

An aerial photograph of Moscow, Russia, featuring a mix of modern glass skyscrapers and older, more traditional buildings. A wide river, likely the Moskva River, flows through the city. The sky is bright with some clouds. Overlaid on the image are several semi-transparent geometric shapes: a large white triangle pointing downwards from the top left, and several thinner, translucent lines in shades of green and blue that crisscross the upper portion of the frame.

Universum Talent Research 2016

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

Russian Edition | Students | All main fields of study

Who We Are



Present in 60 countries with regional offices in New York City, Paris, Shanghai, Singapore and Stockholm.



Helping the world's leading organizations strengthen their Employer Brands for over 25 years.



Surveying more than 1.3 million career-seekers, partnering with thousands of universities and organizations.



Thought leaders in Employer Branding, publishing content on C-suite level subjects.



Serving more than 1 700 clients globally, including Fortune 100 companies.



Full service Employer Branding partner, taking clients from identifying challenges, engaging talent to measuring success.



Our Employer Branding content is published yearly in renowned media, e.g. WSJ, CNN, Le Monde, BusinessWeek.

Sample client list

Some of the world's most attractive employers



Universum in the Media

Universum Rankings and Thought leadership Publishers



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:

UNDERSTAND

The career preferences and expectations of students and alumni

IDENTIFY

The readiness for professional life of your students and alumni

ATTRACT

Relevant employers to visit campus

MANAGE

The brand perception and attractiveness of your college/university

What we cover in the report

- 1 EXECUTIVE SUMMARY
- 2 TALENT PROFILE
- 3 UNIVERSITY BRAND PERCEPTION
- 4 CAREER & EMPLOYER PREFERENCES

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

November 2015 to February 2016



Total number of
respondents in the survey

25 064

THIS REPORT

Number of respondents

GROUP 1

Your students

1 009

GROUP 2

All Students

25 064

Agenda

1

EXECUTIVE SUMMARY

Find a summary of your university brand perception and the profile, career and employer preferences of your students and the comparison groups.

Summary of your University Brand Perception (1/2)

ASSOCIATIONS BASED ON THE UNIVERSUM DRIVERS OF UNIVERSITY ATTRACTIVENESS

REPUTATION & IMAGE

1. Prestige
2. Highly ranked within its field
3. Successful alumni



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. International student body



EMPLOYABILITY & FUTURE OPPORTUNITIES

1. Good reference for future career and/or education
2. High employment among graduates
3. Opportunities to network with employers

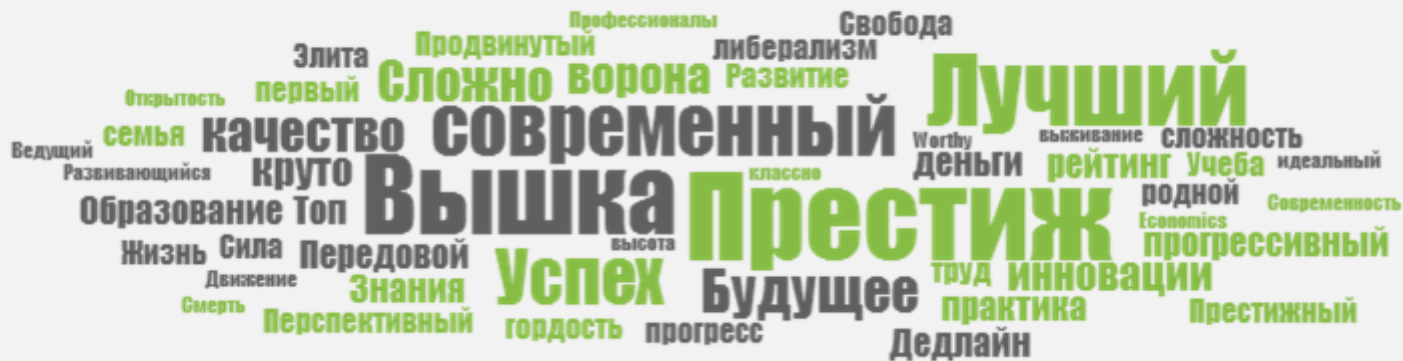


EDUCATIONAL OFFERING

1. Exceptional professors/lecturers
2. Challenging curriculum
3. Attractive/exciting programs and fields of study



TOP OF MIND ASSOCIATIONS



Summary of your University Brand Perception (2/2)

CONTINUE COMMUNICATING

REPUTATION & IMAGE

- ✓ Tradition of academic excellence
- ✓ Successful alumni
- ✓ Prestige
- ✓ Highly ranked within its field



CULTURE & STUDENT LIFE

- ✓ Social and recreational activities
- ✓ Friendly and open environment
- ✓ Creative and dynamic atmosphere



EMPLOYABILITY & FUTURE OPPORTUNITIES

- ✓ Teaches transferable and practical skills employers are looking for
- ✓ Opportunities to network with employers
- ✓ High employment among graduates
- ✓ Good reference for future career and/or education



EDUCATIONAL OFFERING

- ✓ Quality and variety of courses
- ✓ Exceptional professors/lecturers
- ✓ Challenging curriculum
- ✓ Attractive/exciting programs and fields of study



AVERAGE SATISFACTION

Higher School of
Economics National
Research University -
Moscow

8,3

All universities

7,6

Percentage of students who would choose to study at their current university if they were to make the choice again:

Higher School of
Economics National
Research University -
Moscow

66%

All universities

42%

General profile and summary of career preferences



Your students



TOP CAREER GOALS

1. To be competitively or intellectually challenged
2. To have work/life balance
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



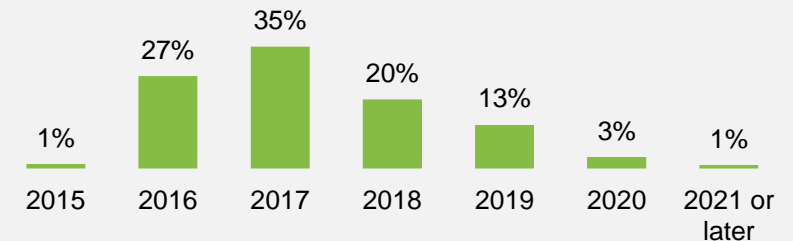
TOP 3 MOST PREFERRED INDUSTRIES

1. Management and Strategy Consulting
2. Media and Advertising
3. Software and Computer Services

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

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

YEAR OF GRADUATION DISTRIBUTION:



General profile and summary of career preferences



All Students



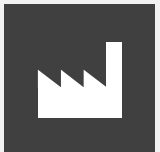
TOP CAREER GOALS

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



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

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



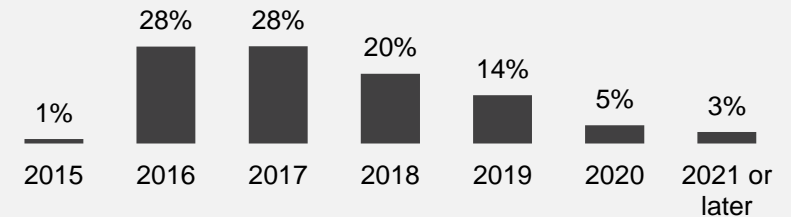
TOP 3 MOST PREFERRED INDUSTRIES

1. Public Sector and Governmental Agencies
2. Software and Computer Services
3. Media and Advertising

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

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

YEAR OF GRADUATION DISTRIBUTION:



Agenda

1

EXECUTIVE SUMMARY

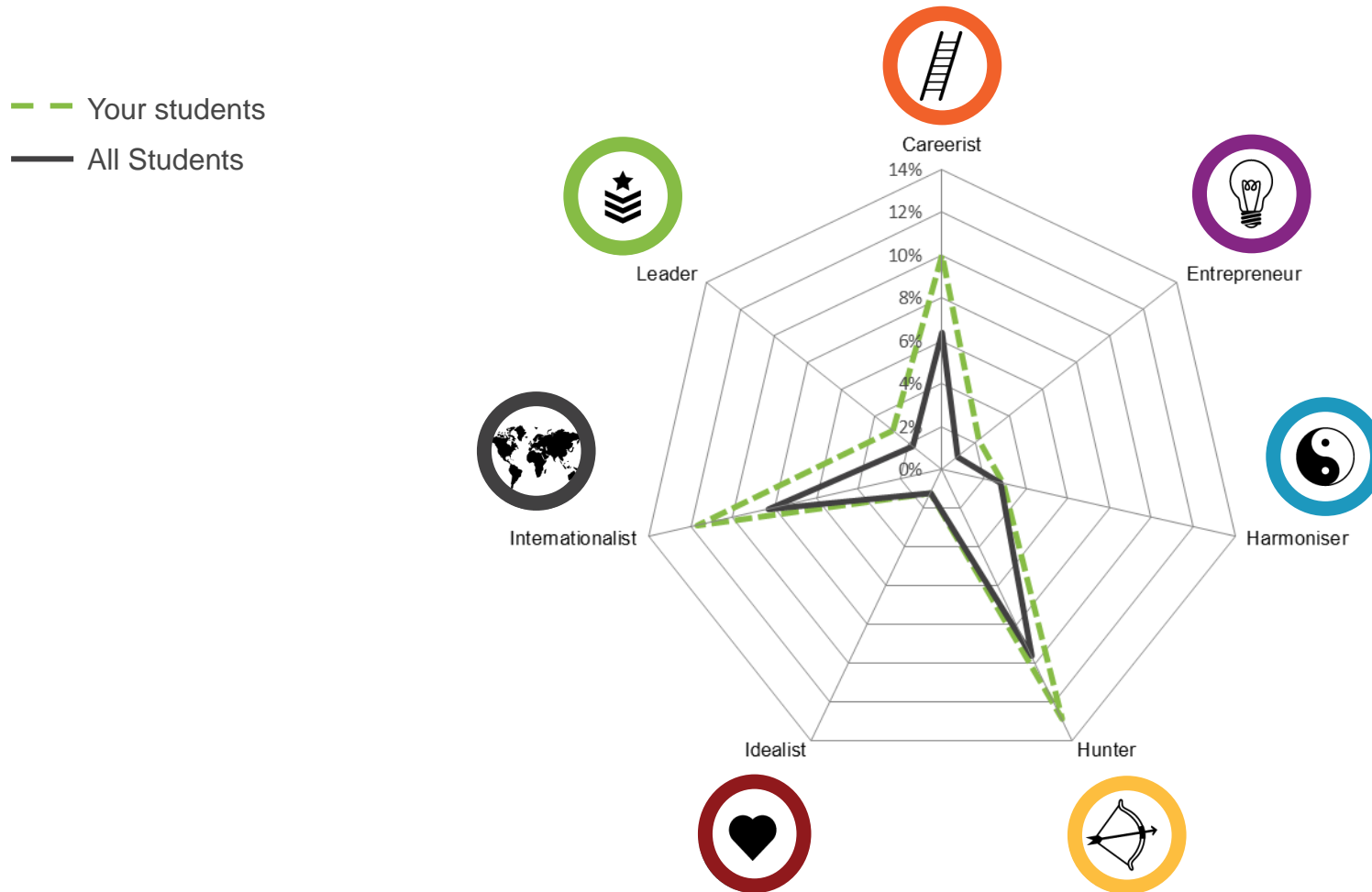
2

TALENT PROFILE

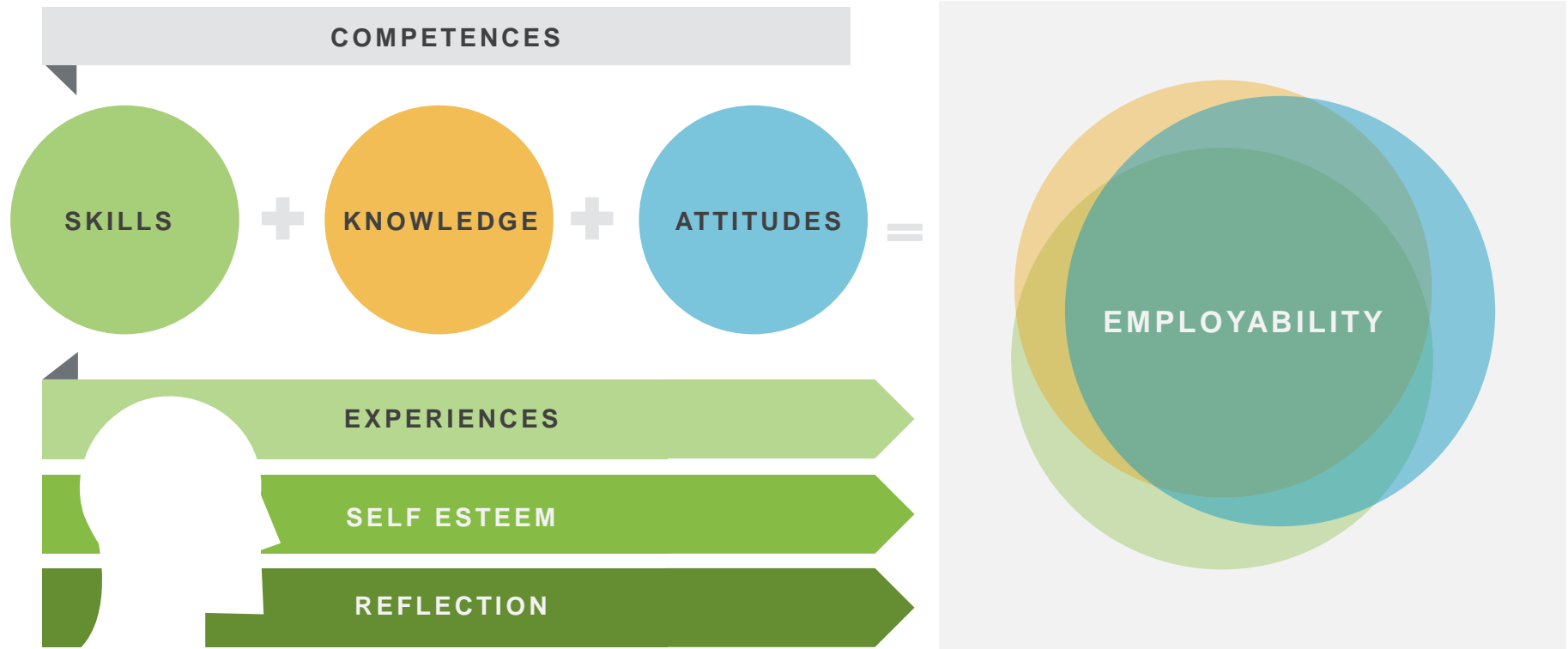
Find out, what kind of skills and mindset your students have and what separate them from the overall target group. These insights will help you improve the employability of your students and alumni by being able to communicate their unique value to employers.

The Universum Career Profiles

Distribution per target group



How we operationalize Employability in the Universum Talent Survey



12% of your students have an International Mindset

Internationalists



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

Your students



12%

All Students



8%

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*

3% of your students are particularly interested in Leadership

Leaders



Share of talent with
Leadership Potential
within the target group:

Your students



3%

All Students

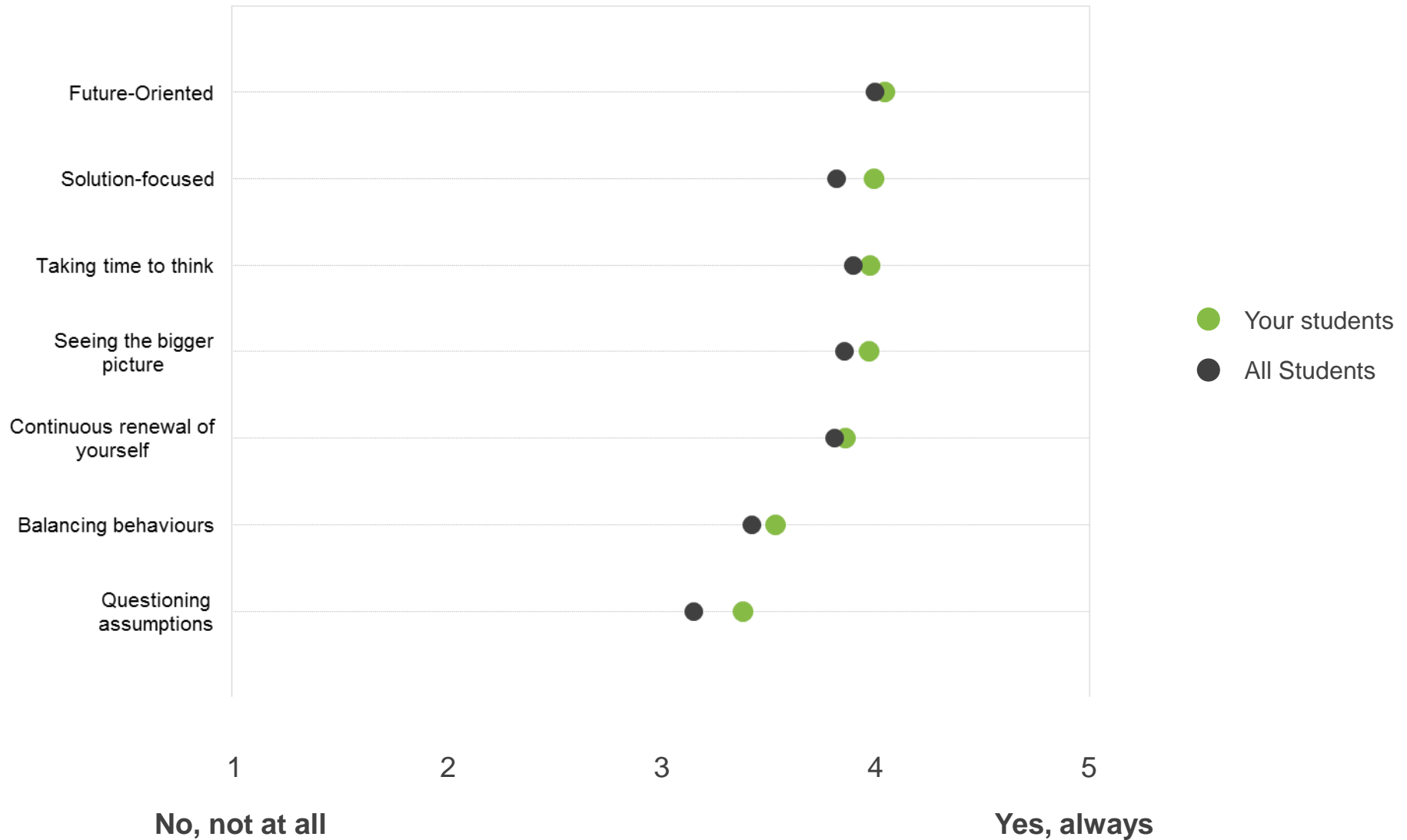


2%

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*

How talent's mindset differs between the target groups



32% of your students are confident in their personality skills

Skill confidence

Share of talent showing a high level of skill confidence:

Your students



32%

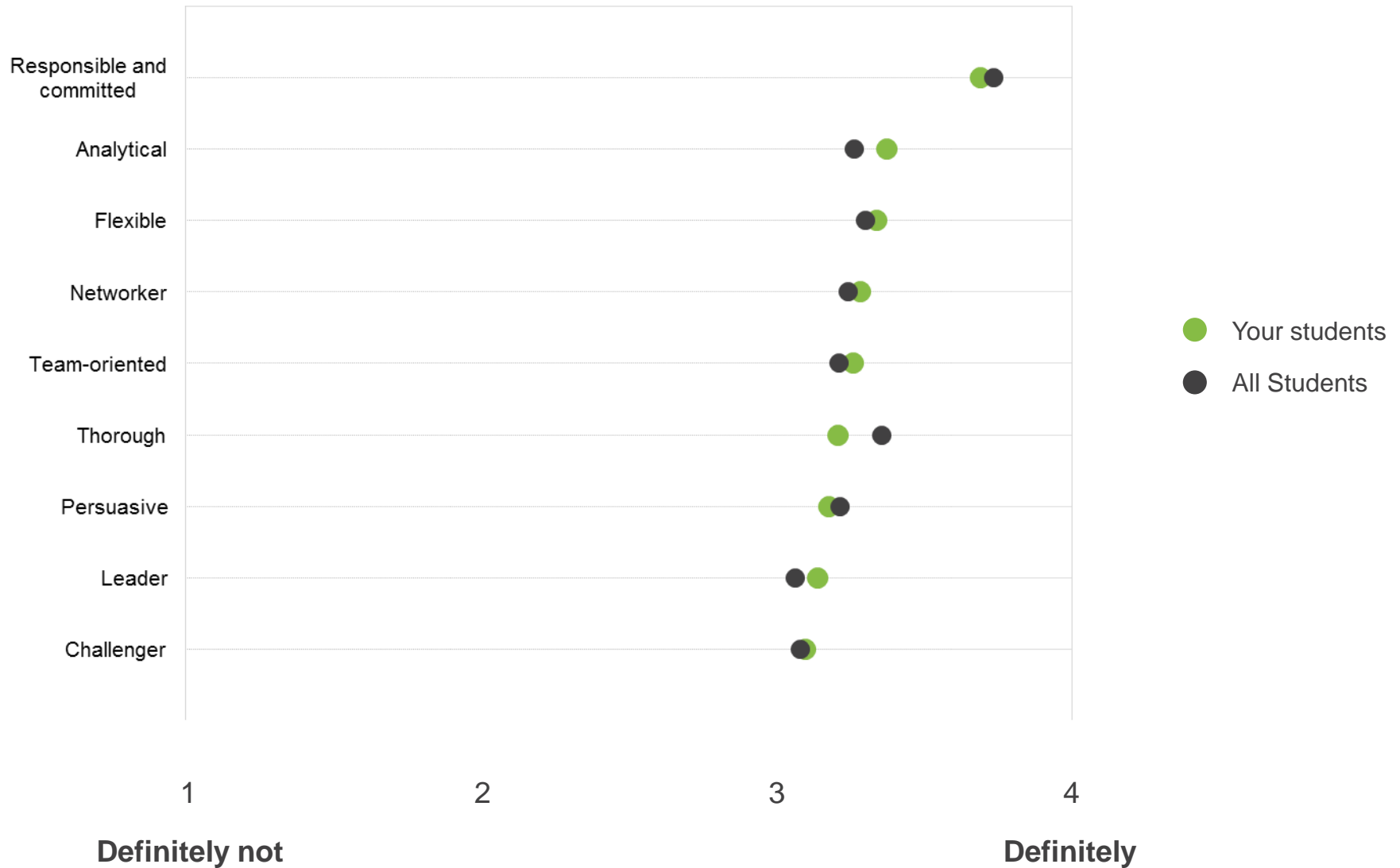
All Students



32%

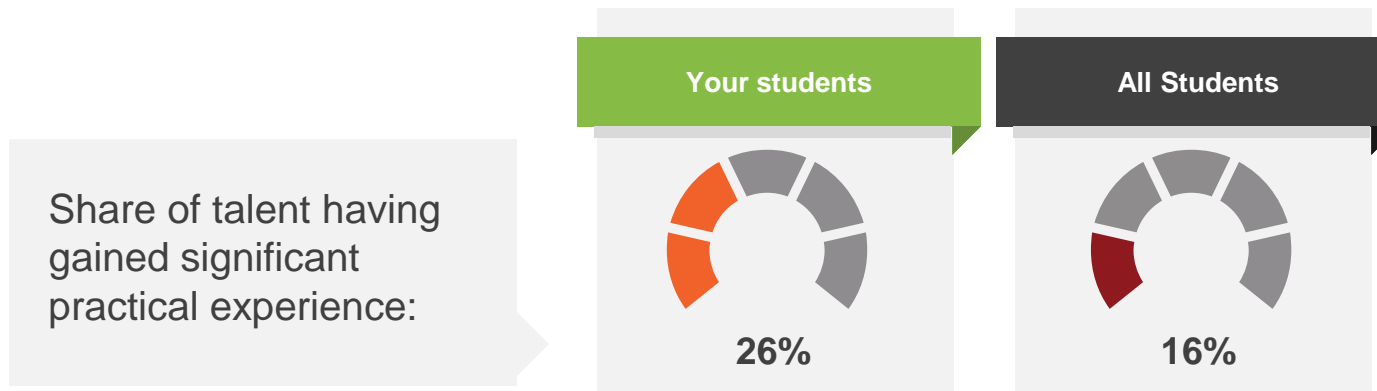
Self-esteem and having confidence into their own personality, soft-skills and experience is important for the employability of talent. Especially in presenting it to potential employers to gain, keep or find new employment when needed. See details on next slide.

Which personality skills describe each target group?



26% of your students have gained significant practical experience

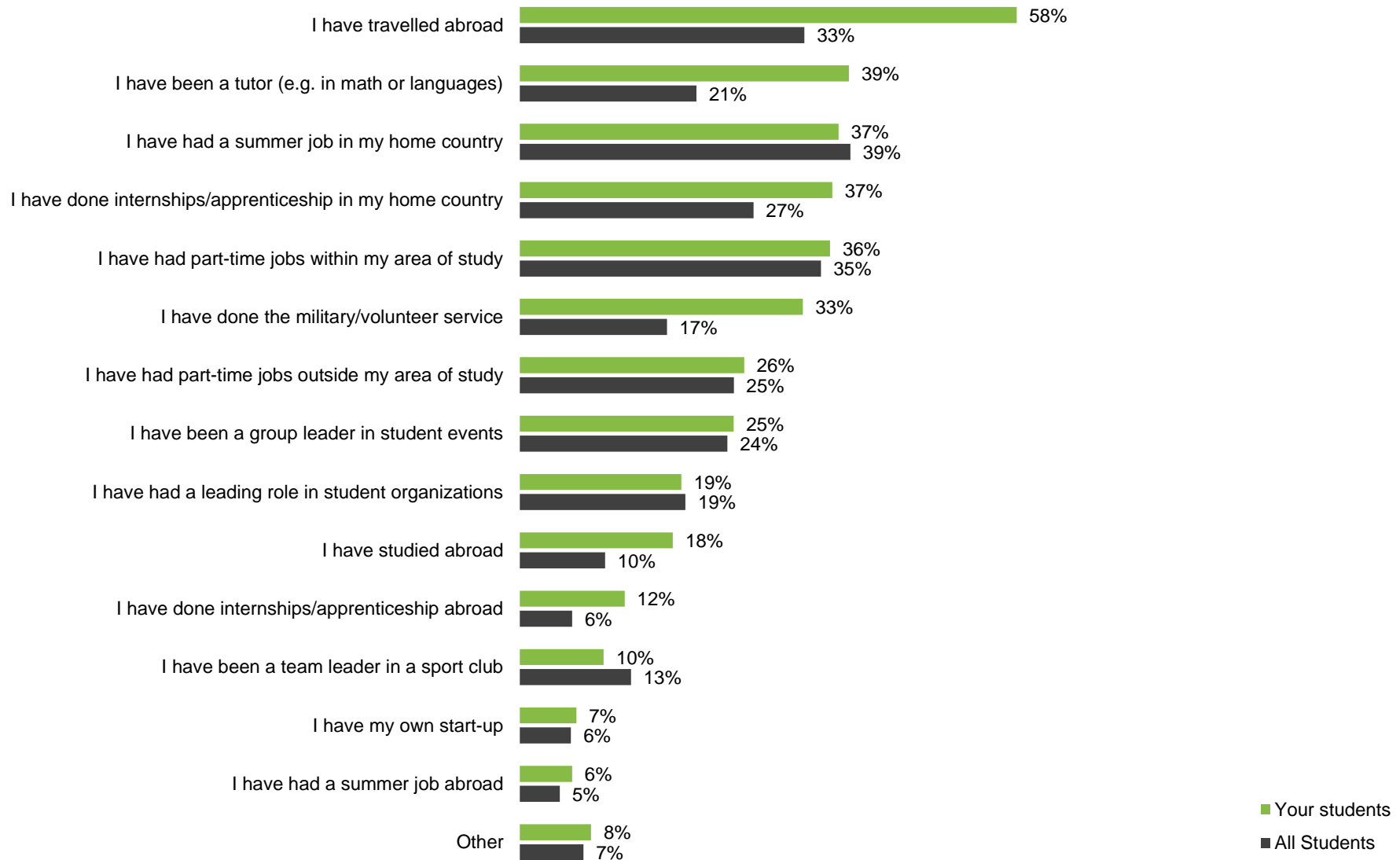
Practical Experience



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?



Agenda

1

EXECUTIVE SUMMARY

2

TALENT PROFILE

3

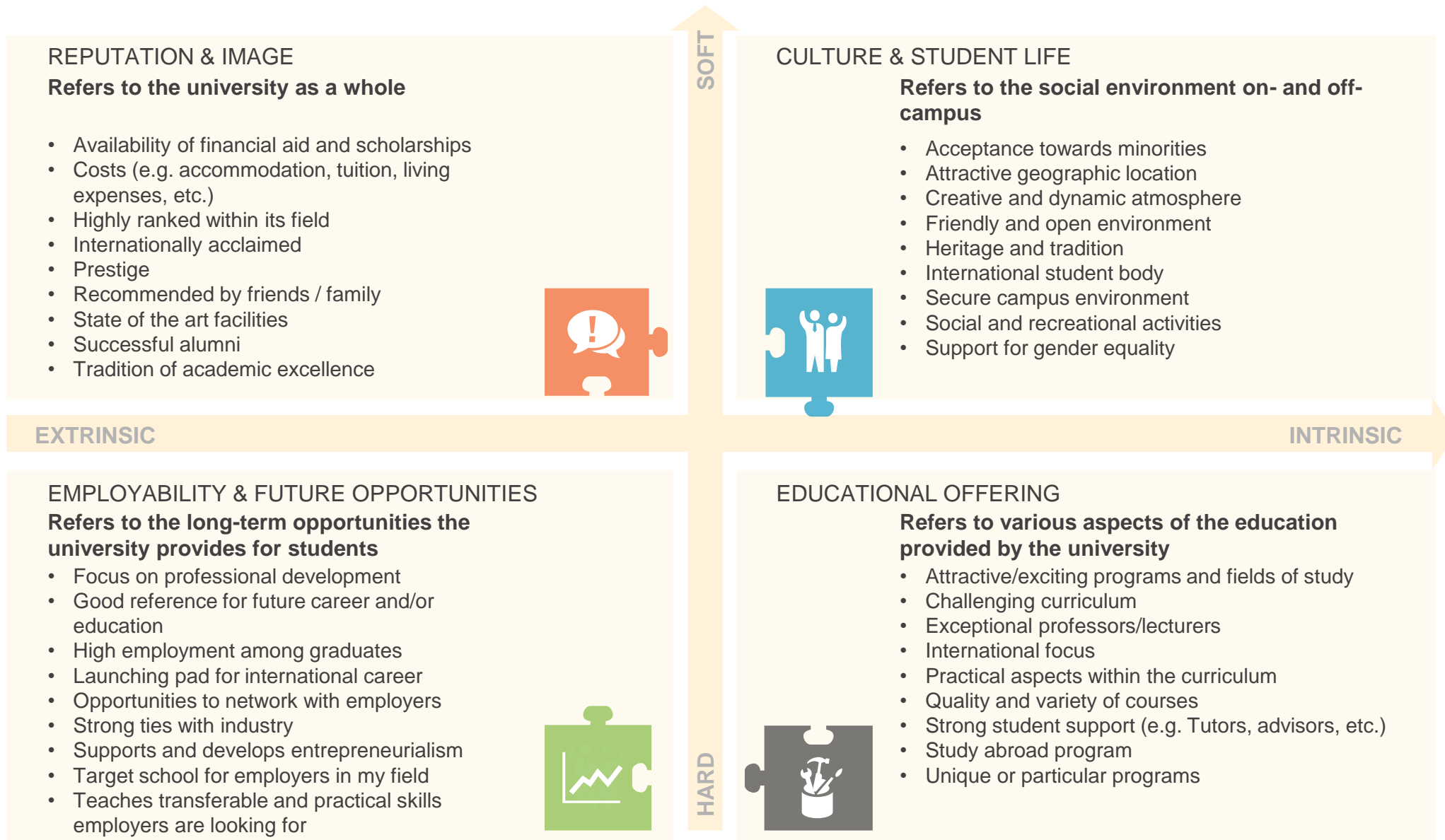
UNIVERSITY BRAND PERCEPTION

This chapter evaluates your university brand perception with regards to four different aspects: Reputation & Image, Educational Offering, Culture & Student Life and Employability & Future Opportunities.

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



The Universum Drivers of University Attractiveness



Most attractive attributes

Higher School of Economics National Research University - Moscow

REPUTATION & IMAGE

1. Highly ranked within its field
2. Prestige
3. Successful alumni



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. Social and recreational activities



EMPLOYABILITY & FUTURE OPPORTUNITIES

1. High employment among graduates
2. Good reference for future career and/or education
3. Teaches transferable and practical skills employers are looking for



EDUCATIONAL OFFERING

1. Exceptional professors/lecturers
2. Practical aspects within the curriculum
3. Challenging curriculum



All universities

REPUTATION & IMAGE

1. Highly ranked within its field
2. Prestige
3. Successful alumni



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. Social and recreational activities



EMPLOYABILITY & FUTURE OPPORTUNITIES

1. Teaches transferable and practical skills employers are looking for
2. High employment among graduates
3. Good reference for future career and/or education

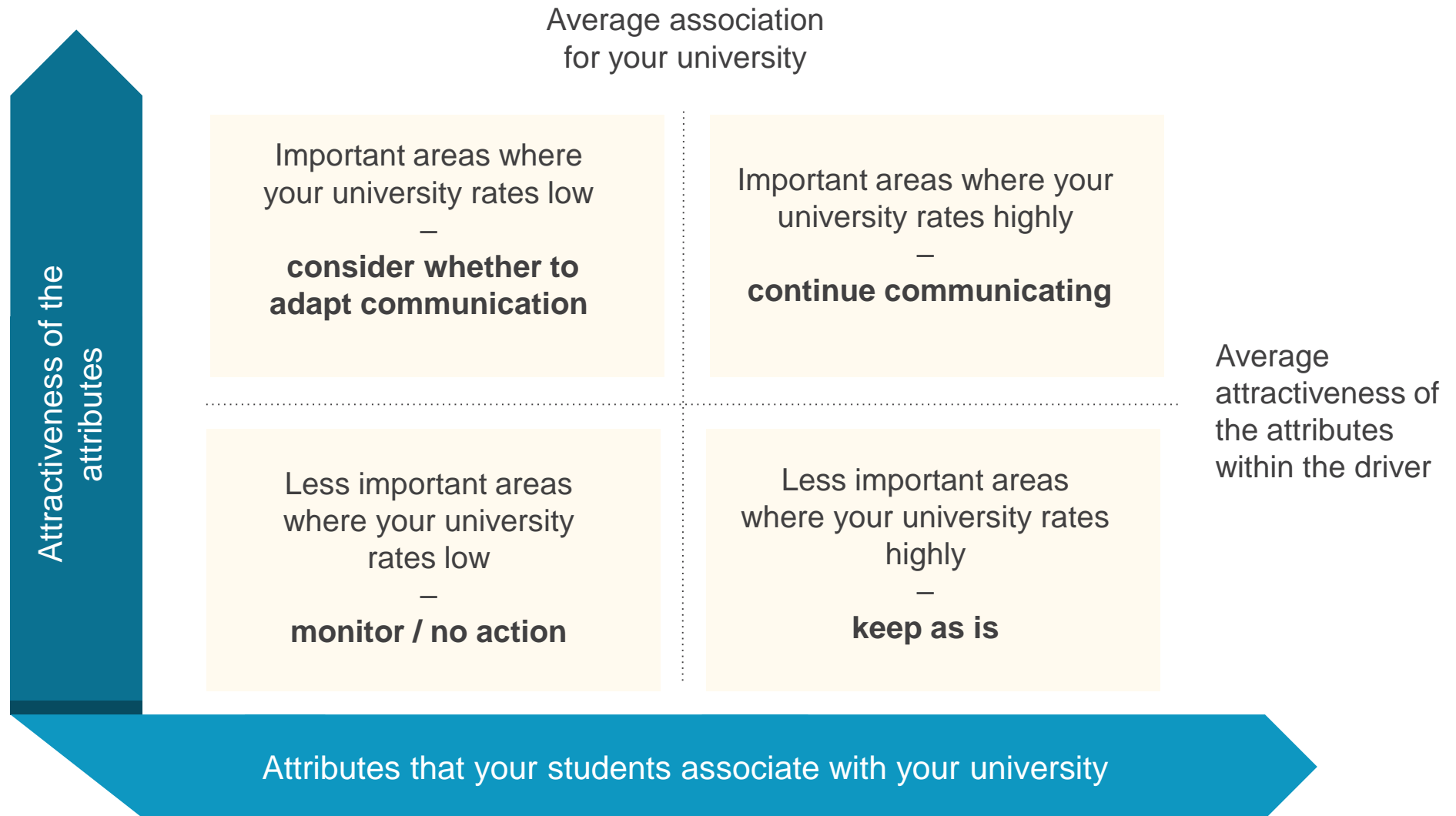


EDUCATIONAL OFFERING

1. Exceptional professors/lecturers
2. Practical aspects within the curriculum
3. Quality and variety of courses

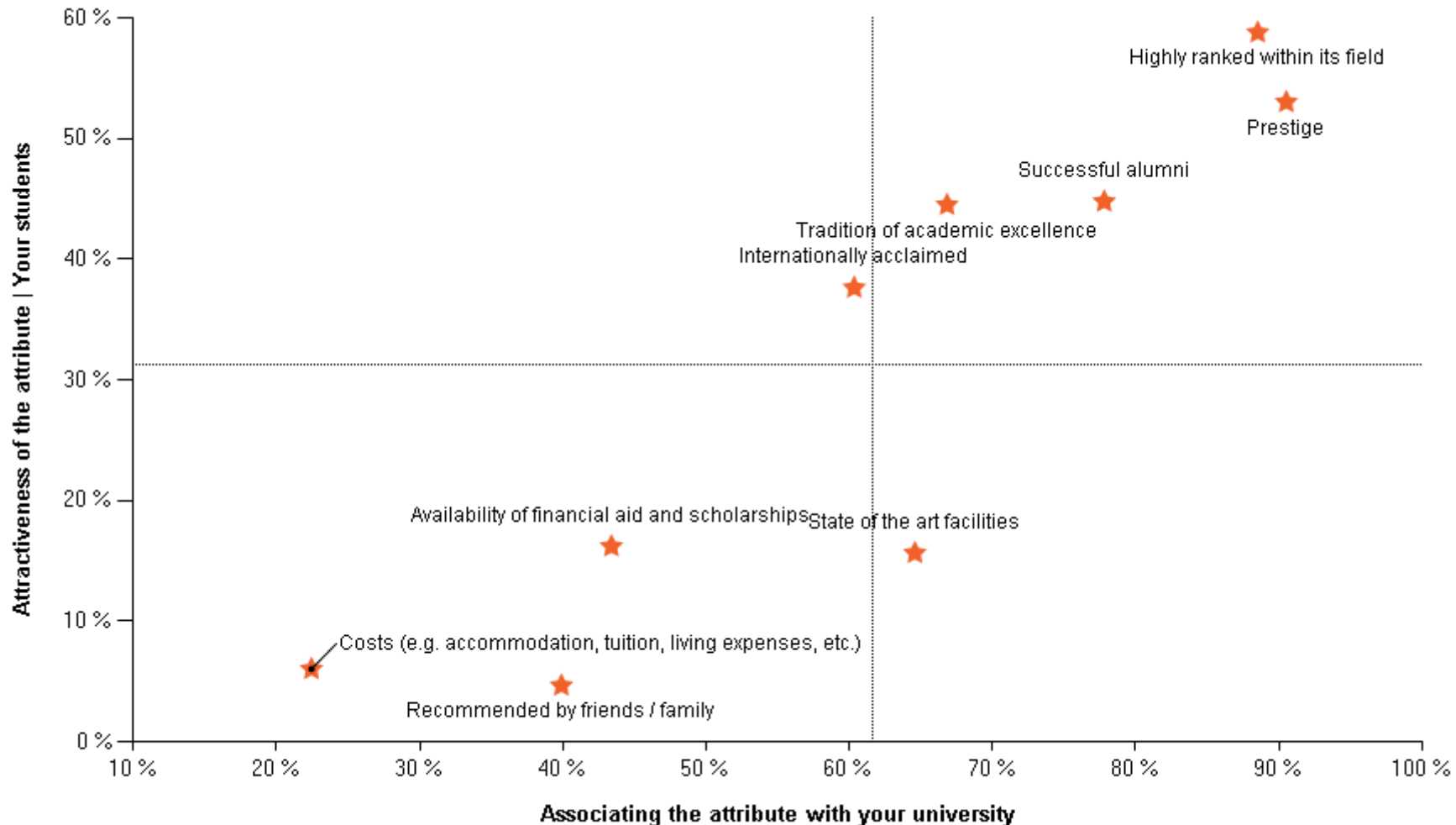


Attractiveness vs. Associations



Reputation & Image

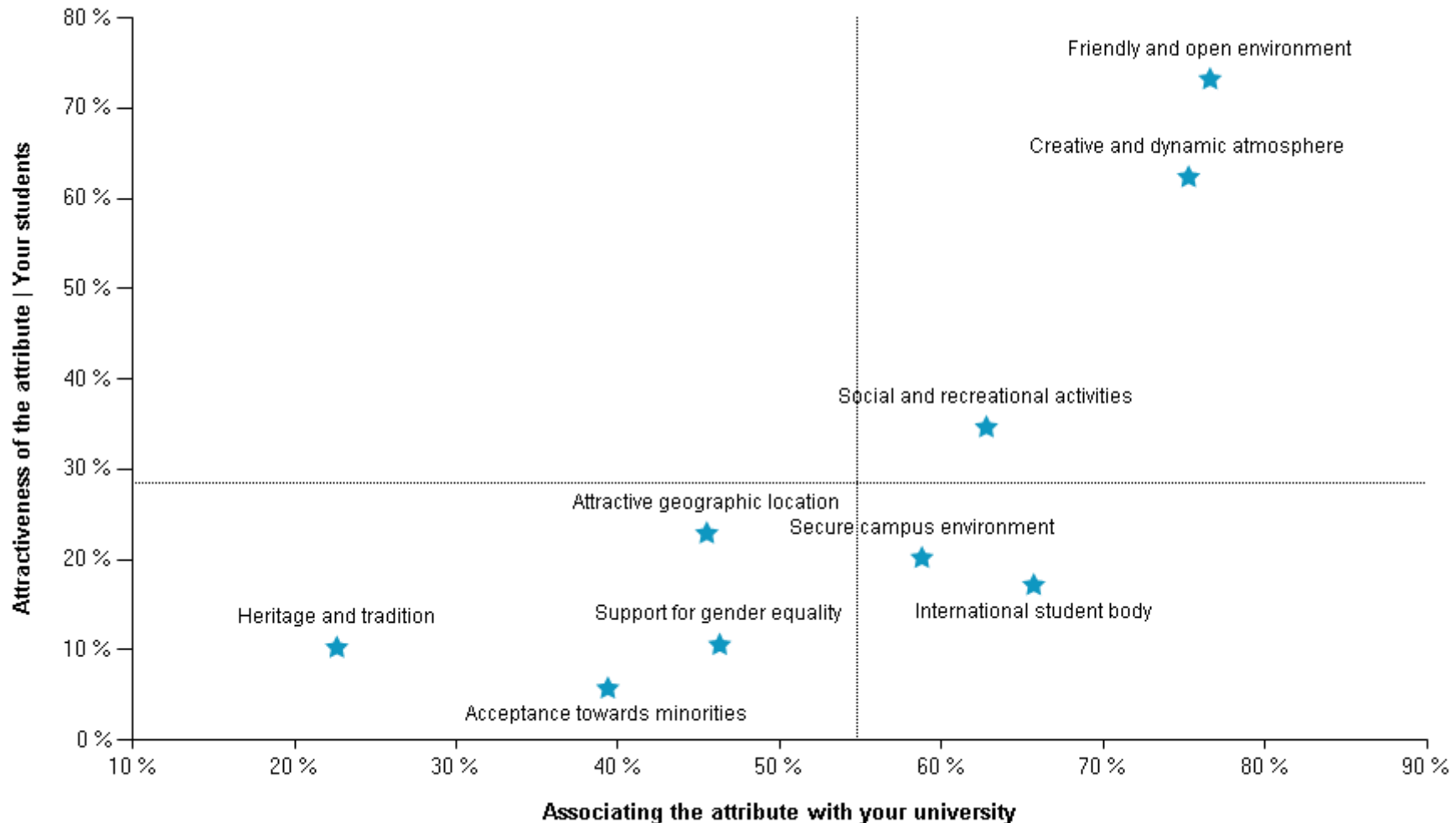
Attractiveness vs. Associations with Higher School of Economics National Research University - Moscow



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

Culture & Student Life

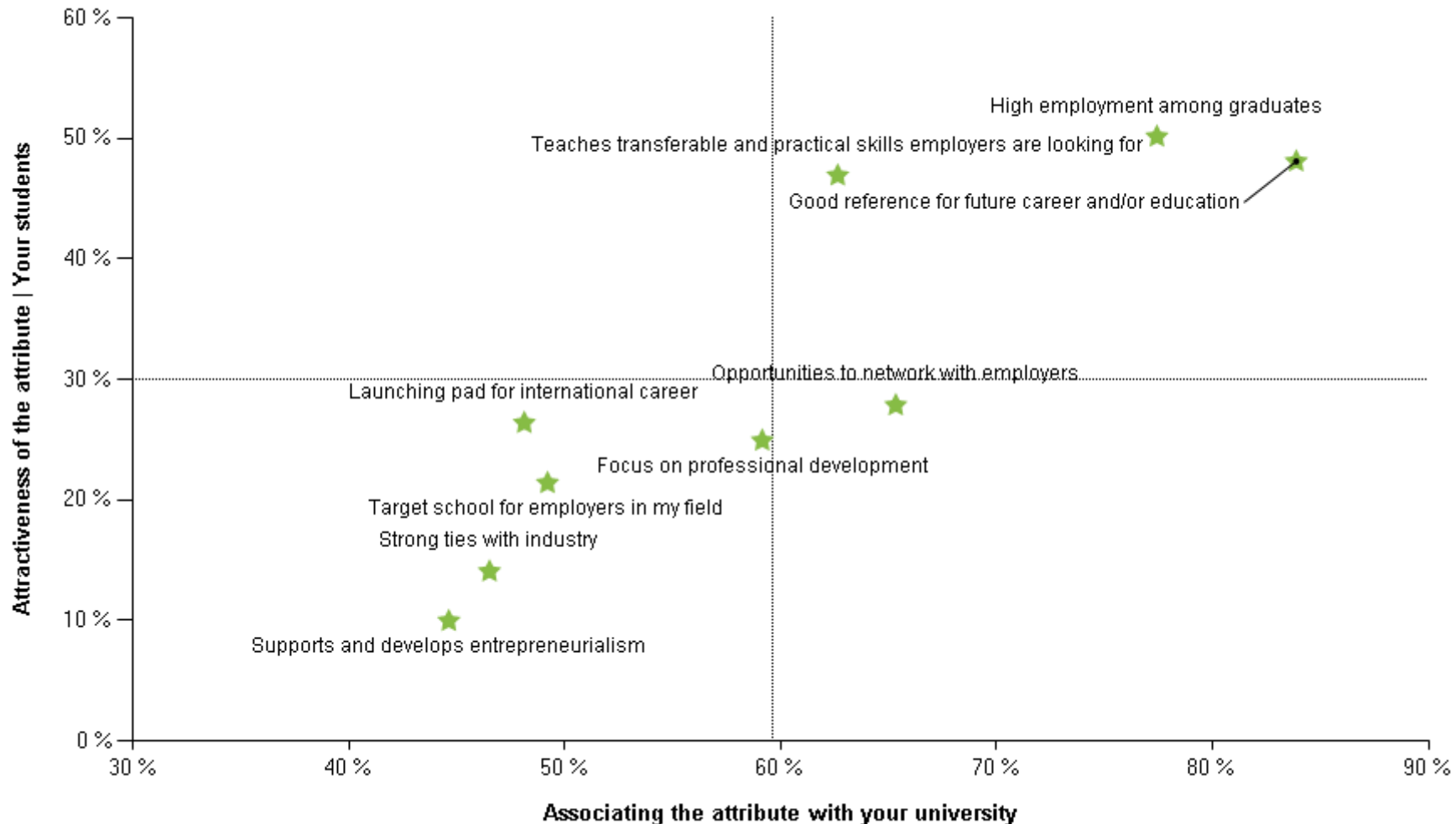
Attractiveness vs. Associations with Higher School of Economics National Research University - Moscow



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

Employability & Future Opportunities

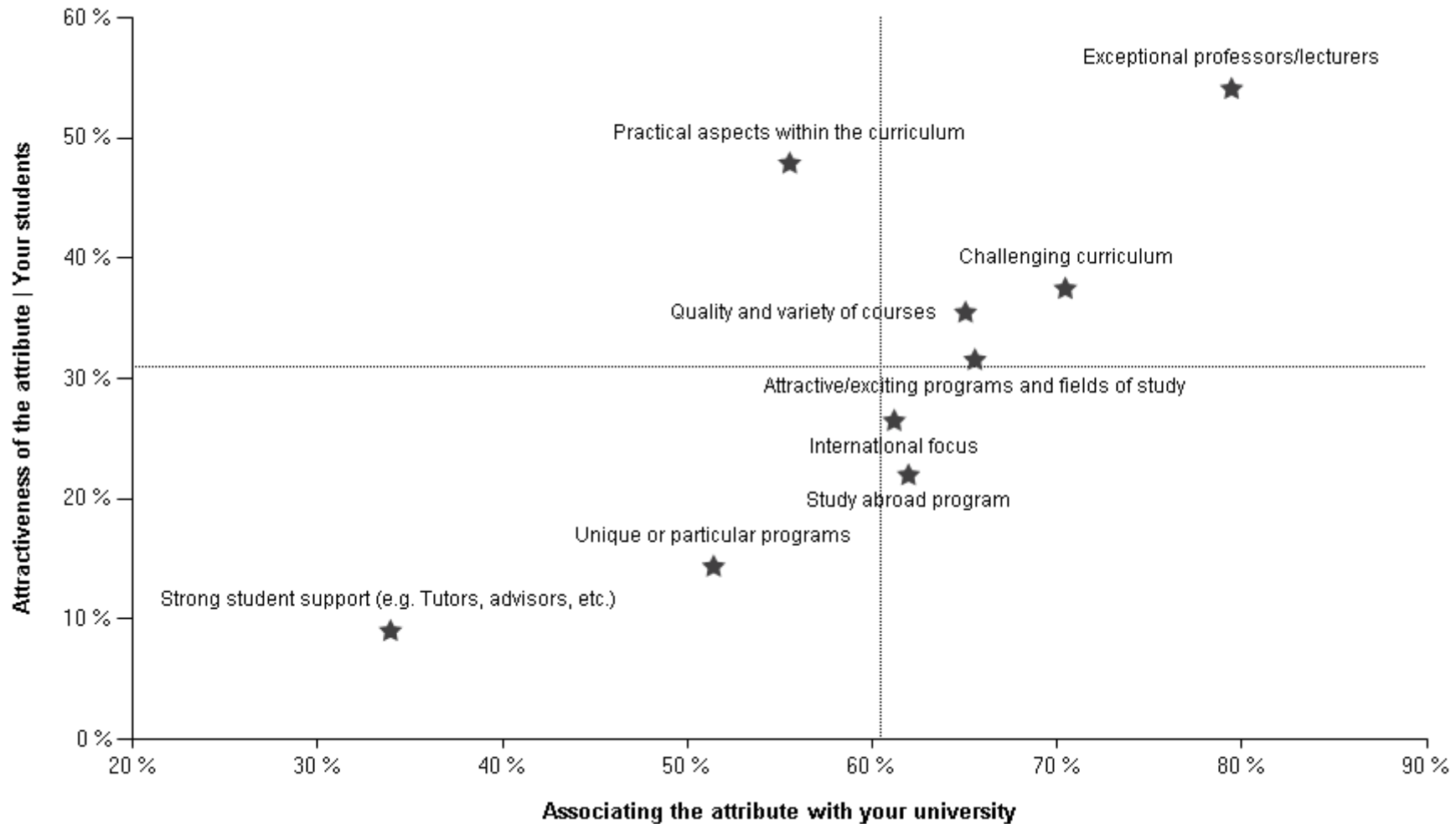
Attractiveness vs. Associations with Higher School of Economics National Research University - Moscow



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

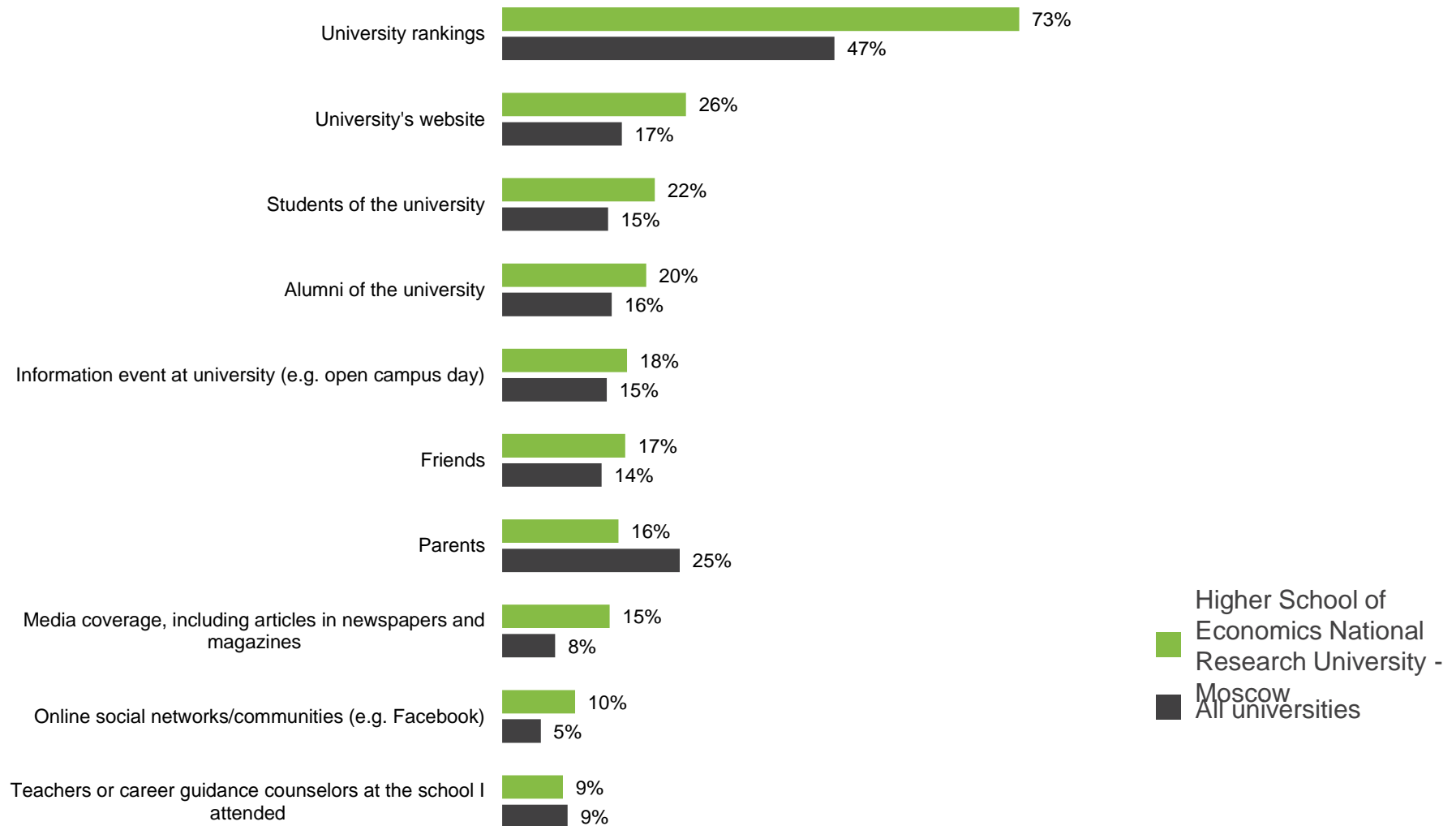
Educational Offering

Attractiveness vs. Associations with Higher School of Economics National Research University - Moscow

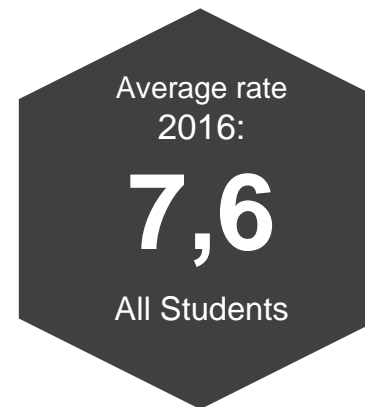
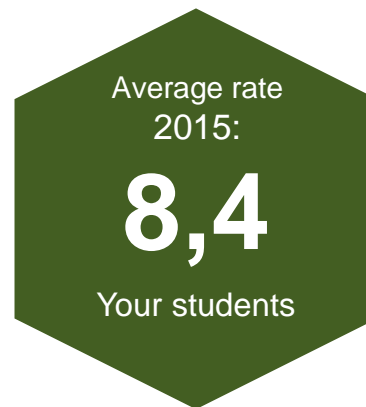
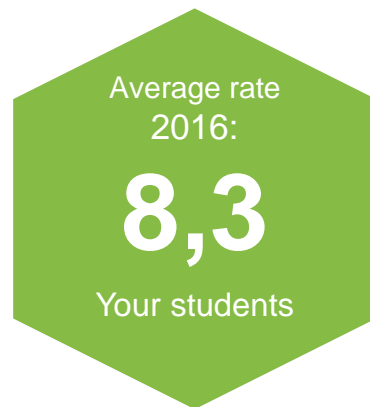
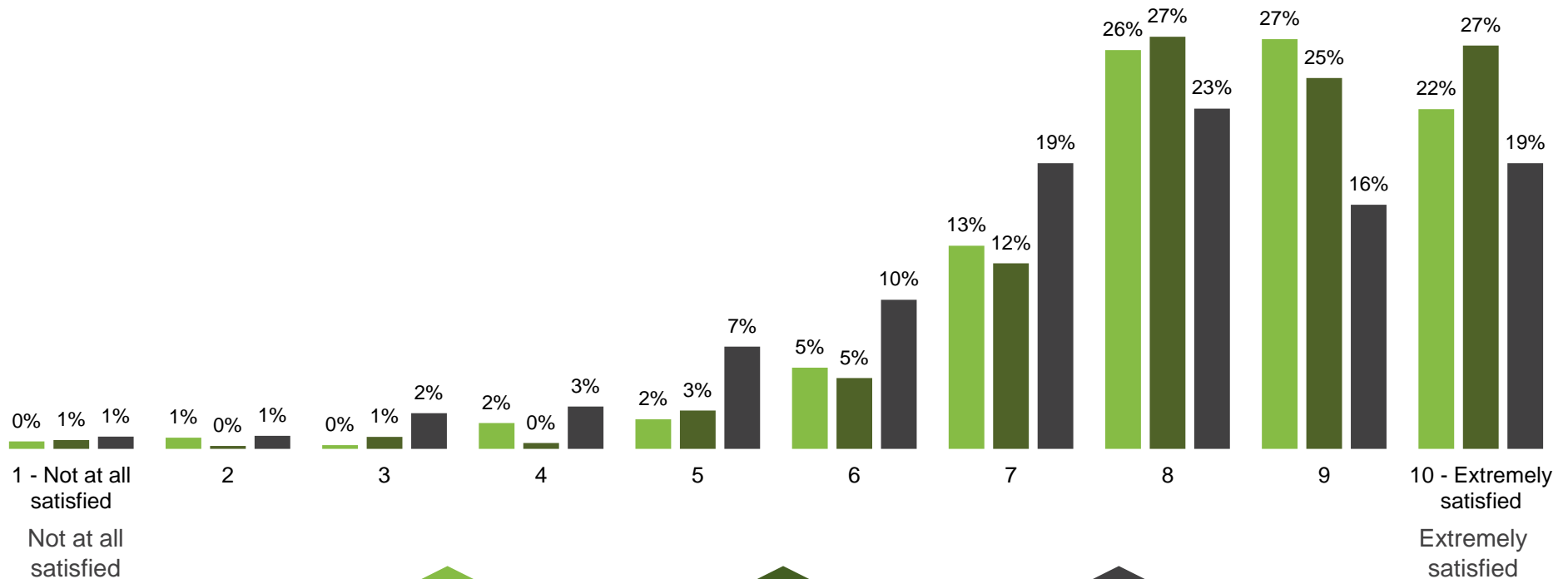


- ? Which of the following attributes do you associate with your college or university? Select as many as applicable.
- Which of these are most important to you? (Max. 3)

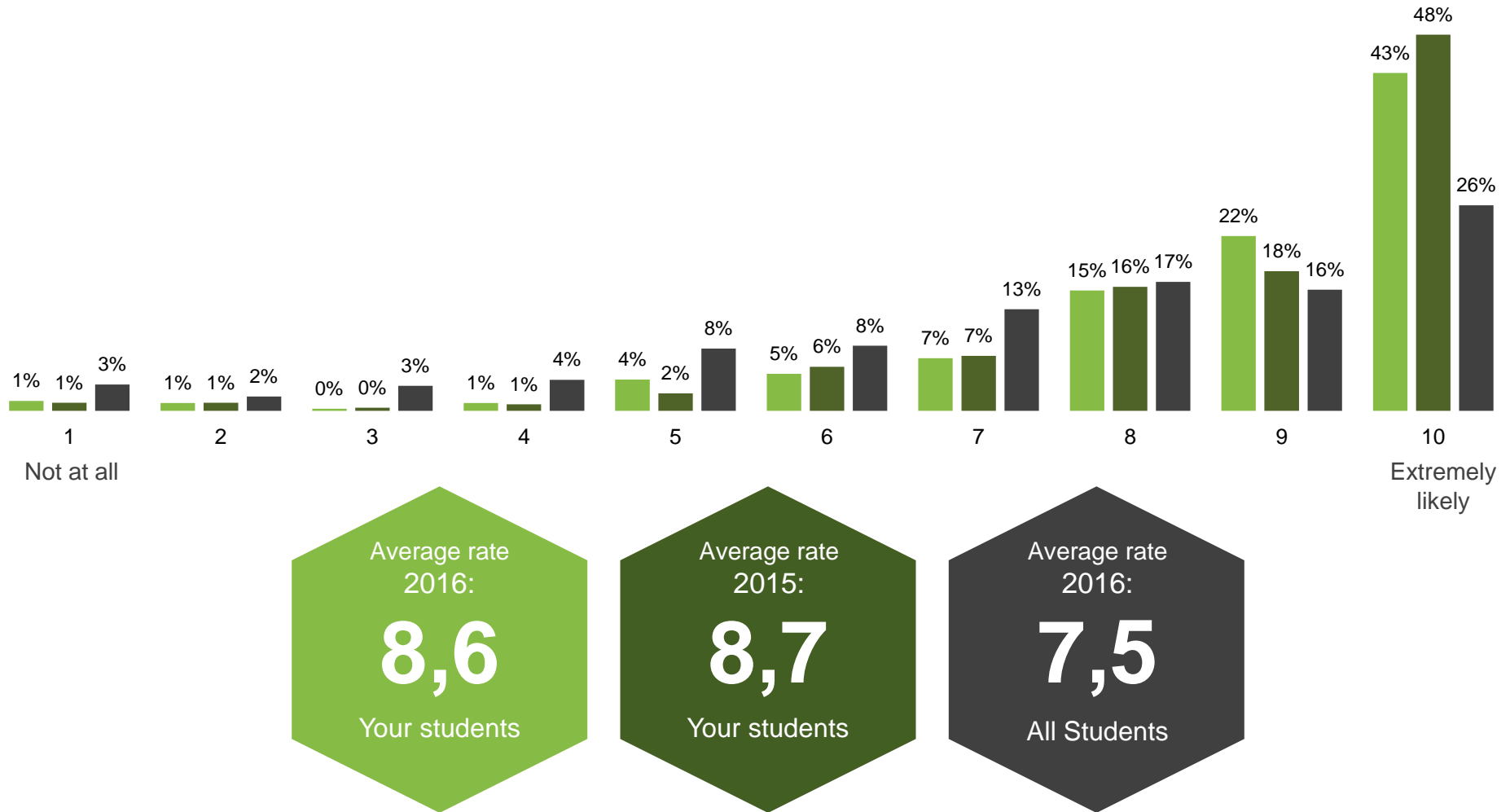
Who influenced your students the most when choosing your university?



How satisfied are your students with you?

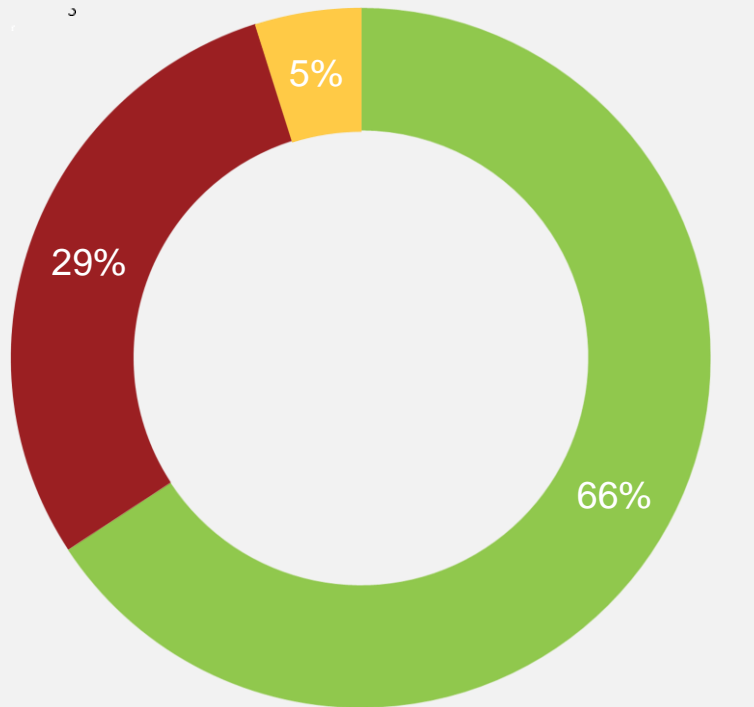


Would your students recommend Higher School of Economics National Research University - Moscow to a friend or family member?



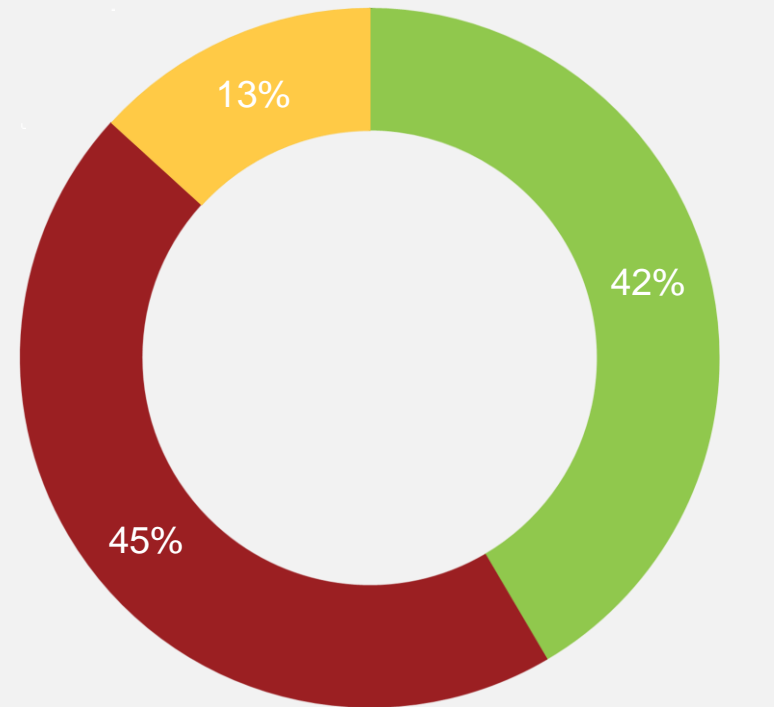
If your students could begin their studies again, would they choose Higher School of Economics National Research University - Moscow?

Your students



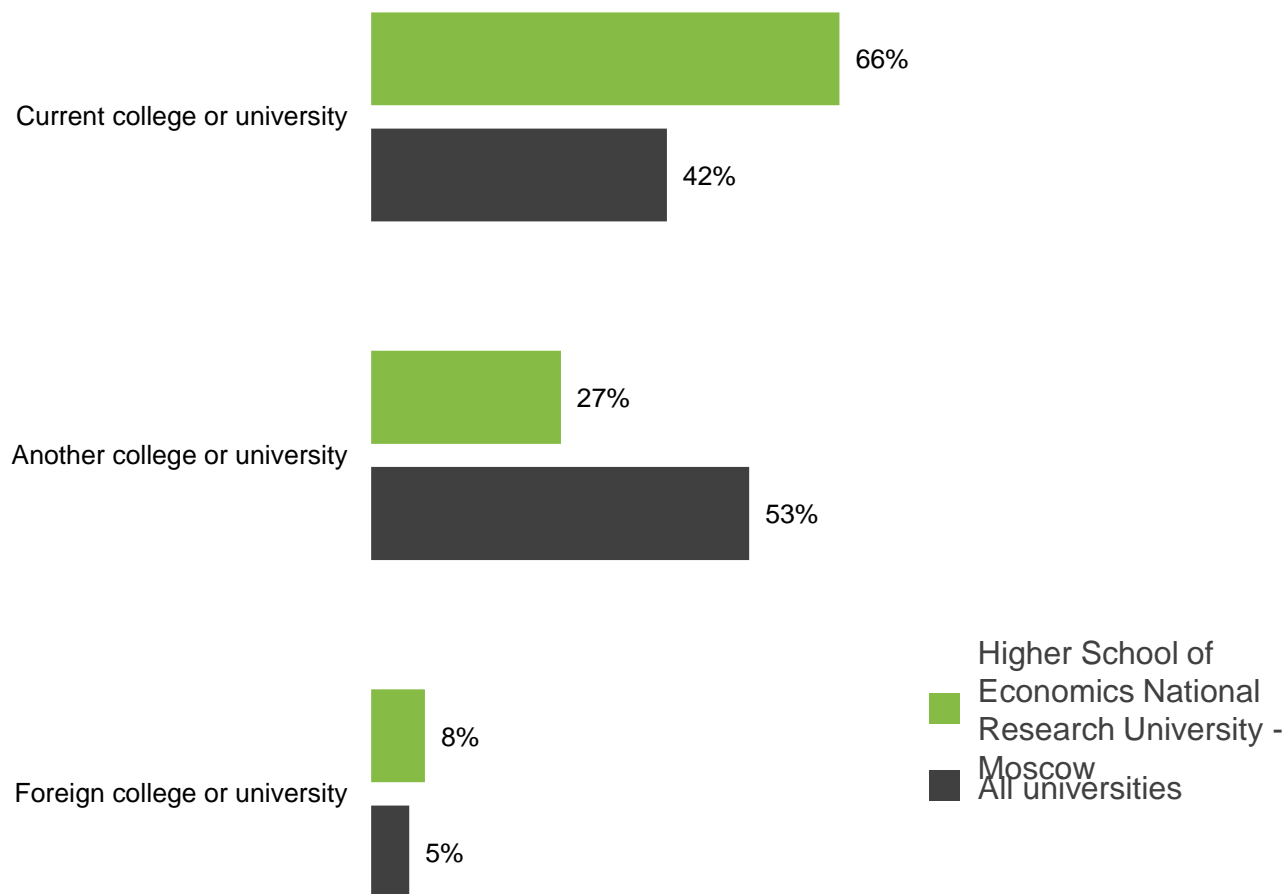
Yes, definitely Maybe No, not at all

All universities



Yes, definitely Maybe No, not at all

If your students could begin their studies again, they would choose...



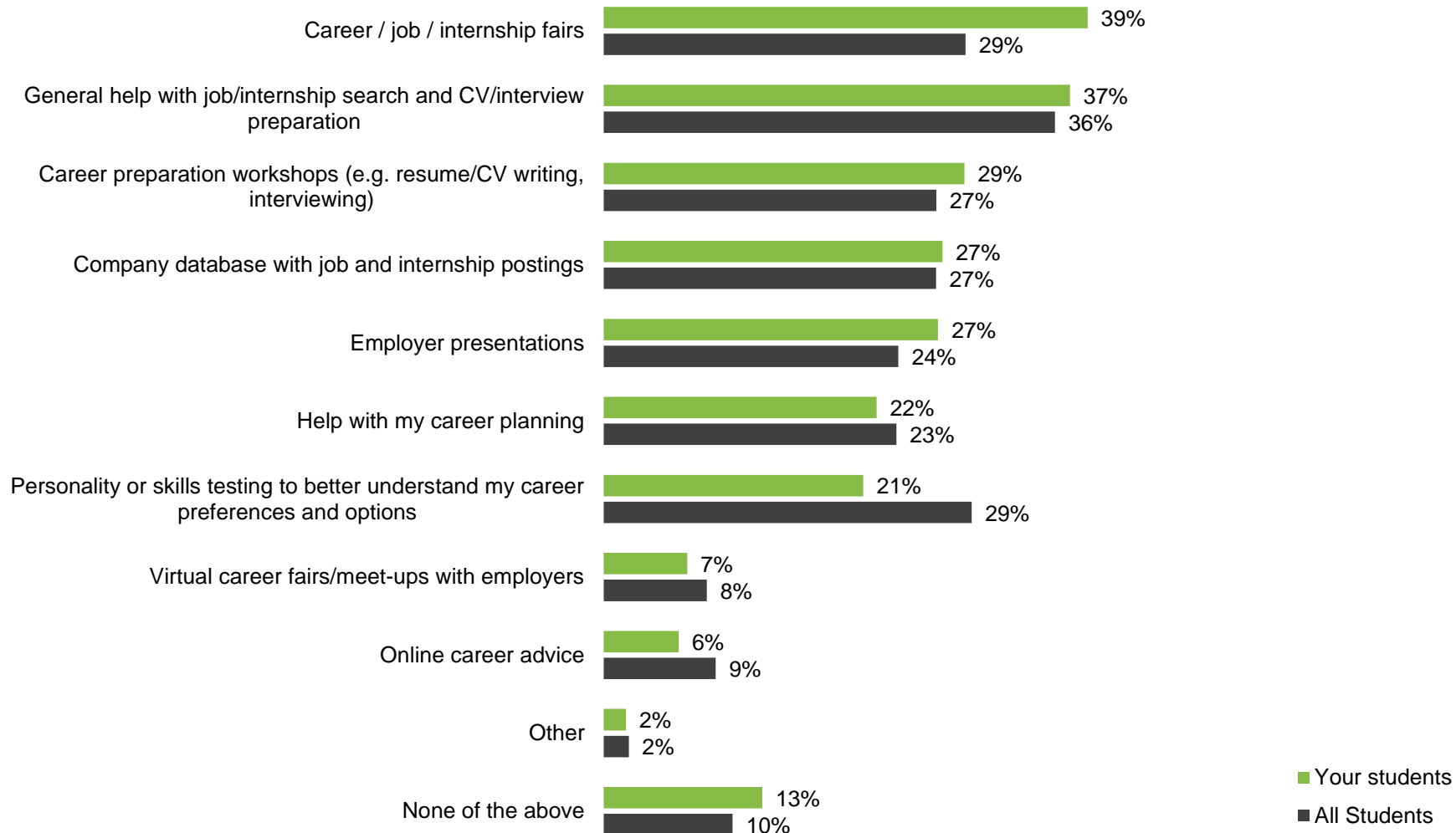
If your students could begin their studies again, they would choose...

University	Rank	Percent
Lomonosov Moscow State University, MGU	1	26%
Foreign college or university	2	22%
The Moscow State Institute of International Relations (MGIMO-University)	3	9%
St. Petersburg State University (incl Graduate School of Management)	4	7%
Perm State University	5	4%
Financial University under the government of the Russian Federation	6	4%
Plekhanov Russian University of Economics	7	3%
Moscow Institute of Physics and Technology State University (MIPT)	8	2%
Moscow State Linguistic University (MSLU)	8	2%
Baumann Moscow State Technical University	10	1%

34%

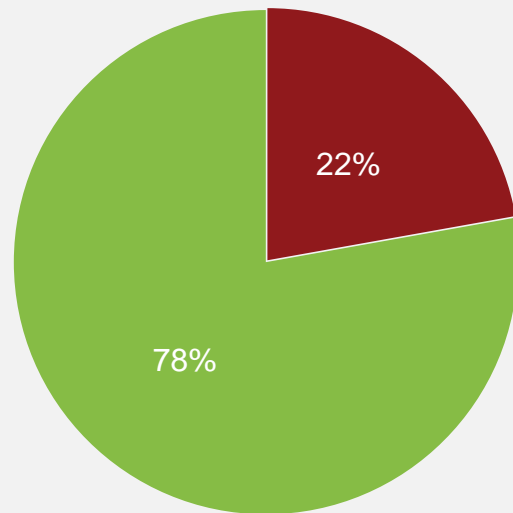
of your students would choose another university if they were to restart their studies at any college or university.
The most preferred are presented in the table.

Which are the most important career services to your students?

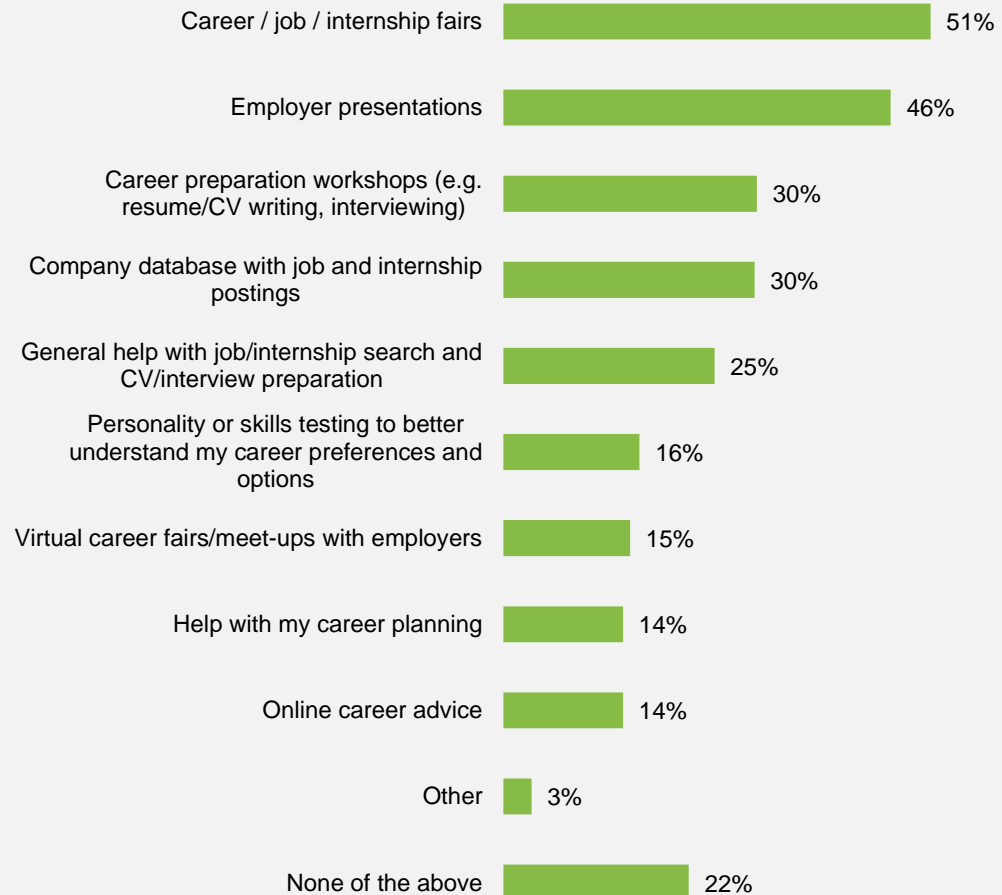


To what extent are students using the career services you offer?

Higher School of Economics National Research University - Moscow

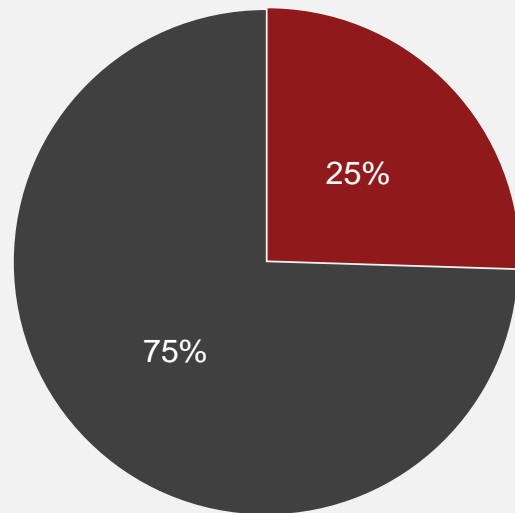


- Share of students using one or more career services at their university
- Share of students not using any career service at their university

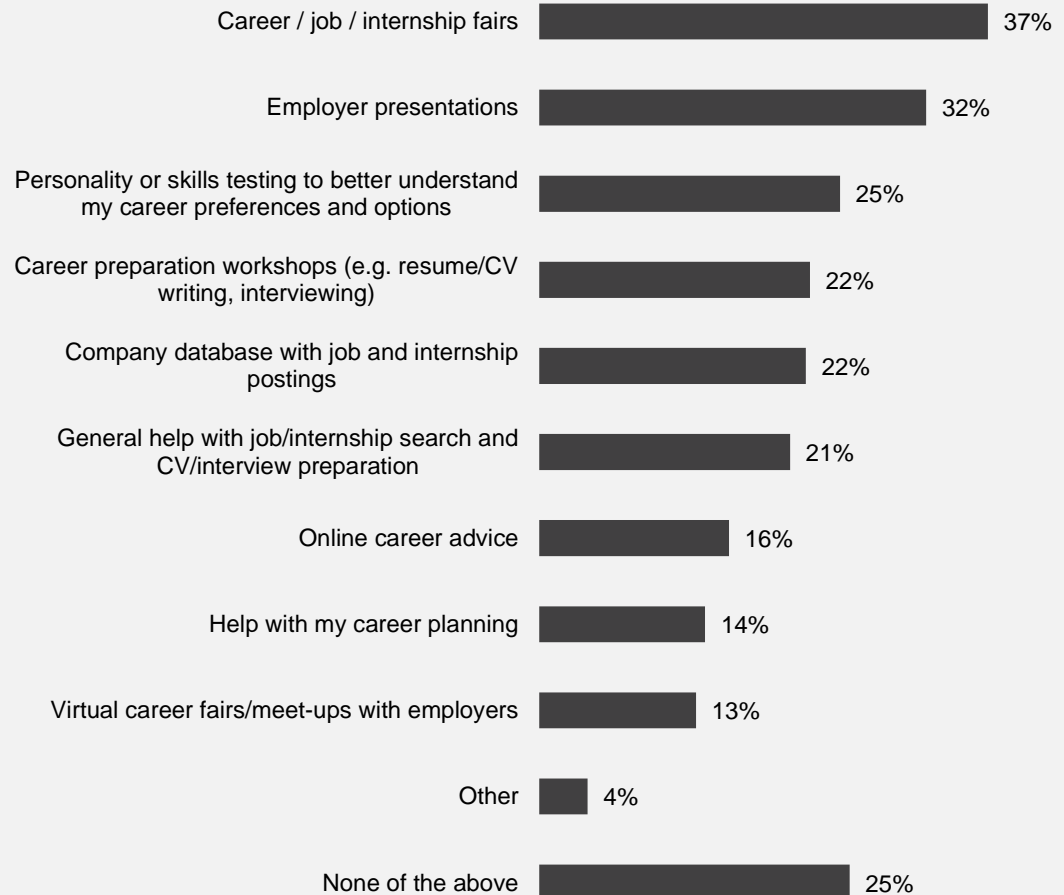


General usage of career services

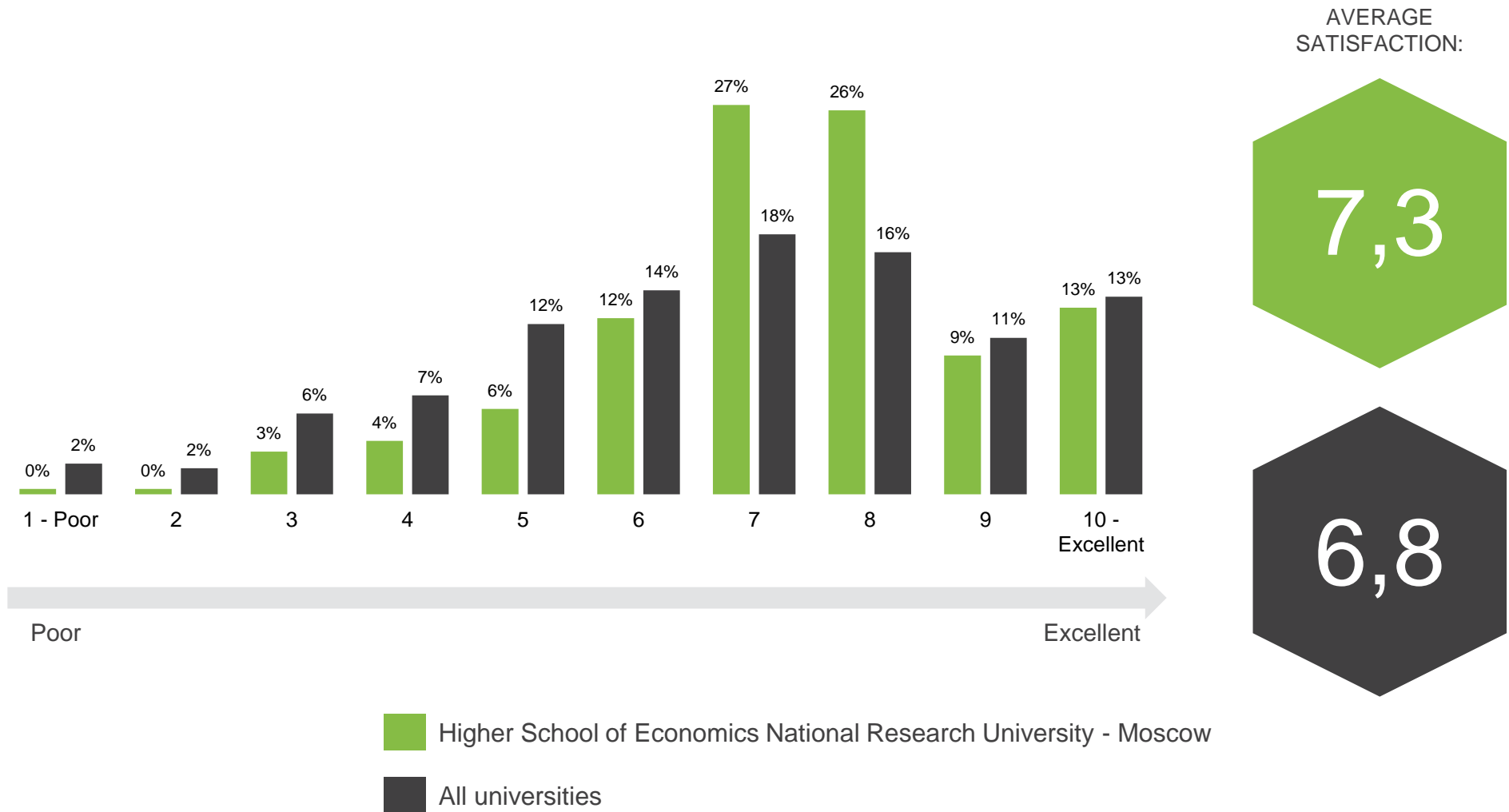
All universities



- 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?

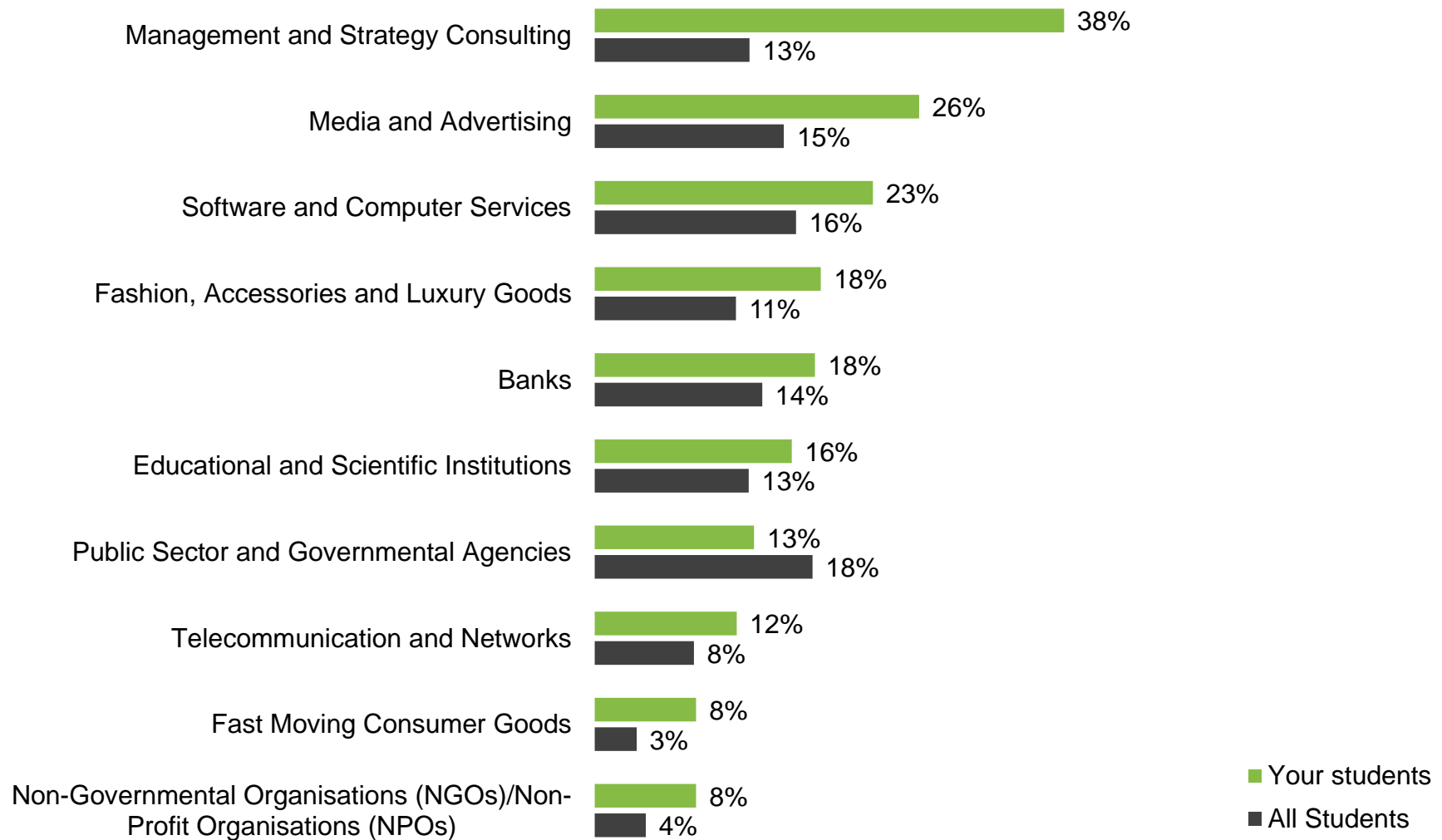


Agenda

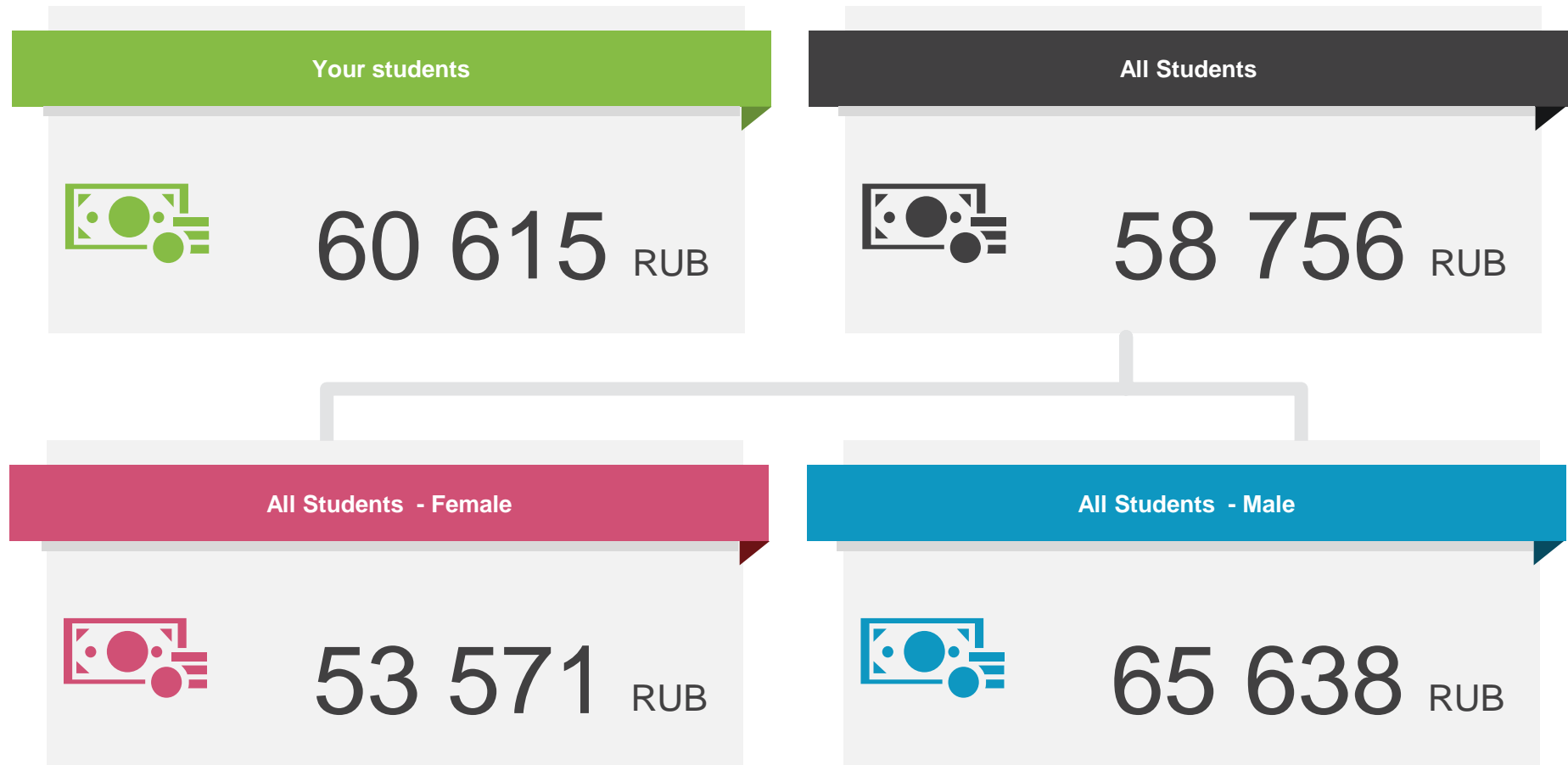
- 1 EXECUTIVE SUMMARY
- 2 TALENT PROFILE
- 3 UNIVERSITY BRAND PERCEPTION
- 4 CAREER & EMPLOYER PREFERENCES

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.

Students' most preferred industries

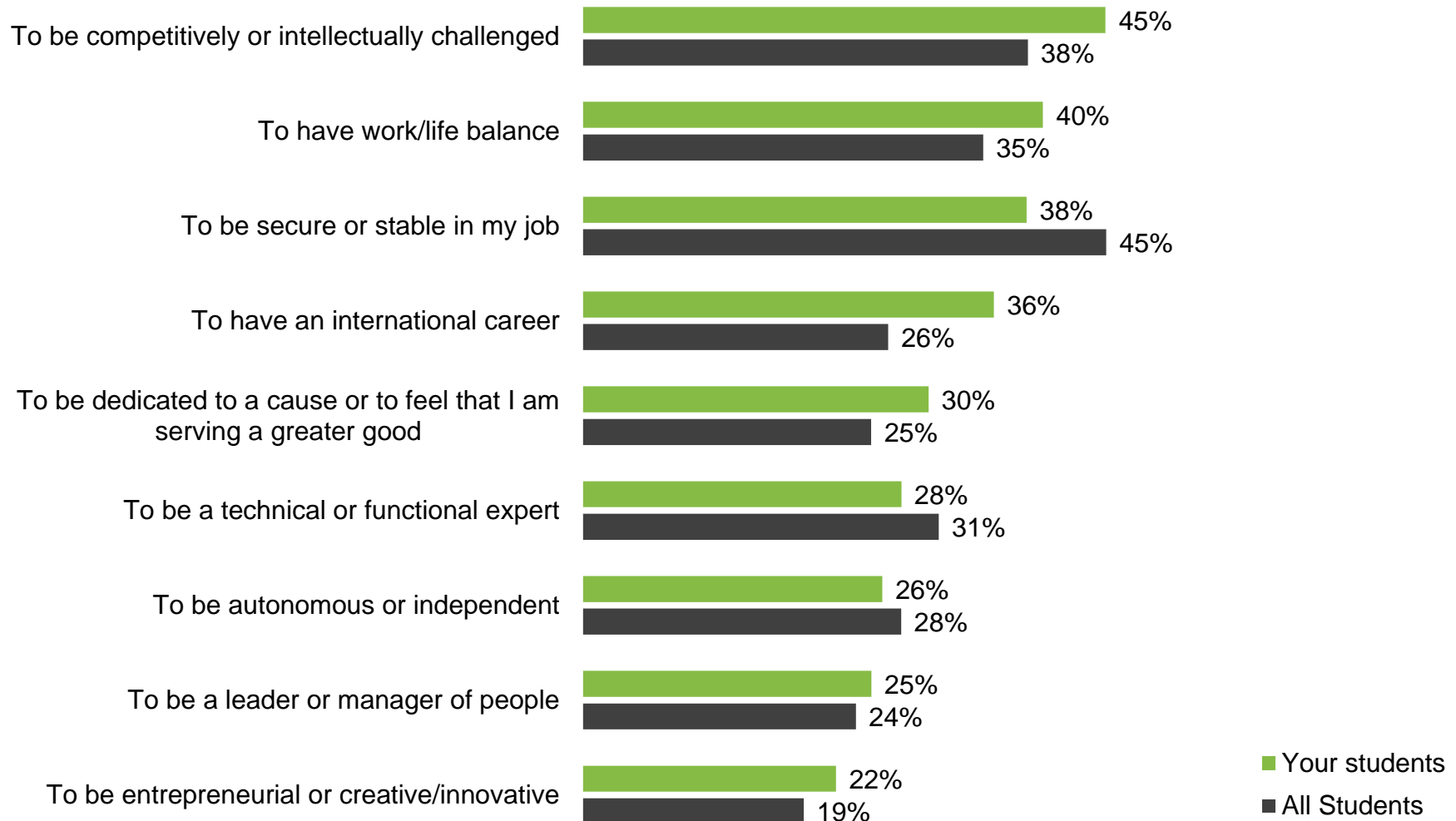


Students' expected monthly salary



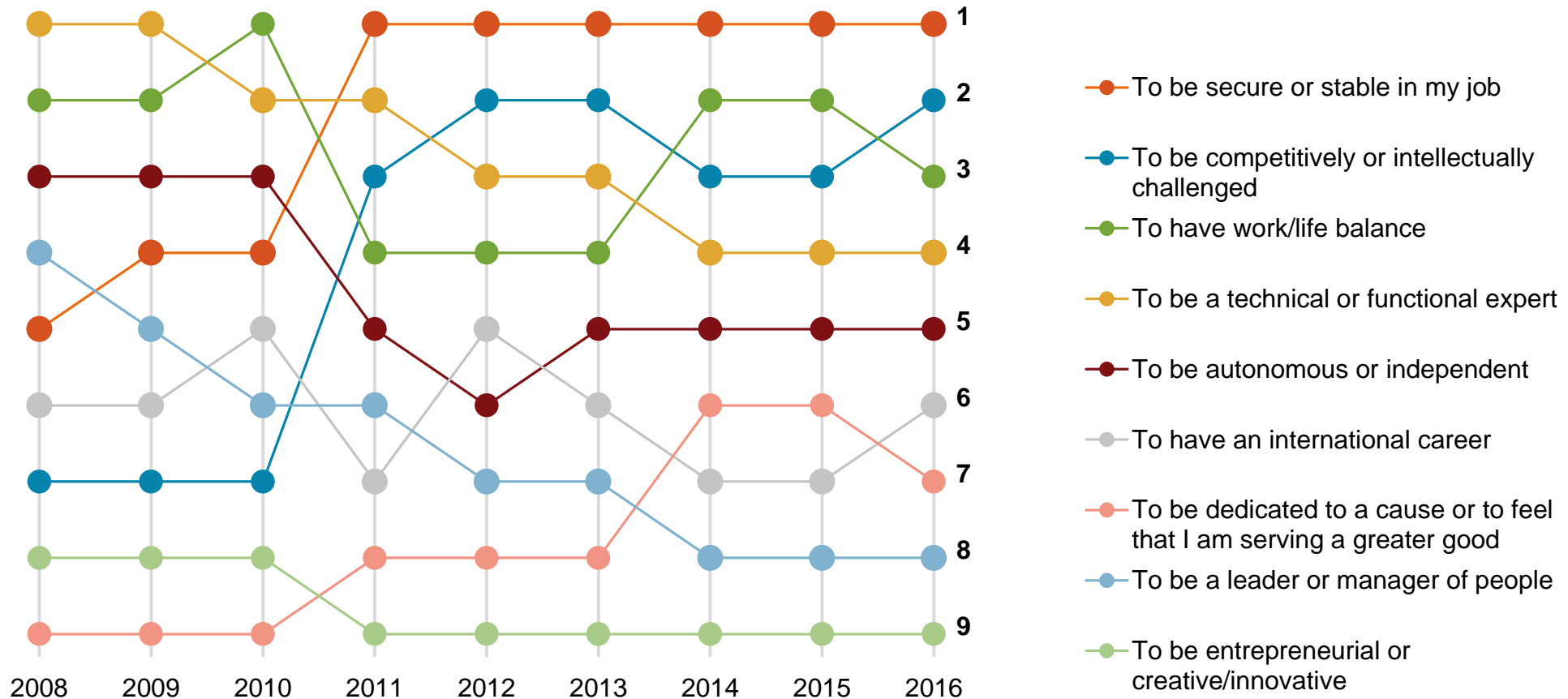
- What is your expected salary before taxes (excluding commission and bonus) at your first employment after graduation?

“To be competitively or intellectually challenged” is the most important long term career goal



Career goals over time

All Students

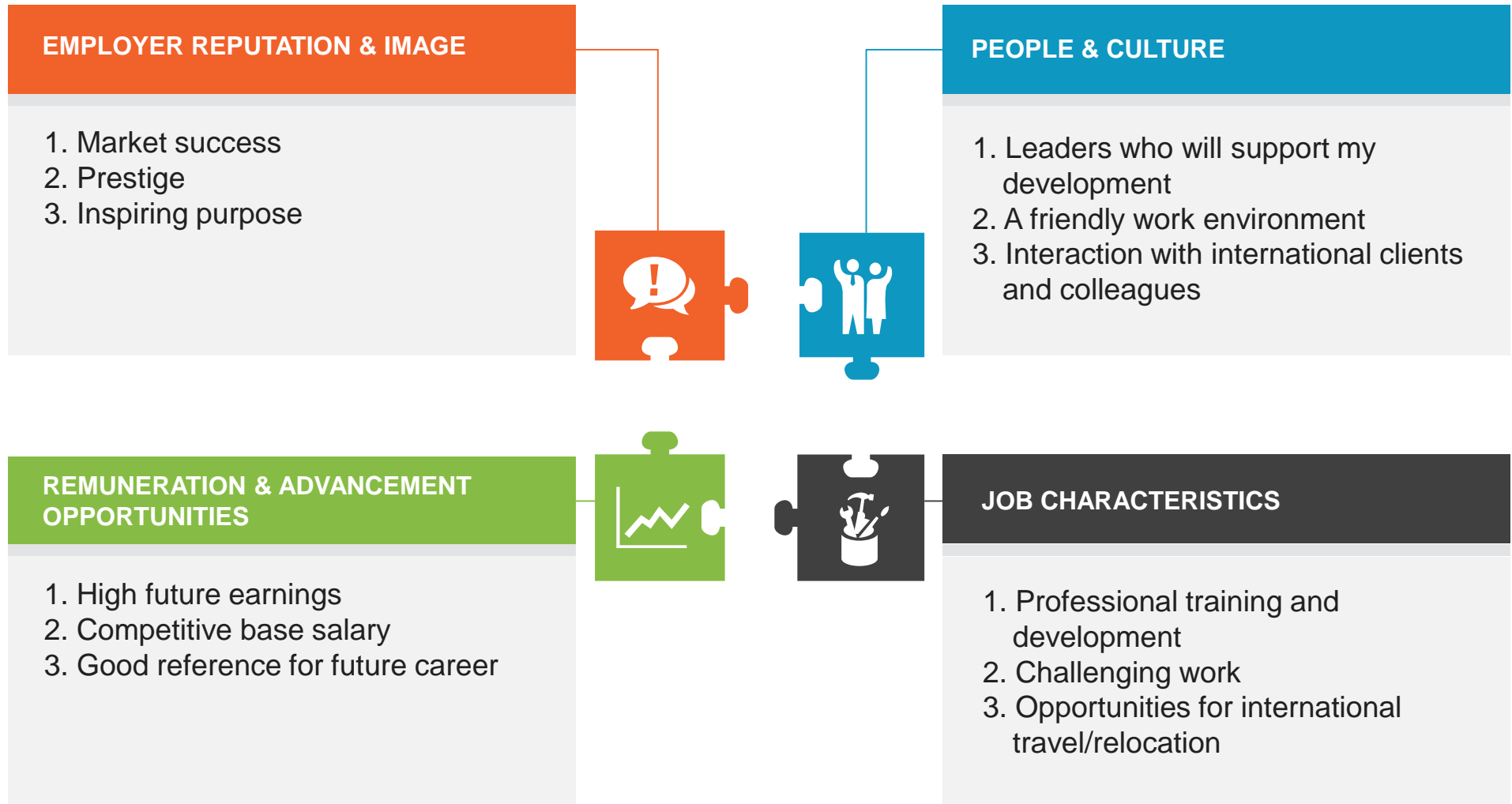


The Universum Drivers of Employer Attractiveness



What is attractive?

Your students



“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. Market success
4. Competitive base salary
5. A friendly work environment
6. Leaders who will support my development
7. Opportunities for international travel/relocation
8. Challenging work
9. Interaction with international clients and colleagues
10. Prestige

Employer Reputation & Image

Remuneration & Advancement Opportunities

All Students

1. High future earnings
2. Professional training and development
3. Market success
4. Secure employment
5. A friendly work environment
6. Prestige
7. High performance focus
8. Leaders who will support my development
9. Competitive base salary
10. Opportunities for international travel/relocation

People & Culture

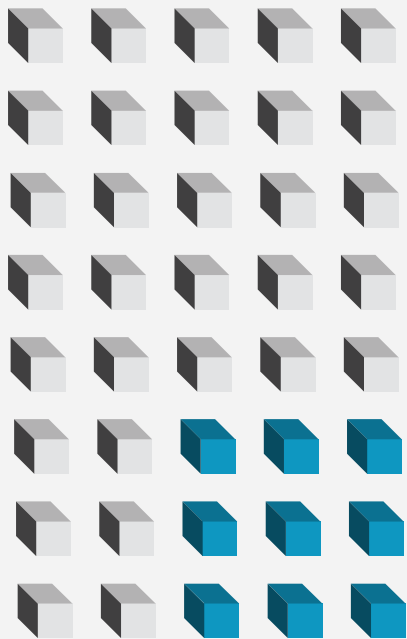
Job Characteristics

• How important to you is each of the below aspects? (Scale 1-5, 1=Not important at all, 5=Very important)
• Which attributes do you perceive as the most attractive? Please select a maximum of three alternatives.

• This is the attractiveness of the 40 attributes in relation to how important respondents think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

The Universum Rankings

FULL COMPANY LIST
(124-139 employers within
each main field of study)



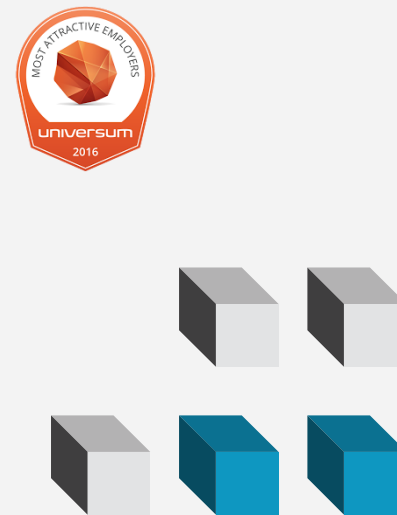
"Below is a list of companies and organisations. For which of these employers would you consider working?"

CONSIDERED EMPLOYER
RANKING
(as many as applicable)



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

IDEAL EMPLOYER RANKING
(maximum five employers)

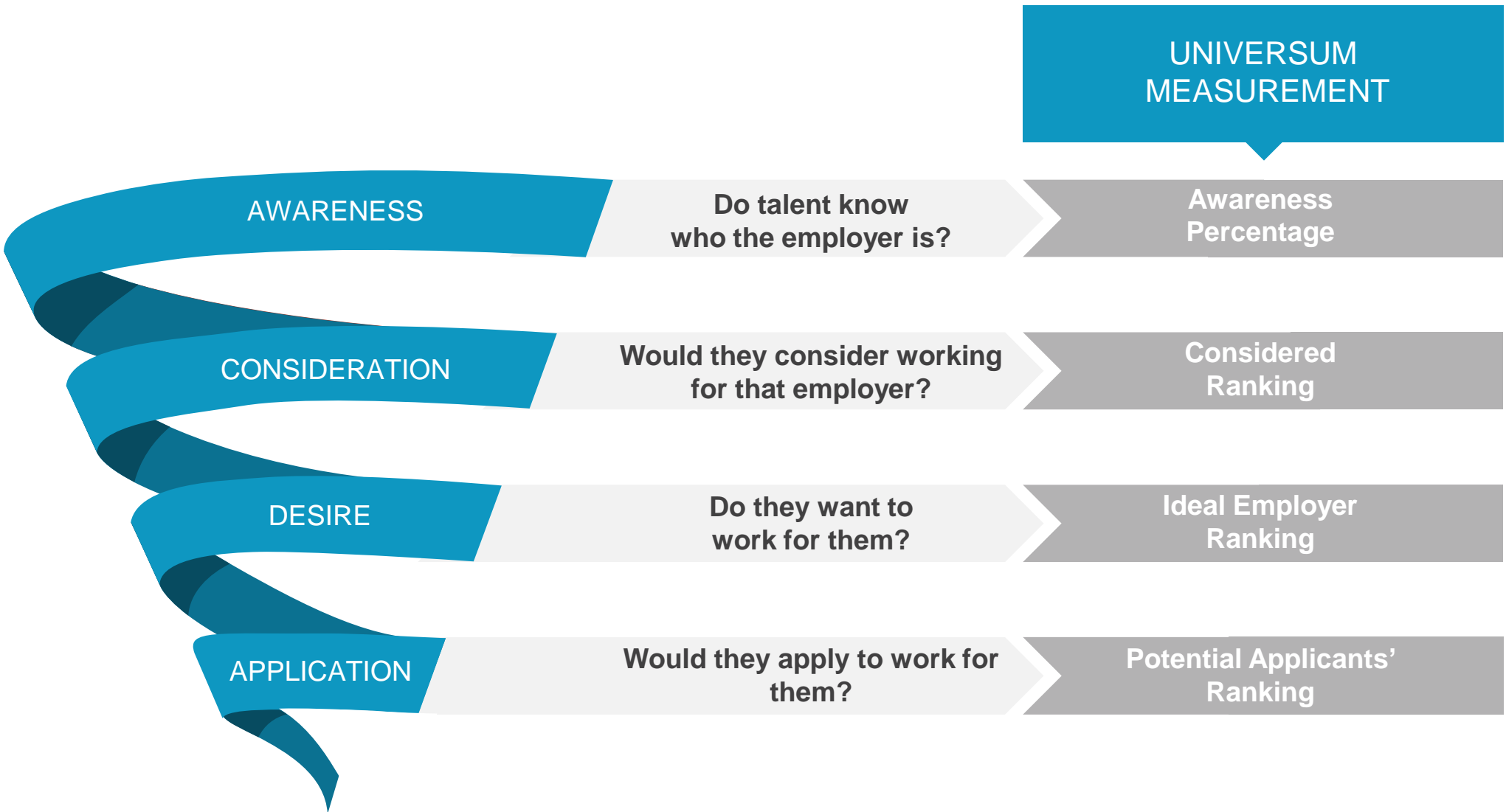


"Have you applied or will you apply to these employers?"

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



The Universum Recruitment Funnel



Considered Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Google	1	44,77%	↑ 1	BMW Group	11	27,41%	↑ 2
McKinsey & Company	2	39,75%	↓ -1	Johnson & Johnson	12	27,20%	↑ 13
Unilever	3	38,70%	↑ 4	Microsoft	12	27,20%	↑ 4
Yandex	4	37,03%	↑ 7	Coca-Cola	14	26,78%	↑ 12
Gazprom	5	35,77%	↓ -2	Gazprom Neft	15	26,57%	NEW -
Nestlé	6	30,96%	↑ 10	PwC	16	25,94%	↓ -4
L'Oréal Group	7	30,13%	↑ 16	The Boston Consulting Group (BCG)	16	25,94%	↓ -10
Procter & Gamble (P&G)	8	29,29%	→ 0	EY (Ernst & Young)	18	25,73%	↓ -13
KPMG	9	28,87%	↓ -5	PepsiCo	19	23,85%	↑ 16
Mars	9	28,87%	↑ 13	IKEA	20	22,38%	↑ 8

Considered Employer Ranking | Top 20

Your students | Engineering/Natural Sciences

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	65,71%	RUSNANO	8	34,29%
Yandex	1	65,71%	Sberbank of Russia	8	34,29%
Microsoft	3	60,00%	VTB24	8	34,29%
Kaspersky Lab	4	45,71%	J.P. Morgan	14	31,43%
Gazprom	5	40,00%	Mail.Ru	14	31,43%
IBM	6	37,14%	Samsung	14	31,43%
Intel	6	37,14%	EY (Ernst & Young)	17	28,57%
KPMG	8	34,29%	Lenovo	17	28,57%
McKinsey & Company	8	34,29%	Siemens	17	28,57%
PwC	8	34,29%	Citi	20	25,71%

Considered Employer Ranking | Top 20

Your students | IT

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Yandex	1	65,87%	↑	1	2Gis	11	23,02%	NEW	-
Google	2	62,70%	↓	-1	HP	12	21,43%	↑	5
Microsoft	3	50,79%	→	0	Lenovo	13	20,63%	↓	-1
Intel	4	43,65%	↑	1	Sberbank of Russia	13	20,63%	↓	-5
IBM	5	42,06%	↓	-1	McKinsey & Company	15	19,84%	↑	12
Kaspersky Lab	6	36,51%	→	0	EY (Ernst & Young)	16	19,05%	↑	11
Gazprom	7	33,33%	↓	-1	AlfaBank	17	17,46%	↓	-3
Mail.Ru	8	26,98%	↑	4	BMW Group	17	17,46%	↑	3
Samsung	9	26,19%	↑	1	Cisco Systems	17	17,46%	↑	3
ABBYY	10	25,40%	↓	-2	SAP	17	17,46%	→	0

Ideal Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Google	1	27,66%	↑ 1	EY (Ernst & Young)	11	9,36%	↓ -3
McKinsey & Company	2	24,68%	↓ -1	BMW Group	12	8,94%	→ 0
Unilever	3	21,70%	↑ 7	Mars	13	8,72%	↑ 8
Gazprom	4	17,66%	↓ -1	Procter & Gamble (P&G)	14	8,30%	↓ -3
Yandex	4	17,66%	↑ 9	Nestlé	15	7,87%	↑ 1
The Boston Consulting Group (BCG)	6	11,91%	↓ -1	Microsoft	16	7,23%	↑ 2
L'Oréal Group	7	11,06%	↑ 7	Bain & Company	17	6,81%	↓ -9
KPMG	8	10,00%	↓ -1	Gazprom Neft	17	6,81%	NEW -
PwC	9	9,79%	↑ 7	Sberbank of Russia	17	6,81%	↑ 10
Goldman Sachs	10	9,57%	↓ -6	J.P. Morgan	20	6,17%	↓ -14

Ideal Employer Ranking | Top 20

Your students | Engineering/Natural Sciences

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	47,06%	AlfaBank	11	8,82%
Microsoft	2	29,41%	Bank of America Merrill Lynch	11	8,82%
Yandex	2	29,41%	Goldman Sachs	11	8,82%
McKinsey & Company	4	20,59%	J.P. Morgan	11	8,82%
General Electric (GE)	5	11,76%	Mars	11	8,82%
Intel	5	11,76%	Moscow Exchange MICEX-RTS	11	8,82%
Johnson & Johnson	5	11,76%	PwC	11	8,82%
Kaspersky Lab	5	11,76%	Samsung	11	8,82%
KPMG	5	11,76%	Bain & Company	19	5,88%
VTB24	5	11,76%	Deutsche Bank	19	5,88%

Ideal Employer Ranking | Top 20

Your students | IT

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Google	1	59,17%	→	0	The Boston Consulting Group (BCG)	10	7,50%	↑	31
Yandex	2	50,00%	→	0	Sberbank of Russia	12	6,67%	↓	-4
Microsoft	3	25,83%	→	0	EY (Ernst & Young)	13	5,83%	↑	14
Kaspersky Lab	4	21,67%	↑	2	Goldman Sachs	13	5,83%	↑	14
Intel	5	20,00%	→	0	SAP	13	5,83%	↓	-4
Gazprom	6	15,00%	↑	3	ABBYY	16	5,00%	↓	-7
IBM	6	15,00%	↓	-2	BMW Group	17	4,17%	↑	10
McKinsey & Company	8	12,50%	↑	5	Deutsche Bank	17	4,17%	↑	1
Mail.Ru	9	9,17%	↑	4	Samsung	17	4,17%	↓	-4
2Gis	10	7,50%	NEW	-	Accenture	20	3,33%	↑	7

Potential Applicants' Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
McKinsey & Company	1	8,16%	→ 0	Bain & Company	11	2,48%	↓ -2
Unilever	2	7,21%	↑ 6	EY (Ernst & Young)	12	2,36%	↓ -5
Google	3	4,37%	↑ 2	Procter & Gamble (P&G)	13	2,13%	↓ -2
The Boston Consulting Group (BCG)	4	3,78%	↓ -2	Yandex	13	2,13%	↑ 6
PwC	5	3,31%	↑ 8	J.P. Morgan	15	1,89%	↓ -11
Gazprom	6	3,19%	↑ 4	Nestlé	15	1,89%	↑ 1
Goldman Sachs	7	2,84%	↓ -4	Sberbank of Russia	17	1,77%	↑ 8
Mars	8	2,72%	↑ 8	BMW Group	18	1,65%	↑ 3
KPMG	9	2,60%	↓ -4	British American Tobacco	18	1,65%	↑ 41
L'Oréal Group	9	2,60%	↑ 6	Credit Suisse	18	1,65%	↑ 7

- ?
- 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 | Engineering/Natural Sciences

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	11,32%	Unilever	6	3,77%
AlfaBank	2	5,66%	ABB	12	1,89%
McKinsey & Company	2	5,66%	ABBYY	12	1,89%
VTB24	2	5,66%	Bain & Company	12	1,89%
Yandex	2	5,66%	Bank of America Merrill Lynch	12	1,89%
Johnson & Johnson	6	3,77%	Coca-Cola	12	1,89%
JTI (Japan Tobacco International)	6	3,77%	Deutsche Bank	12	1,89%
KPMG	6	3,77%	EY (Ernst & Young)	12	1,89%
Mars	6	3,77%	Gazprom	12	1,89%
Microsoft	6	3,77%	General Electric (GE)	12	1,89%

- ?
- 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 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Yandex	1	15,94%	→ 0	The Boston Consulting Group (BCG)	8	2,90%	↑ 11
Google	2	15,22%	→ 0	2Gis	12	2,17%	NEW -
Kaspersky Lab	3	6,52%	↑ 2	SAP	12	2,17%	↓ -3
McKinsey & Company	4	5,07%	↑ 2	ABBYY	14	1,45%	↑ 5
Microsoft	4	5,07%	↓ -1	Deutsche Bank	14	1,45%	↑ 5
Intel	6	3,62%	↑ 3	EY (Ernst & Young)	14	1,45%	↓ -5
Mail.Ru	6	3,62%	→ 0	Gazprom	14	1,45%	NEW -
Accenture	8	2,90%	↑ 11	Glowbyte Consulting	14	1,45%	NEW -
IBM	8	2,90%	↓ -4	Goldman Sachs	14	1,45%	NEW -
Sberbank of Russia	8	2,90%	↑ 1	KPMG	14	1,45%	↑ 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)

The Universum Communication Channel Framework

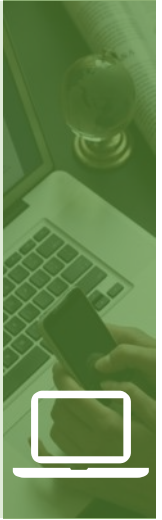
PRINT

- 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 advertisements in social media
- Employer advertisements on news/business-related websites
- Employer websites
- Job boards
- Live online events with employers
- Social media
- Targeted emails



IN-PERSON

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

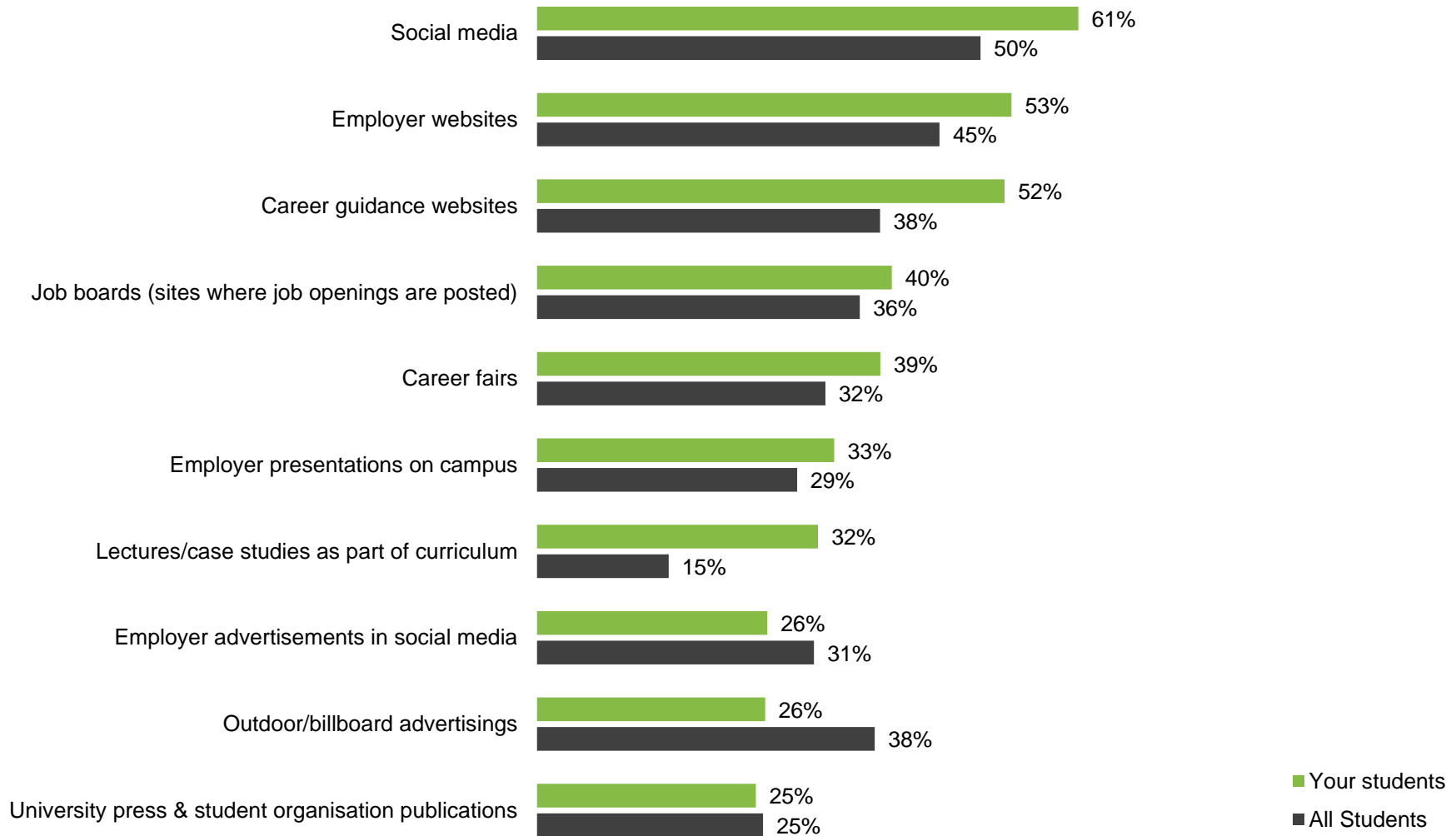


OTHER CHANNELS

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



Which communication channels do your students use the most?



THANK YOU!

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

APPENDIX

- About the Universum Talent Research
- Highest qualification
- Main field of study
- Educational institutions
- Area of study
- Employer rankings among Students | All main fields of study
- Importance of attributes for all four drivers of employer attractiveness
- The Universum Career Profiles

About the Universum Talent Research

THE QUESTIONNAIRE

- Created based on over 25 years of experience, extensive research within HR, focus groups and communication with both our clients and talent
- Global perspective - local insight

DATA COLLECTION

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

WEIGHTING

- In order to provide our clients with reliable data we set targets per main field of study and educational institution/industry to reflect the actual distribution of students and professionals. Weighting is used to compensate for discrepancies from the targets.
- Note that only data based on all respondents or on all respondents within a main field of study is weighted. Breakdowns like gender, high achievers or other more specific target groups are not weighted.



2.200

educational institutions



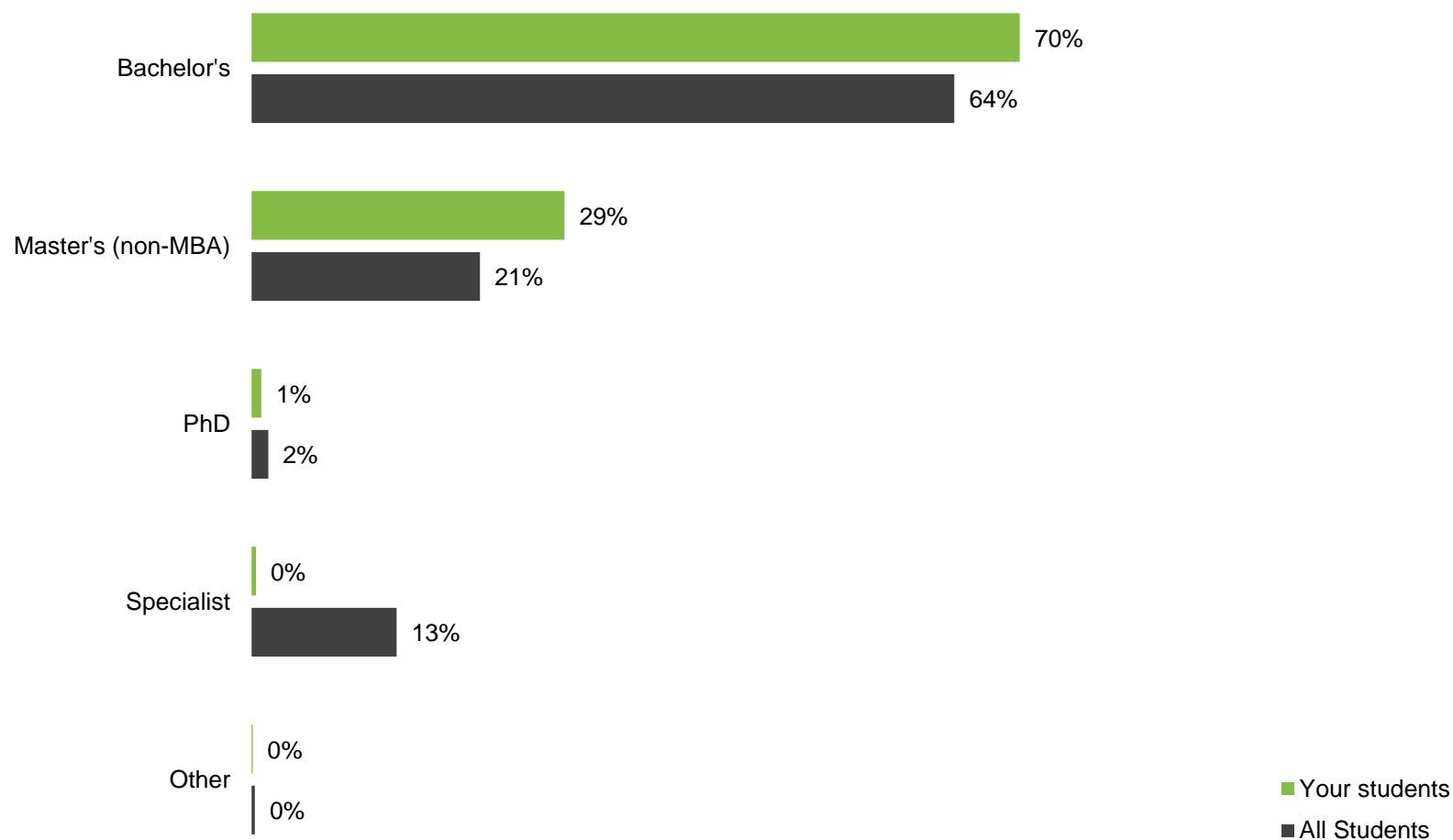
WE HAVE CONDUCTED THE
UNIVERSUM TALENT SURVEY
FOR OVER 25 YEARS



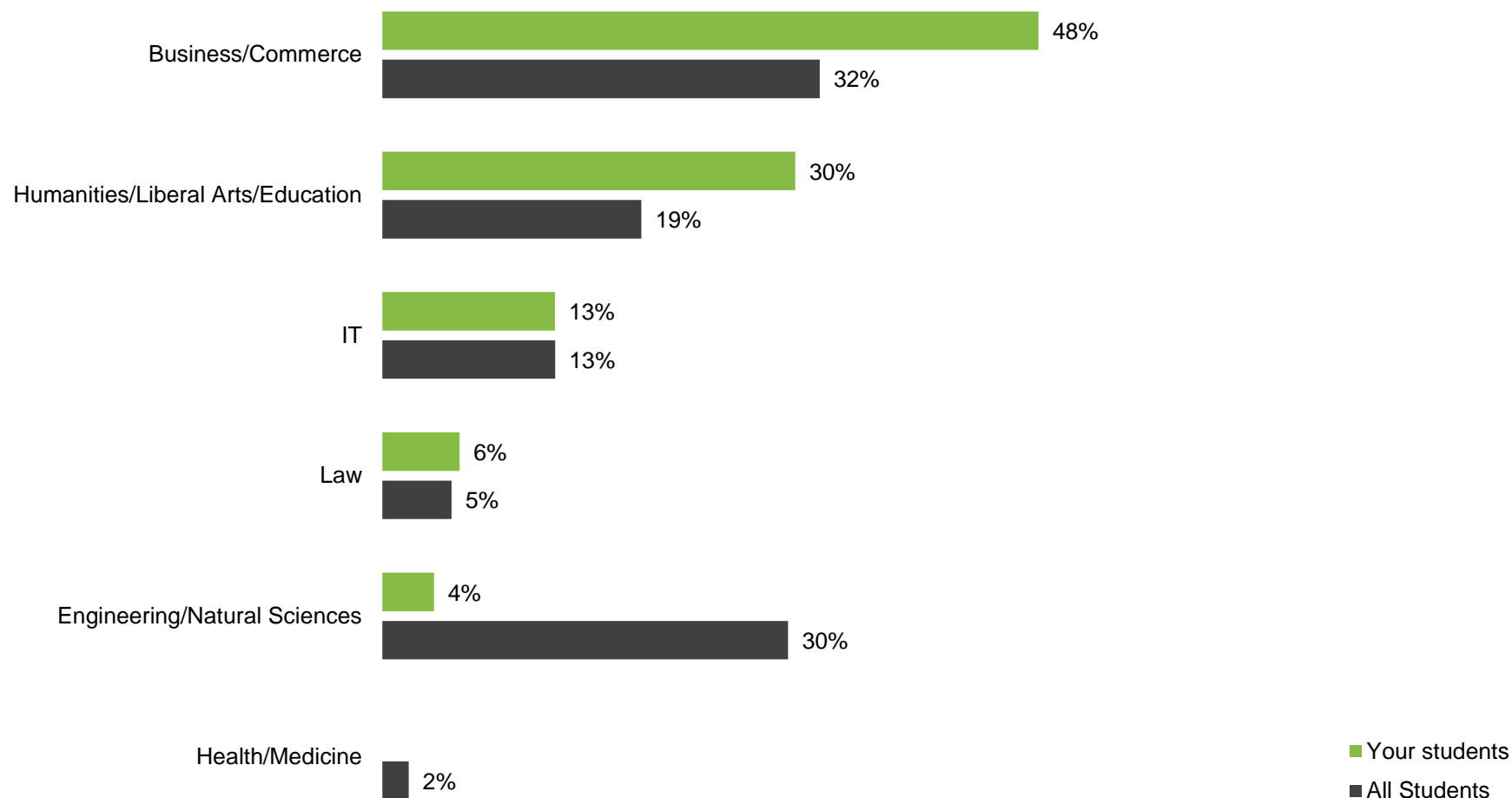
Total number of respondents
in the survey 2016:

1.300.000+

Highest qualification



Main field of study



Educational institutions (1/3)

All Students

University	All Students	University	All Students
Financial University under the government of the Russian Federation	4%	Higher School of Economics St.Petersburg	1%
Kazan (Volga Region) Federal University	3%	Moscow State Technical University of Radiotechnics, Electronics and Automatics	1%
Higher School of Economics National Research University - Moscow	3%	National Research Tomsk Polytechnic University	1%
Southern Federal University	3%	Bashkir State University	1%
Lomonosov Moscow State University, MGU	2%	Plekhanov Russian University of Economics	1%
St. Petersburg State University (incl Graduate School of Management)	2%	Baumann Moscow State Technical University	1%
Kuban State University	2%	Russian State Social University	1%
Siberian Federal University	2%	St. Petersburg State Polytechnical University	1%
Peoples' Friendship University of Russia	2%	Kuban State Technological University	1%
Saint Petersburg State University of Economics	2%	Voronezh State University	1%
Moscow Aviation Institute (State University of Aerospace Technologies)	2%	Irkutsk State Railway Transport Engineering University	1%
Higher School of Economics - National Research University (Nizhny Novgorod)	2%	Ufa State Petroleum Technological University	1%
Far Eastern Federal University	2%	Mordovia State University by name og Ogareva N.P.	1%
Ufa State Aviation Technical University	2%	Moscow State University of Mechanical Engineering (MAMI)	1%
Lobachevsky State University of Nizhny Novgorod National Research University	1%	Timiryazev Agricultural Academy	1%
Ural Federal University named after the First President of Russia B.N. Yeltsin	1%		

- ?
- Which college or university do you attend? (students)
 - From which college or university did you graduate with your highest degree? (professionals)

Educational institutions (2/3)

All Students

University	All Students	University	All Students
Chelyabinsk State University	1%	National University of Science and Technology (MISIS)	1%
Nizhny Novgorod State Technical University named after R.E. Alekseev	1%	Samara State University of Economics	1%
Perm National Research Polytechnic University	1%	Ivanovo State Power Engineering University	1%
National Research Irkutsk State Technical University	1%	Ural State University of Economics	1%
St. Petersburg National Research University of Information Technologies, Mechanics and Optics	1%	The Moscow State Institute of International Relations (MGIMO-University)	1%
Perm State University	1%	Voronezh State Technical University	1%
National Research University Moscow Power Engineering Institute (MPEI)	1%	Gubkin Russian State University of Oil and Gas	1%
The Russian Presidential Academy of National Economy and Public Administration	1%	St. Petersburg State Electrotechnical University LETI	1%
Vladimir State University named after Alexander and Nikoley Stoletovs	1%	Novosibirsk State University	1%
Moscow State University of Railway Engineering	1%	National Research Nuclear University (MEPhI)	1%
Samara State Technical University	1%	Russian State University of Tourism and Service	1%
Novosibirsk State Technical University	1%	Petrozavodsk State University	0%
The State University of Management	1%	Nizhny Novgorod State University of Architecture and Civil Engineering	0%
Omsk F.M. Dostoevsky State University	1%	National Mineral Resources University	0%
St. Petersburg State University of Aerospace Instrumentation	1%	Northern (Arctic) Federal University	0%
Far Eastern State Transport University	1%		



- Which college or university do you attend? (students)
- From which college or university did you graduate with your highest degree? (professionals)

Educational institutions (3/3)

All Students

University	All Students	University	All Students
St. Petersburg State Transport University	0%	Saratov State Socio-Economic University	0%
The Bonch-Bruевич St. Petersburg State University of Telecommunications	0%	Ulyanovsk State Technical University	0%
National Research Tomsk State University	0%	National Research University of Electronic Technology	0%
Moscow State University of Food Production	0%	Novosibirsk State Agricultural University	0%
Cherepovets State University	0%	Ulyanovsk State University	0%
Saratov State Technical University	0%	Ulyanovsk State Agricultural Academy	0%
Kemerovo State University	0%	Moscow State Technological Institute STANKIN	0%
Moscow Technical University of Communications and Informatics	0%	The Russian Foreign Trade Academy The Ministry of Economics Development	0%
Tyumen State University	0%	International Banking Institute	0%
Penza State Technological University	0%	1st Moscow State Medical University of I.M.Sechenov	0%
Altay State technical University	0%	Siberian Transport University	0%
Murmansk State Technical University	0%	New Economic School	0%
Mendeleev University of Chemical Technology	0%	Ivanovo state University	0%
Khabarovsk State Academy of Economics and Law	0%	State Classical Academy named after Maimonides	0%
Moscow Institute of Physics and Technology State University (MIPT)	0%	Skolkovo Institute of Science and Technology (Skoltech)	0%
Ivanovo state chemical-technology University	0%	Other	17%



- Which college or university do you attend? (students)
- From which college or university did you graduate with your highest degree? (professionals)

Areas of study

All Students | Business (1/1)

Area of study	All Students	Area of study	All Students
Management	25%	Entrepreneurship	6%
Economics	22%	Logistics	5%
Finance/Banking	19%	Tourism Management	4%
Marketing	12%	Sales	3%
Accounting/Auditing/Taxation	12%	Crisis management	3%
World economy	9%	Quality management	3%
Human Resources Management	7%	Information Management	2%
Public Administration	6%	Business Administration	2%
Communication/Advertising/PR	6%	Customs affairs	2%
International Business	6%	Real Estate	1%
Econometrics/Mathematical modelling in economics/Statistics	6%	Other Business	8%

Areas of study

All Students | Engineering (1/1)

Area of study	All Students	Area of study	All Students
Construction/architecture	13%	Materials science/materials technology	4%
Machine/mechanical engineering	12%	Nuclear engineering	4%
Power engineering	10%	Personal and social safety	4%
Automation Engineering	9%	Environmental engineering	4%
Electrical/electronic engineering	9%	Telecommunications	3%
Oil and gas engineering	8%	Civil engineering	3%
Aeronautics/aerospace engineering	8%	Biological engineering/biological technology	3%
Chemical engineering	7%	Metallurgical Engineering	3%
Industrial engineering and management	6%	Mining engineering	3%
Process technology	6%	Other Engineering	11%
Thermal engineering	6%		



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

Areas of study

All Students | IT (1/1)

Area of study	All Students	Area of study	All Students
Information Systems	44%	Artificial Intelligence	8%
Software Engineering	35%	Business Computing Systems	6%
Computer Science	25%	e-Business Systems	3%
Information Systems Security	20%	Electronic Publishing	2%
Business Systems Analysis and Design	15%	Other IT	11%
Information Management	8%		

Areas of study

All Students | Natural Sciences (1/1)

Area of study	All Students	Area of study	All Students
Mathematical Sciences	29%	Ecology	18%
Physics	24%	Geology/Earth Sciences	15%
Chemistry	23%	Human Sciences	5%
Biological Science	20%	Other Natural Sciences	7%

Areas of study

All Students | Humanities (1/1)

Area of study	All Students	Area of study	All Students
Linguistics/Foreign Languages	24%	Psychology	11%
International Relations	15%	History/Philosophy	11%
English/Literature	14%	Creative Arts	10%
Communication	14%	Political Science	9%
Teaching/Education	13%	Design	6%
Social Sciences	11%	Other Humanities	17%

Areas of study

All Students | Law (1/1)

Area of study	All Students	Area of study	All Students
Civil law	54%	International Commercial Law	8%
Criminal Litigation	32%	Media Law	3%
International Law	19%	Law and Property Valuation	3%
Constitutional law	17%	Other Law	11%
Commercial Law	12%		

Areas of study

All Students | Health/Medicine (1/1)

Area of study	All Students	Area of study	All Students
Medicine	56%	Nursing/Nursery	4%
Pharmacy	16%	Physiotherapy	3%
Dental Medicine	13%	Other Health/Medicine	16%
Cosmetology	5%		

Considered Employer Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Gazprom	1	44,37%	→	0	IKEA	16	18,57%	↑	4
Google	2	35,38%	→	0	VTB24	17	16,82%	↑	6
Gazprom Neft	3	32,31%	NEW	-	McKinsey & Company	18	16,07%	↓	-7
Rosneft Oil Company	4	29,30%	↓	-1	Nissan	19	15,70%	↑	6
Yandex	5	24,66%	↑	2	Johnson & Johnson	20	15,54%	↑	8
BMW Group	6	24,11%	↓	-2	Samsung	21	15,52%	→	0
Microsoft	7	24,07%	↓	-2	PepsiCo	22	15,47%	↑	8
Sberbank of Russia	8	22,78%	↓	-2	Procter & Gamble (P&G)	23	15,40%	↓	-5
L'Oréal Group	9	22,09%	↑	7	Lukoil	24	15,02%	↓	-7
Nestlé	10	21,97%	→	0	Russian Railways	25	14,94%	↑	8
Transneft	11	20,52%	↓	-2	Mars	26	14,70%	↓	-4
Toyota	12	19,89%	→	0	Volvo Group	27	13,92%	↑	7
Coca-Cola	13	19,42%	→	0	Tatneft	28	13,56%	↑	4
Unilever	14	19,09%	→	0	AlfaBank	29	13,47%	→	0
Volkswagen Group	15	18,99%	↓	-7	PwC	30	13,36%	↓	-6

Considered Employer Ranking | Top 30

All Students | Engineering/Natural Sciences

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Gazprom	1	45,23%	→	0	Stroytransgaz	16	13,12%	↑	1
Gazprom Neft	2	34,56%	NEW	-	Nissan	17	12,61%	↓	-1
Rosneft Oil Company	3	33,46%	↓	-1	Intel	18	12,16%	↓	-3
Transneft	4	25,06%	↓	-1	Volkswagen Group	19	12,12%	↓	-7
Google	5	21,13%	↓	-1	Russian Railways	20	11,78%	↓	-2
Rosatom	6	17,72%	↑	5	MOSENERGO	21	11,02%	↑	1
Microsoft	7	16,47%	↓	-1	General Electric (GE)	22	10,28%	↑	2
Surgutneftegas	8	16,35%	↓	-3	IBM	23	10,15%	→	0
Tatneft	9	16,27%	↓	-2	Siemens	24	10,14%	↓	-4
Toyota	10	15,22%	↑	3	MMC Norilsk Nickel	25	9,82%	↓	-4
BMW Group	11	14,94%	↓	-2	Bosch	26	9,50%	↑	5
RUSNANO	12	14,37%	↑	2	Volvo Group	27	9,32%	→	0
Yandex	13	14,17%	↓	-3	Sberbank of Russia	28	9,25%	↓	-2
Lukoil	14	14,01%	↓	-6	EUROSIBENERGO	29	9,18%	↓	-4
Samsung	15	13,36%	↑	4	Lenovo	30	8,76%	↑	2

Considered Employer Ranking | Top 30

All Students | IT

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Google	1	59,90%	→	0	Cisco Systems	16	18,61%	↓	-2
Yandex	2	54,67%	→	0	ABBYY	17	17,18%	↓	-1
Microsoft	3	51,74%	→	0	BMW Group	18	16,90%	↓	-1
Intel	4	40,21%	→	0	Toyota	19	16,74%	↓	-1
Gazprom	5	35,24%	→	0	Nokia	20	16,59%	↓	-5
IBM	6	34,71%	→	0	VTB24	21	15,70%	↓	-2
Kaspersky Lab	7	34,00%	→	0	Rostelecom	22	14,44%	↓	-1
Mail.Ru	8	30,66%	↑	1	Volkswagen Group	23	14,10%	↓	-3
Samsung	9	28,30%	↓	-1	AlfaBank	24	13,73%	↑	3
Sberbank of Russia	10	24,89%	→	0	Nissan	25	13,52%	↓	-2
Lenovo	11	24,64%	→	0	Transneft	26	13,37%	↓	-4
Gazprom Neft	12	24,52%	NEW	-	Philips	27	12,95%	↓	-1
2Gis	13	22,45%	NEW	-	Siemens	28	12,75%	↓	-3
Rosneft Oil Company	14	21,30%	↓	-2	Volvo Group	29	12,07%	↓	-1
HP	15	20,45%	↓	-2	IKEA	30	11,76%	↑	4

Ideal Employer Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Gazprom	1	29,95%	→	0	Toyota	16	5,75%	↑	7
Google	2	22,72%	→	0	Transneft	17	5,60%	↓	-3
Gazprom Neft	3	13,12%	NEW	-	VTB24	18	5,59%	↑	12
Rosneft Oil Company	4	11,75%	↓	-1	PwC	19	5,40%	↓	-2
BMW Group	5	11,42%	↓	-1	Procter & Gamble (P&G)	20	5,23%	↓	-5
Sberbank of Russia	6	11,23%	↓	-1	EY (Ernst & Young)	21	5,22%	↓	-13
Yandex	7	10,76%	↑	5	Mars	22	5,12%	↓	-1
Microsoft	8	10,22%	↓	-2	KPMG	23	4,93%	↓	-10
L'Oréal Group	9	9,36%	→	0	Volkswagen Group	24	4,92%	↓	-14
Unilever	10	8,23%	↑	1	Lukoil	25	4,66%	↓	-6
McKinsey & Company	11	7,78%	↓	-4	Samsung	26	4,04%	↑	5
Nestlé	12	7,09%	↑	4	The Boston Consulting Group (BCG)	27	3,88%	↓	-9
IKEA	13	6,93%	↑	9	Moscow Exchange MICEX-RTS	28	3,80%	↓	-3
Russian Railways	14	6,66%	↑	10	AlfaBank	29	3,63%	↓	-1
Coca-Cola	15	6,01%	↑	5	Goldman Sachs	30	3,62%	↓	-3

Ideal Employer Ranking | Top 30

All Students | Engineering/Natural Sciences

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Gazprom	1	33,22%	→	0	Schlumberger	16	4,94%	↑	12
Gazprom Neft	2	18,35%	NEW	-	General Electric (GE)	17	4,44%	↑	10
Rosneft Oil Company	3	18,26%	↓	-1	Siemens	18	4,27%	↓	-1
Google	4	14,30%	↓	-1	Samsung	19	4,26%	↑	3
Rosatom	5	10,88%	↑	2	MOSENERGO	20	4,01%	↑	6
Transneft	6	9,48%	↓	-1	Volkswagen Group	21	3,89%	↓	-11
Microsoft	7	8,04%	↓	-1	Stroytransgaz	22	3,83%	↑	1
BMW Group	8	7,69%	↓	-4	Tatneft	23	3,79%	↓	-5
RUSNANO	9	6,73%	↑	3	Sberbank of Russia	24	3,72%	↓	-4
Yandex	10	6,24%	↓	-1	IBM	25	3,61%	↓	-1
Russian Railways	11	6,21%	↑	2	MMC Norilsk Nickel	26	3,41%	↓	-10
Lukoil	12	5,87%	↓	-4	Shell	27	3,21%	↓	-6
Intel	13	5,74%	↓	-2	Nissan	28	3,08%	↓	-9
Surgutneftegas	14	5,39%	→	0	SIBUR	29	2,91%	↑	13
Toyota	15	5,01%	→	0	IKEA	30	2,81%	↑	9

Ideal Employer Ranking | Top 30

All Students | IT

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Google	1	49,79%	→	0	Lenovo	16	4,46%	↓	-2
Yandex	2	36,84%	↑	1	HP	17	4,26%	↓	-4
Microsoft	3	33,98%	↓	-1	ABBYY	18	3,86%	↓	-1
Intel	4	21,73%	↑	1	SAP	19	3,34%	↑	1
Gazprom	5	19,28%	↓	-1	VTB24	20	3,03%	↓	-1
IBM	6	15,10%	→	0	Toyota	21	2,89%	↑	1
Kaspersky Lab	7	14,84%	→	0	IKEA	22	2,87%	↑	11
Mail.Ru	8	11,72%	↑	1	Russian Railways	23	2,73%	↑	1
Sberbank of Russia	9	9,29%	↓	-1	RUSNANO	24	2,57%	↓	-3
Samsung	10	7,91%	→	0	Rostelecom	25	2,56%	↑	1
2Gis	11	7,17%	NEW	-	Transneft	26	2,39%	↓	-1
Gazprom Neft	12	7,10%	NEW	-	Rosatom	27	2,27%	↓	-4
BMW Group	13	6,58%	↑	3	AlfaBank	28	2,22%	↑	3
Cisco Systems	14	6,09%	↓	-2	McKinsey & Company	29	2,19%	↑	5
Rosneft Oil Company	15	5,29%	↓	-4	Luxoft	30	2,12%	↑	18

Potential Applicants' Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Gazprom	1	7,37%	→ 0	Russian Railways	16	1,86%	↑ 14
Sberbank of Russia	2	4,04%	↑ 2	Mars	17	1,81%	↓ -4
Unilever	3	3,80%	↑ 6	The Boston Consulting Group (BCG)	18	1,81%	↓ -7
Google	4	3,66%	↑ 1	Nestlé	19	1,75%	→ 0
McKinsey & Company	5	3,32%	↓ -3	British American Tobacco	20	1,42%	↑ 16
Gazprom Neft	6	3,01%	NEW -	Microsoft	21	1,37%	↓ -5
EY (Ernst & Young)	7	2,83%	↓ -4	IKEA	22	1,36%	↑ 9
PwC	8	2,73%	→ 0	Coca-Cola	23	1,34%	↑ 2
Rosneft Oil Company	9	2,62%	↓ -2	AlfaBank	24	1,31%	↓ -4
BMW Group	10	2,52%	↑ 2	Lukoil	25	1,27%	↓ -11
L'Oréal Group	11	2,29%	↑ 6	Goldman Sachs	26	1,15%	↓ -11
KPMG	12	2,16%	↓ -6	Deloitte	27	1,11%	↑ 2
VTB24	13	2,15%	↑ 13	LVMH	28	1,10%	→ 0
Yandex	14	2,06%	↑ 10	Volkswagen Group	29	1,10%	↓ -7
Procter & Gamble (P&G)	15	1,98%	↓ -5	Transneft	30	1,09%	↓ -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 30

All Students | Engineering/Natural Sciences

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Gazprom	1	12,12%	→	0	Tatneft	16	1,58%	↑	2
Rosneft Oil Company	2	7,26%	→	0	General Electric (GE)	17	1,50%	↑	4
Gazprom Neft	3	6,92%	NEW	-	MMC Norilsk Nickel	18	1,49%	↑	7
Rosatom	4	5,89%	↓	-1	MOSENERGO	19	1,37%	↑	11
Transneft	5	3,38%	↑	1	Shell	20	1,36%	↓	-6
Lukoil	6	3,06%	↓	-1	Microsoft	21	1,29%	↑	2
Schlumberger	7	3,03%	↑	1	Toyota	22	1,28%	↑	5
Russian Railways	8	3,02%	↓	-4	Unilever	23	1,19%	↓	-1
Google	9	2,50%	↓	-2	Samsung	24	0,95%	↑	26
Surgutneftegas	10	2,31%	↑	2	Intel	25	0,90%	↓	-1
BMW Group	11	1,84%	→	0	Sberbank of Russia	26	0,89%	↓	-10
RUSNANO	12	1,73%	↓	-2	Schneider Electric	27	0,88%	↑	19
Yandex	13	1,66%	↑	2	Volkswagen Group	28	0,87%	↓	-15
Siemens	14	1,60%	↑	3	Stroytransgaz	29	0,85%	↑	9
SIBUR	15	1,60%	↑	19	Nestlé	30	0,84%	↓	-4

- ?
- 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

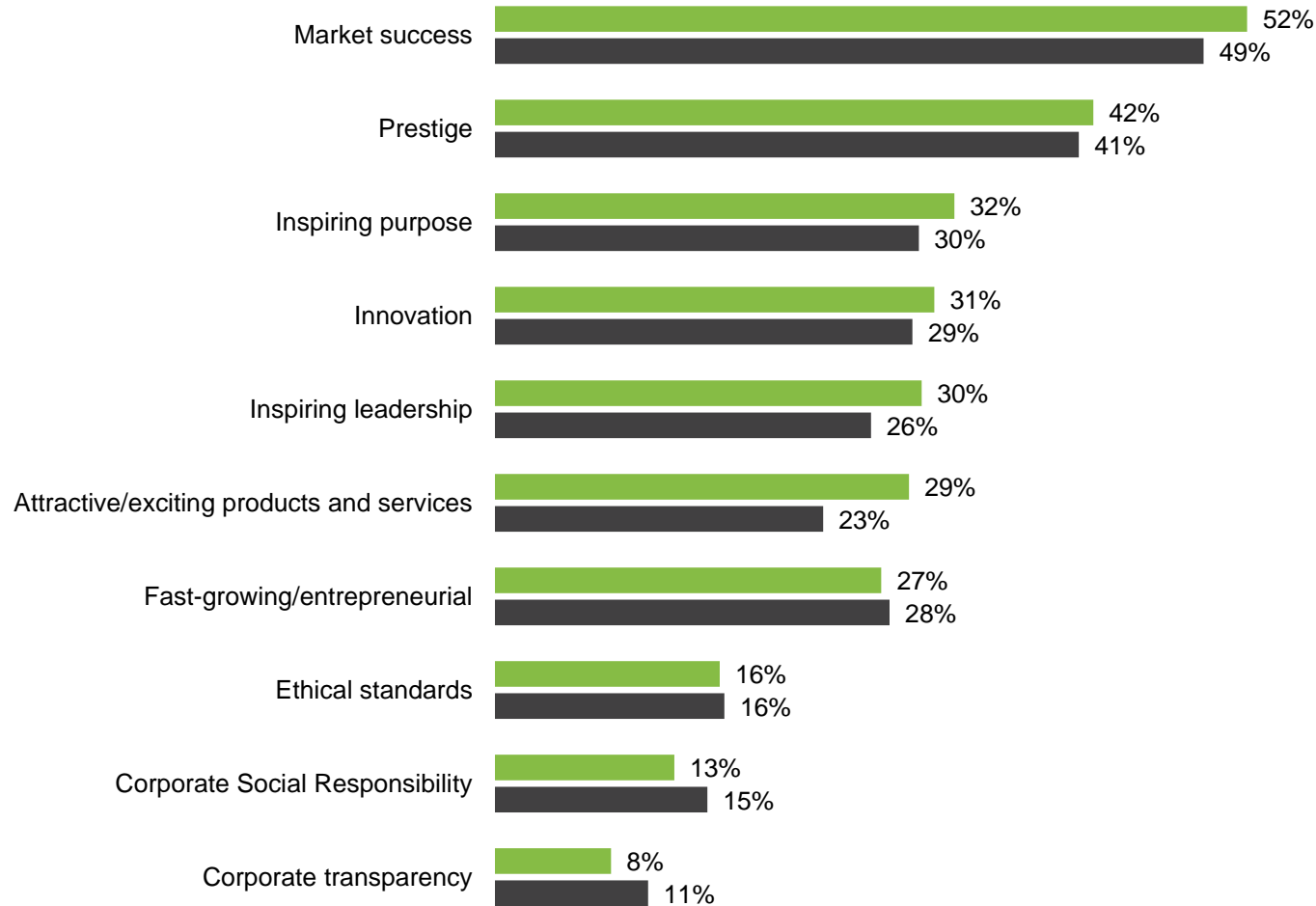
All Students | IT

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Yandex	1	11,83%	↑ 1	BMW Group	16	1,17%	↑ 7
Google	2	11,58%	↓ -1	Russian Railways	17	1,15%	↑ 5
Microsoft	3	7,34%	→ 0	Rosatom	18	1,13%	↓ -2
Intel	4	5,33%	↑ 2	VTB24	19	1,09%	↓ -6
Kaspersky Lab	5	5,05%	→ 0	RUSNANO	20	0,99%	↑ 28
Gazprom	6	4,35%	↓ -2	Luxoft	21	0,94%	↑ 18
Mail.Ru	7	3,71%	↑ 2	Rostelecom	22	0,93%	↑ 2
IBM	8	3,36%	→ 0	Lenovo	23	0,92%	↓ -3
Sberbank of Russia	9	2,74%	↓ -2	ABBYY	24	0,92%	↓ -13
Gazprom Neft	10	2,30%	NEW -	Deutsche Bank	25	0,90%	↑ 11
Samsung	11	1,89%	↑ 3	McKinsey & Company	26	0,87%	↓ -8
2Gis	12	1,69%	NEW -	IKEA	27	0,84%	↑ 24
Rosneft Oil Company	13	1,36%	↓ -3	Deloitte	28	0,84%	↑ 18
SAP	14	1,32%	↓ -2	MTS	29	0,79%	→ 0
Cisco Systems	15	1,22%	→ 0	Transneft	30	0,78%	↑ 14

- ?
- 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

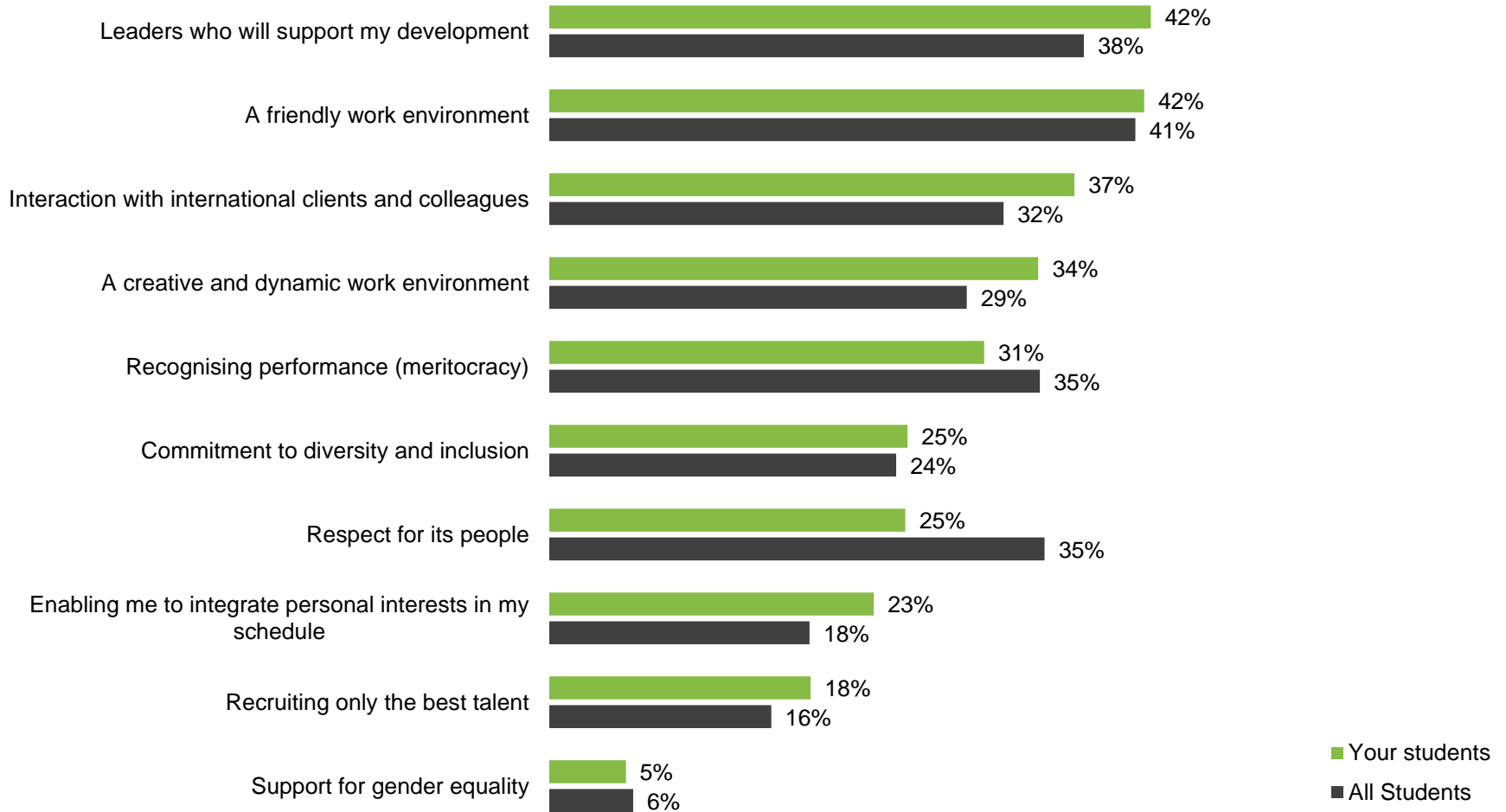


■ Your students

■ All Students

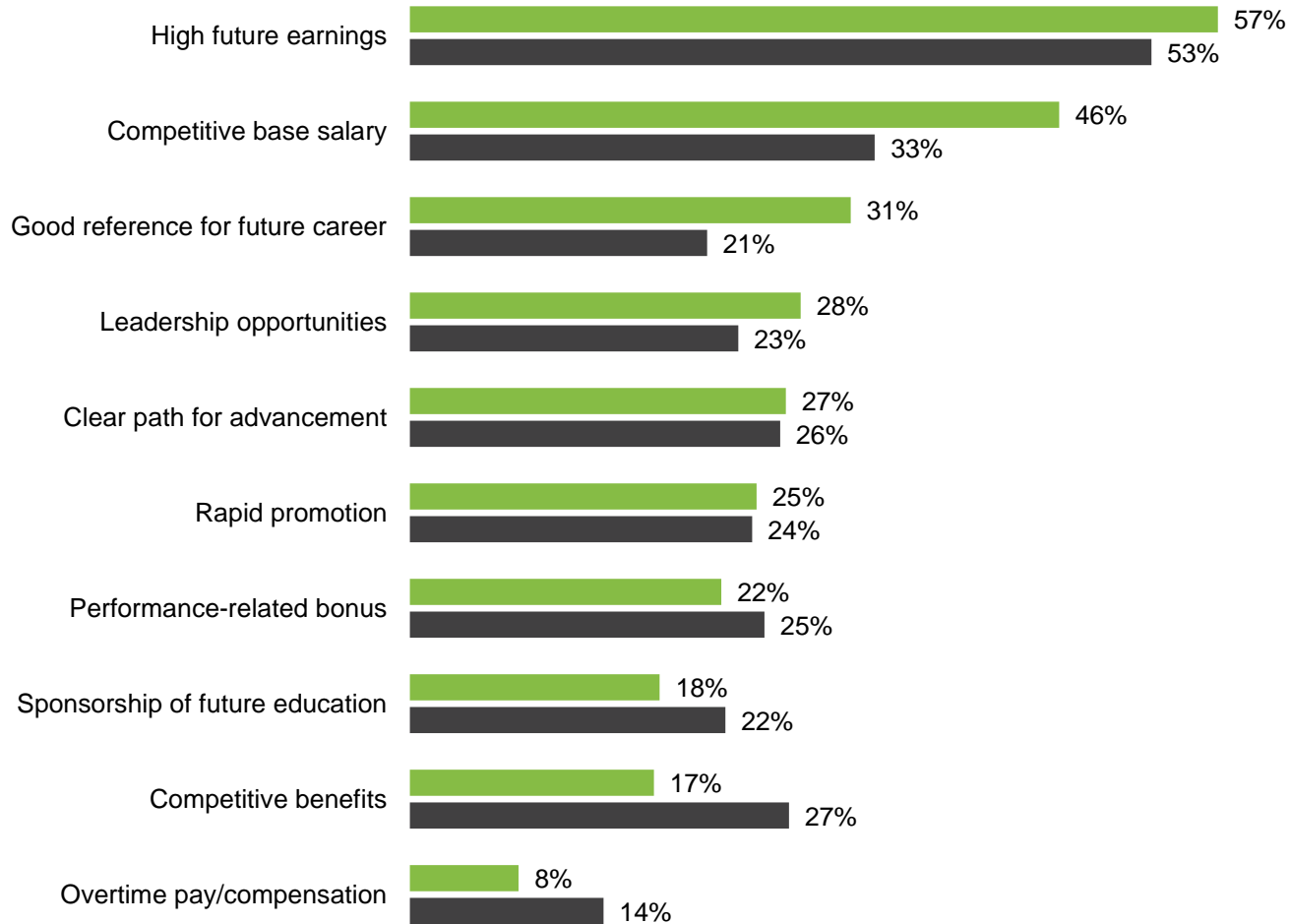
People & Culture

Attractive attributes



Remuneration & Advancement Opportunities

Attractive attributes

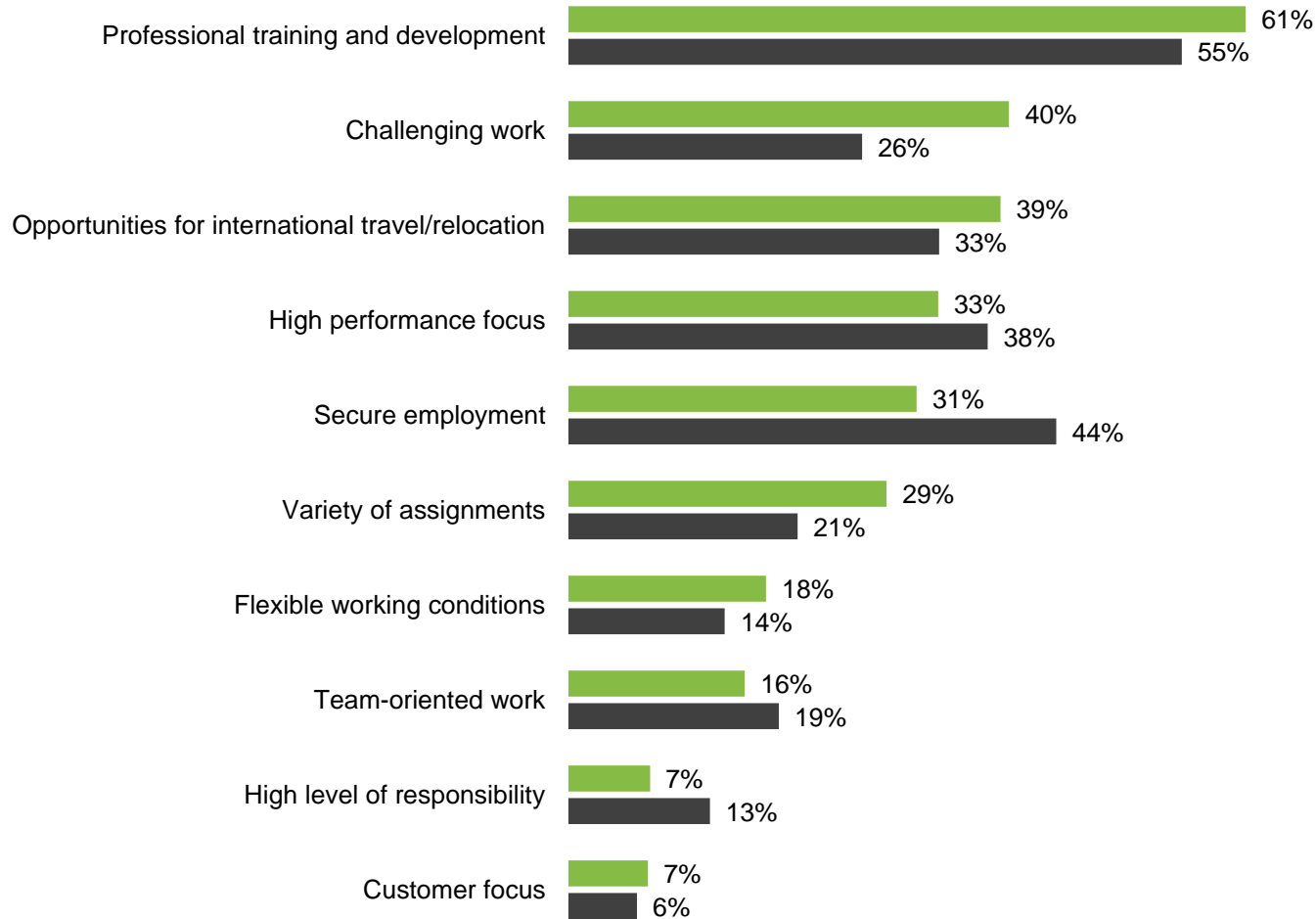


■ Your students

■ All Students

Job Characteristics

Attractive attributes



■ Your students
■ All Students

The Universum Career Profiles



CAREERISTS

are future-oriented individuals who ultimately want to be managers and leaders of groups of people in a business environment. They have no problem starting from the bottom and learning what each rung on the ladder is like. In fact, many Careerists consider this process imperative to being a well-rounded leader later on in their careers. Careerists tend to be ambitious, but are also team-oriented, so they often bring others up along with them (riding their coattails so to speak). Careerists are also adaptable, meaning they are not set on any one way of achieving success and will instead do whatever they need to in order to adjust to a given situation.



ENTREPRENEURS

are curious and creative individuals who are primarily focused on challenging and innovative work. When searching for job opportunities, entrepreneurs look for fast-growing companies that share their entrepreneurial spirit. Entrepreneurs tend to be solution-focused, which means they are most effective when there is an active problem to solve. They lean towards leadership roles and are focused on team dynamics. Entrepreneurs can bore quickly if they feel stagnant, which means they are always looking to lead their team to new challenges.



HARMONISERS

are responsible and loyal individuals who are happy to take on responsibilities for the good of the team. Their friendliness and comfort around others makes them natural leaders, and their desire for harmony makes them excellent in team-oriented settings. They are also very successful when taking internships, as they find it easy to get along with whomever they are working for. Their driver is happiness. They would like to have a stable job where they are among nice colleagues.



HUNTERS

are eager to search for new business opportunities and expect a competitive compensation as well as career advancement and high future earnings. A hunter is wired to be solution-focused, which enables him or her to provide answers for customer problems, which is an important facet for salespeople. Hunter personalities experience a continuous personal renewal. They are able to show growth and project how their skill sets will most benefit an organisation. This adaptive quality is a highly valued trait in dynamic organisations.



IDEALISTS

want to work in organizations that value and respect their employees, while taking an ethical stand on issues of corporate responsibility. As might be expected, an idealist values environmental sustainability and wants to align with companies that share the same values. Although idealists are dedicated to causes for the greater good, they are not merely dreamers and can offer viable solutions that often include creative experimentation. Idealists are fully capable of envisioning a higher state while implementing and leading teams in task-focused efforts.



INTERNATIONALISTS

tend to be “big-picture” individuals who focus primarily on the future instead of day-to-day or historical situations. They usually (but not always) know relatively early on in their lives that they want to have an international career and are usually interested in building international connections. Companies that are global in scope, or at the very least companies that have offices and/or operations in multiple parts of the world, will be most appealing to Internationalists. They are curious, open-minded and they value social interaction.



LEADERS

are able to see the big picture in any situation, which helps them inspire both their teams and themselves. They prefer the numerous benefits of working with others in a team environment, rather than being a “lone-wolf”. Leaders aren’t afraid of being responsible for situations. They see responsibility as something to be desired and sought after. Because they understand that, their success or failure is ultimately in their own hands. Leaders are also quite introspective; they can look inward and assess themselves honestly and, when necessary, harshly. Before starting their careers, leaders are often involved in various types of organisations, and are often responsible for the founding and growth of projects.

THANK YOU!

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