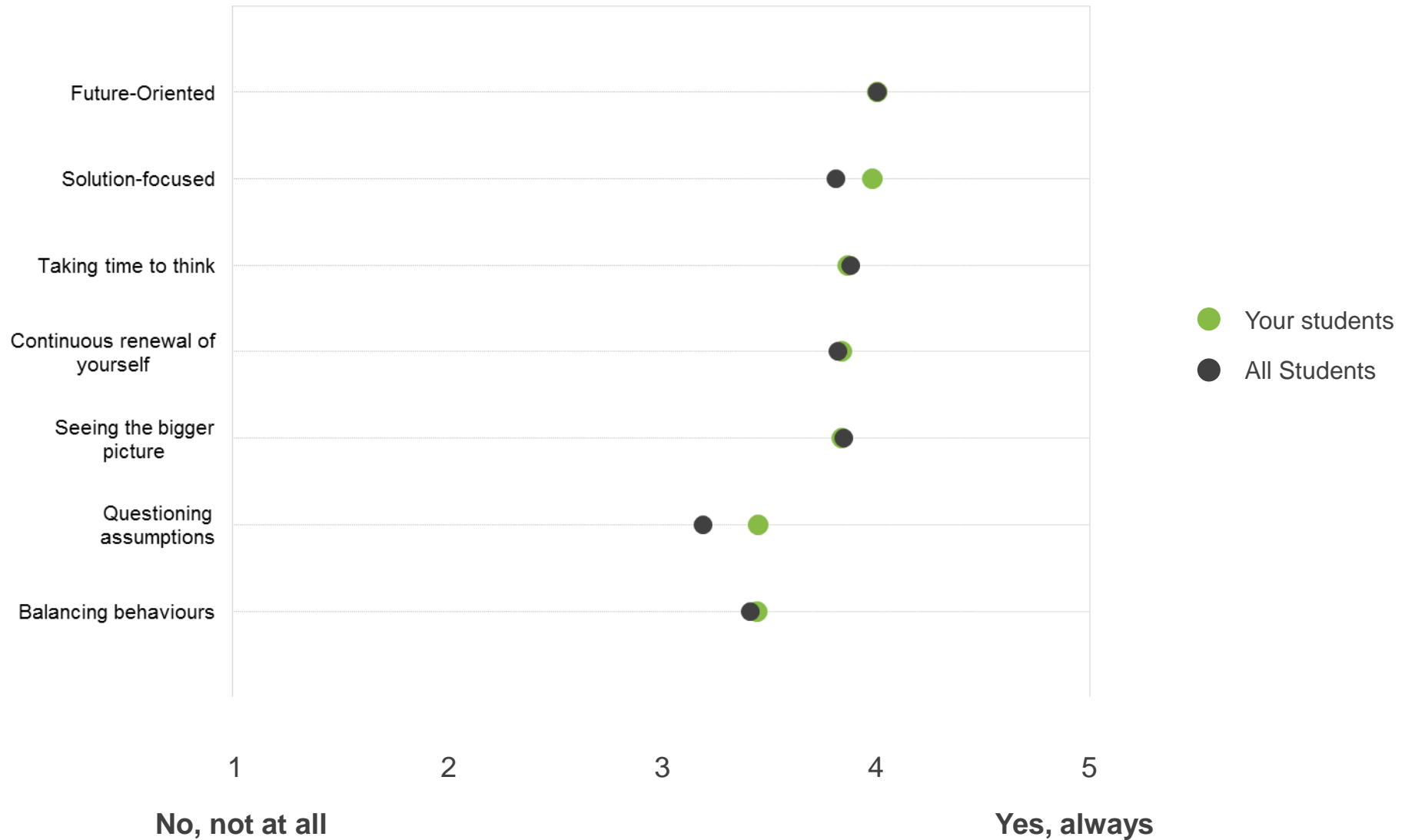
All Students



The new business order moves efforts from scalable efficiency to scalable learning. The mindset and attitudes behind this are crucial for talent to succeed in their professional life.

*In an essence, **growth learning is about innovation and creativity**. It is the ability to continue learning and never “arrive”.*

How the scalable mindset differs between the target groups



35% of your students are confident in their personality skills

Skill confidence

SC⁵
Skill
Confidence

Share of talent
showing a high level of
skill confidence:

Your students



35%

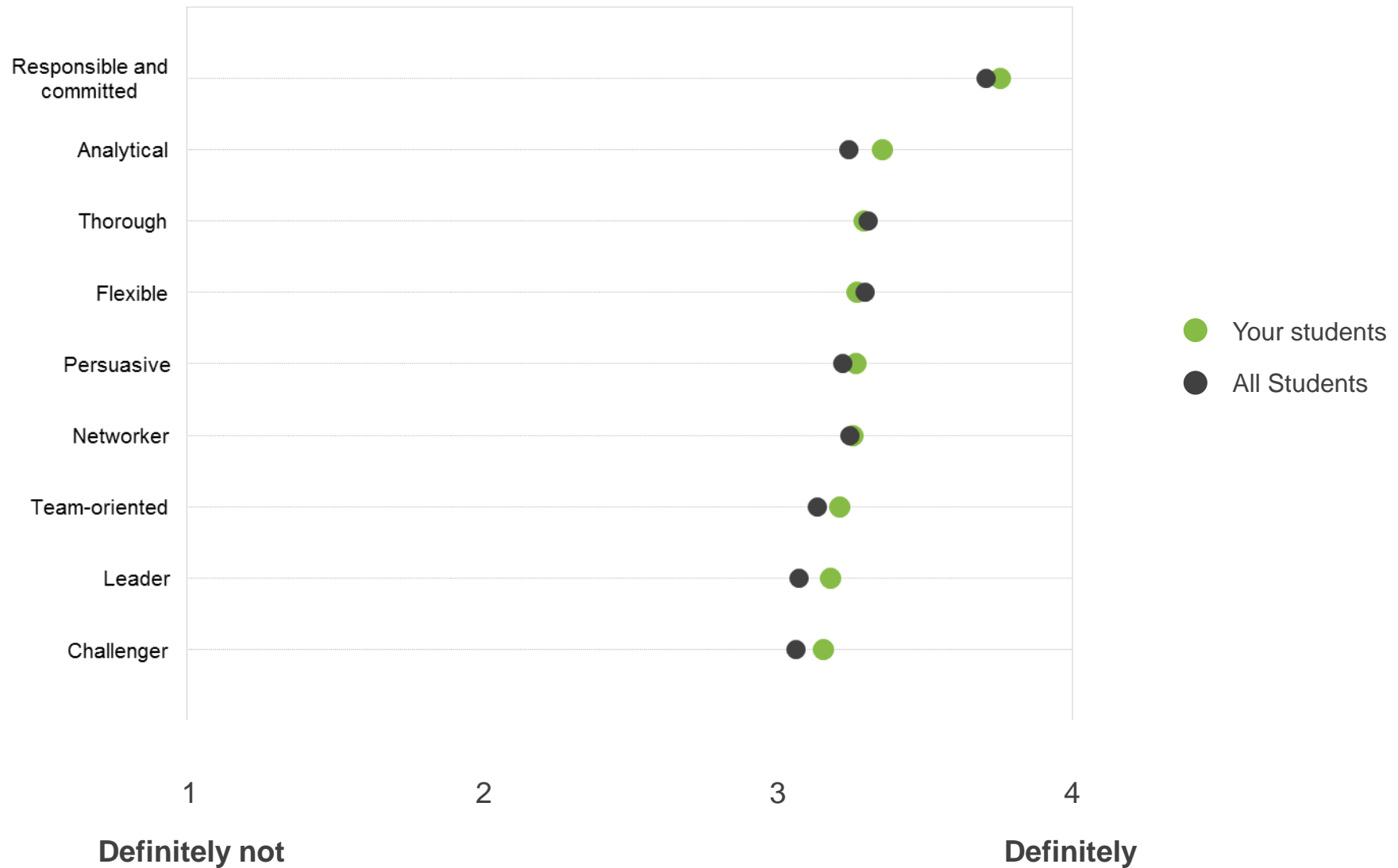
All Students



31%

Self-esteem and having confidence into their own personality, soft-skills and experience is important for the employability of talent, especially in presenting it to potential employers to gain, keep or find new employment when needed.

Which personality skills describe each target group?



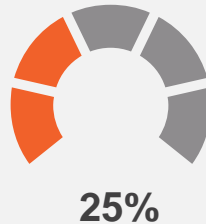
25% of your students have gained significant practical experience during their studies

Practical Experience

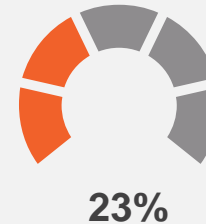
PE⁶
Practical
Experience

Share of talent having gained significant practical experience:

Your students



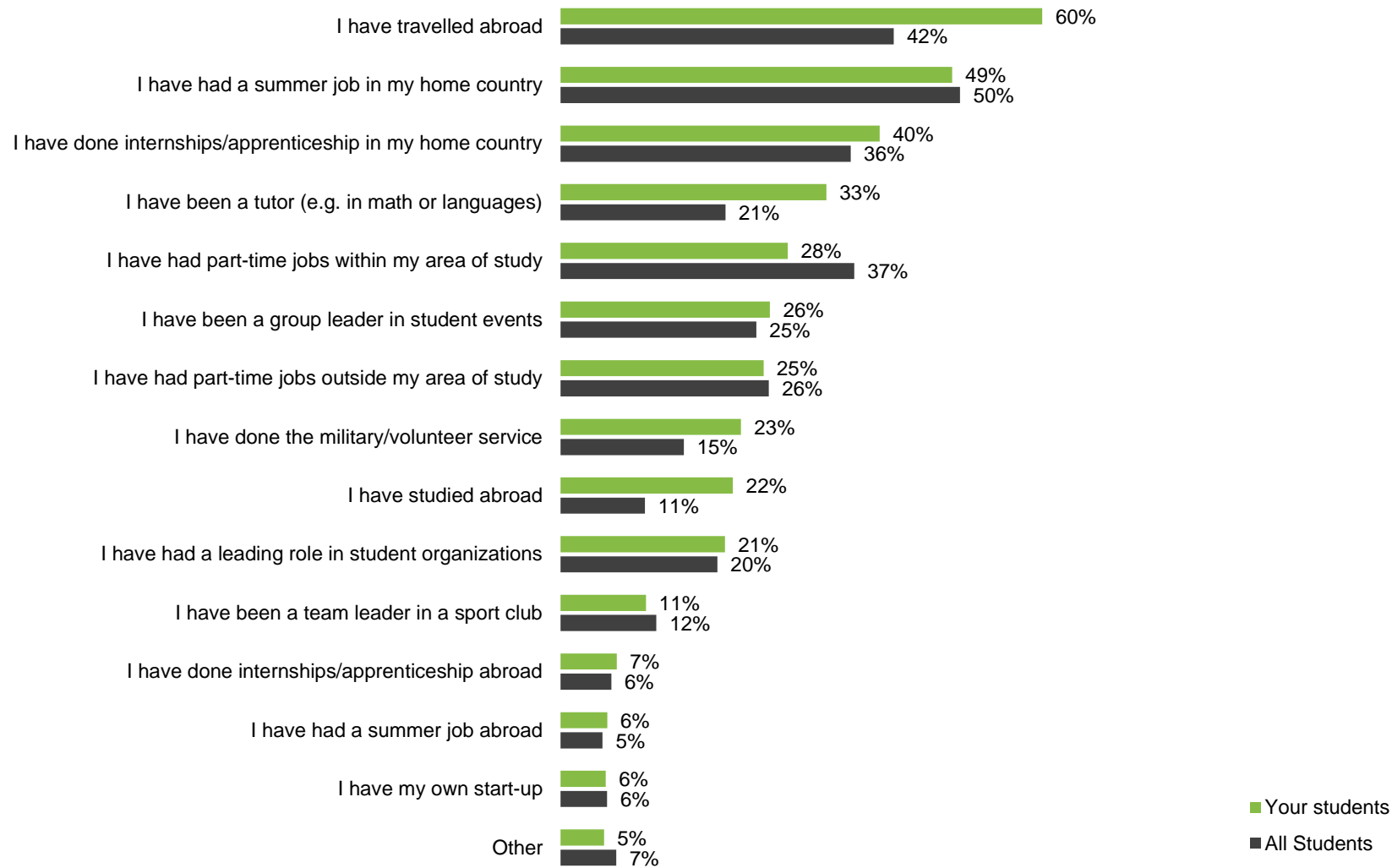
All Students



Academic qualifications are not the only important requirement. Employers will also expect talent to have hands-on experience, to have taken on positions of leadership and responsibility, and to show real initiative before they graduate. Practical experience will:

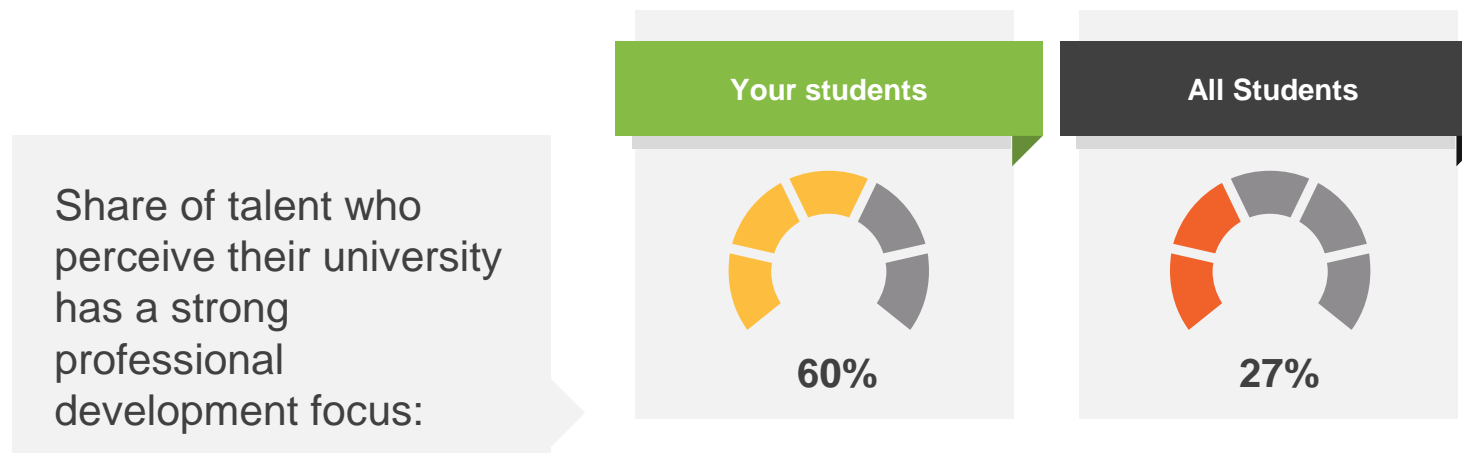
- *Provide talent with an insight into the workplace*
- *Help to develop key skills*
- *Provide opportunities to put one's knowledge into practice*

What kind of practical experiences do students have?



60% of your students perceive your university to have a strong focus on their professional development

University Professional Development Focus



Being an entrepreneurial university or having a focus on employability & professional development of talent are core strategic goals for higher education around the globe.

The above KPI reflects the internal perception your talent population has about their university and thus helps to guide the transformation from being “knowledge-ivory towers” to becoming “talent hubs”.

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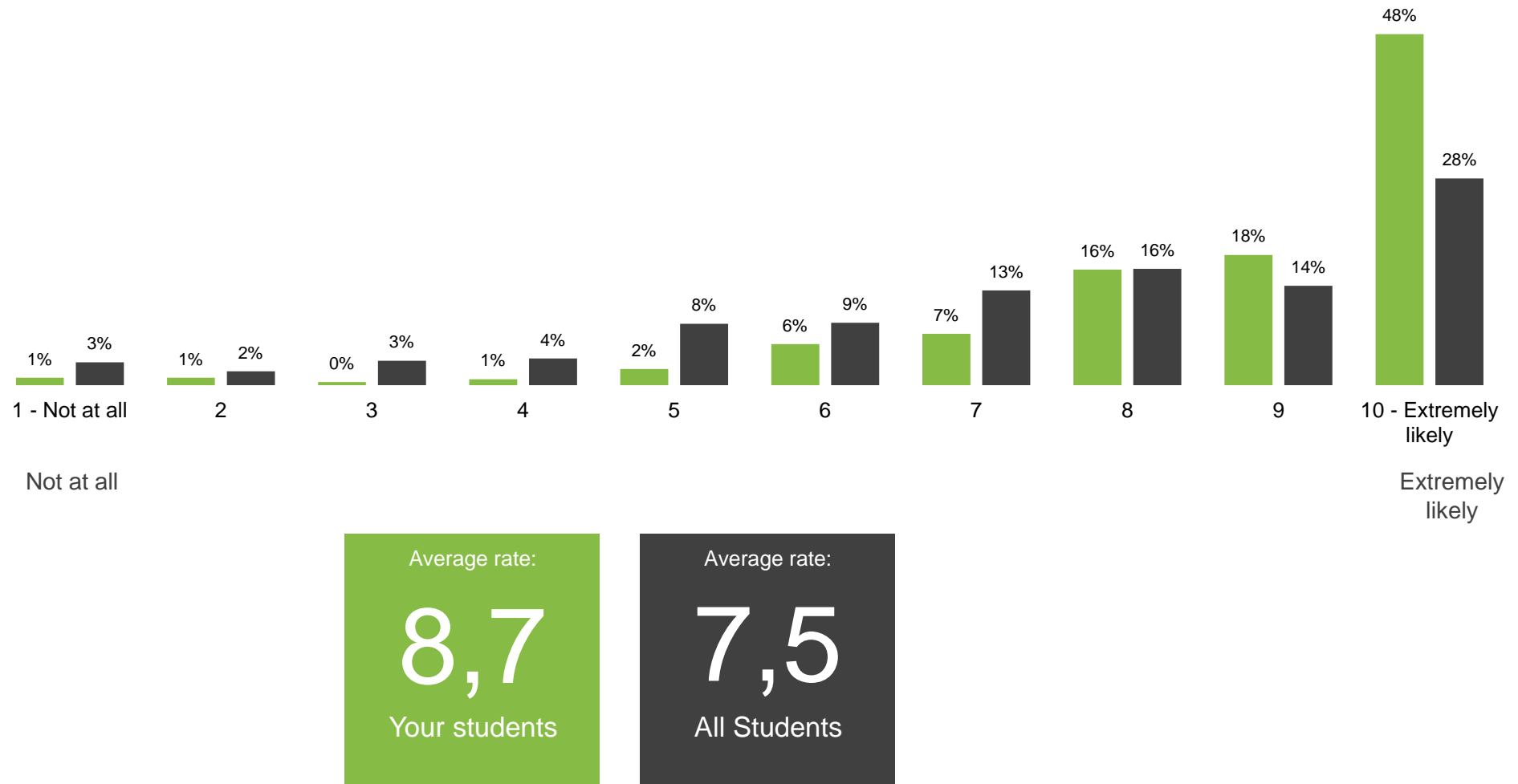
UNIVERSITY BRAND PERCEPTION

This chapter evaluates the brand perception of your university with respect to employability & career advancement opportunities.

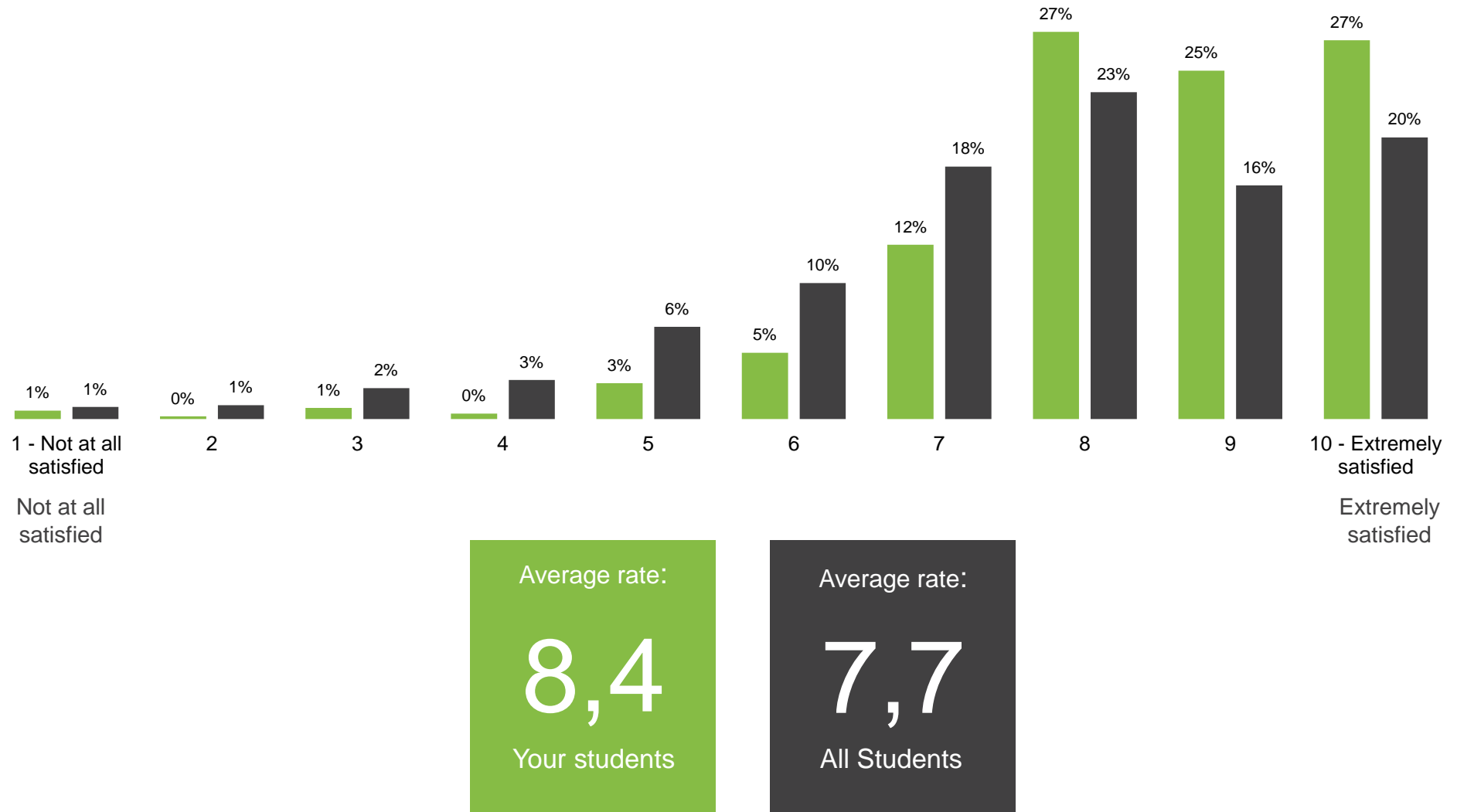
Top of mind associations with Higher School of Economics National Research University - Moscow



Would talent recommend their university to a friend or family member? | Target Group Comparison



How satisfied are your students with you?



Importance of employability & entrepreneurial aspects in university branding



“Prospects for future employment” is the most integral **factor in choosing a college or university**

(selected by 44% of students in Europe)



“Good reputation among employers” is the attribute that makes a college or university **most attractive**

(selected by 43% of students in Europe)

The Universum Drivers of perceived Employability & Career Advancement Opportunities



Respondents were asked to select which of the attributes below they consider most important, as well as which of those they associate with their educational institution:

Facilitates exchange between students & alumni networks

Adapts to emerging trends and new knowledge

Provides individual career guidance / support

Supports and develops entrepreneurship

Introduces a wide variety of career contacts (tutors, counsellor, advisors)

Provides a launching pad for a career in a wide variety of industries/branches

Prepares graduates well for their professional life

Presents opportunities to network with employers

Teaches transferable and practical skills employers are looking for

Embraces a diverse student body and teaching staff

Accommodates low student-to-professor ratio

Is considered a target school for employers in my field



• The items were developed with universities and career services around the world, to ensure they are relevant and can be used for quality management, accreditation processes and university brand management.

Most attractive attributes per target group

Your students

1. Prepares graduates well for their professional life
2. Teaches transferable and practical skills employers are looking for
3. Is considered a target school for employers in my field

All Students

1. Teaches transferable and practical skills employers are looking for
2. Prepares graduates well for their professional life
3. Provides a launching pad for a career in a wide variety of industries/branches

YOUR UNIVERSITY'S STRENGTHS?

Where do you see the strengths of your University?
What do you believe are the opportunities to
differentiate from your competition?

1.

2.

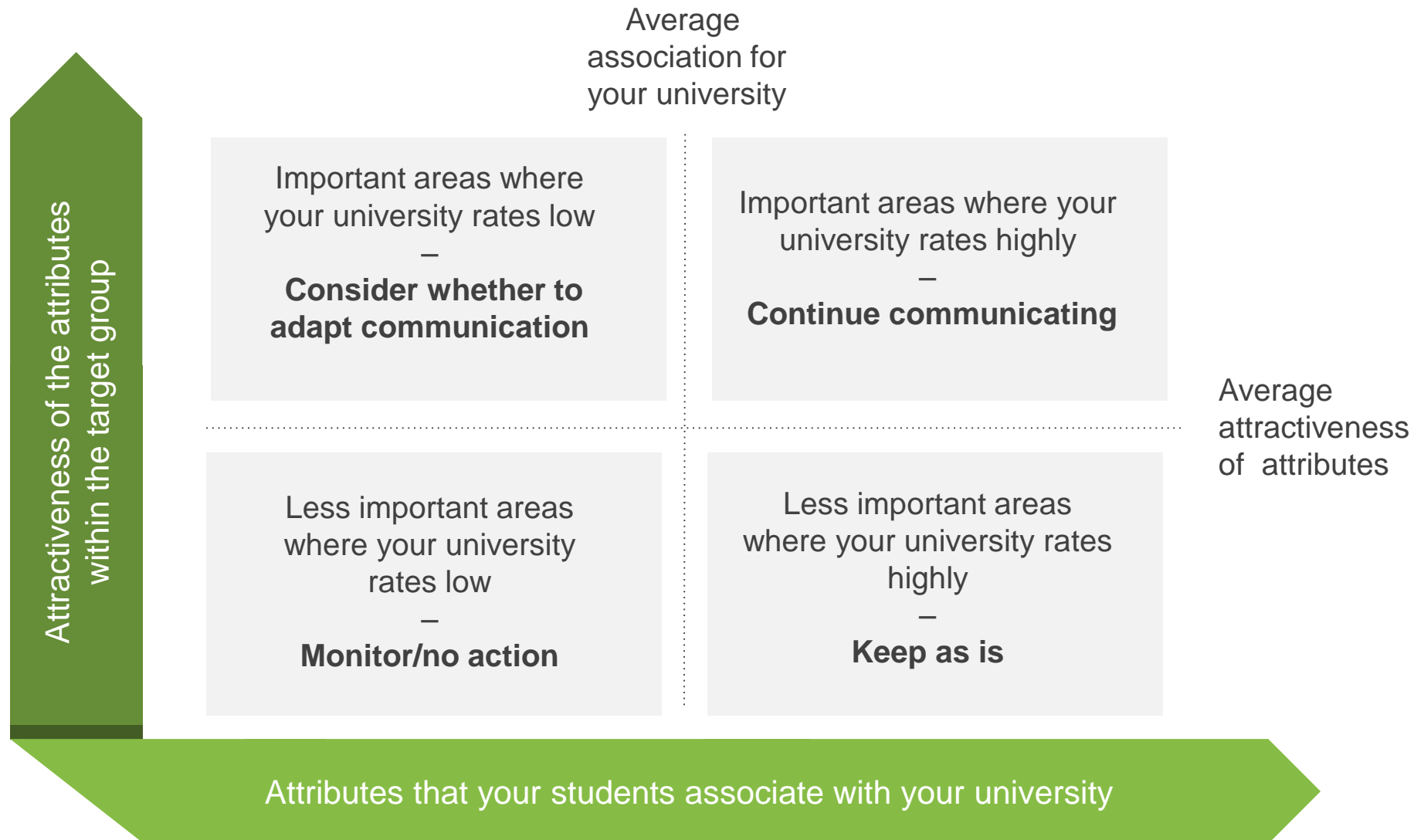
3.

4.

5.

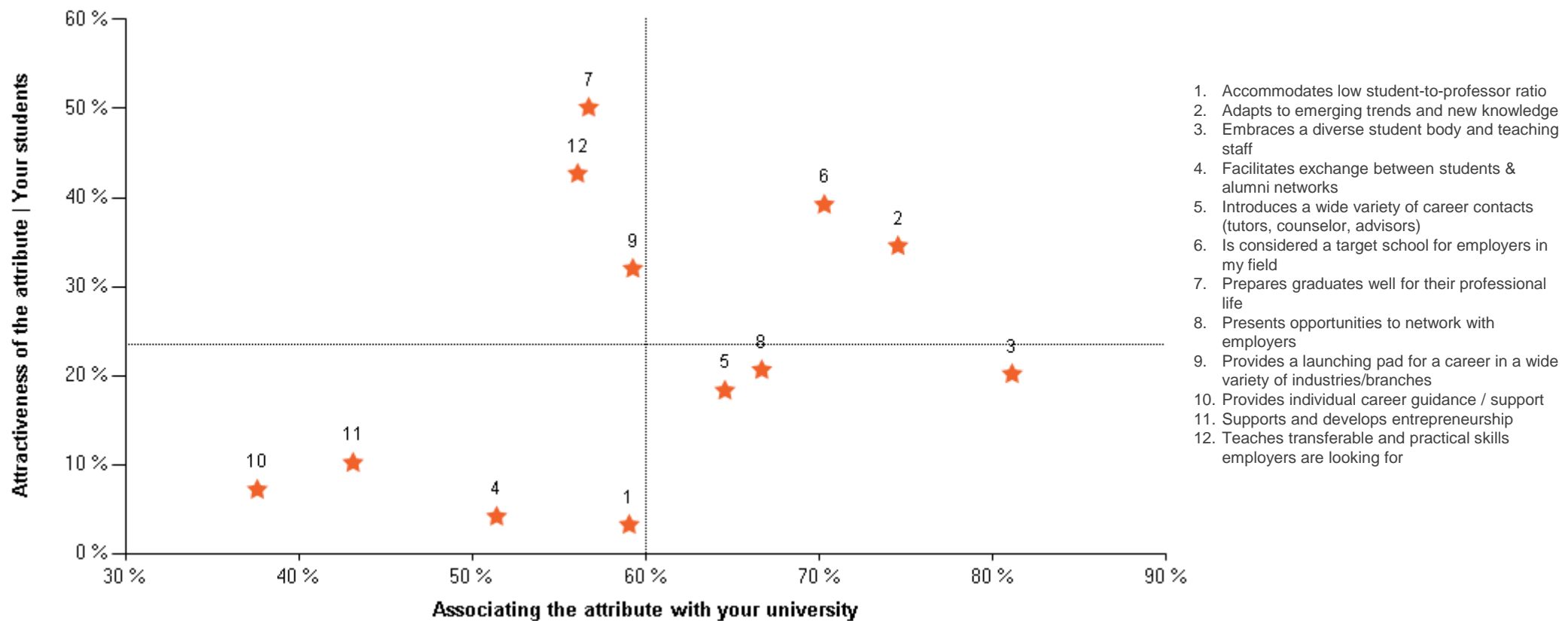


Attractiveness vs. associations



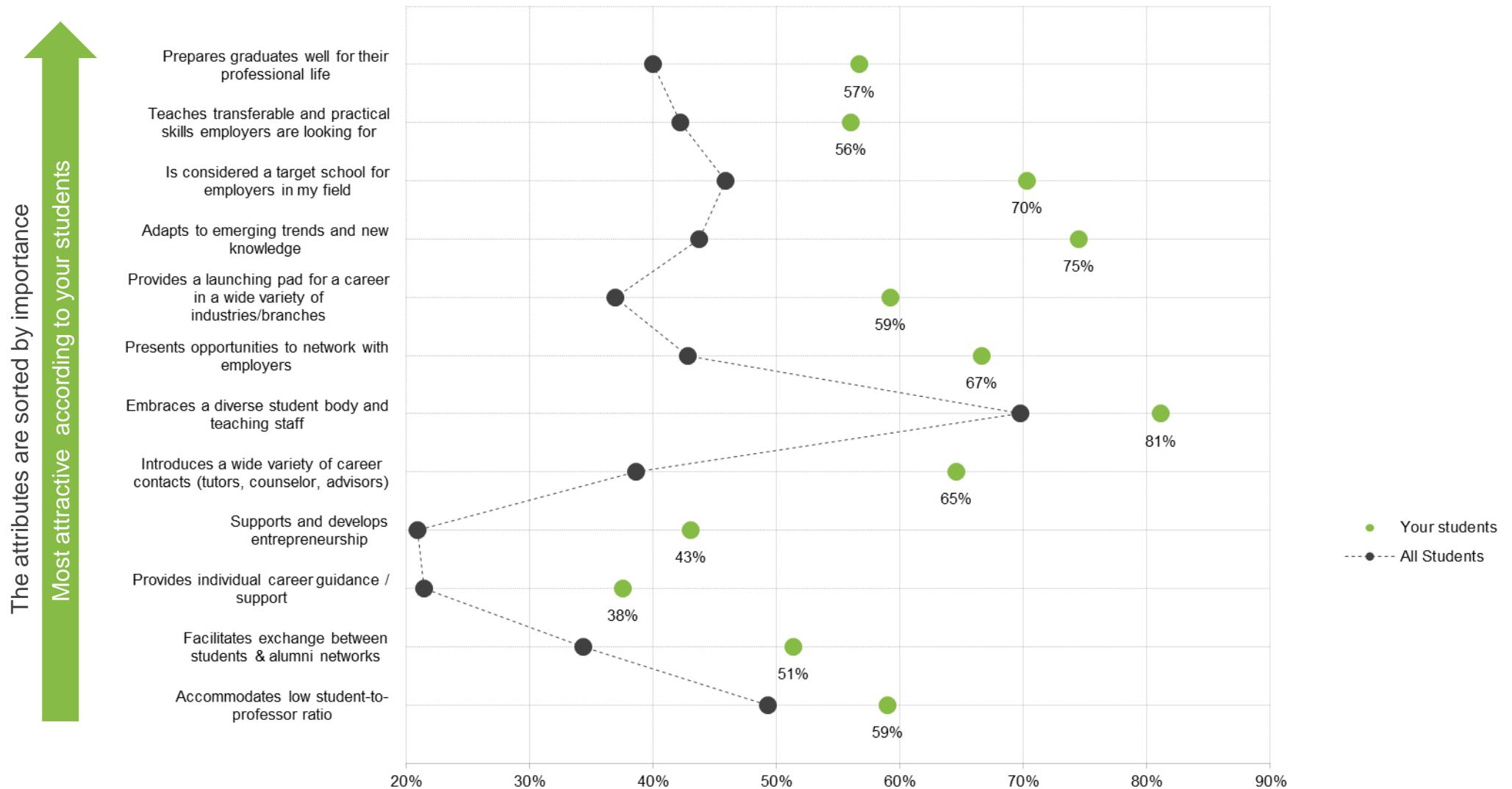
Employability & Advancement Opportunities

Attractiveness vs. Associations | Your students



- Which of the following attributes do you associate with your educational institution?. Select as many as applicable.
- Which of these are most important to you? (Max. 3)

Points of parity and points of difference



- ?
- Which of the following attributes do you associate with your educational institution?. Select as many as applicable.
 - Which of these are most important to you? (Max. 3)

Most frequent associations

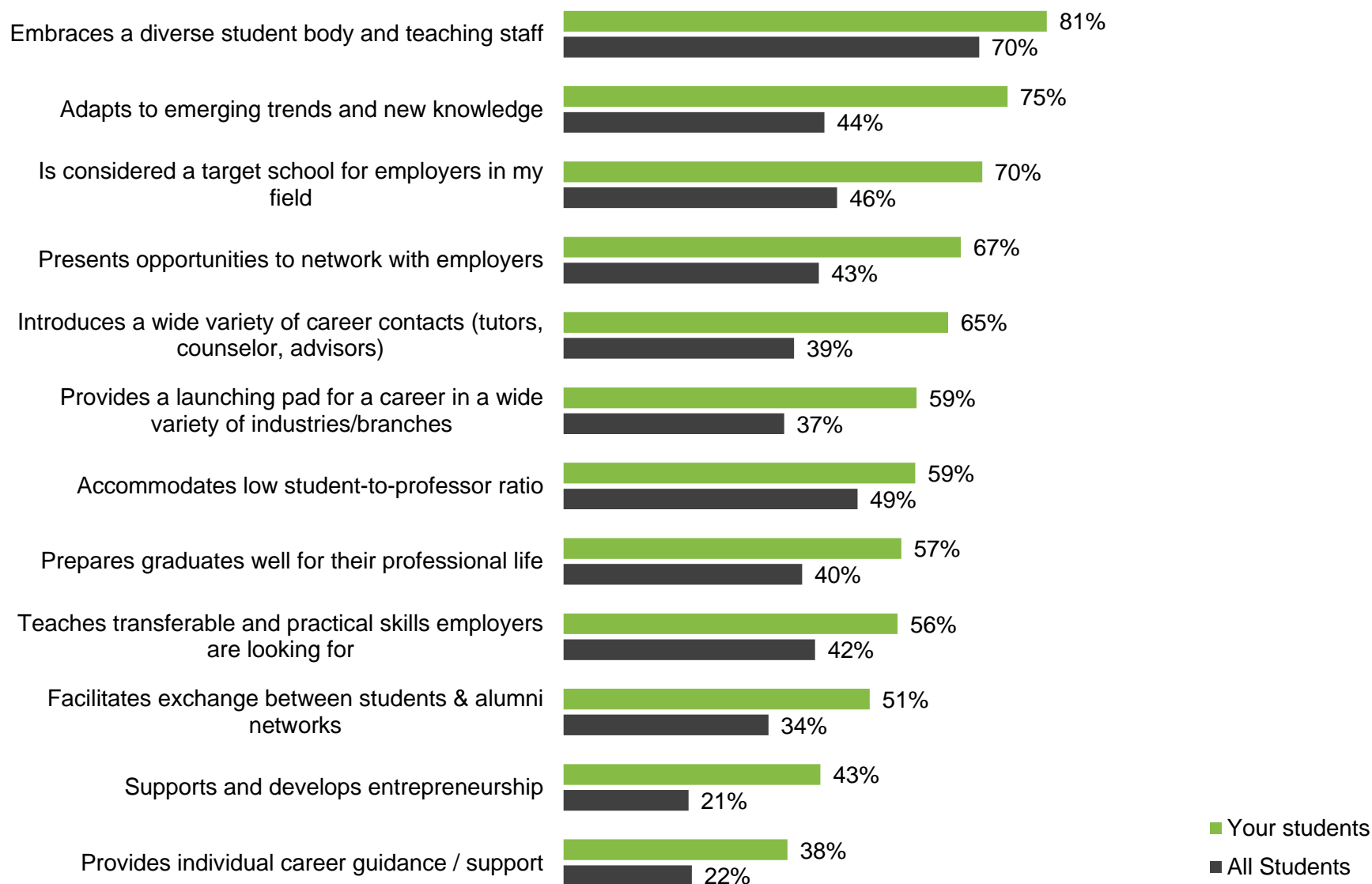


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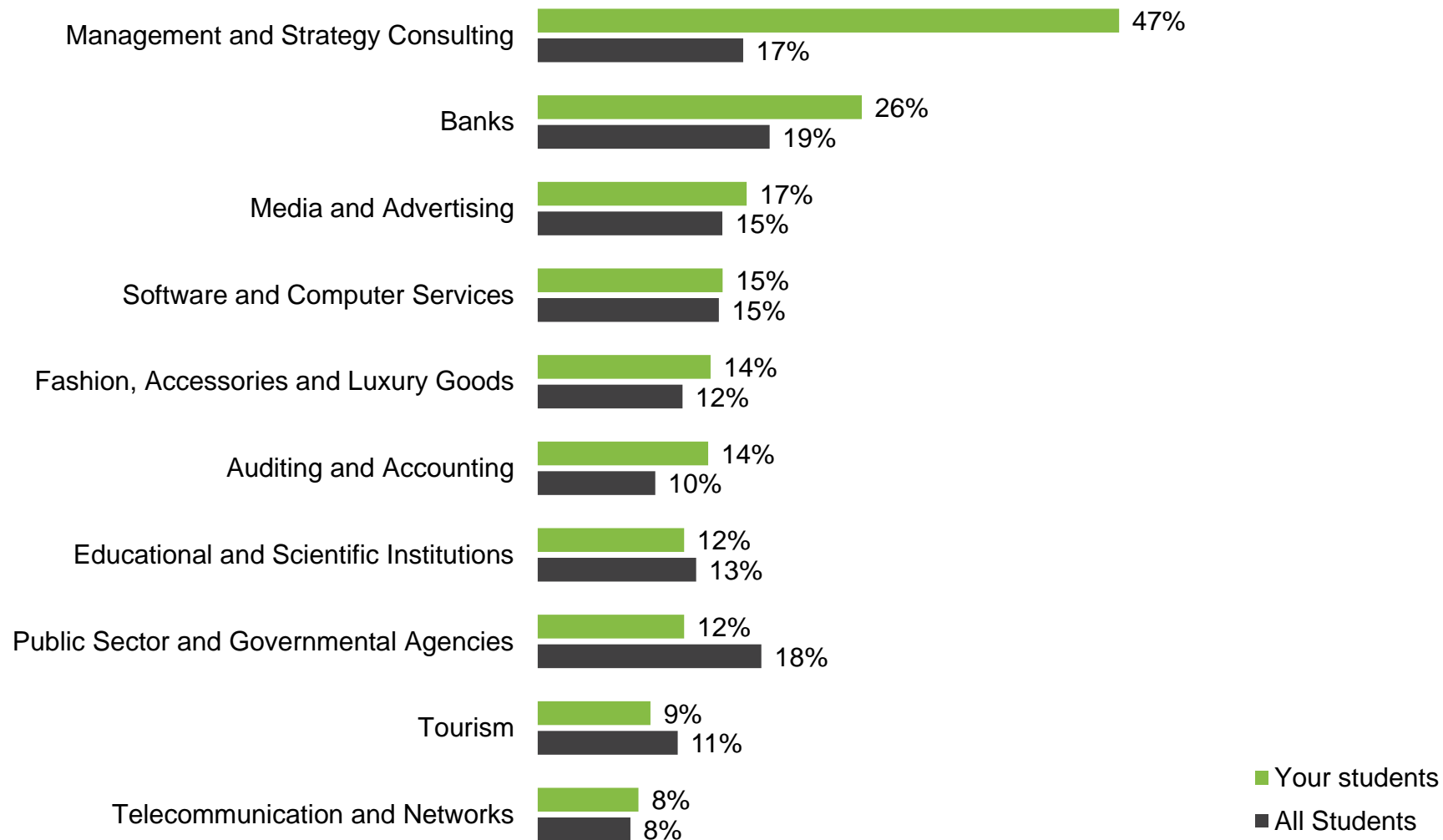
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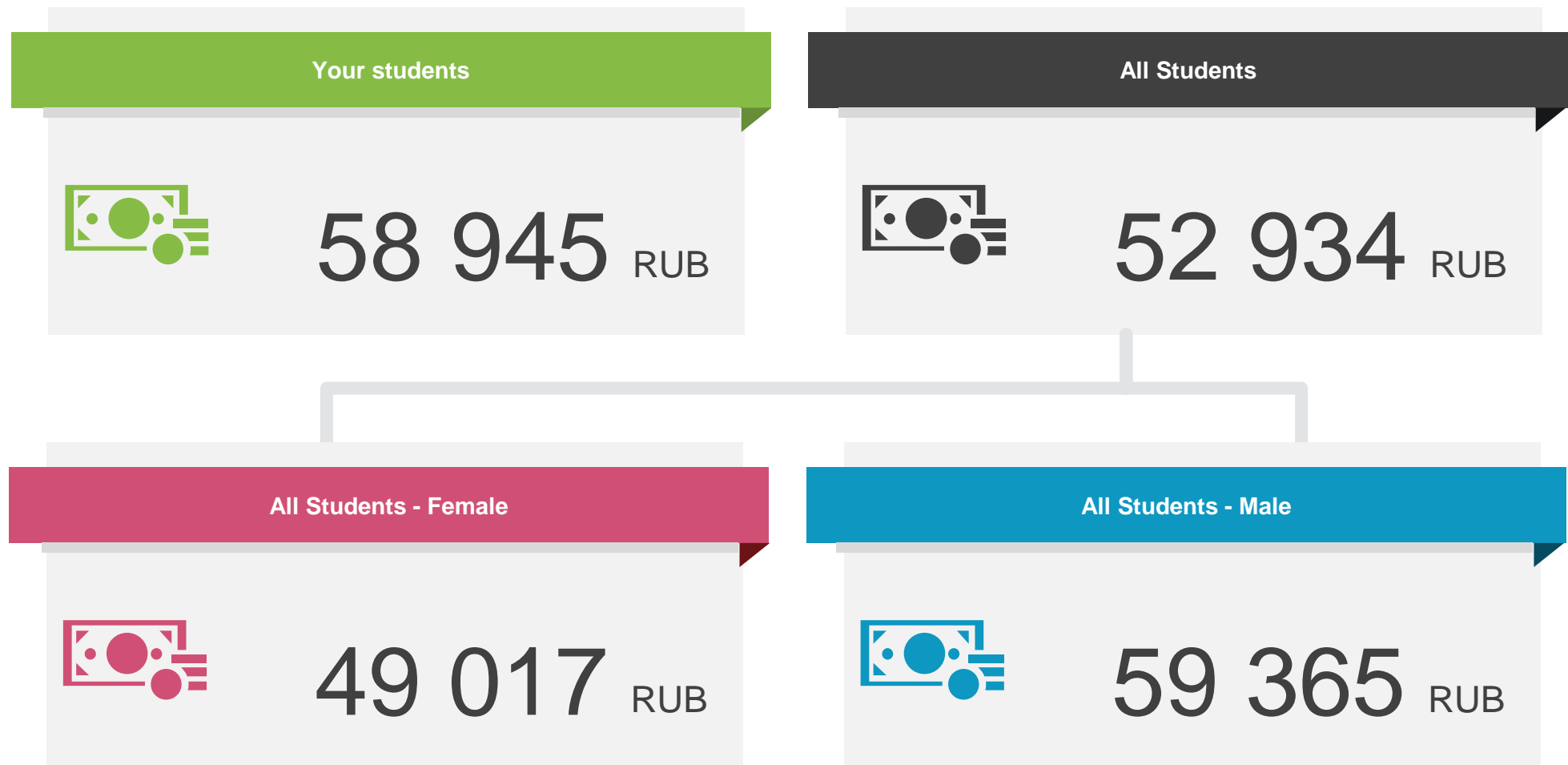
CAREER & EMPLOYER PREFERENCES

Find out which are the most preferred employers by students and get insight into the career preferences and expectations of your students in comparison to the overall population. Also, understand how your institution has shaped the career path of your students and alumni.

Students' most preferred industries



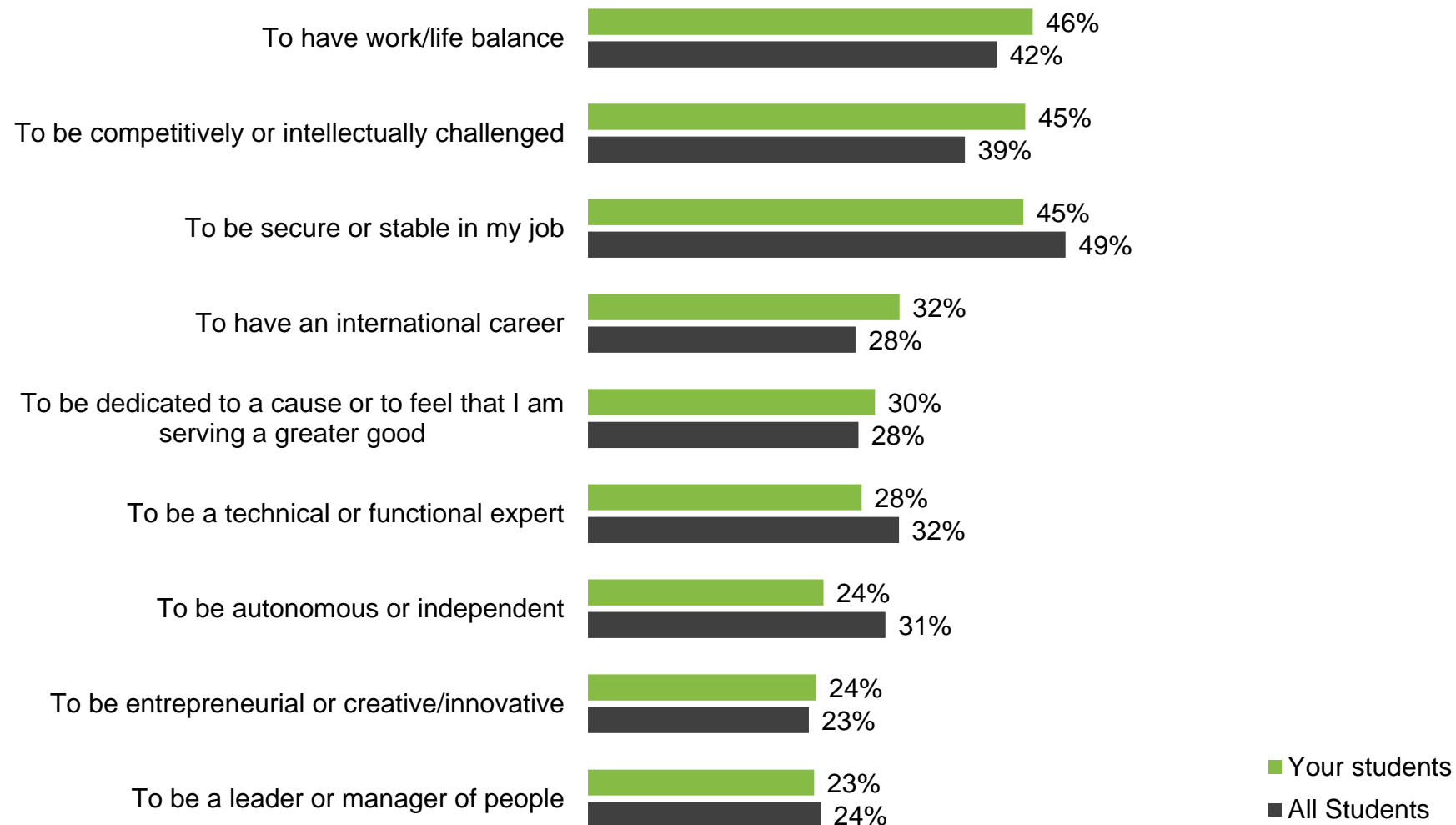
Students' expected monthly salary



How do we see that the world is changing?

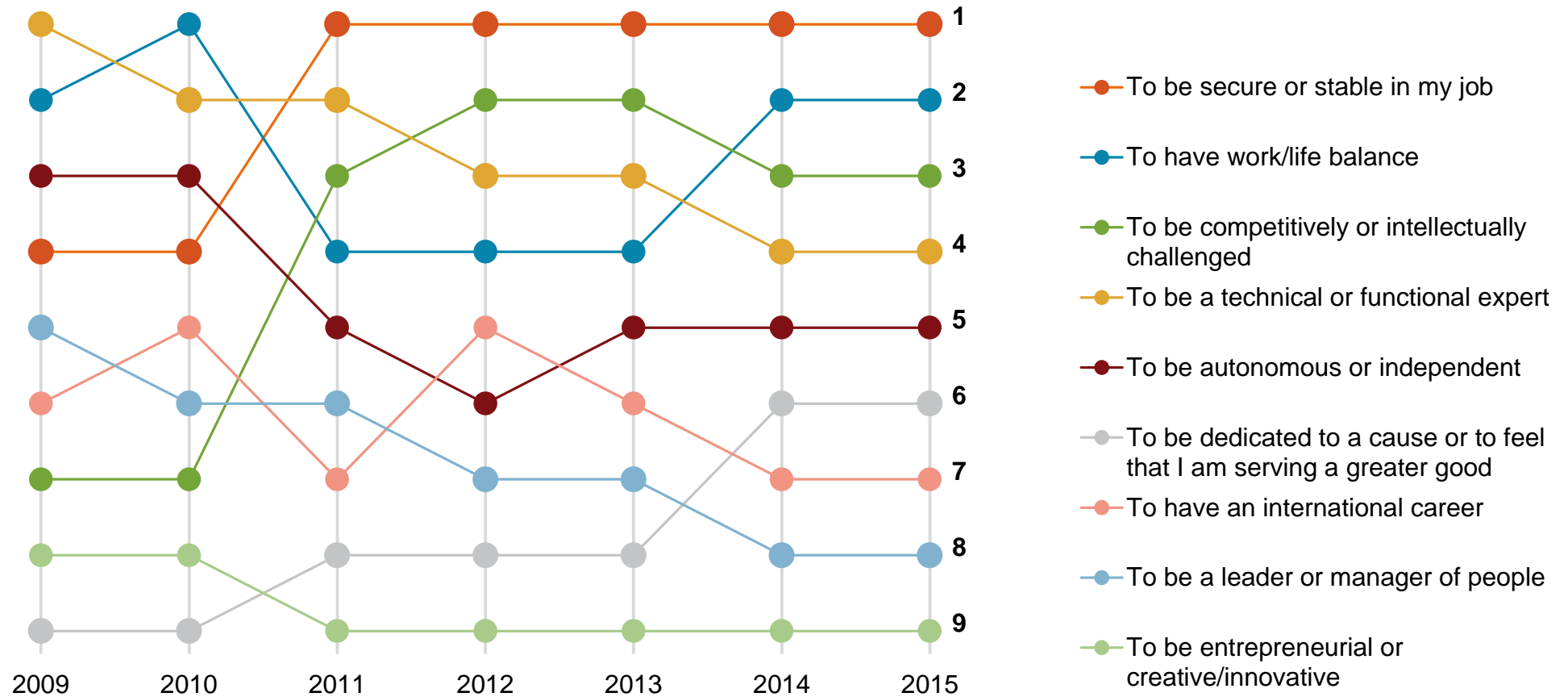


“To have work/life balance” is the most important long term career goal among your students



Career goals over time

All Students



The Universum Drivers of Employer Attractiveness



• This framework has been developed by Universum and is based on specific research within HR, as well as focus groups and general communication with both our clients, students and professionals.

What is important to your students?

Your students

EMPLOYER REPUTATION & IMAGE

1. Market success
2. Financial strength
3. Prestige

PEOPLE & CULTURE

1. Leaders who will support my development
2. A friendly work environment
3. Interaction with international clients and colleagues



REMUNERATION & ADVANCEMENT OPPORTUNITIES

1. High future earnings
2. Competitive base salary
3. Good reference for future career

JOB CHARACTERISTICS

1. Professional training and development
2. Challenging work
3. Opportunities for international travel/relocation

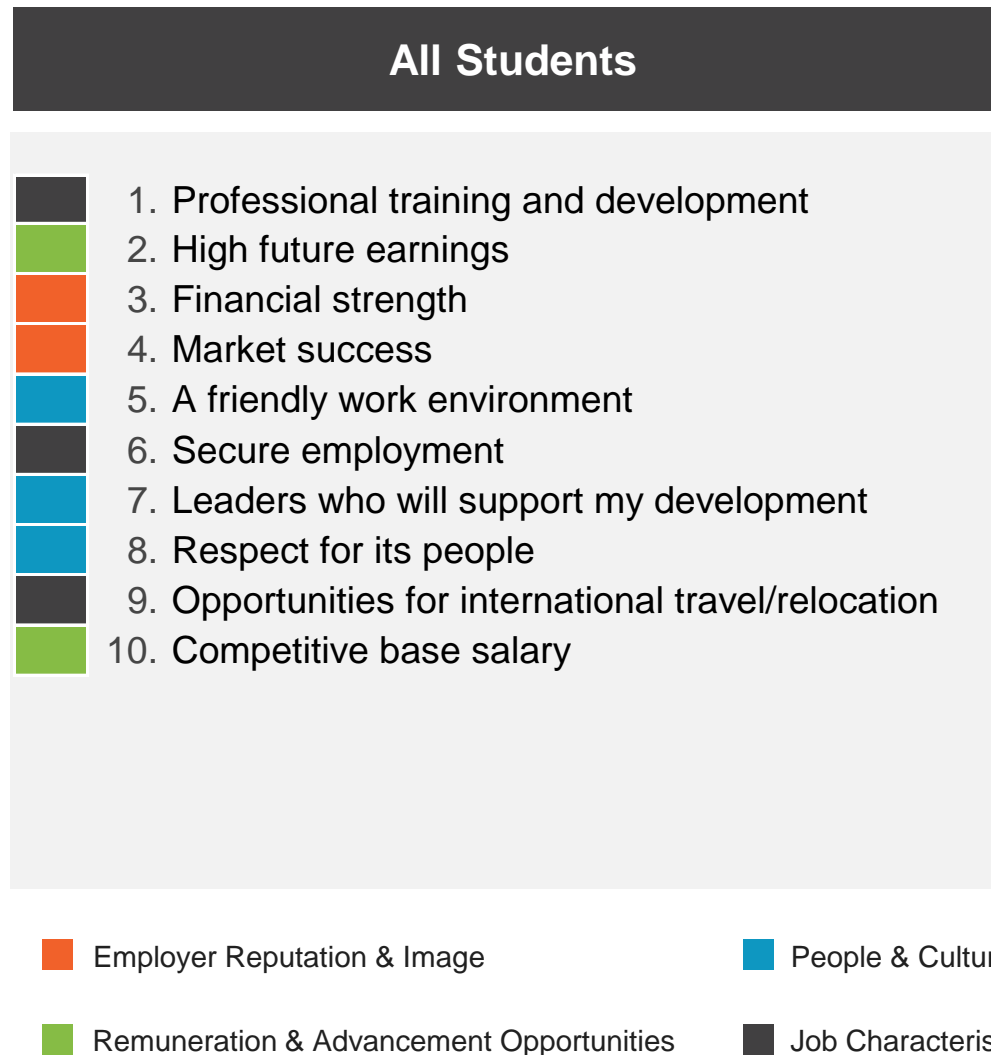
“Professional training and development” is the overall most important attribute to your students



Your students

1. Professional training and development
2. High future earnings
3. Competitive base salary
4. Challenging work
5. Market success
6. Leaders who will support my development
7. Financial strength
8. A creative and dynamic work environment
9. Opportunities for international travel/relocation
10. A friendly work environment

Most attractive attributes



The Universum Communication Channel Framework

PRINT

- Brochures presenting career possibilities at a company/organisation
- Career magazines/guides/books
- Direct mailings per post
- Employer advertisements in business magazines
- Employer advertisements in lifestyle magazines & other periodicals
- Employer advertisements in newspapers
- University press & student organisation publications



DIGITAL

- Blogs
- Career and job related apps
- Career guidance websites
- Employer advertisement in social media
- Employer advertisements on news/business-related websites
- Employer websites
- Job boards
- Live online events with employers
- Social media
- Targeted messages/notifications via email



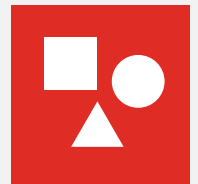
IN-PERSON

- Career fairs
- Conferences arranged and hosted by employers
- Employer office/site visits
- Employer presentations on campus
- Employer-sponsored events
- Informational interviews with employers
- Lectures/case studies as part of curriculum
- Skills training sessions organised by employers



OTHER CHANNELS

- Employer advertisements on the radio
- Employer advertisements on TV
- Outdoor/billboard advertisements



Which communication channels do students use the most?

Your students

- 1. Employer websites
- 2. Employer presentations on campus
- 3. Social media
- 4. Career guidance websites
- 5. Career fairs
- 6. Job boards (sites where job openings are posted)
- 7. Lectures/case studies as part of curriculum
- 8. University press & student organisation publications
- 9. Employer-sponsored events
- 10. Employer advertisement in social media

Print

In-person

All Students

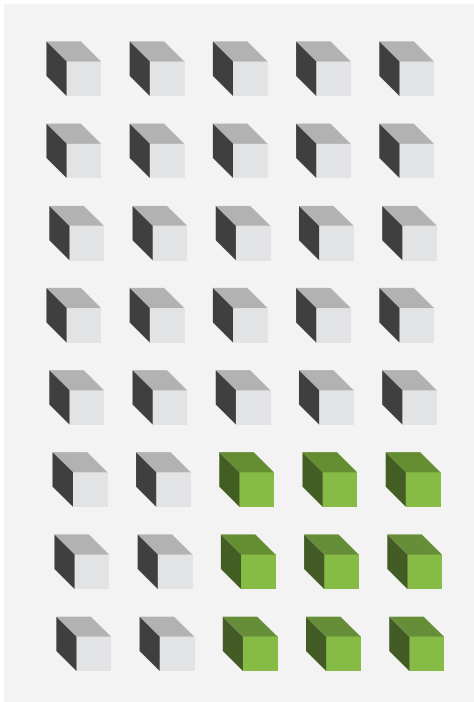
- 1. Social media
- 2. Employer websites
- 3. Outdoor/billboard advertisements
- 4. Career guidance websites
- 5. Job boards (sites where job openings are posted)
- 6. Career fairs
- 7. Employer presentations on campus
- 8. Employer advertisement in social media
- 9. Employer advertisements on news/business-related websites
- 10. Employer advertisements on TV

Digital

Other

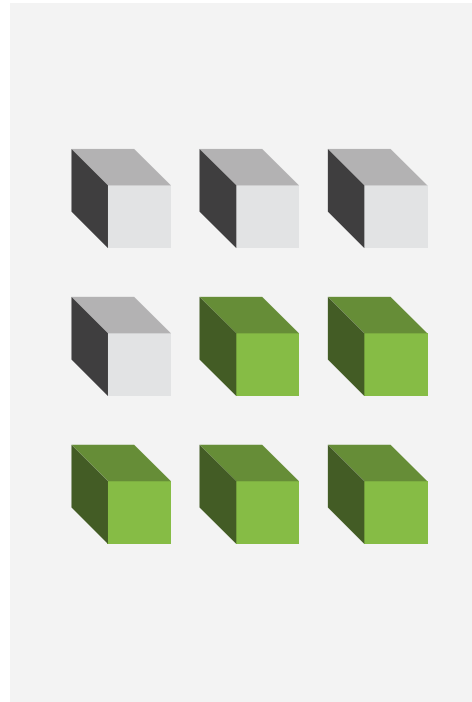
The Universum Rankings

FULL COMPANY LIST
(125 - 149 employers within
each main field of study)



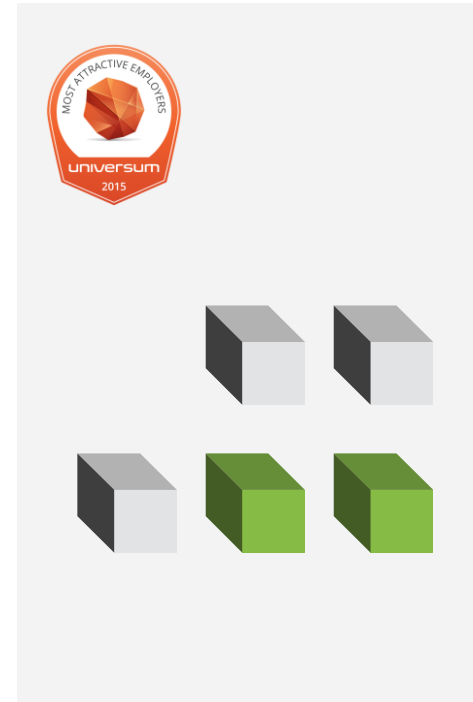
"Below is a list of companies and organisations. For which of these employers would you consider working?"

CONSIDERED EMPLOYER RANKING
(as many as applicable)



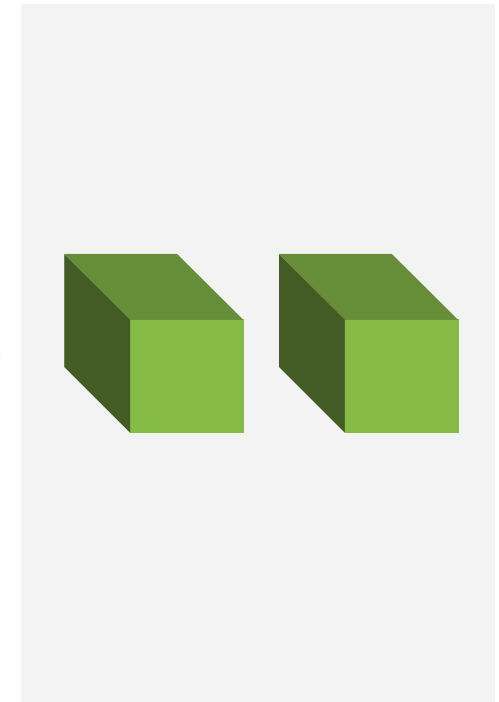
"Now choose the 5 employers you most want to work for, your 5 Ideal Employers."

IDEAL EMPLOYER RANKING
(maximum five employers)

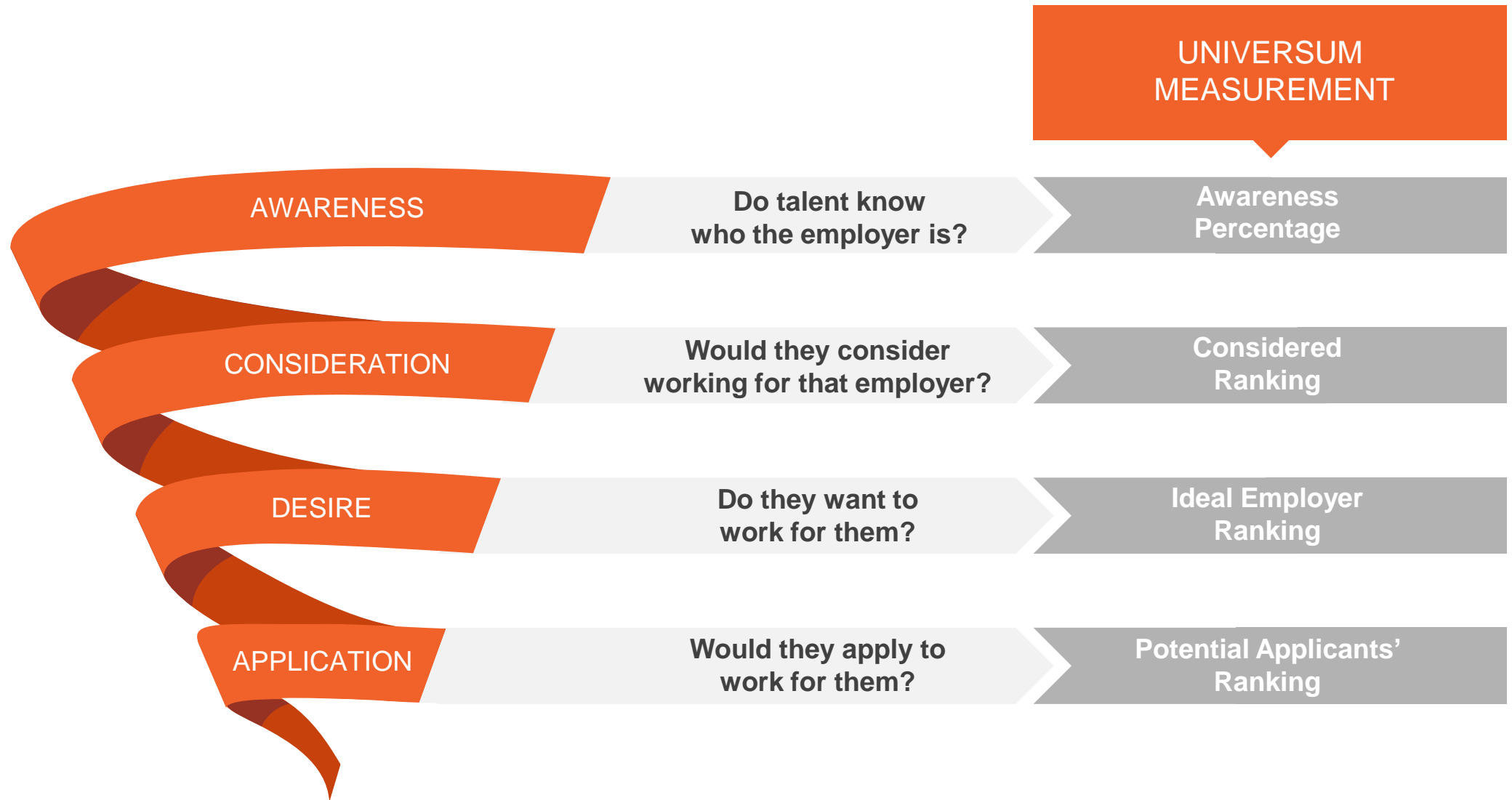


"Have you applied or will you apply to these employers?"

POTENTIAL APPLICANTS' RANKING
(Yes, I have / Yes, I will)



The Universum Recruitment Funnel



Considered Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
McKinsey & Company	1	47,13%	→ 0	Yandex	11	26,86%	→ 0
Google	2	45,95%	→ 0	PwC	12	26,69%	↑ 3
Gazprom	3	36,15%	→ 0	Bain & Company	13	25,00%	↑ 1
KPMG	4	33,28%	↑ 2	BMW Group	13	25,00%	↓ -1
EY (Ernst & Young)	5	32,94%	↑ 7	Morgan Stanley	15	23,99%	↑ 3
The Boston Consulting Group (BCG)	6	31,76%	↓ -1	Microsoft	16	23,48%	↓ -8
Unilever	7	31,08%	→ 0	Nestlé	16	23,48%	↑ 6
Procter & Gamble (P&G)	8	30,24%	↑ 2	Bank of America Merrill Lynch	18	22,13%	↑ 1
J.P. Morgan	9	28,04%	→ 0	Deutsche Bank	18	22,13%	↓ -3
Goldman Sachs	10	27,20%	↓ -6	Deloitte	20	21,96%	↑ 9

Considered Employer Ranking | Top 20

Your students | IT

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
Google	1	72,37%	↑ 1	Lukoil	11	22,37%	↑ 1
Yandex	2	67,11%	↓ -1	Lenovo	12	19,74%	↑ 6
Microsoft	3	50,00%	→ 0	Mail.Ru	12	19,74%	→ 0
IBM	4	39,47%	→ 0	AlfaBank	14	17,11%	↑ 4
Intel	5	32,89%	→ 0	Rosneft Oil Company	14	17,11%	↑ 4
Gazprom	6	28,95%	↑ 1	Toyota	16	15,79%	↑ 10
Kaspersky Lab	6	28,95%	→ 0	HP	17	14,47%	↓ -5
ABBYY	8	26,32%	NEW -	SAP	17	14,47%	↓ -9
Sberbank of Russia	8	26,32%	↑ 10	VTB24	17	14,47%	↓ -7
Samsung	10	23,68%	NEW -	Bank of Moscow	20	13,16%	↓ -2

Ideal Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
McKinsey & Company	1	32,82%	↑ 1	Procter & Gamble (P&G)	11	10,88%	↓ -5
Google	2	28,06%	↓ -1	BMW Group	12	10,54%	↓ -2
Gazprom	3	17,52%	→ 0	Yandex	13	9,35%	↑ 1
Goldman Sachs	4	15,31%	→ 0	L'Oréal Group	14	9,18%	↑ 17
The Boston Consulting Group (BCG)	5	14,80%	→ 0	Morgan Stanley	15	9,01%	↑ 2
J.P. Morgan	6	12,41%	↑ 3	Nestlé	16	8,33%	↑ 24
KPMG	7	12,24%	↑ 5	PwC	16	8,33%	↓ -1
Bain & Company	8	11,56%	↓ -1	Deutsche Bank	18	7,82%	↓ -5
EY (Ernst & Young)	8	11,56%	↑ 3	Microsoft	18	7,82%	↓ -3
Unilever	10	11,39%	↓ -2	LVMH	20	6,80%	→ 0



• Now choose the 5 employers you most want to work for, your 5 Ideal Employers.

Ideal Employer Ranking | Top 20

Your students | IT

Employer	Rank 2015	Percent 2015	Trend		Employer	Rank 2015	Percent 2015	Trend	
Google	1	65,79%	→	0	Lenovo	9	6,58%	NEW	-
Yandex	2	52,63%	→	0	SAP	9	6,58%	↓	-3
Microsoft	3	35,53%	→	0	AlfaBank	13	5,26%	↑	14
IBM	4	18,42%	→	0	Mail.Ru	13	5,26%	↓	-6
Intel	5	14,47%	→	0	McKinsey & Company	13	5,26%	↑	2
Kaspersky Lab	6	10,53%	↑	1	Samsung	13	5,26%	NEW	-
Lukoil	6	10,53%	↑	13	Toyota	13	5,26%	↑	6
Sberbank of Russia	8	9,21%	↑	11	Cisco Systems	18	3,95%	↓	-8
ABBYY	9	6,58%	NEW	-	Deutsche Bank	18	3,95%	NEW	-
Gazprom	9	6,58%	↑	1	Henkel	18	3,95%	NEW	-



• Now choose the 5 employers you most want to work for, your 5 Ideal Employers.

Potential Applicants' Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
McKinsey & Company	1	11,44%	→ 0	Morgan Stanley	11	2,75%	↑ 2
The Boston Consulting Group (BCG)	2	4,64%	↑ 3	Procter & Gamble (P&G)	11	2,75%	↓ -5
Goldman Sachs	3	4,39%	→ 0	PwC	13	2,67%	↓ -1
J.P. Morgan	4	4,04%	↑ 6	Deutsche Bank	14	2,15%	→ 0
Google	5	3,87%	↓ -3	L'Oréal Group	15	2,06%	↑ 10
KPMG	5	3,87%	↑ 5	Bank of America Merrill Lynch	16	1,72%	→ 0
EY (Ernst & Young)	7	3,70%	↑ 2	Mars	16	1,72%	↑ 3
Unilever	8	3,53%	↓ -2	Nestlé	16	1,72%	↑ 21
Bain & Company	9	3,44%	↓ -5	Citi	19	1,63%	↓ -1
Gazprom	10	3,01%	↓ -2	Yandex	19	1,63%	↓ -3

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

Potential Applicants' Ranking | Top 20

Your students | IT

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
Yandex	1	17,71%	↑ 1	Deloitte	9	2,08%	→ 0
Google	2	15,63%	↓ -1	EY (Ernst & Young)	9	2,08%	NEW -
Microsoft	3	8,33%	→ 0	Henkel	9	2,08%	NEW -
IBM	4	6,25%	→ 0	Intel	9	2,08%	↓ -5
Kaspersky Lab	5	5,21%	↑ 4	Lenovo	9	2,08%	NEW -
AlfaBank	6	3,13%	NEW -	PwC	9	2,08%	NEW -
Mail.Ru	6	3,13%	↑ 1	SAP	9	2,08%	↓ -3
McKinsey & Company	6	3,13%	↑ 3	Sberbank of Russia	9	2,08%	NEW -
Bain & Company	9	2,08%	NEW -	ABBYY	19	1,04%	NEW -
Coca-Cola	9	2,08%	NEW -	Accenture	19	1,04%	↓ -10

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

Table of contents

- 1 EXECUTIVE SUMMARY
- 2 EMPLOYABILITY
- 3 UNIVERSITY BRAND PERCEPTION
- 4 CAREER & EMPLOYER PREFERENCES
- 5 CAREER SERVICES**

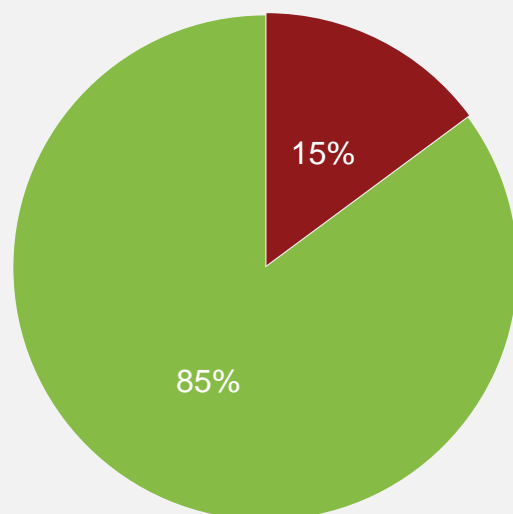


CAREER SERVICES

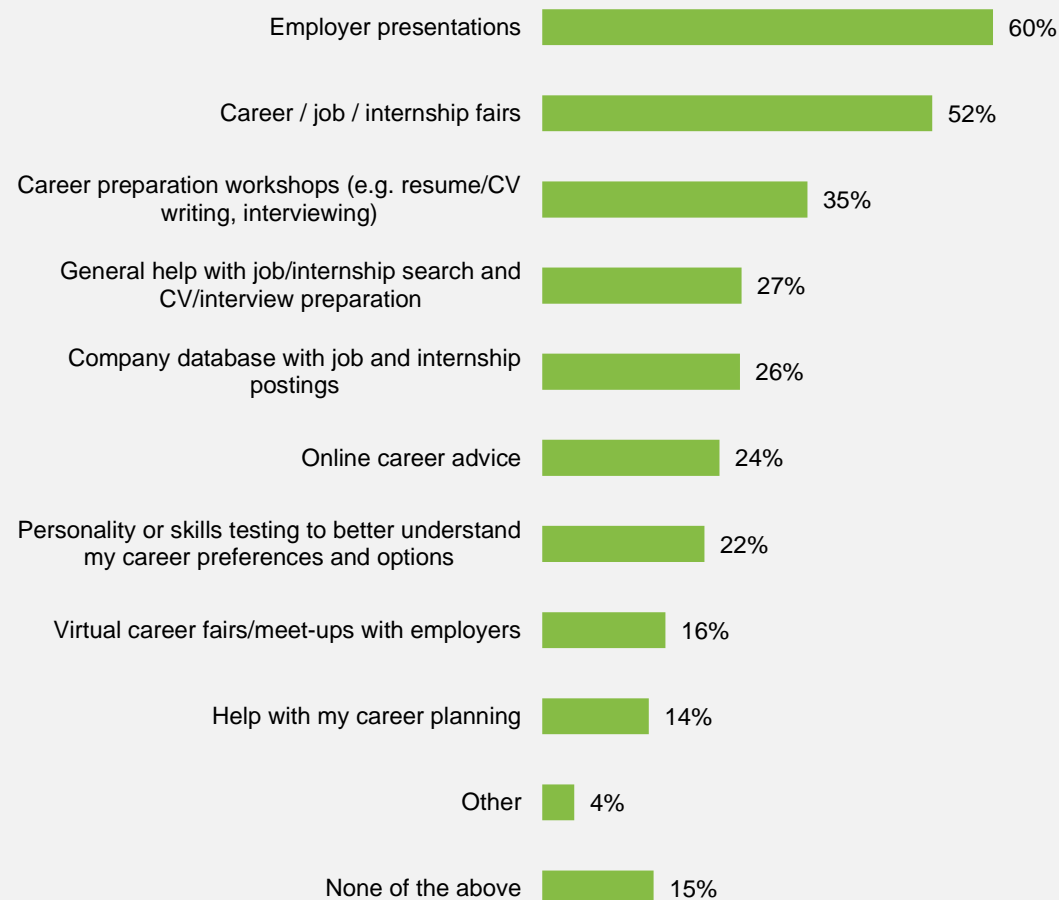
Career Services are undergoing a tremendous change around the globe while becoming a more and more integral part of schools. Find out how students currently use your Career Services, how satisfied they are and how you can better position your Career Services with more adequate offerings for the future.

To what extent are students using the career services you offer?

Higher School of Economics National Research University -

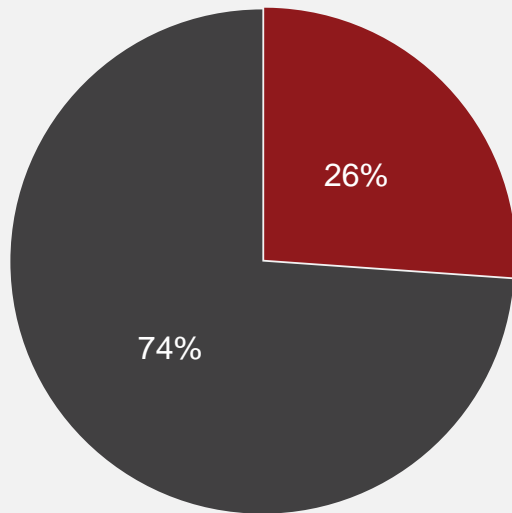


- Share of students using one or more career services at their university
- Share of students not using any career service at their university

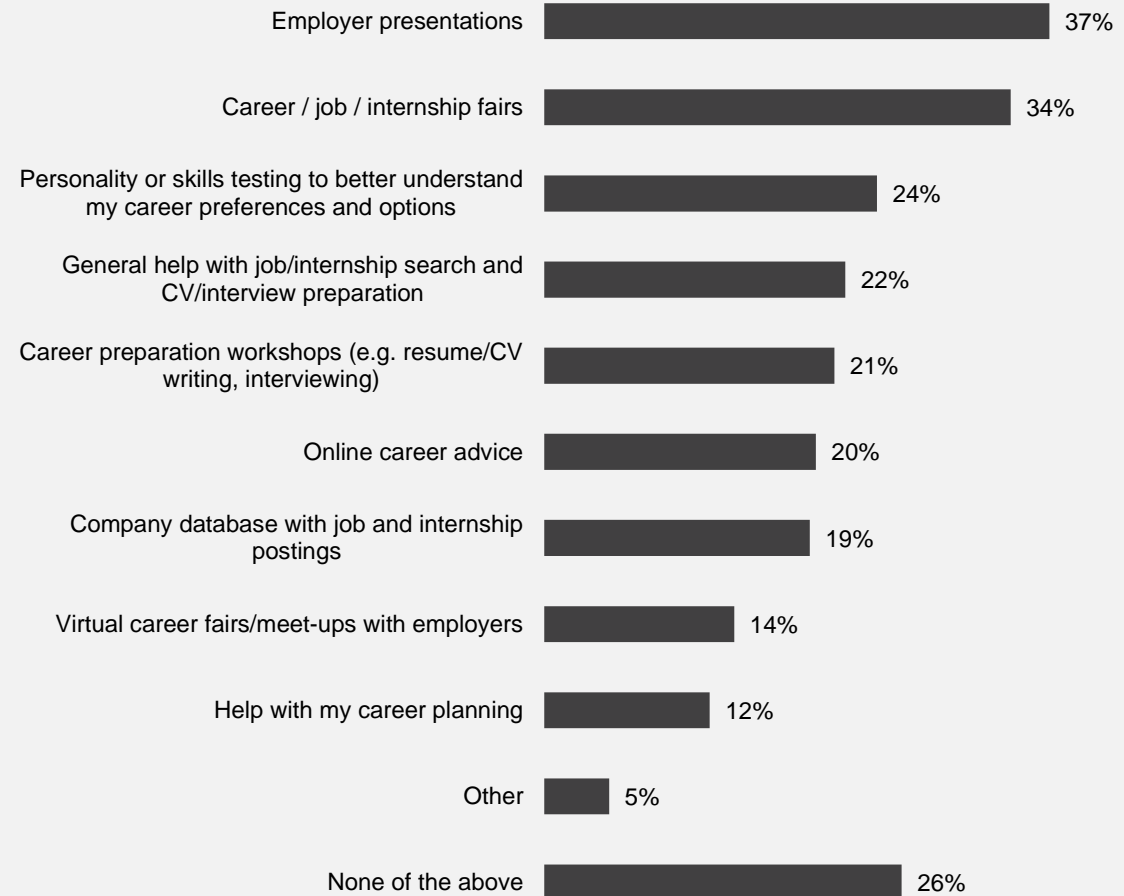


General usage of career services

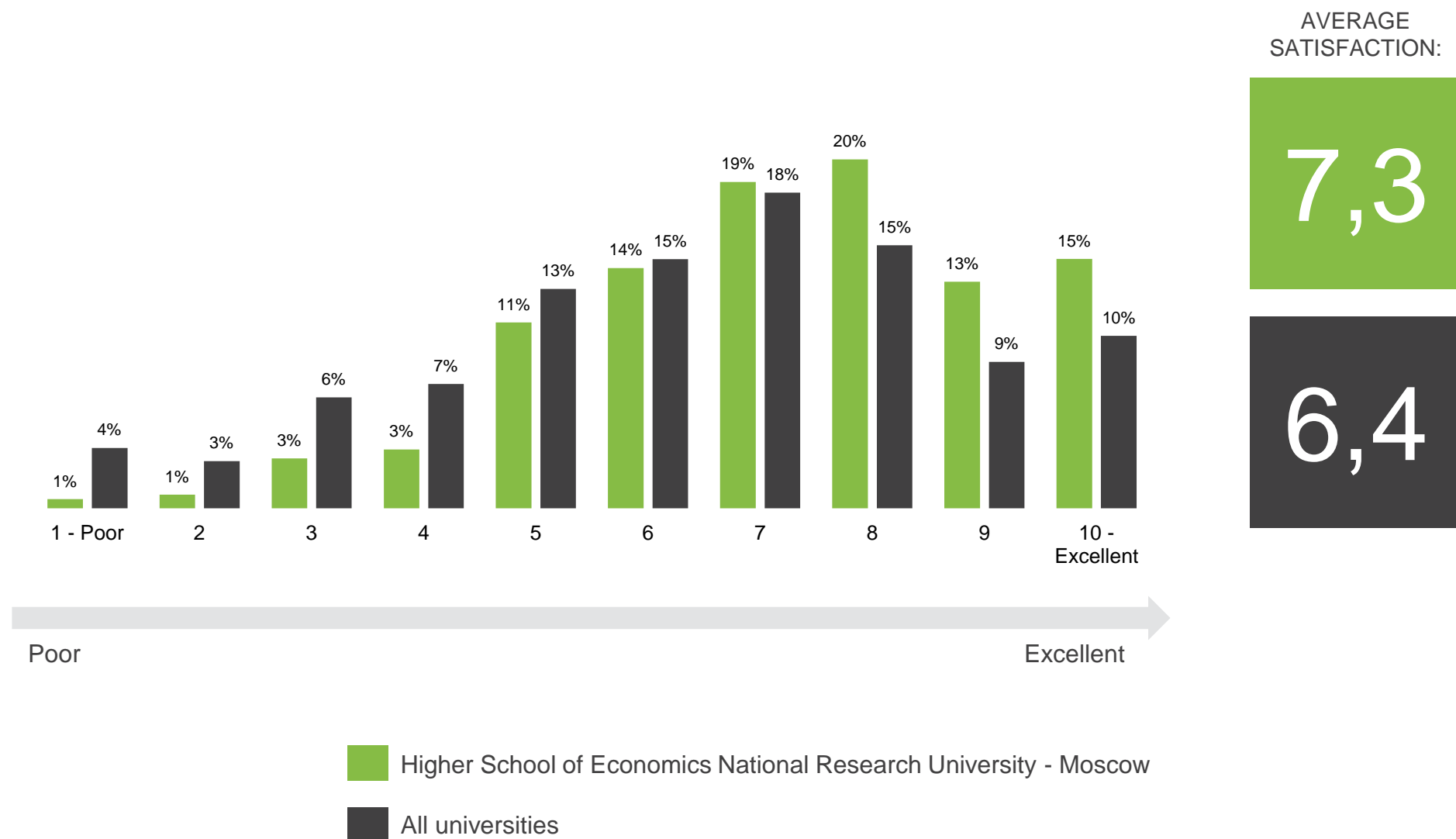
All universities



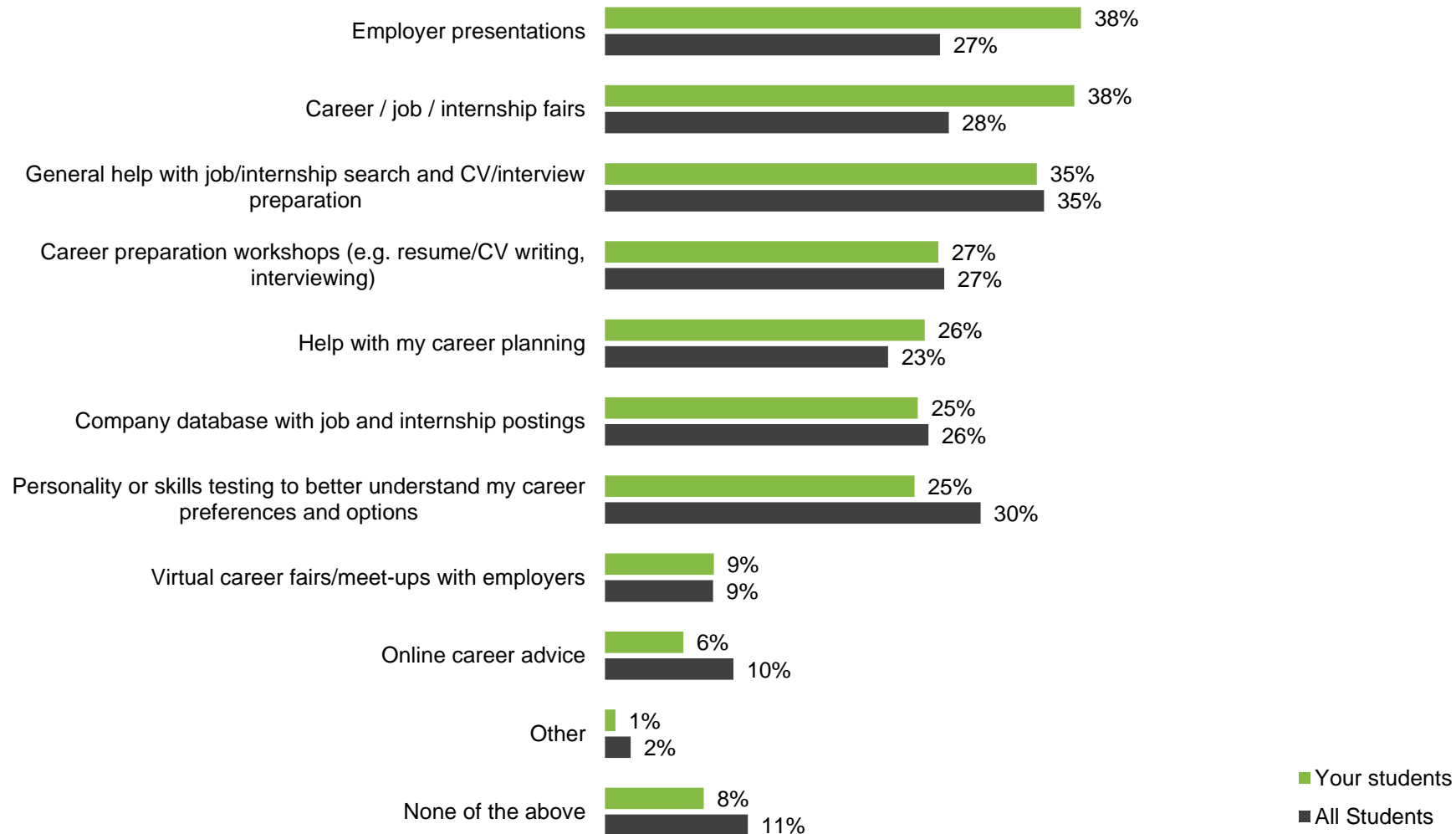
- Share of students using one or more career services at their university
- Share of students not using any career service at their university



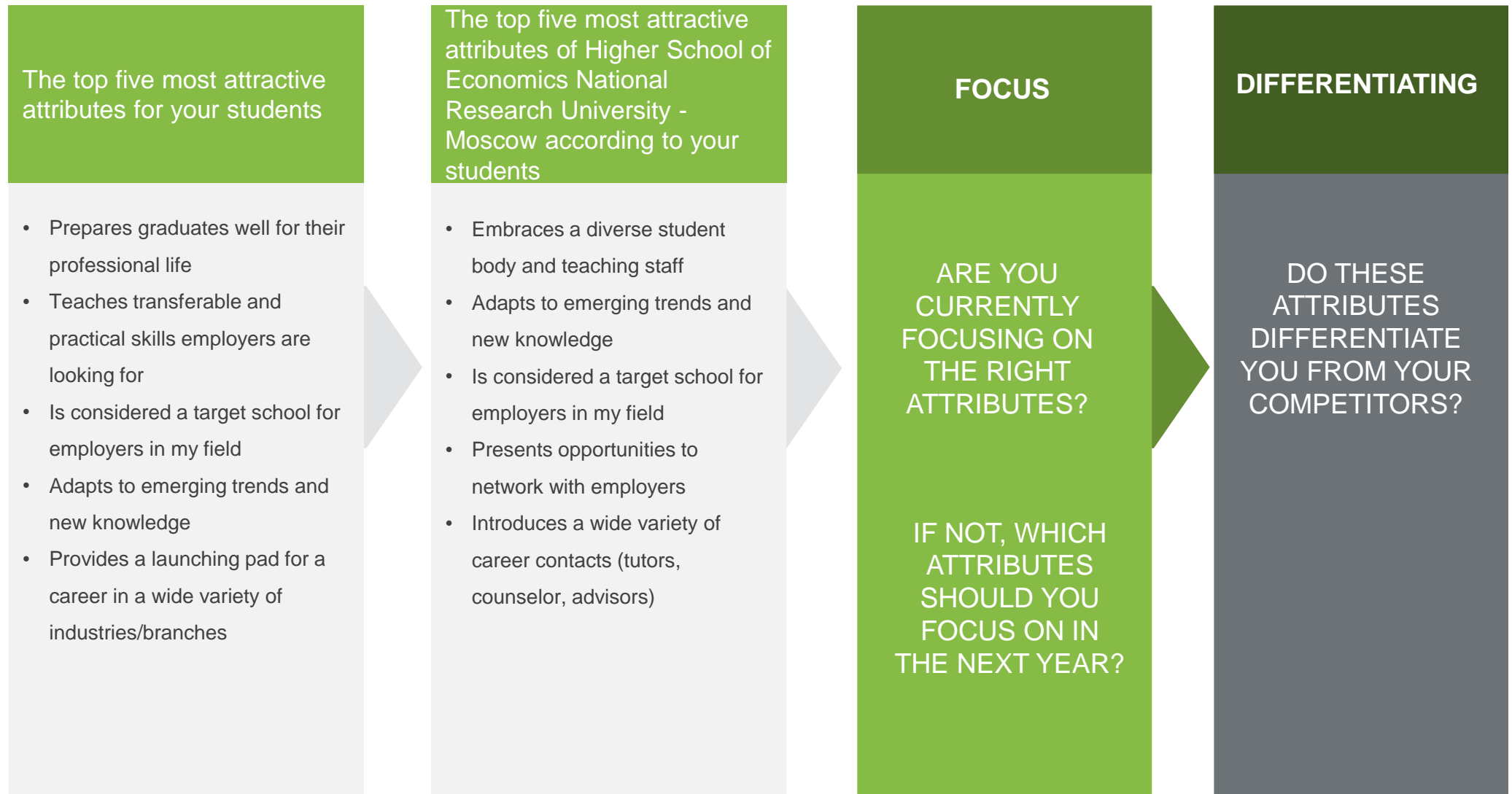
How satisfied are your students with the career services you offer?



Which are the most important career services to your students?



Next steps for your strategy?





universum

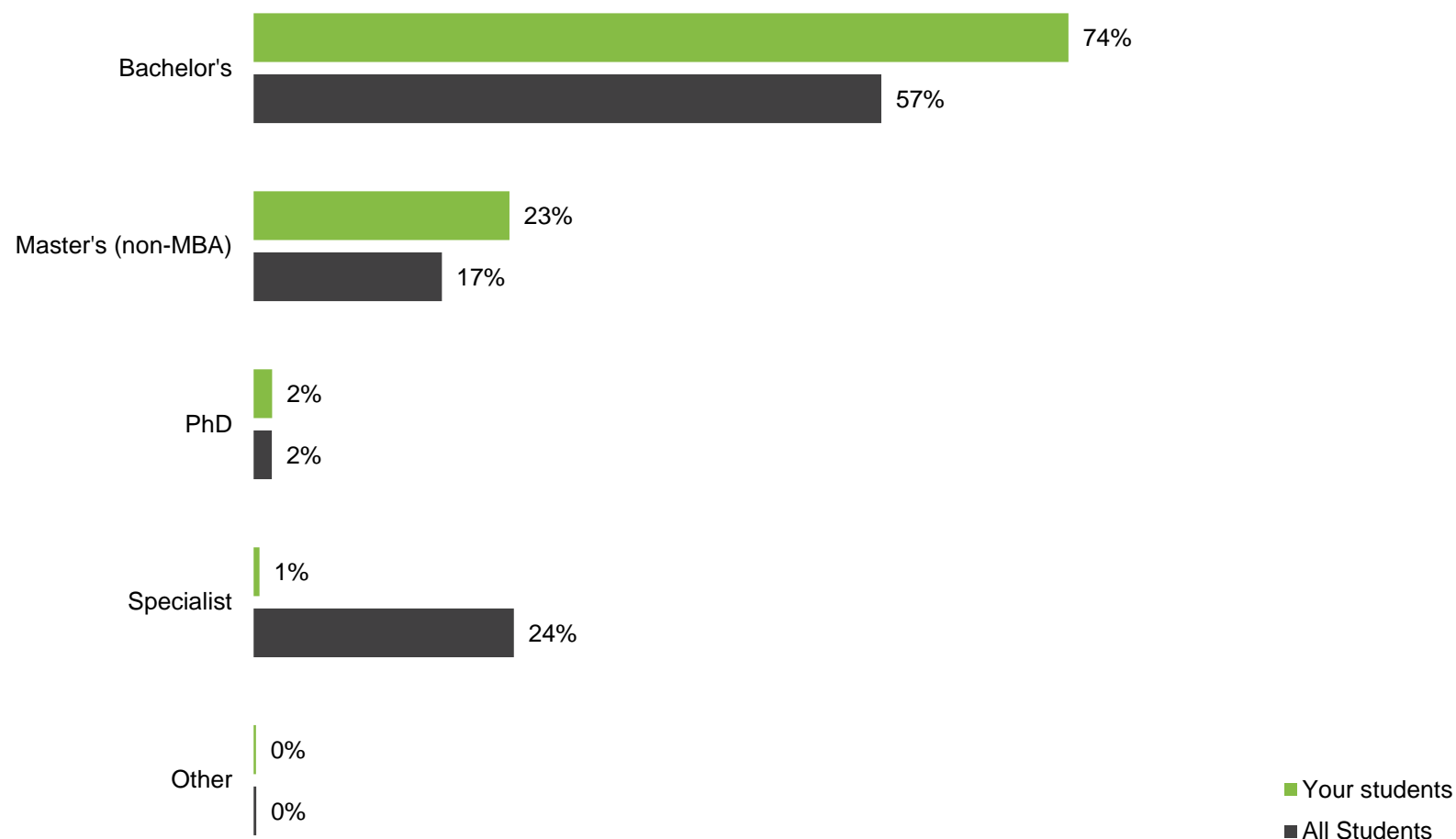
THANK YOU!

Are you INTERESTED
In getting MORE insights about
students, alumni or employers?

APPENDIX

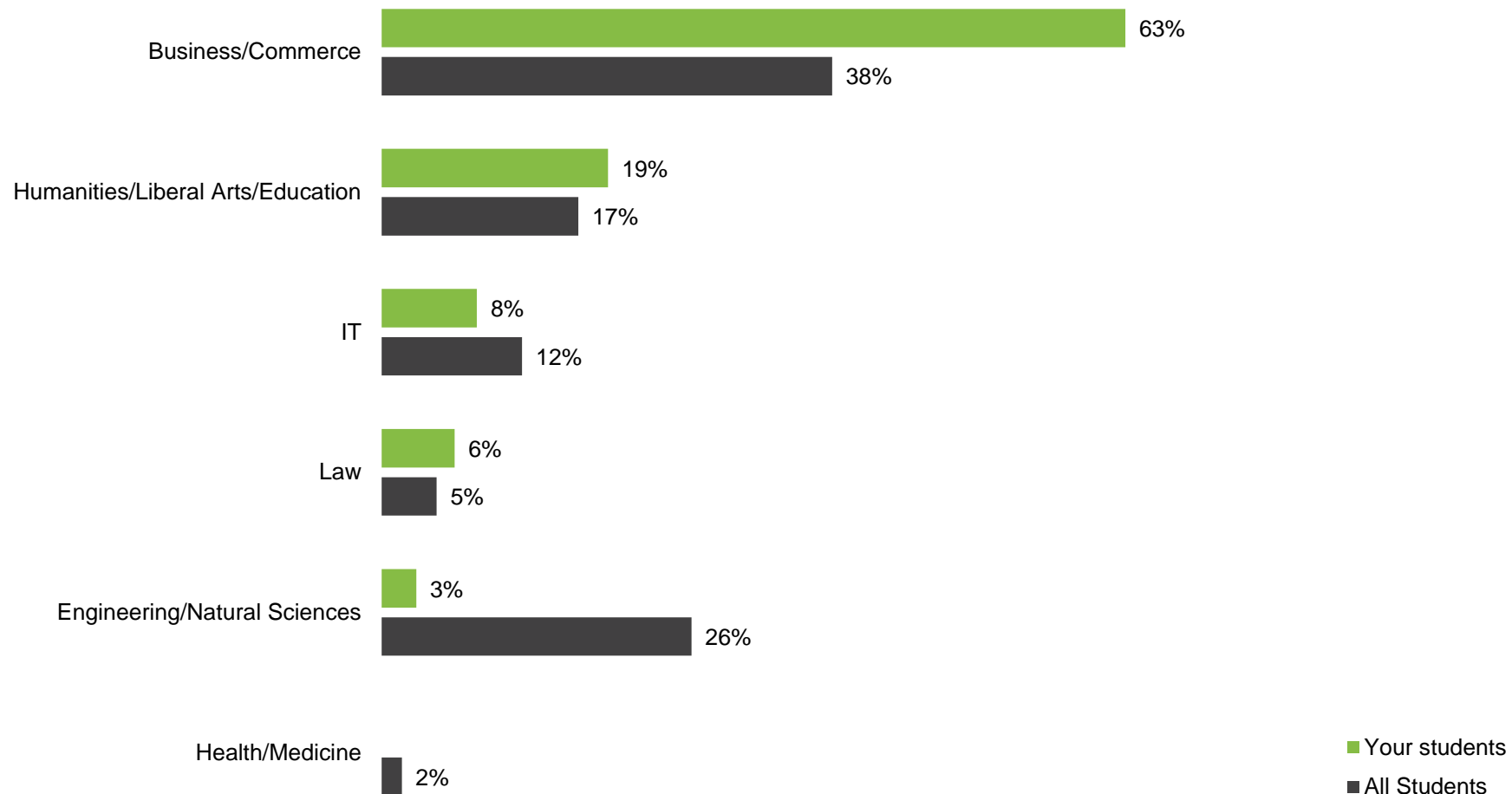
- Highest qualification
- Main field of study
- Educational institutions
- Area of study
- Employer rankings
- Importance of attributes for all four drivers of employer attractiveness

Highest qualification



- What qualification or degree are you currently pursuing? (students)
- What is your highest qualification or degree? (professionals)

Main field of study



- What is your main field of study? (students)
- What was your main field of study? (professionals)

Educational institutions (1/3)

All Students

University	All Students	University	All Students
Higher School of Economics National Research University - Moscow	4%	National Research Irkutsk State Technical University	1%
Saint Petersburg State University of Economics	3%	The State University of Management	1%
Far Eastern Federal University	3%	Samara State Technical University	1%
Bashkir State University	3%	St. Petersburg State University	1%
Lomonosov Moscow State University, MGU	3%	Baumann Moscow State Technical University	1%
Southern Federal University	3%	Perm National Research Polytechnic University	1%
Financial University under the government of the Russian Federation	2%	Moscow State University of Mechanical Engineering (MAMI)	1%
Peoples' Friendship University of Russia	2%	Kuban State Technological University	1%
National Research South Ural State University	2%	Nizhny Novgorod State Technical University named after R.E. Alekseev	1%
Plekhanov Russian University of Economics	2%	Higher School of Economics - National Research University (Nizhny Novgorod)	1%
Siberian Federal University	2%	Vladimir State University named after Alexander and Nikoley Stoletovs	1%
Kazan (Volga Region) Federal University	2%	Voronezh State University	1%
Moscow Aviation Institute (State University of Aerospace Technologies)	2%	National Research Nuclear University (MEPhI)	1%
The Russian Presidential Academy of National Economy and Public Administration	2%	Kuban State University	1%
Moscow State University of Railway Engineering	2%	National University of Science and Technology (MISIS)	1%
Ural Federal University named after the First President of Russia B.N. Yeltsin	1%	St. Petersburg State Polytechnical University	1%



- Which educational institution do you attend? (students)
- Which educational institution did you mainly attend? (professionals)

Educational institutions (2/3)

All Students

University	All Students	University	All Students
Moscow State University of Food Production	1%	National Research University of Electronic Technology	1%
Samara State University of Economics	1%	Higher School of Economics St.Petersburg	1%
Gubkin Russian State University of Oil and Gas	1%	Lobachevsky State University of Nizhny Novgorod National Research University	1%
Ural State University of Economics	1%	National Research Tomsk Polytechnic University	1%
St. Petersburg State Transport University	1%	Perm State University	1%
National Research University Moscow Power Engineering Institute (MPEI)	1%	The Russian Foreign Trade Academy of The Ministry of Economics Development	1%
Moscow State Technical University of Radiotechnics, Electronics and Automatics	1%	Ulyanovsk State University	1%
Novosibirsk State University	1%	Omsk F.M. Dostoevsky State University	1%
Moscow State University of Economics, Statistics and Informatics	1%	Mordovia State University by name of Ogareva N.P.	1%
Novosibirsk State Technical University	1%	Petrozavodsk State University	1%
Chelyabinsk State University	1%	The Bonch-Bruевич St. Petersburg State University of Telecommunications	1%
National Research Tomsk State University	1%	Moscow State University of equipment and IT	1%
Altay State Technical University	1%	Mendeleev University of Chemical Technology	1%
Saratov State Technical University	1%	Academy of Budget and Treasury	0%
Kemerovo State University	1%	National Mineral Resources University	0%
The Moscow State Institute of International Relations (MGIMO-University)	1%	St. Petersburg National Research University of Information Technologies, Mechanics and Optics	0%



- Which educational institution do you attend? (students)
- Which educational institution did you mainly attend? (professionals)

Educational institutions (3/3)

All Students

University	All Students	University	All Students
St. Petersburg State University of Aerospace Instrumentation	0%	St. Petersburg State Electrotechnical University "LETI"	0%
Moscow State Linguistic University (MSLU)	0%	State Technical University - MADI	0%
Russian State University of Tourism and Service	0%	Moscow State Technological Institute STANKIN	0%
Moscow Institute of Physics and Technology State University (MIPT)	0%	International Banking Institute	0%
Ulyanovsk State Technical University	0%	Russian State Geological Prospecting University	0%
Ufa State Petroleum Technological University	0%	St.Petersburg State University Graduate School of Management	0%
Ivanovo State Power Engineering University	0%	Cherepovets State University	0%
Voronezh State Technical University	0%	Novosibirsk State Agricultural University	0%
New Economic School	0%	Moscow State University of Applied Bioengineering	0%
Moscow State University of Civil Engineering (IISS)	0%	Murmansk State Technical University	0%
Moscow Technical University of Communications and Informatics	0%	Penza State Technological University	0%
Tula State University	0%	Penza State University	0%
Moscow State Agro- Engineering University named after V.P.Goryachkin	0%	Skolkovo Institute of Science and Technology (Skoltech)	0%
Ufa State Aviation Technical University	0%	Moscow State Open University	0%
Ivanovo state University	0%	Skolkovo Moscow School of Management	0%
Moscow State Mining University	0%	Other	18%
Ulyanovsk State Agricultural Academy	0%		



- Which educational institution do you attend? (students)
- Which educational institution did you mainly attend? (professionals)

Areas of study

All Students | Business (1/1)

Area of study	All Students	Area of study	All Students
Economics	26%	Logistics	5%
Management	24%	Communication/Advertising/PR	4%
Finance/Banking	21%	Tourism Management	4%
Accounting/Auditing/Taxation	14%	Sales	3%
Marketing	11%	Crisis management	2%
World economy	9%	Quality management	2%
Human Resources Management	7%	Information Management	2%
International Business	6%	Customs affairs	2%
Econometrics/Mathematical modelling in economics/Statistics	6%	Business Administration	2%
Entrepreneurship	6%	Real Estate	1%
Public Administration	5%	Other Business	8%



Areas of study

All Students | Engineering (1/1)

Area of study	All Students	Area of study	All Students
Construction/architecture	14%	Thermal engineering	5%
Machine/mechanical engineering	11%	Telecommunications	5%
Oil and gas engineering	10%	Materials science/materials technology	4%
Power engineering	9%	Mining engineering	4%
Electrical/electronic engineering	9%	Civil engineering	3%
Aeronautics/aerospace engineering	9%	Metallurgical Engineering	3%
Automation Engineering	8%	Biological engineering/biological technology	3%
Process technology	7%	Environmental engineering	3%
Industrial engineering and management	7%	Nuclear engineering	2%
Transport	6%	Personal and social safety	2%
Chemical engineering	5%	Other Engineering	11%



Areas of study

All Students | IT (1/1)

Area of study	All Students	Area of study	All Students
Information Systems	48%	Artificial Intelligence	10%
Software Engineering	39%	Business Computing Systems	6%
Computer Science	25%	e-Business Systems	4%
Information Systems Security	23%	Electronic Publishing	1%
Business Systems Analysis and Design	17%	Other IT	10%
Information Management	10%		



• Please select your major(s)/main area(s) of study.

Areas of study

All Students | Natural Sciences (1/1)

Area of study	All Students	Area of study	All Students
Mathematical Sciences	34%	Ecology	16%
Physics	26%	Geology/Earth Sciences	11%
Chemistry	24%	Human Sciences	5%
Biological Science	18%	Other Natural Sciences	6%



Areas of study

All Students | Humanities (1/1)

Area of study	All Students	Area of study	All Students
Linguistics/Foreign Languages	29%	Creative Arts	10%
English/Literature	15%	Psychology	10%
International Relations	14%	Social Sciences	10%
Teaching/Education	14%	Political Science	8%
Communication	13%	Design	7%
History/Philosophy	12%	Other Humanities	16%



Areas of study

All Students | Law (1/1)

Area of study	All Students	Area of study	All Students
Civil law	57%	International Commercial Law	9%
Criminal Litigation	26%	Law and Property Valuation	3%
Constitutional law	21%	Media Law	2%
International Law	20%	Other Law	9%
Commercial Law	9%		



Areas of study

All Students | Health/Medicine (1/1)

Area of study	All Students	Area of study	All Students
Medicine	56%	Nursing/Nursery	2%
Pharmacy	10%	Physiotherapy	2%
Dental Medicine	9%	Other Health/Medicine	22%
Cosmetology	6%		



Considered Employer Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
Gazprom	1	47,20%	→ 0	L'Oréal Group	16	17,35%	↓ -2
Google	2	35,98%	→ 0	Lukoil	17	17,26%	→ 0
Rosneft Oil Company	3	30,29%	→ 0	Procter & Gamble (P&G)	18	16,77%	↓ -3
BMW Group	4	24,80%	↑ 2	KPMG	19	15,70%	↑ 6
Microsoft	5	24,64%	→ 0	IKEA	20	15,64%	↑ 2
Sberbank of Russia	6	22,80%	↓ -2	Samsung	21	15,19%	NEW -
Yandex	7	21,41%	↑ 1	Mars	22	14,82%	↓ -3
Volkswagen Group	8	20,41%	↓ -1	VTB24	23	14,75%	↓ -11
Transneft	9	20,07%	↑ 1	PwC	24	14,74%	↑ 3
Nestlé	10	19,39%	↑ 3	Nissan	25	14,67%	↓ -2
McKinsey & Company	11	18,89%	↑ 7	The Boston Consulting Group (BCG)	26	14,58%	↓ -2
Toyota	12	18,87%	↓ -1	VTB Bank	27	14,54%	NEW -
Coca-Cola	13	18,35%	↓ -4	Johnson & Johnson	28	14,05%	↓ -2
Unilever	14	17,63%	↑ 2	AlfaBank	29	13,85%	↓ -9
EY (Ernst & Young)	15	17,36%	↑ 14	PepsiCo	30	13,01%	↑ 2

Considered Employer Ranking | Top 30

All Students | Engineering/Natural Sciences

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
Gazprom	1	44,91%	→ 0	Nissan	16	11,89%	↓ -1
Rosneft Oil Company	2	32,01%	→ 0	Stroytransgaz	17	11,82%	↓ -6
Transneft	3	21,90%	→ 0	Russian Railways	18	10,84%	→ 0
Google	4	21,83%	→ 0	Samsung	19	10,70%	NEW -
Surgutneftegas	5	15,79%	→ 0	Siemens	20	10,29%	→ 0
Microsoft	6	15,49%	→ 0	MMC Norilsk Nickel	21	10,24%	↓ -7
Tatneft	7	15,44%	↑ 1	MOSENERGO	22	9,88%	↑ 2
Lukoil	8	14,07%	↓ -1	IBM	23	9,77%	↓ -1
BMW Group	9	13,95%	↑ 3	General Electric	24	9,58%	↑ 1
Yandex	10	13,37%	↑ 3	EUROSIBENERGO	25	9,19%	↑ 5
Rosatom	11	13,35%	↑ 8	Sberbank of Russia	26	8,97%	↓ -3
Volkswagen Group	12	12,82%	↓ -2	Volvo Group	27	8,41%	↓ -6
Toyota	13	12,81%	↓ -4	Shell	28	8,33%	→ 0
RUSNANO	14	12,33%	↑ 2	Nestlé	29	7,88%	↑ 9
Intel	15	11,92%	↑ 2	Philips	30	7,68%	↑ 7

Considered Employer Ranking | Top 30

All Students | IT

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
Google	1	62,10%	→ 0	ABBYY	16	15,67%	NEW -
Yandex	2	54,07%	→ 0	BMW Group	17	14,93%	↑ 5
Microsoft	3	50,07%	→ 0	Toyota	18	14,86%	↓ -1
Intel	4	37,00%	↑ 1	VTB24	19	14,25%	↓ -5
Gazprom	5	35,30%	↓ -1	Volkswagen Group	20	13,51%	→ 0
IBM	6	33,55%	→ 0	Rostelecom	21	13,16%	↓ -5
Kaspersky Lab	7	27,34%	→ 0	Transneft	22	13,04%	↓ -1
Samsung	8	27,02%	NEW -	Nissan	23	12,26%	↑ 4
Mail.Ru	9	26,30%	↓ -1	MegaFon	24	12,17%	↓ -6
Sberbank of Russia	10	24,08%	↓ -1	Siemens	25	11,29%	↑ 1
Lenovo	11	22,86%	↑ 2	Philips	26	11,02%	↑ 4
Rosneft Oil Company	12	21,45%	↓ -1	AlfaBank	27	10,93%	↓ -4
HP	13	19,94%	↓ -1	Volvo Group	28	10,07%	↑ 3
Cisco Systems	14	17,86%	↓ -4	Russian Railways	29	9,90%	↓ -10
Nokia	15	17,25%	→ 0	RUSNANO	30	9,79%	↑ 2

Ideal Employer Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
Gazprom	1	34,39%	→ 0	Nestlé	16	6,14%	↑ 7
Google	2	23,12%	→ 0	PwC	17	6,11%	↓ -2
Rosneft Oil Company	3	14,51%	↑ 1	The Boston Consulting Group (BCG)	18	5,83%	↓ -2
BMW Group	4	12,15%	↑ 1	Lukoil	19	5,82%	↑ 6
Sberbank of Russia	5	12,04%	↓ -2	Coca-Cola	20	5,81%	↓ -8
Microsoft	6	10,67%	→ 0	Mars	21	5,58%	↓ -3
McKinsey & Company	7	10,47%	↑ 1	IKEA	22	5,51%	↑ 2
EY (Ernst & Young)	8	8,10%	↑ 13	Toyota	23	5,02%	↓ -6
L'Oréal Group	9	7,42%	↑ 2	Russian Railways	24	4,82%	↓ -2
Volkswagen Group	10	7,30%	↓ -3	Moscow Exchange MICEX-RTS	25	4,31%	NEW -
Unilever	11	7,21%	↓ -1	LVMH	26	4,27%	↑ 9
Yandex	12	7,19%	↓ -3	Goldman Sachs	27	4,26%	→ 0
KPMG	13	6,86%	↑ 6	AlfaBank	28	3,94%	↓ -2
Transneft	14	6,28%	↑ 6	J.P. Morgan	29	3,93%	↑ 2
Procter & Gamble (P&G)	15	6,22%	↓ -1	VTB24	30	3,91%	↓ -17

Ideal Employer Ranking | Top 30

All Students | Engineering/Natural Sciences

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
Gazprom	1	34,64%	→ 0	MMC Norilsk Nickel	16	4,39%	↑ 1
Rosneft Oil Company	2	18,62%	→ 0	Siemens	17	4,28%	↓ -1
Google	3	15,63%	→ 0	Tatneft	18	4,07%	↑ 2
BMW Group	4	8,52%	↑ 3	Nissan	19	4,05%	↑ 5
Transneft	5	8,09%	↓ -1	Sberbank of Russia	20	3,91%	↓ -2
Microsoft	6	8,06%	→ 0	Shell	21	3,85%	↑ 4
Rosatom	7	7,31%	↑ 3	Samsung	22	3,82%	NEW -
Lukoil	8	6,59%	↓ -3	Stroytransgaz	23	3,79%	↓ -4
Yandex	9	6,50%	→ 0	IBM	24	3,63%	↓ -1
Volkswagen Group	10	6,13%	↓ -2	Nestlé	25	3,51%	↑ 9
Intel	11	5,95%	↑ 3	MOSENERGO	26	3,50%	↑ 1
RUSNANO	12	5,91%	↑ 3	General Electric	27	3,42%	↓ -5
Russian Railways	13	5,71%	↓ -1	Schlumberger	28	3,42%	↓ -7
Surgutneftegas	14	5,08%	↓ -3	EUROSIBENERGO	29	3,16%	↑ 1
Toyota	15	4,73%	↓ -2	McKinsey & Company	30	3,06%	↑ 11

Ideal Employer Ranking | Top 30

All Students | IT

Employer	Rank 2015	Percent 2015	Trend		Employer	Rank 2015	Percent 2015	Trend	
Google	1	52,33%	→	0	BMW Group	16	4,57%	↓	-3
Microsoft	2	35,33%	→	0	ABBYY	17	4,25%	NEW	-
Yandex	3	34,43%	→	0	Volkswagen Group	18	3,60%	↓	-3
Gazprom	4	21,17%	→	0	VTB24	19	3,48%	↓	-3
Intel	5	20,83%	→	0	SAP	20	3,37%	↑	1
IBM	6	16,08%	→	0	RUSNANO	21	3,15%	↑	16
Kaspersky Lab	7	11,21%	→	0	Toyota	22	3,00%	→	0
Sberbank of Russia	8	9,56%	→	0	Rosatom	23	2,74%	↑	7
Mail.Ru	9	8,78%	↑	1	Russian Railways	24	2,61%	↓	-10
Samsung	10	7,92%	NEW	-	Transneft	25	2,54%	↓	-6
Rosneft Oil Company	11	6,97%	→	0	Rostelecom	26	2,48%	↓	-6
Cisco Systems	12	6,82%	↓	-3	MegaFon	27	2,47%	↓	-1
HP	13	5,57%	↓	-1	Deutsche Bank	28	2,10%	→	0
Lenovo	14	5,47%	↑	3	Lukoil	29	2,03%	↓	-4
Nokia	15	4,66%	↑	3	Nissan	30	1,92%	↑	10



• Now choose the 5 employers you most want to work for, your 5 Ideal Employers.

Potential Applicants' Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
Gazprom	1	8,49%	→ 0	Microsoft	16	1,61%	↑ 7
McKinsey & Company	2	4,31%	↑ 2	L'Oréal Group	17	1,53%	↑ 1
EY (Ernst & Young)	3	4,31%	↑ 7	Bain & Company	18	1,52%	↑ 3
Sberbank of Russia	4	4,23%	↓ -2	Nestlé	19	1,41%	↑ 7
Google	5	3,77%	→ 0	AlfaBank	20	1,39%	↓ -3
KPMG	6	3,29%	→ 0	J.P. Morgan	21	1,39%	↑ 4
Rosneft Oil Company	7	3,15%	↑ 1	Volkswagen Group	22	1,35%	↓ -6
PwC	8	2,83%	↓ -5	VTB Bank	23	1,31%	NEW -
Unilever	9	2,65%	↓ -2	Yandex	24	1,28%	↓ -5
Procter & Gamble (P&G)	10	2,49%	↑ 1	Coca-Cola	25	1,26%	↓ -5
The Boston Consulting Group (BCG)	11	2,30%	↑ 1	VTB24	26	1,23%	↓ -12
BMW Group	12	2,27%	↑ 1	Transneft	27	1,18%	↑ 5
Mars	13	2,20%	↓ -4	LVMH	28	1,10%	↑ 6
Lukoil	14	1,91%	↑ 13	Deloitte	29	1,10%	→ 0
Goldman Sachs	15	1,64%	→ 0	Russian Railways	30	1,04%	↓ -6

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

Potential Applicants' Ranking | Top 30

All Students | Engineering/Natural Sciences

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
Gazprom	1	14,28%	→ 0	Sberbank of Russia	16	1,52%	↑ 1
Rosneft Oil Company	2	7,64%	→ 0	Siemens	17	1,46%	↓ -5
Rosatom	3	3,89%	↑ 5	Tatneft	18	1,40%	↑ 2
Russian Railways	4	3,27%	↑ 5	Mars	19	1,38%	↑ 10
Lukoil	5	3,10%	↓ -2	The Boston Consulting Group (BCG)	20	1,38%	↑ 12
Transneft	6	2,70%	↓ -2	General Electric	21	1,33%	↓ -6
Google	7	2,44%	↓ -1	Unilever	22	1,14%	↑ 8
Schlumberger	8	2,25%	↓ -3	Microsoft	23	1,09%	↓ -1
McKinsey & Company	9	2,24%	↑ 15	Intel	24	1,06%	↑ 25
RUSNANO	10	2,02%	↑ 11	MMC Norilsk Nickel	25	1,03%	↓ -7
BMW Group	11	1,96%	↑ 3	Nestlé	26	1,02%	↑ 11
Surgutneftegas	12	1,83%	↓ -5	Toyota	27	1,02%	↓ -8
Volkswagen Group	13	1,82%	↓ -3	Procter & Gamble (P&G)	28	0,97%	↑ 26
Shell	14	1,65%	↓ -1	Coca-Cola	29	0,96%	↑ 15
Yandex	15	1,62%	↓ -4	MOSENERGO	30	0,94%	↓ -5

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

Potential Applicants' Ranking | Top 30

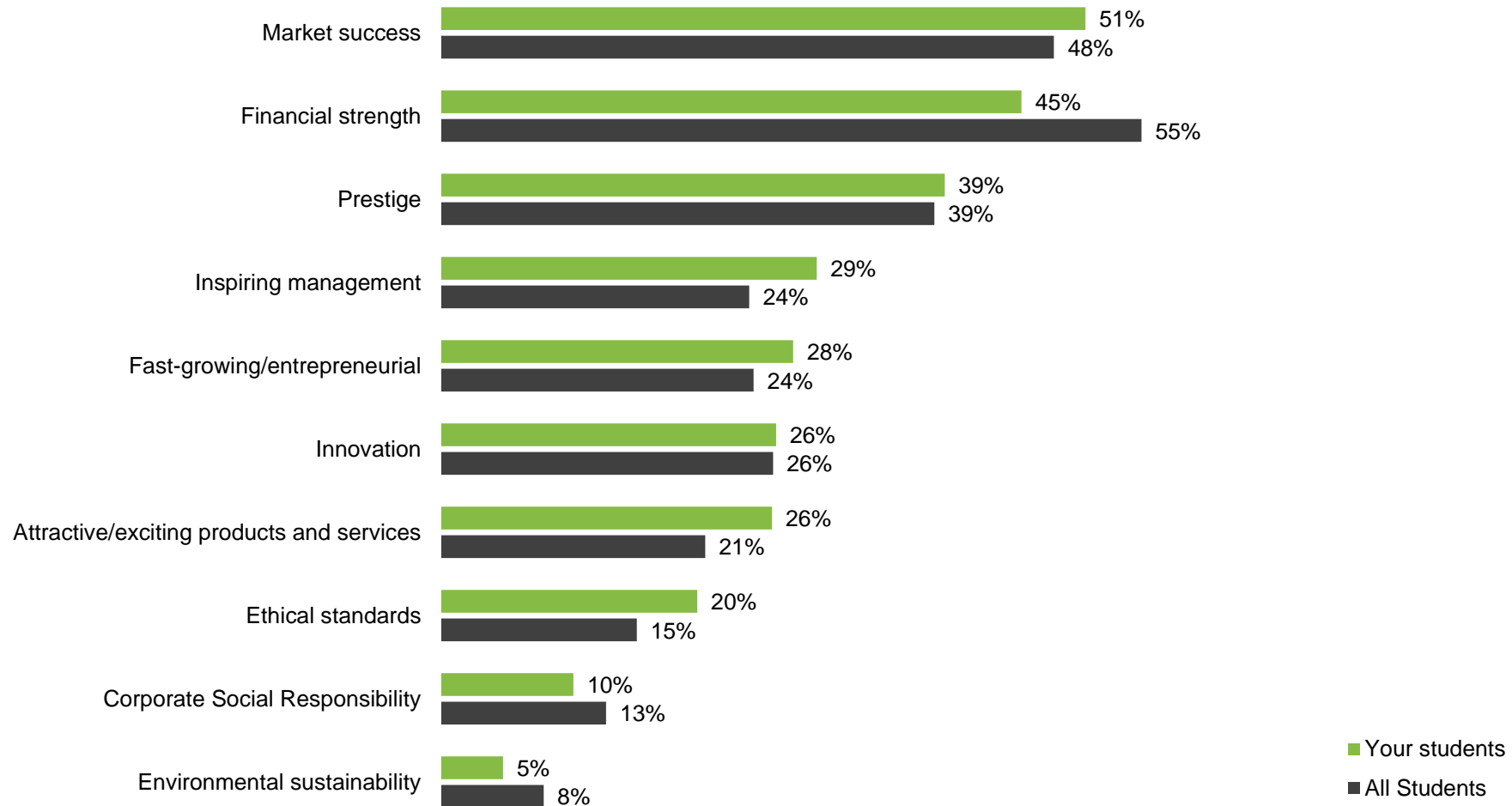
All Students | IT

Employer	Rank 2015	Percent 2015	Trend	Employer	Rank 2015	Percent 2015	Trend
Google	1	13,71%	→ 0	Rosatom	16	0,95%	↑ 9
Yandex	2	13,47%	→ 0	Volkswagen Group	17	0,92%	↑ 5
Microsoft	3	8,31%	→ 0	McKinsey & Company	18	0,89%	↑ 9
Gazprom	4	6,01%	→ 0	HP	19	0,88%	↓ -1
Kaspersky Lab	5	4,76%	↑ 2	Lenovo	20	0,88%	↓ -1
Intel	6	4,65%	↓ -1	AlfaBank	21	0,87%	↓ -1
Sberbank of Russia	7	3,71%	↑ 1	Russian Railways	22	0,83%	↓ -10
IBM	8	3,02%	↓ -2	BMW Group	23	0,82%	↓ -7
Mail.Ru	9	2,78%	→ 0	Rostelecom	24	0,78%	↓ -13
Rosneft Oil Company	10	1,71%	↑ 5	Mars	25	0,78%	↑ 5
ABBYY	11	1,65%	NEW -	MegaFon	26	0,72%	↑ 6
SAP	12	1,56%	↑ 2	General Electric	27	0,71%	↑ 10
VTB24	13	1,46%	↓ -3	VTB Capital	28	0,70%	↑ 34
Samsung	14	1,37%	NEW -	MTS	29	0,67%	↑ 2
Cisco Systems	15	1,01%	↓ -2	EY (Ernst & Young)	30	0,64%	↑ 33

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

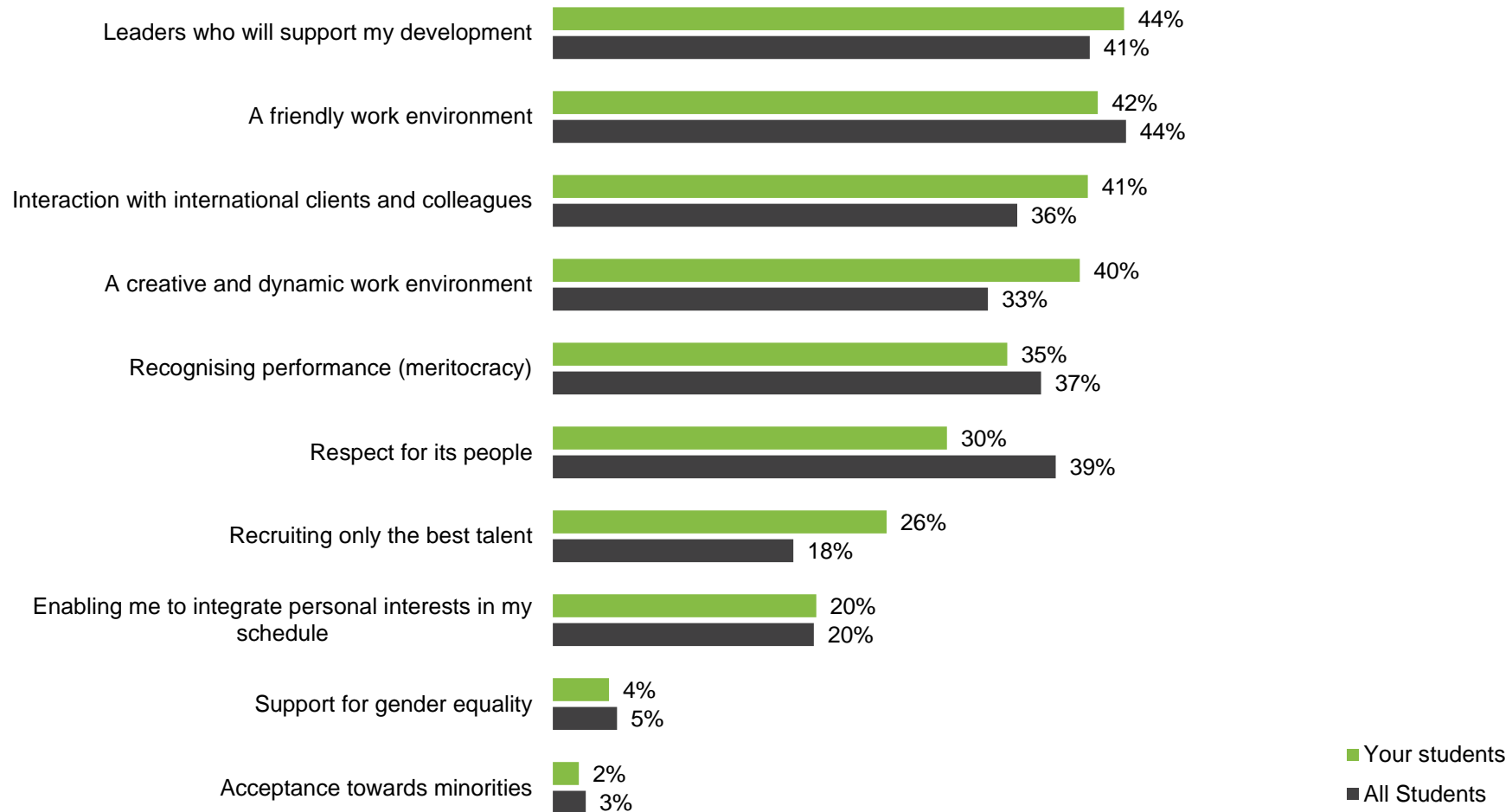
Employer Reputation & Image

Attractive attributes



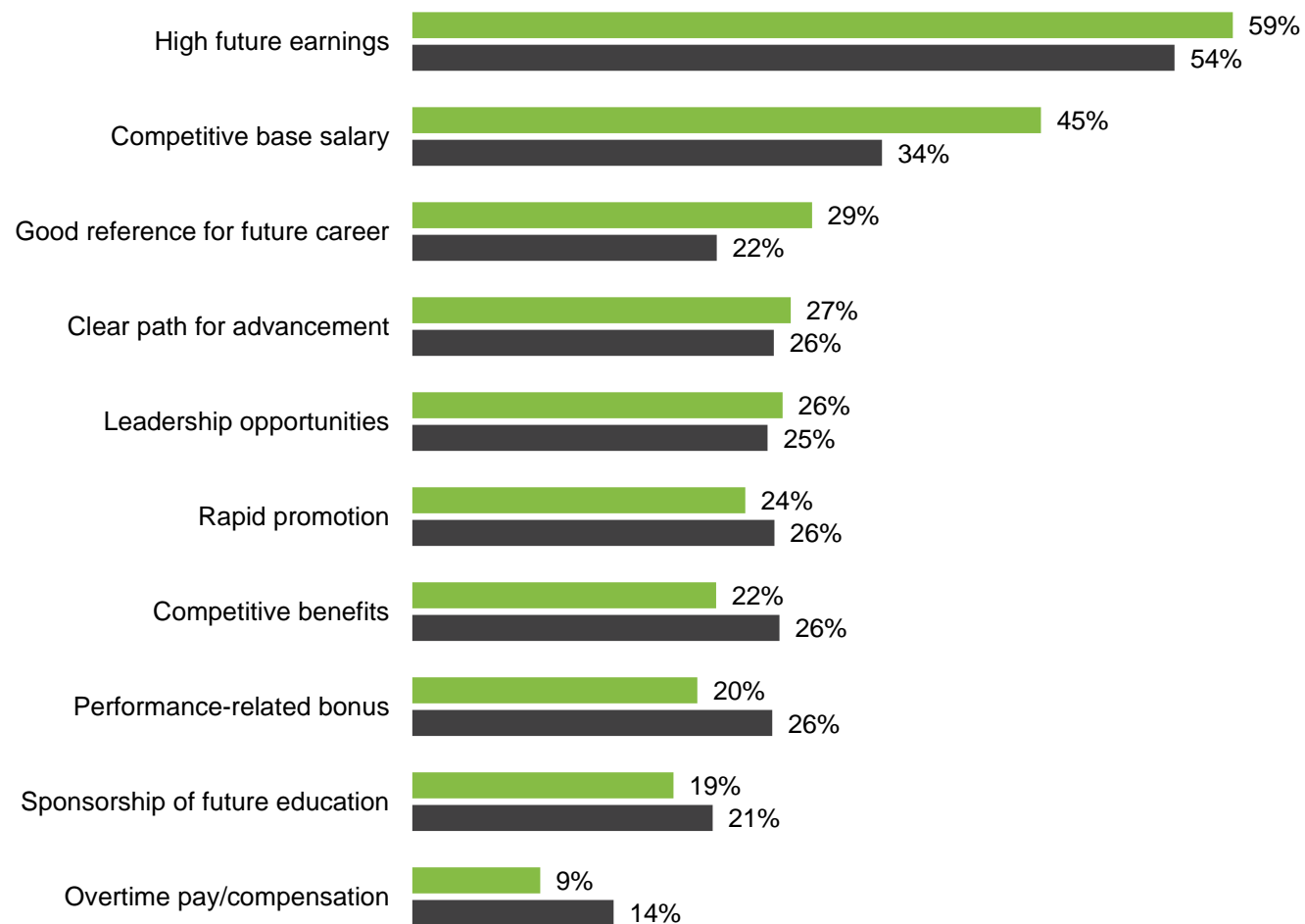
People & Culture

Attractive attributes



Remuneration & Advancement Opportunities

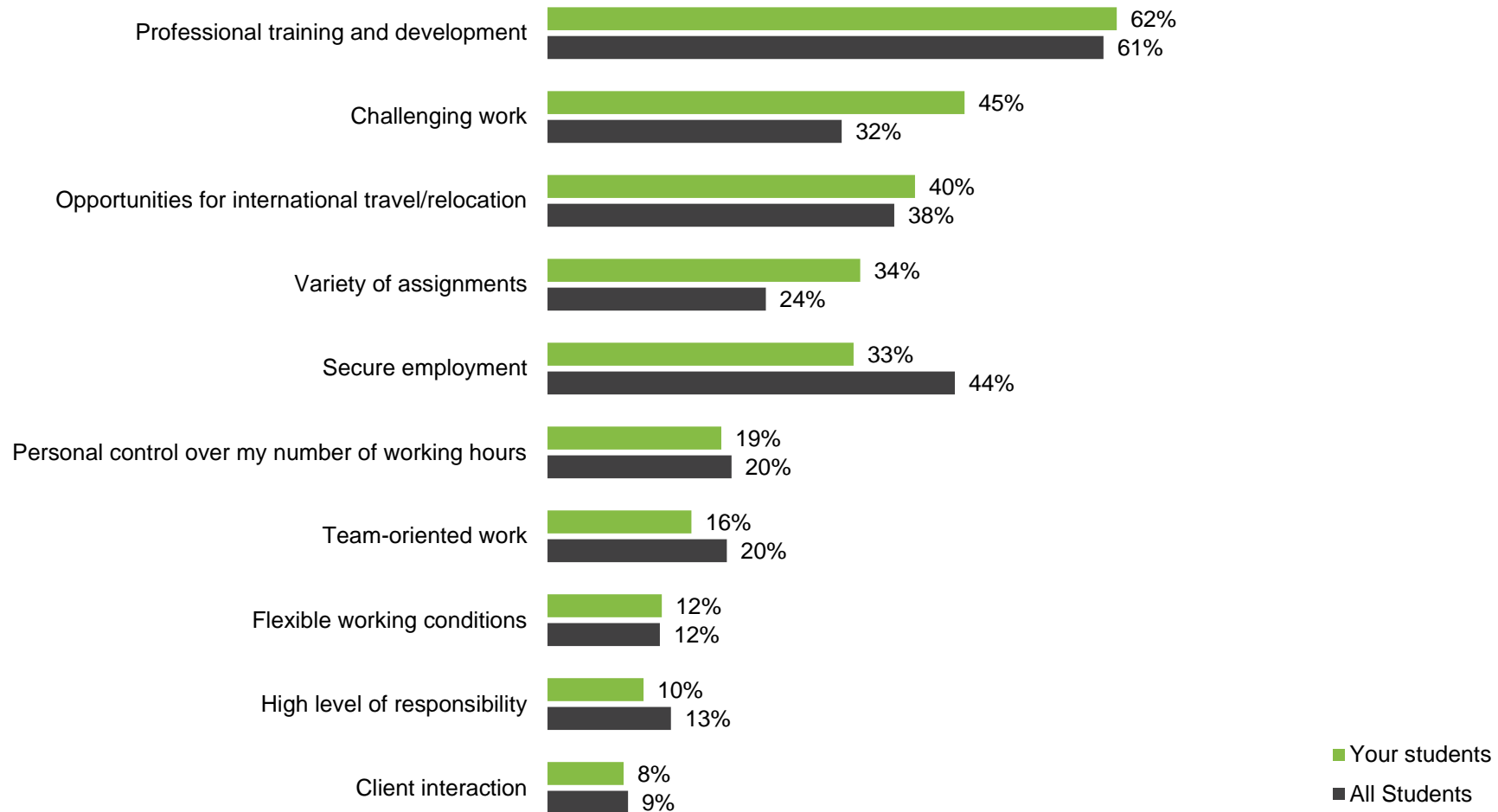
Attractive attributes



■ Your students
■ All Students

Job Characteristics

Attractive attributes



The background of the slide is composed of several overlapping, semi-transparent green triangles and polygons of various shades, creating a dynamic, abstract geometric pattern.

universum

THANK YOU!

Are you INTERESTED
In getting MORE insights about
students, alumni or employers?