

An aerial photograph of a city skyline, likely Moscow, featuring a wide river (the Moskva River) and several prominent skyscrapers. The image is overlaid with a semi-transparent white banner containing text. The background is a mix of blue and green tones, suggesting a clear sky and lush greenery.

Universum Talent Research 2017

Partner Report | National Research University Higher School of Economics
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 2016 to April 2017



Total number of
respondents in the survey

23 305

THIS REPORT

Number of respondents

GROUP 1

Your students

1 316

GROUP 2

All students

23 305

Agenda

1

EXECUTIVE SUMMARY

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

Summary of your University Brand Perception (2/2)

CONTINUE COMMUNICATING

REPUTATION & IMAGE

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



CULTURE & STUDENT LIFE

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



EMPLOYABILITY & FUTURE OPPORTUNITIES

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

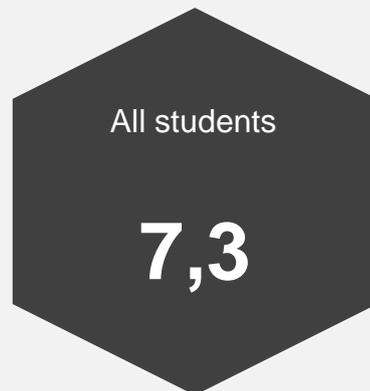
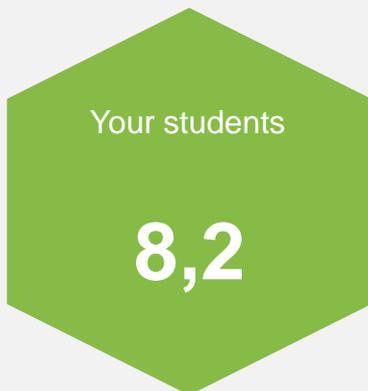


EDUCATIONAL OFFERING

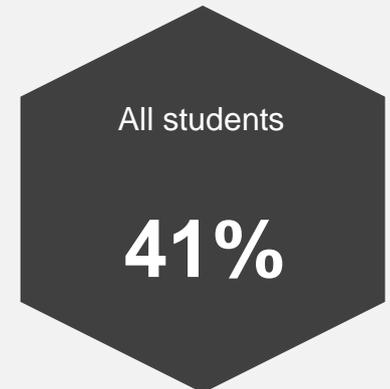
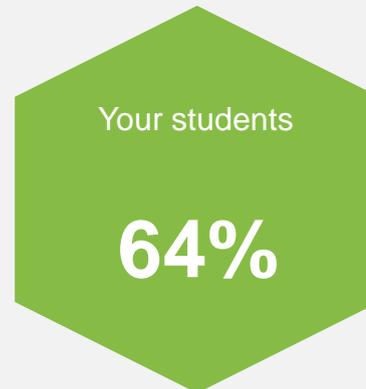
- ✓ Attractive/exciting programs and fields of study
- ✓ Challenging curriculum
- ✓ Exceptional professors/lecturers
- ✓ Quality and variety of courses



AVERAGE SATISFACTION



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



General profile and summary of career preferences



Your students



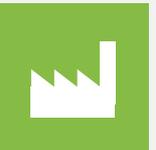
TOP CAREER GOALS

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



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Solution-focused
2. Taking time to think
3. Seeing the bigger picture

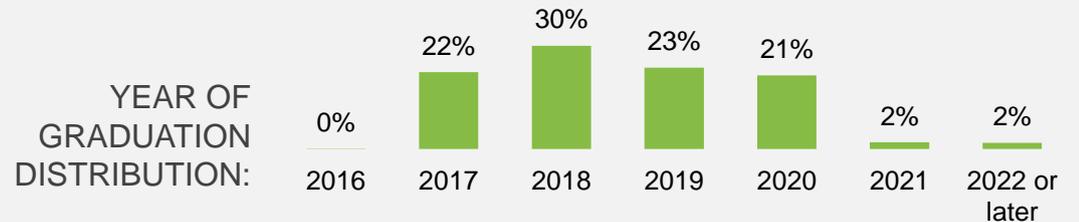


TOP 3 MOST PREFERRED INDUSTRIES

1. Management and Strategy Consulting
2. Financial Services
3. Banks

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

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



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. Solution-focused

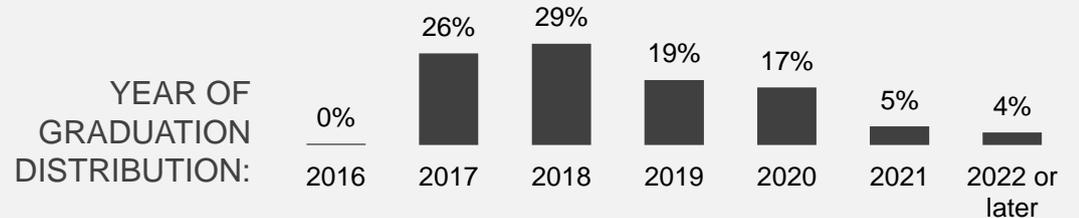


TOP 3 MOST PREFERRED INDUSTRIES

1. Arts, Entertainment and Recreation
2. Media and Advertising
3. Public Sector and Governmental Agencies

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



Agenda

1

EXECUTIVE SUMMARY

2

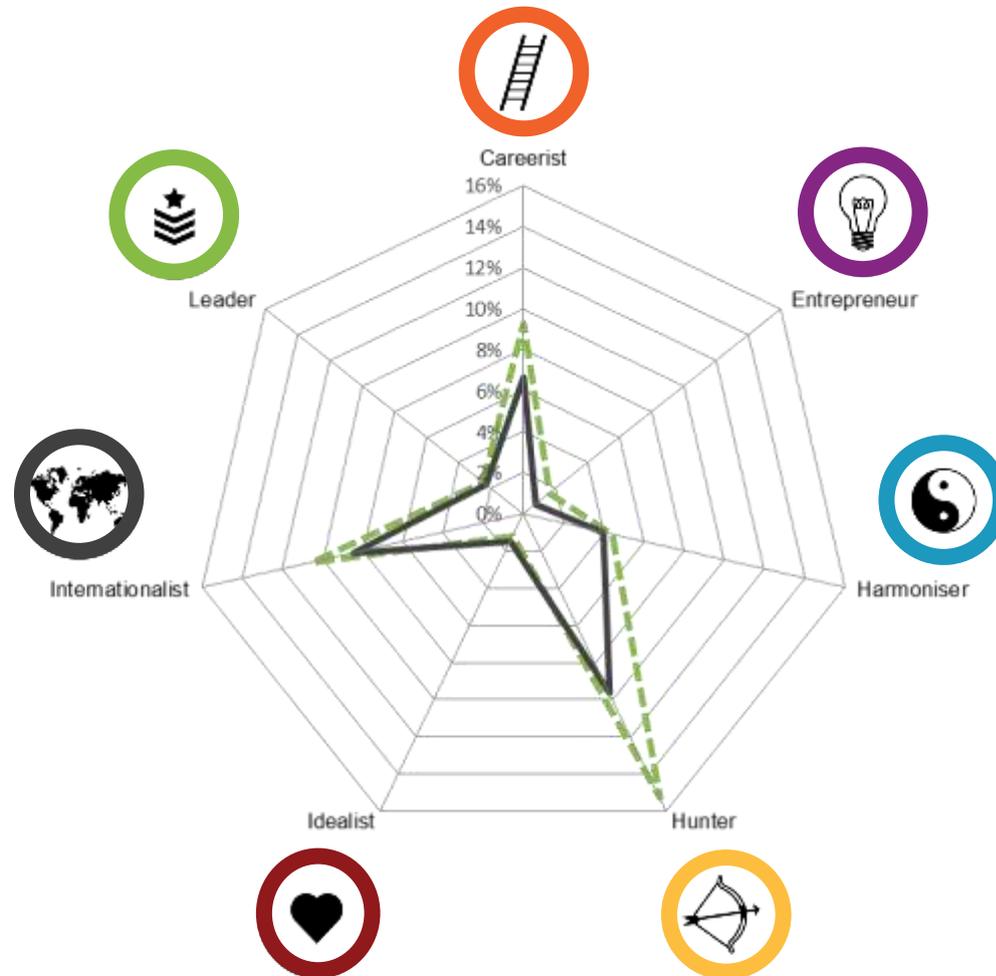
TALENT PROFILE

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

- 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.

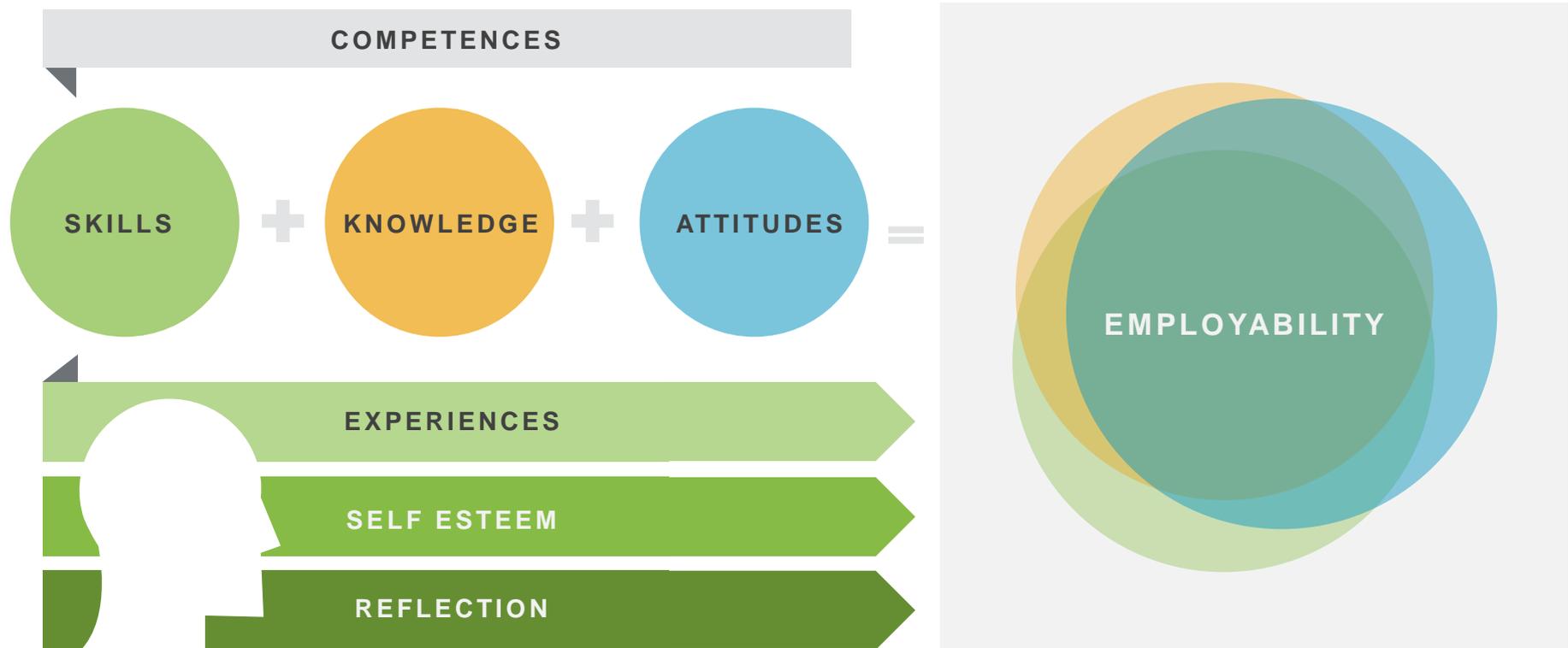


LEADERS

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.

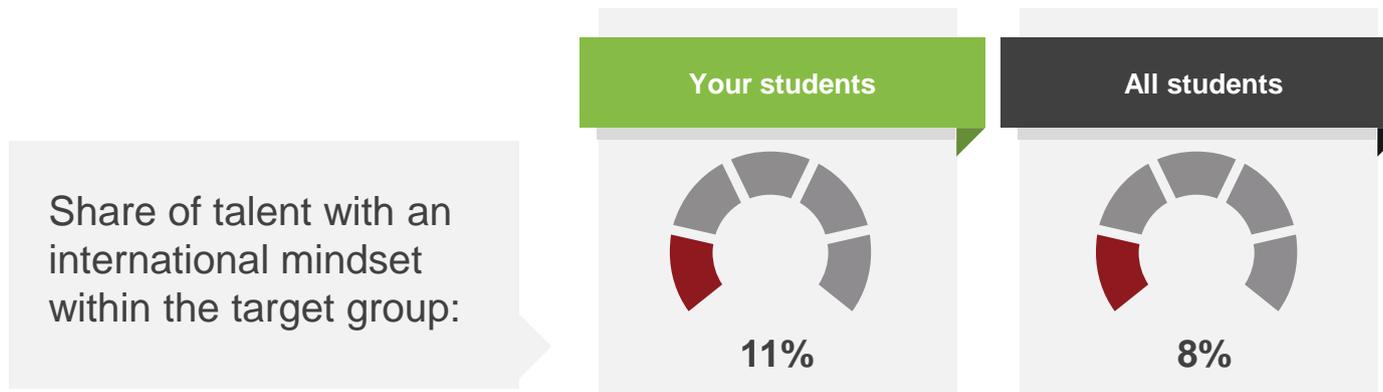


How we operationalise Employability in the Universum Talent Survey



11% of your students have an International Mindset

Internationalists

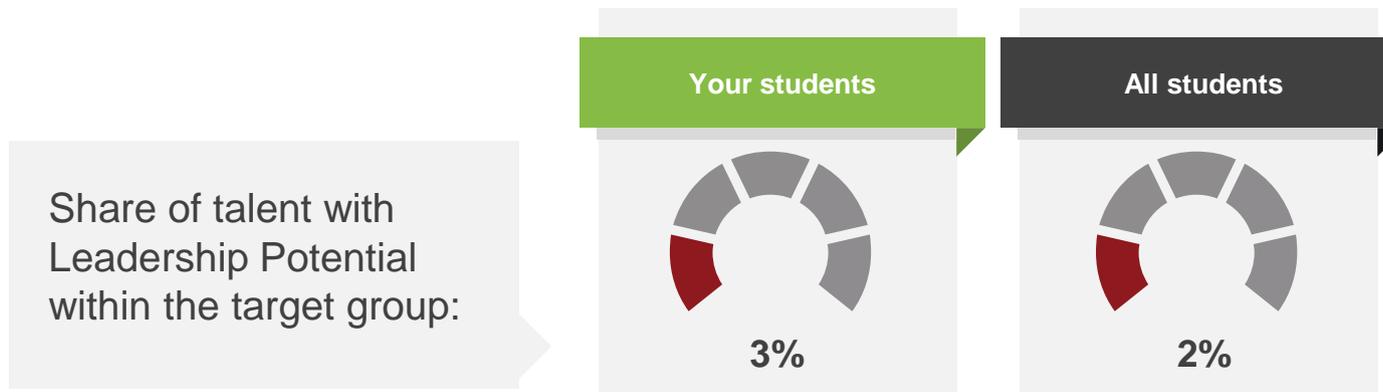


Being an Internationalist is not only an experience on a CV, but:

- *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

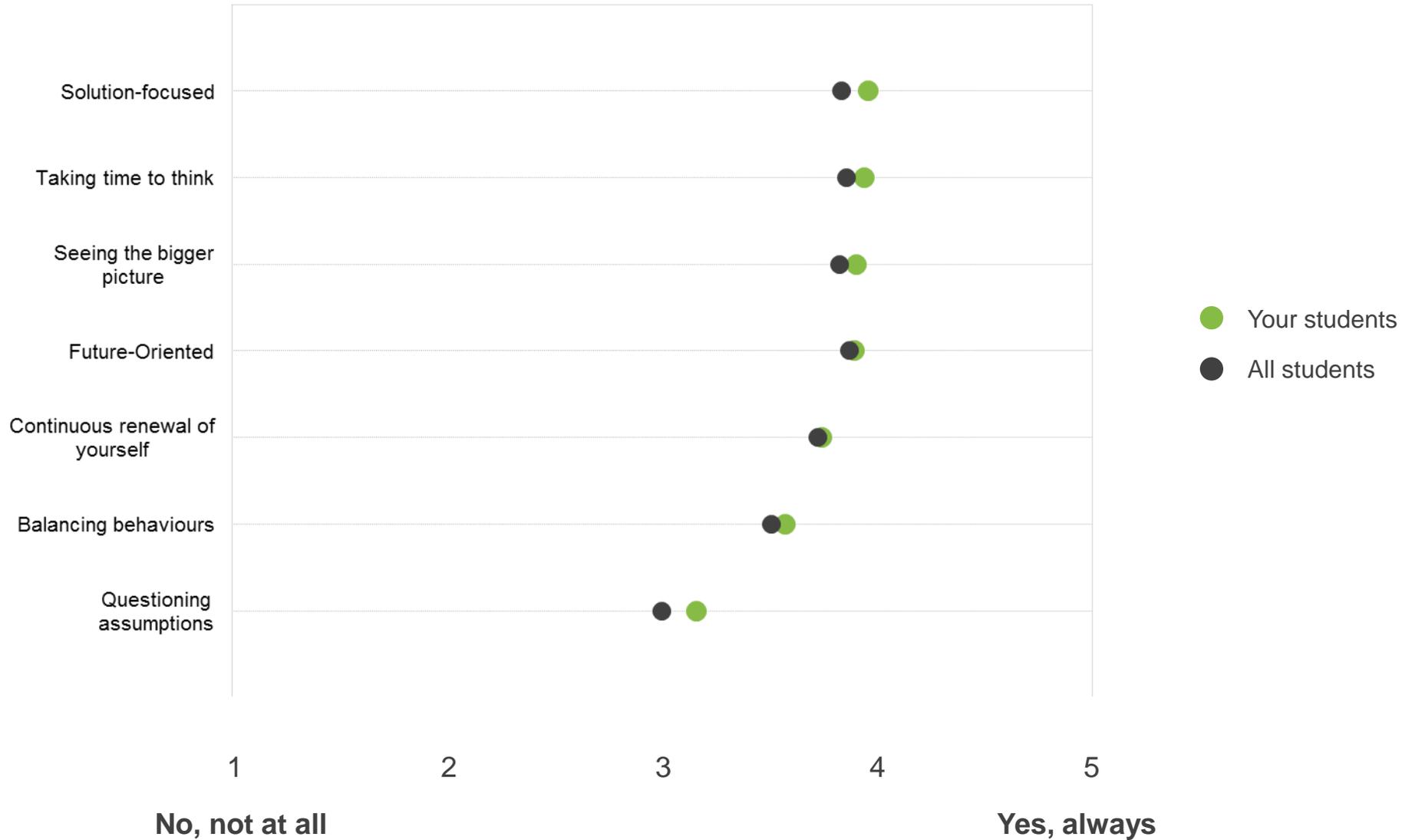
Leaders



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:

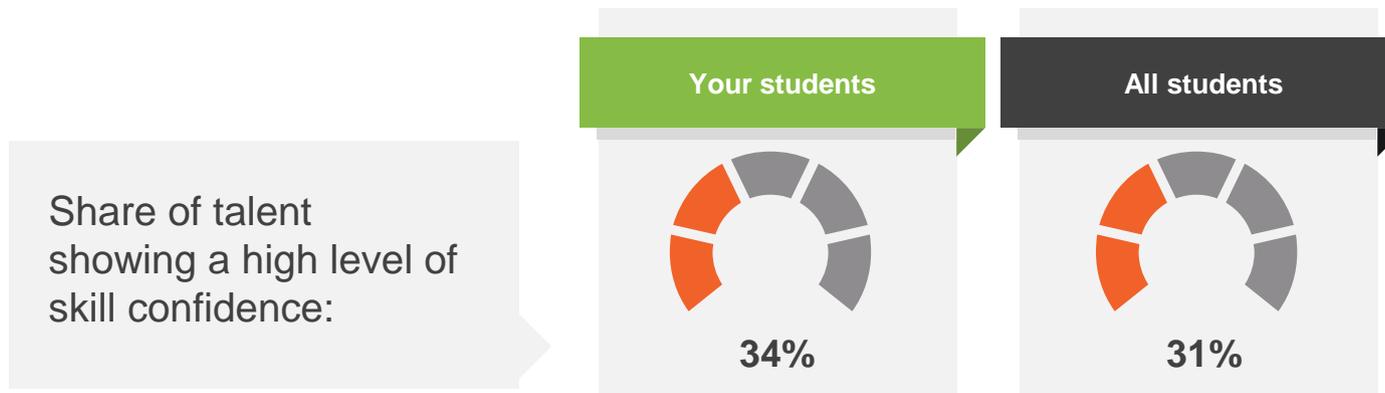
- An ability to see the big picture in any situation, which helps them inspire both their teams and themselves.*
- They prefer the benefits of working with others in a team environment, rather than being a “lone-wolf”.*
- They understand responsibility as something to be desired and sought after.*

How talent's mindset differs between the target groups



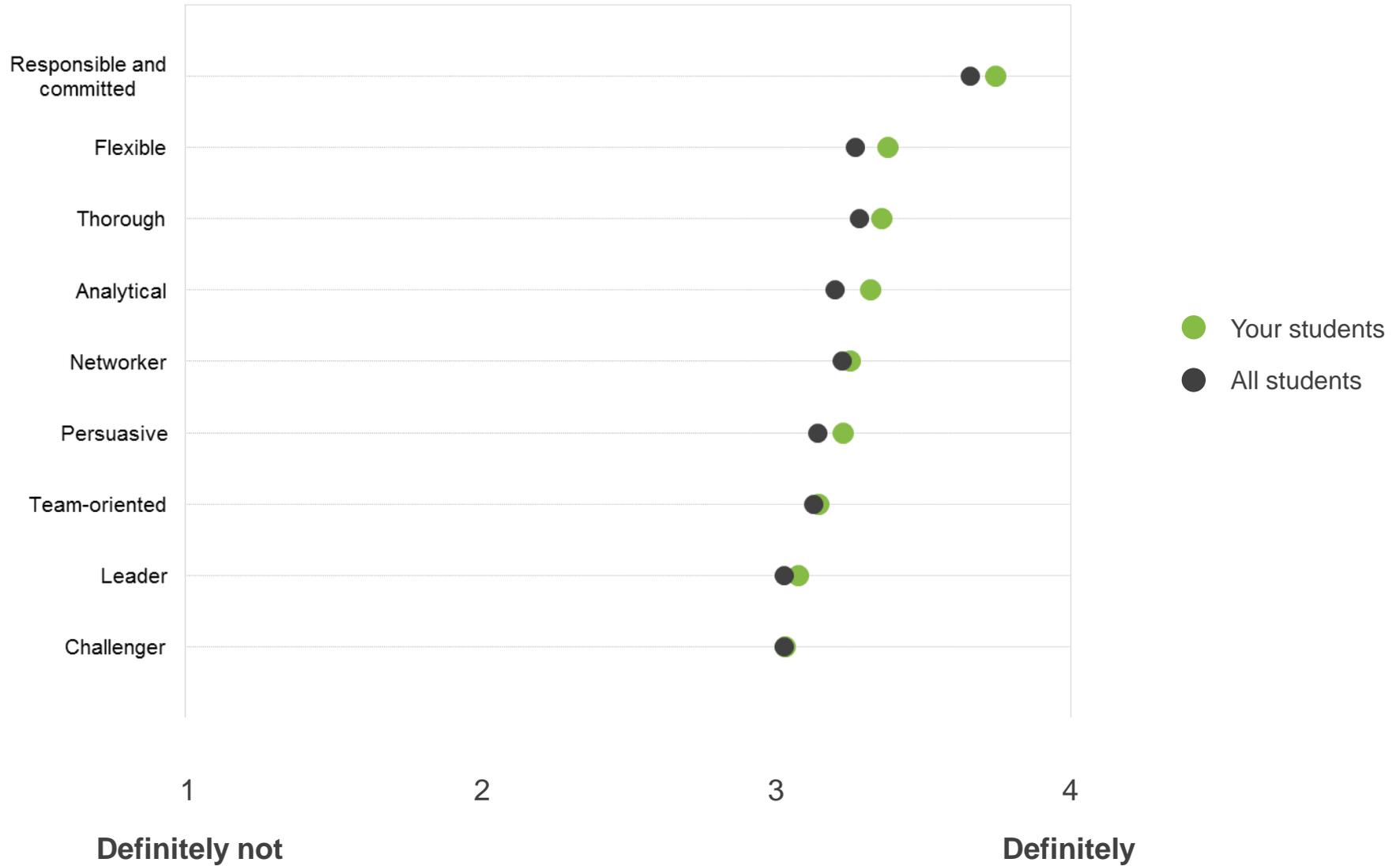
34% of your students are confident in their personality skills

Skill confidence



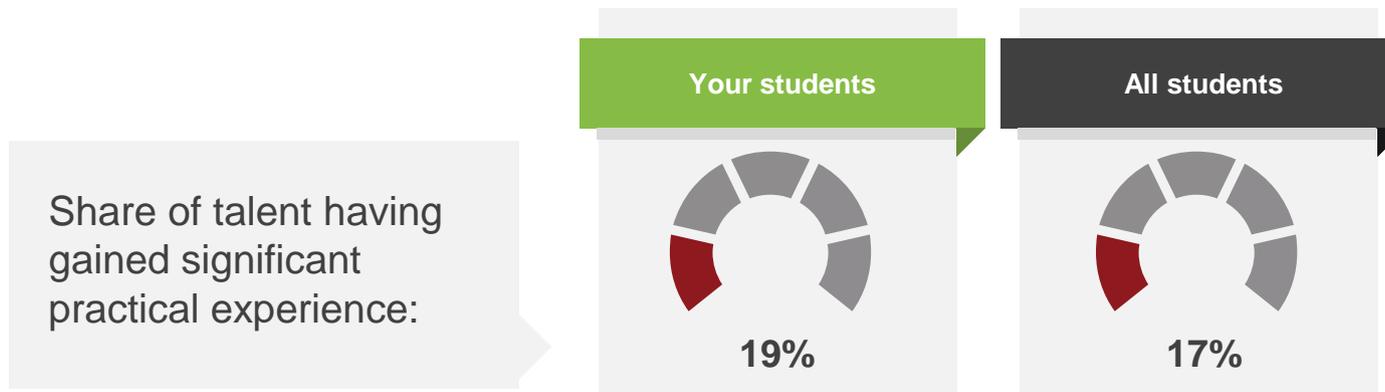
Self-esteem and having confidence into their own personality, soft-skills and experience is important for the employability of talent. Especially in presenting it to potential employers to gain, keep or find new employment when needed. See details on next slide.

Which personality skills describe each target group?



19% of your students have gained significant practical experience

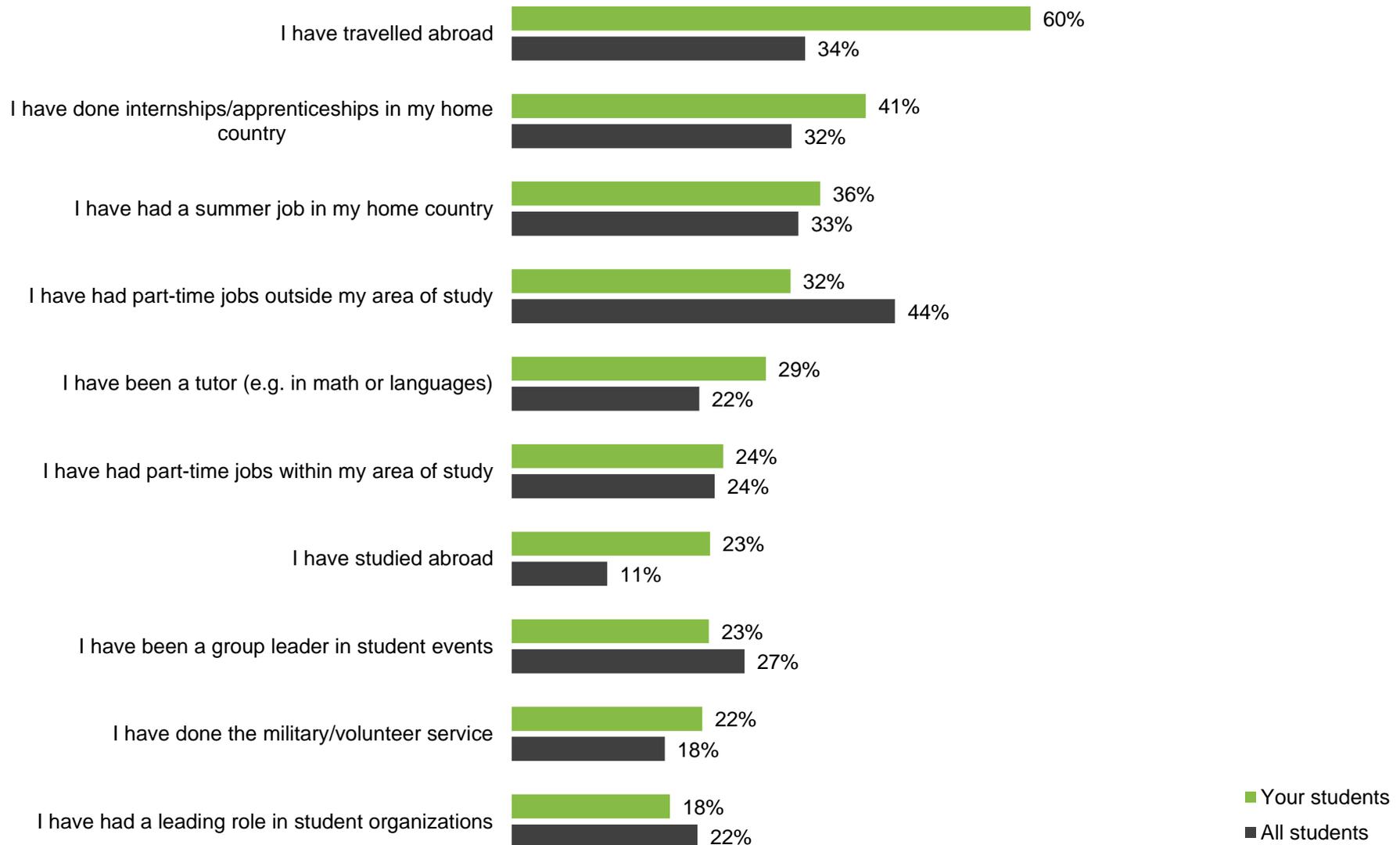
Practical Experience



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?



• Which of the following experiences do you have? Please select as many as applicable.

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.

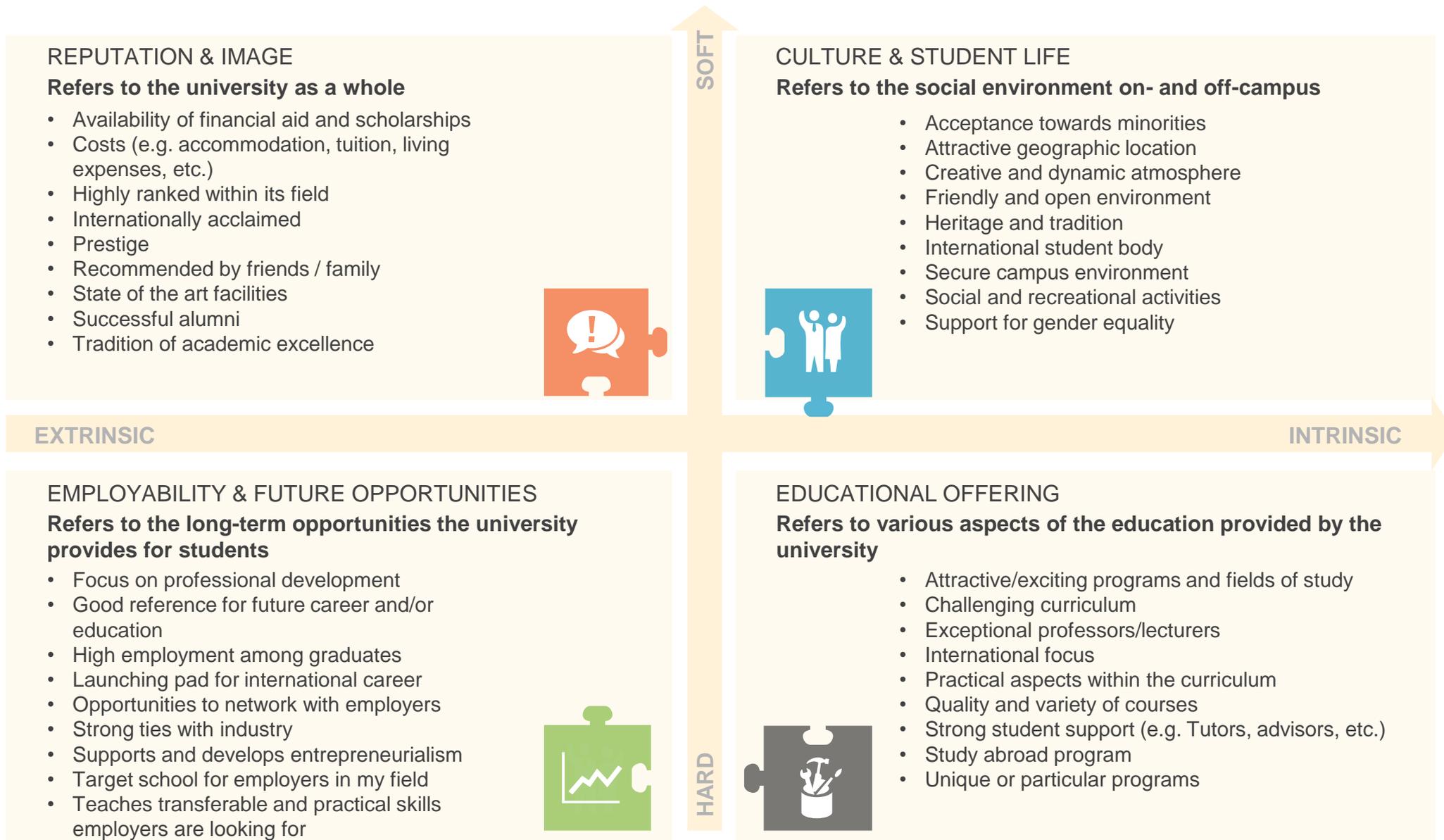
Top of mind associations with Your students



• What is the first word that comes to mind when you think of your college or university?

• These are answers written in by your students.
• Spelling mistakes might occur.

The Universum Drivers of University Attractiveness



Most attractive attributes

Your students

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. Commitment to diversity and inclusion



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 students

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. Commitment to diversity and inclusion



EMPLOYABILITY & FUTURE OPPORTUNITIES

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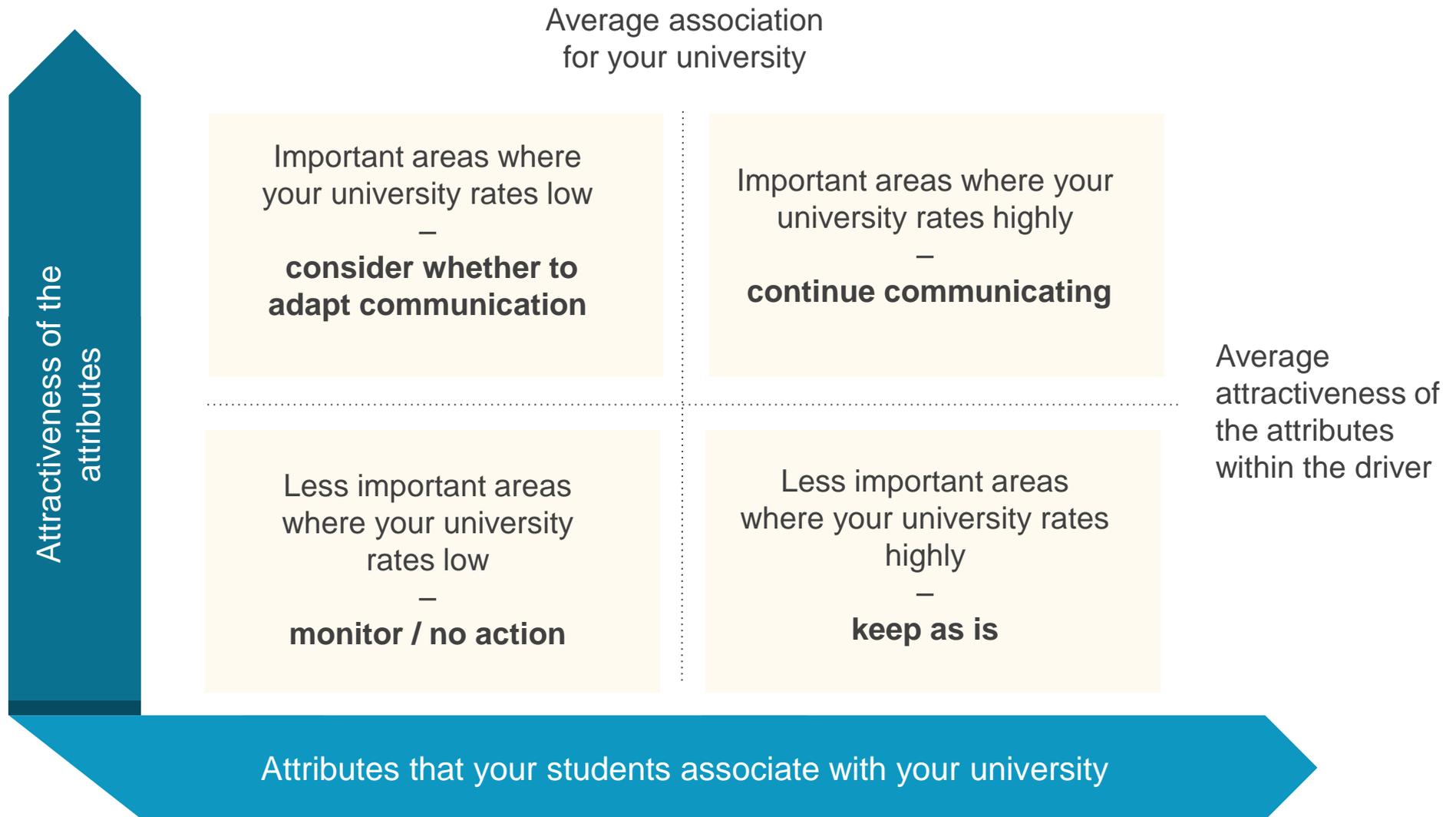


EDUCATIONAL OFFERING

1. Exceptional professors/lecturers
2. Practical aspects within the curriculum
3. Attractive/exciting programs and fields of study

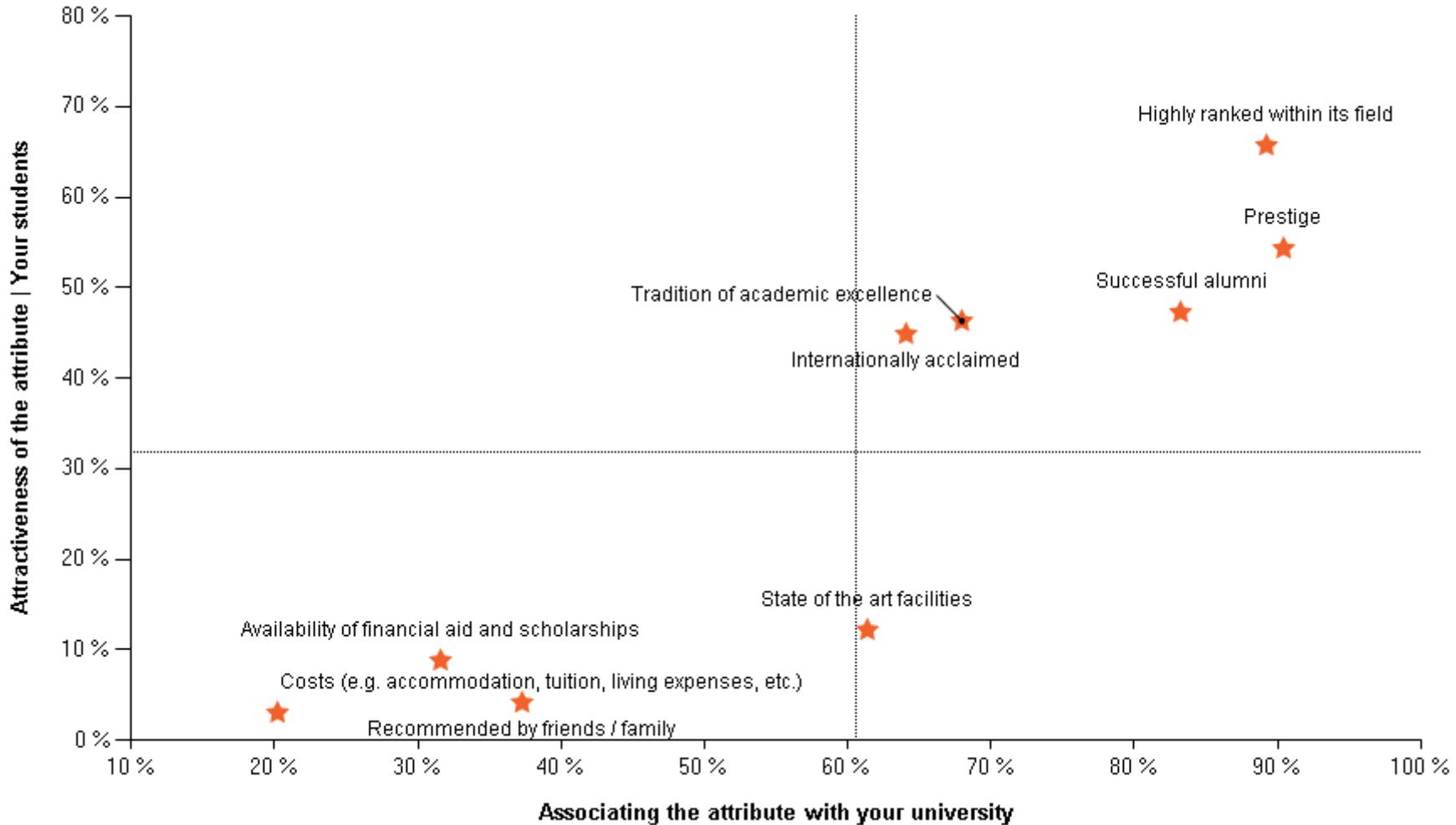


Attractiveness vs. Associations



Reputation & Image

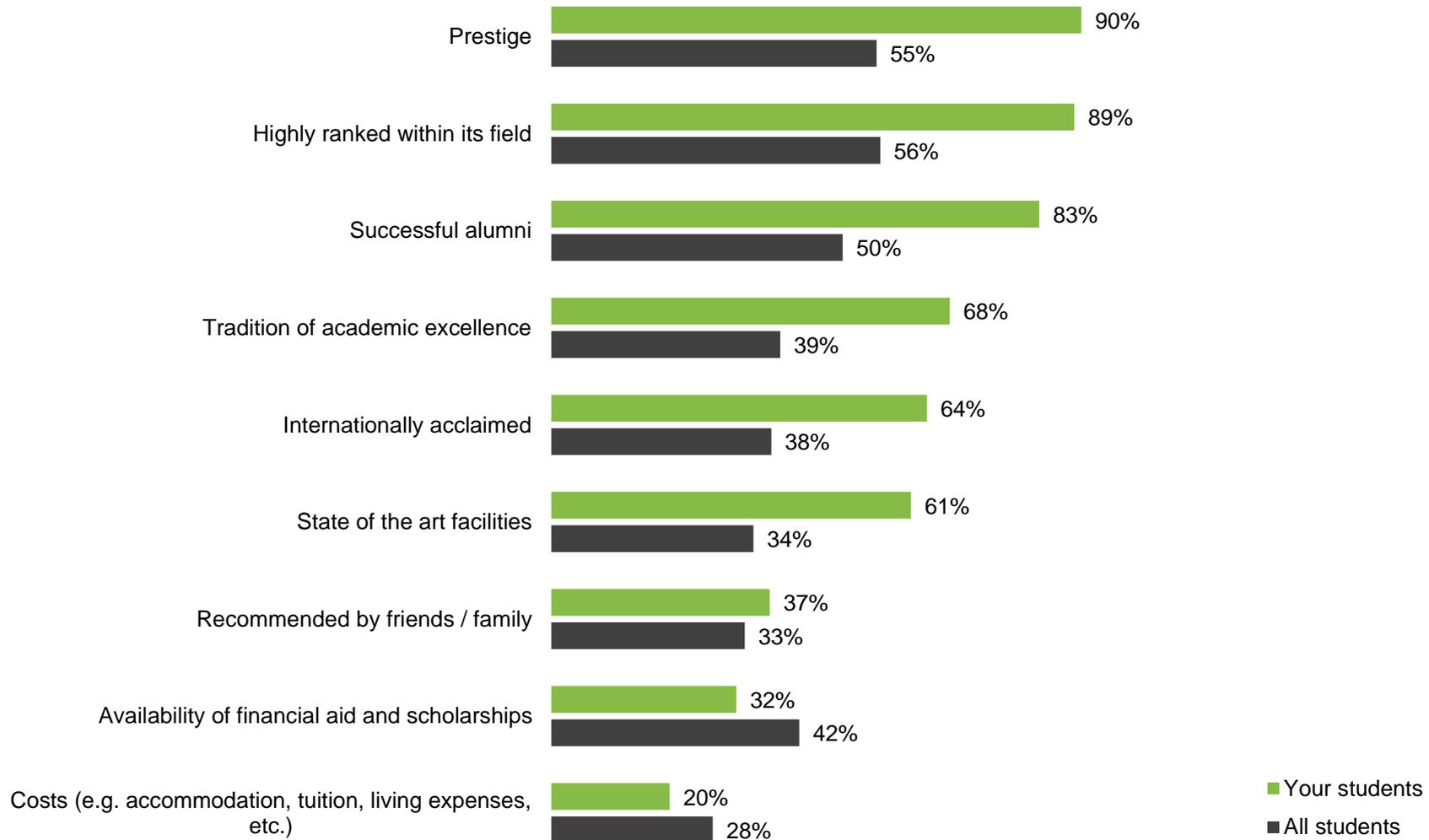
Attractiveness vs. Associations with Your students



- 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)

Reputation & Image

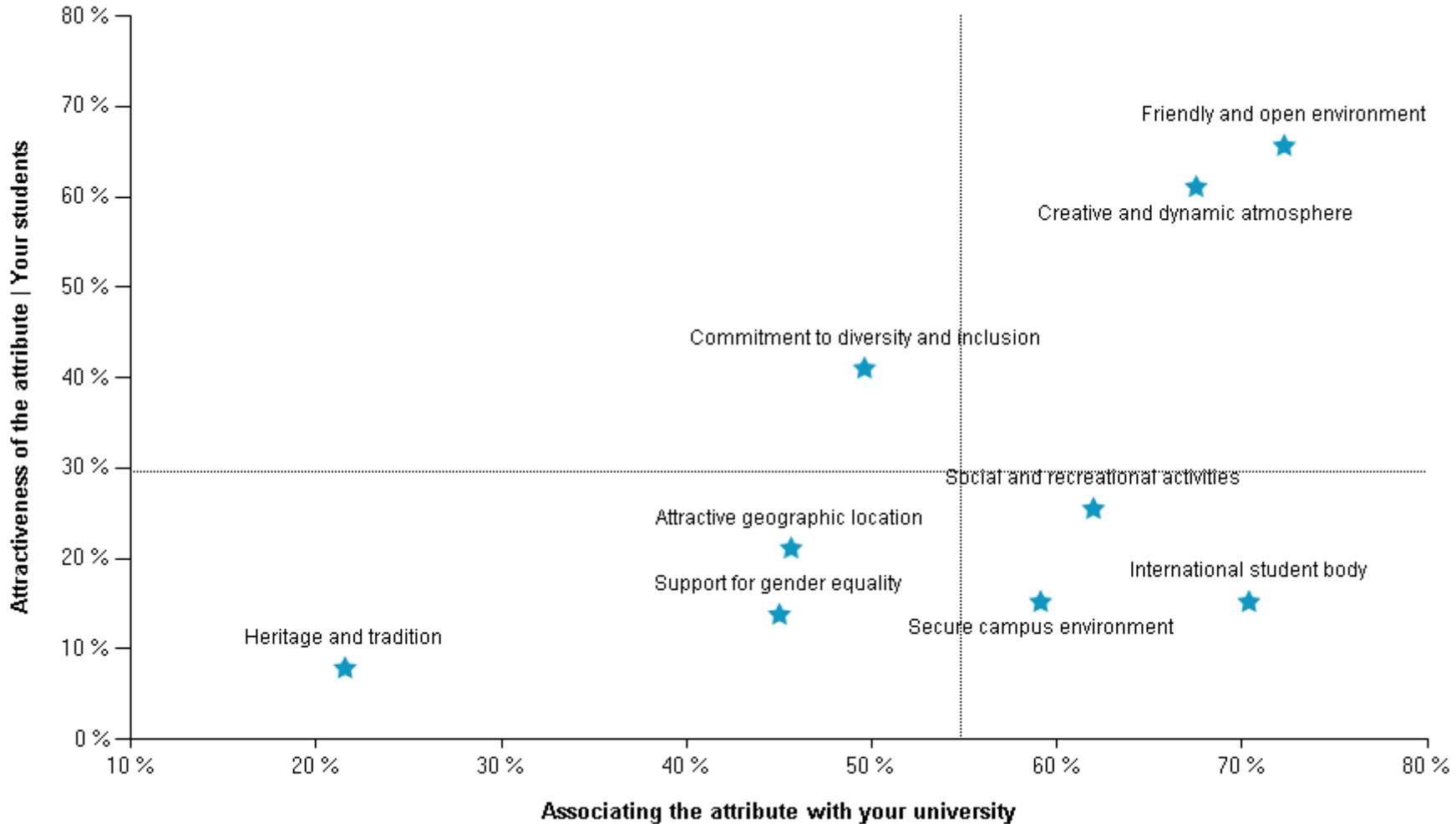
Most frequent associations



• Which of the following attributes do you associate with your college or university? Select as many as applicable.

Culture & Student Life

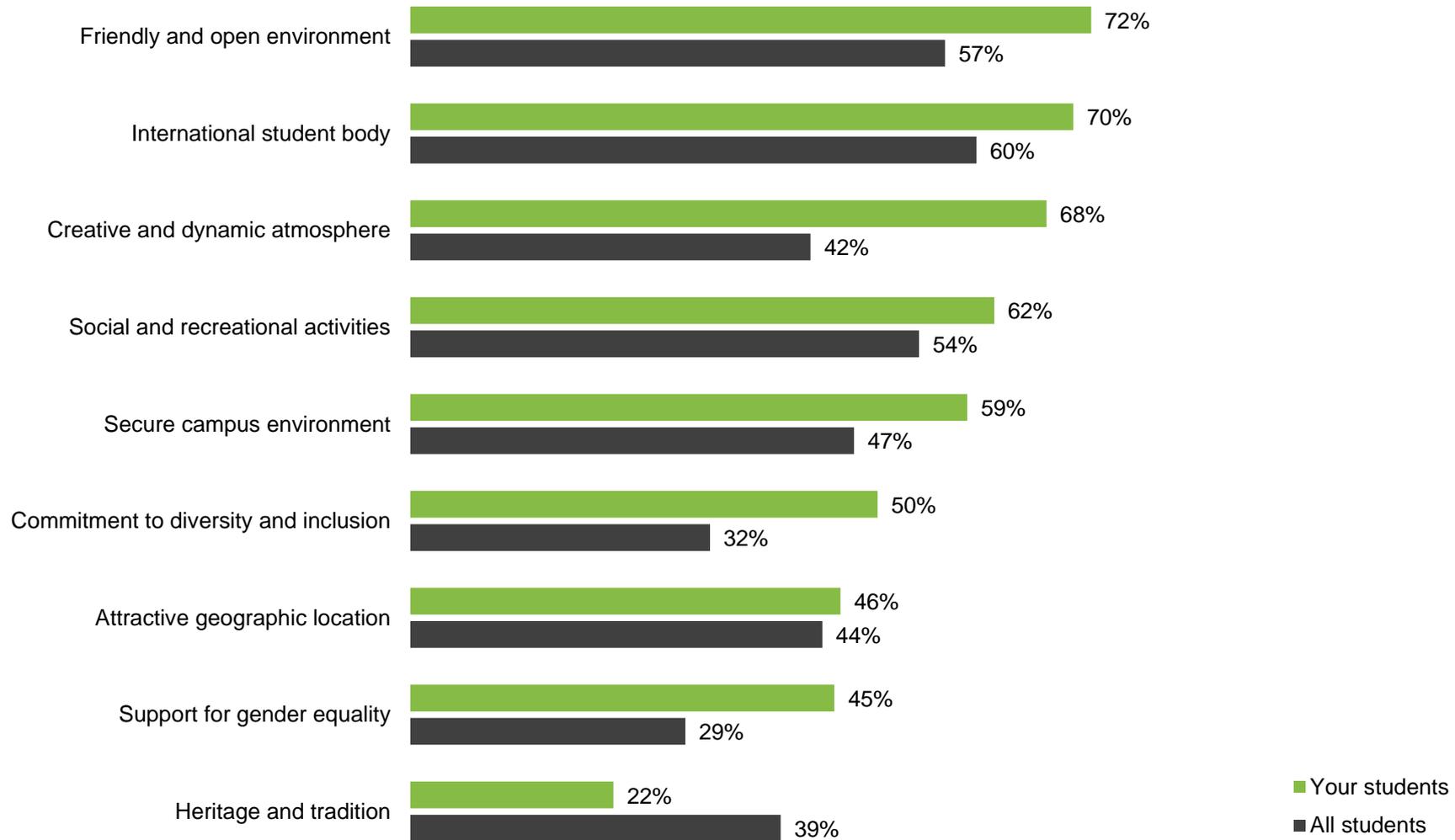
Attractiveness vs. Associations with Your students



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- Which of these are most important to you? (Max. 3)

Culture & Student Life

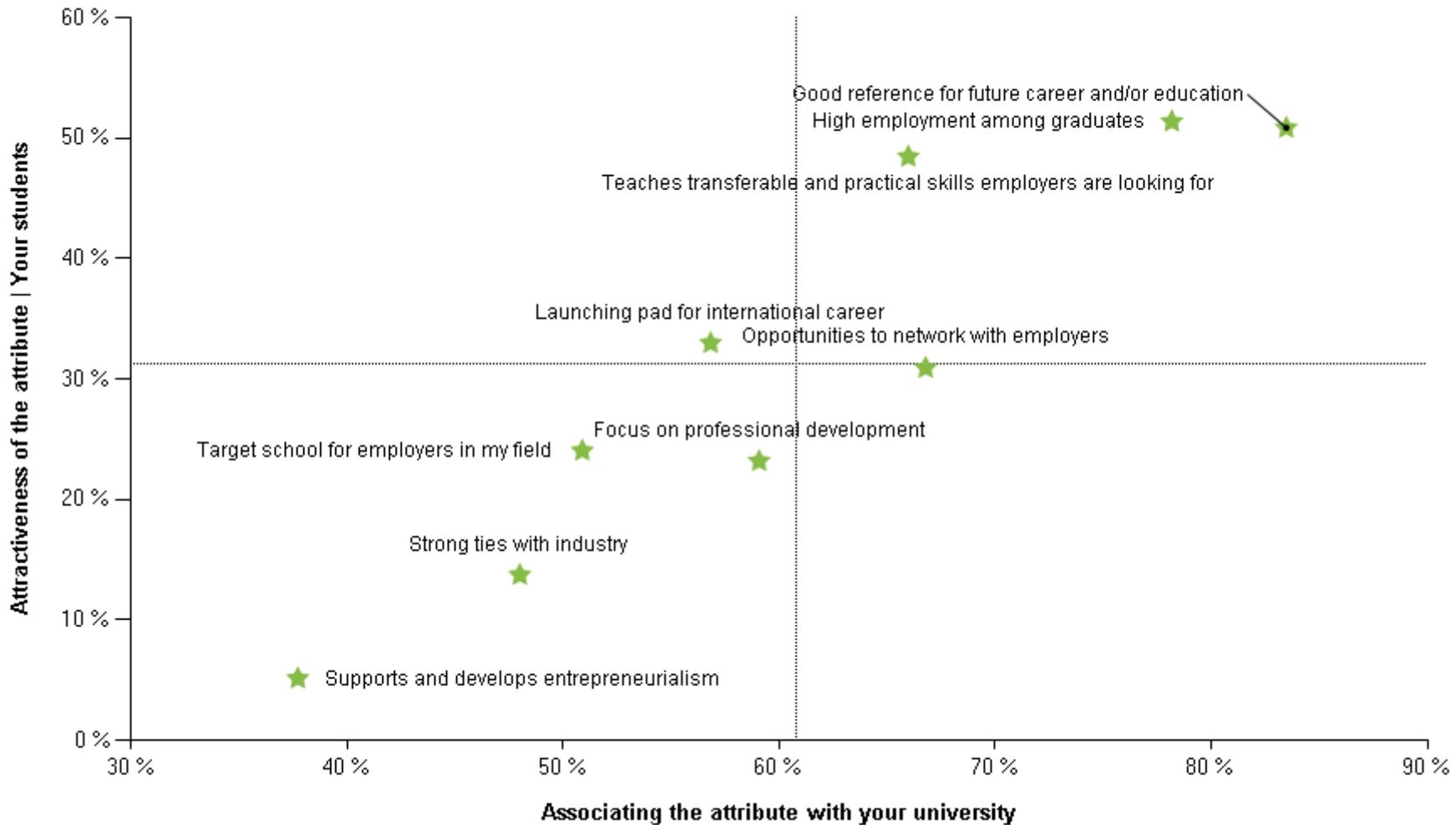
Most frequent associations



? • Which of the following attributes do you associate with your college or university? Select as many as applicable.

Employability & Future Opportunities

Attractiveness vs. Associations with Your students

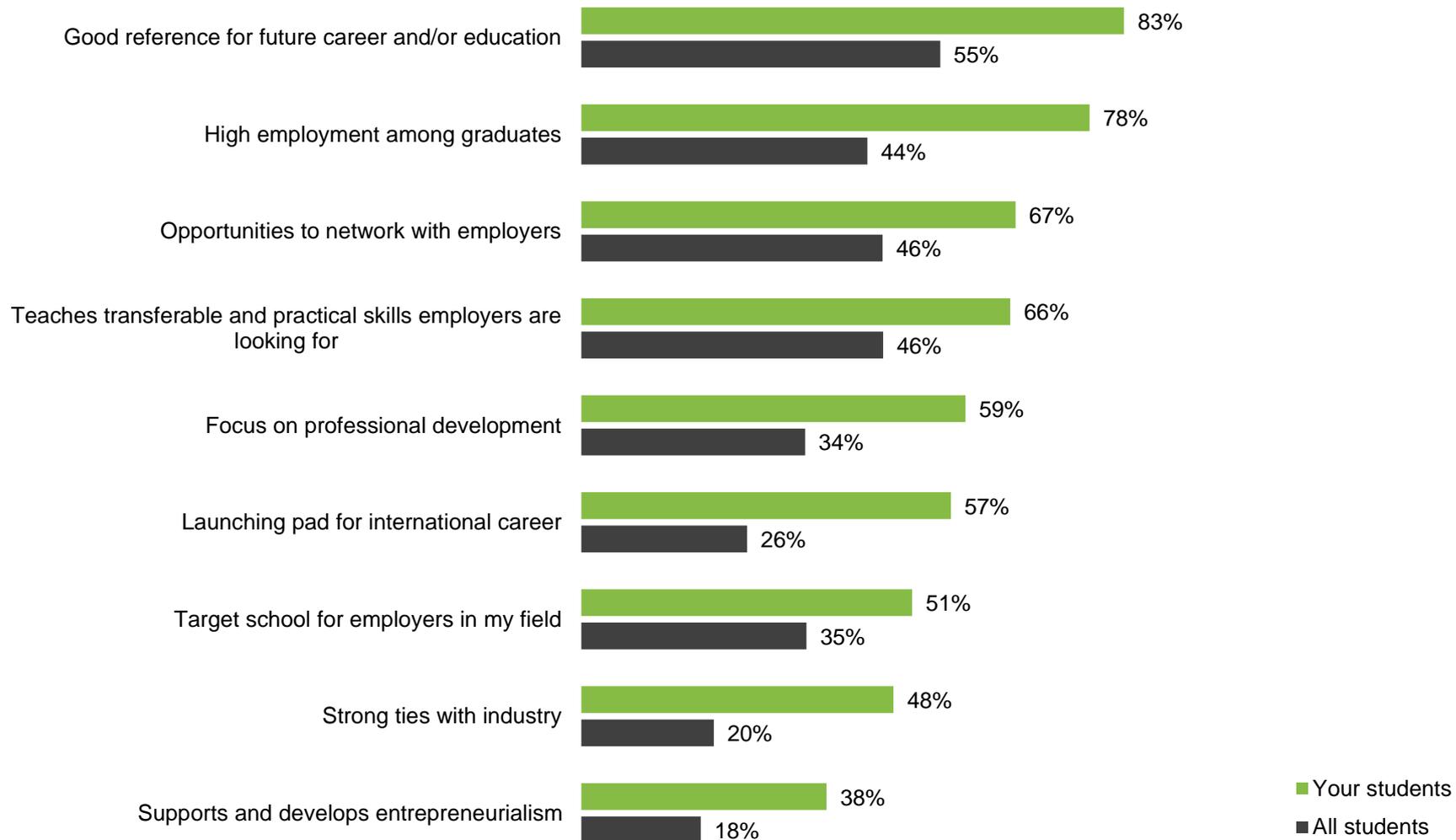


- Which of the following attributes do you associate with your college or university? Select as many as applicable.
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Employability & Future Opportunities



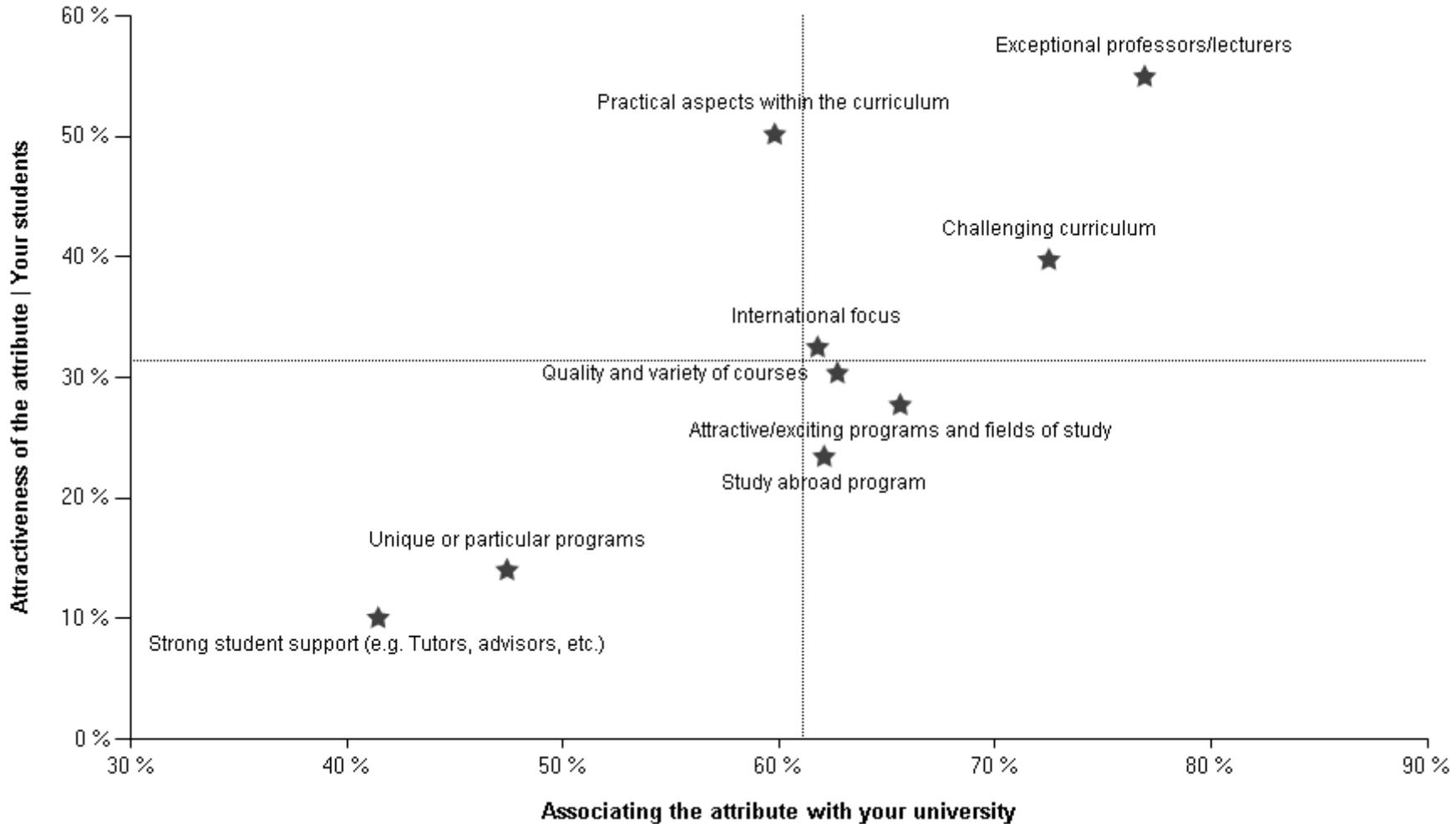
Most frequent associations



• Which of the following attributes do you associate with your college or university? Select as many as applicable.

Educational Offering

Attractiveness vs. Associations with Your students



- 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)

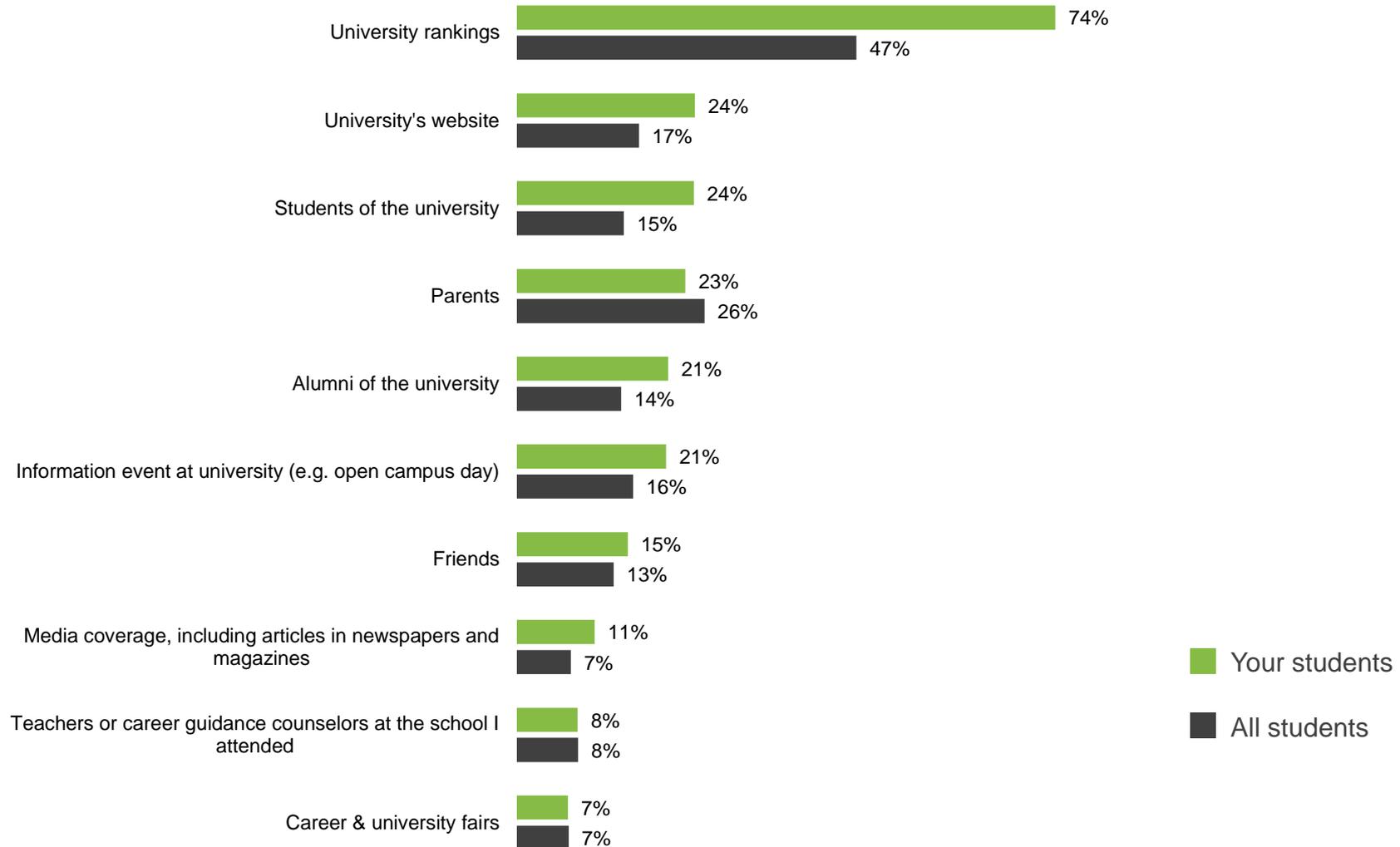
Educational Offering

Most frequent associations



• Which of the following attributes do you associate with your college or university? Select as many as applicable.

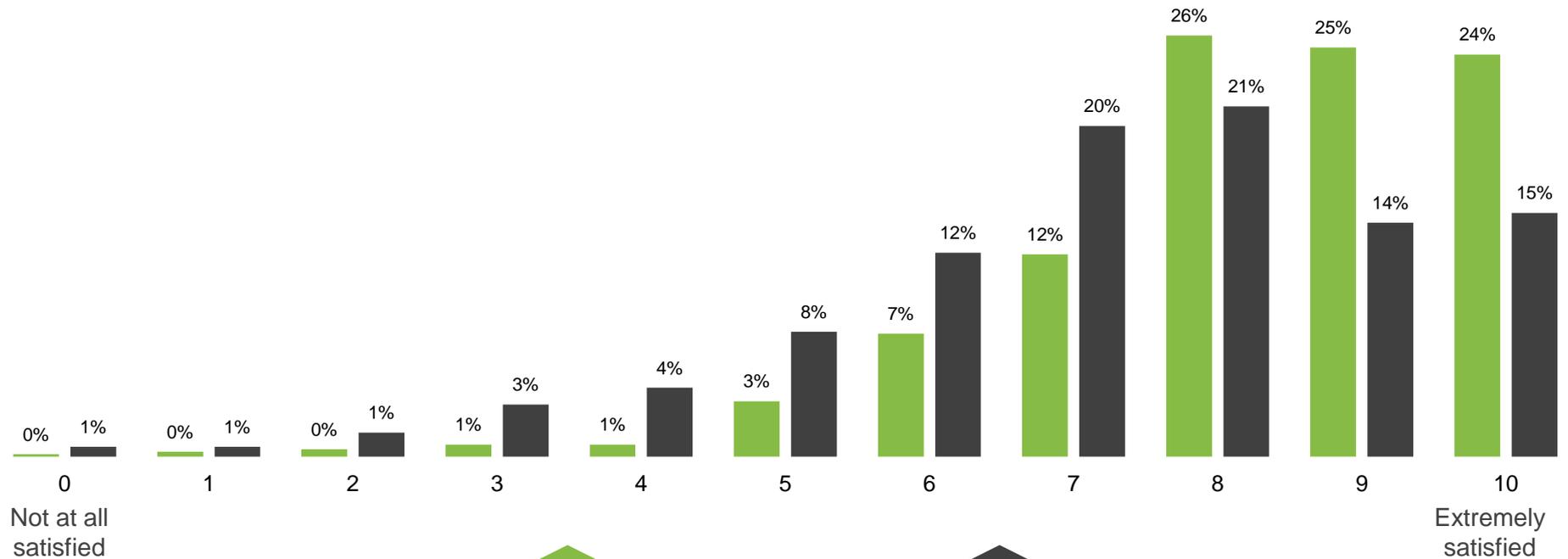
Who influenced your students the most when choosing your university?



• Which of the following influenced you the most to choose your college or university? Please select a maximum of 3 alternatives.

• The chart shows the top 10 sources of influence.

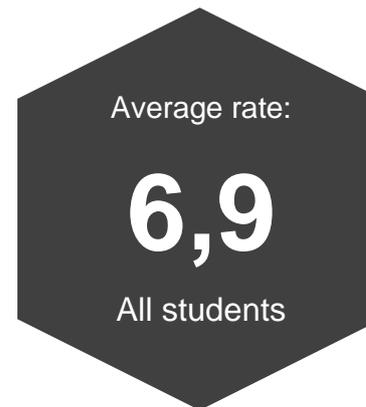
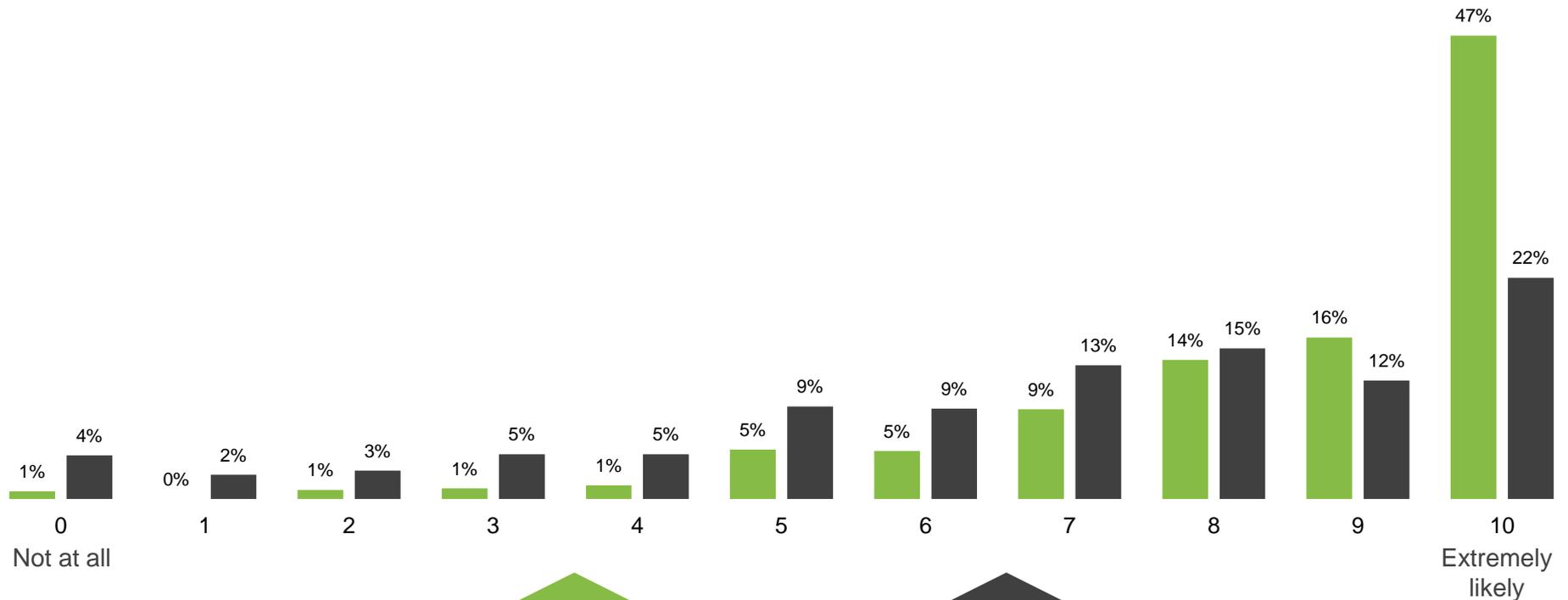
How satisfied are your students with you?



Average rate:
8,2
 Your students

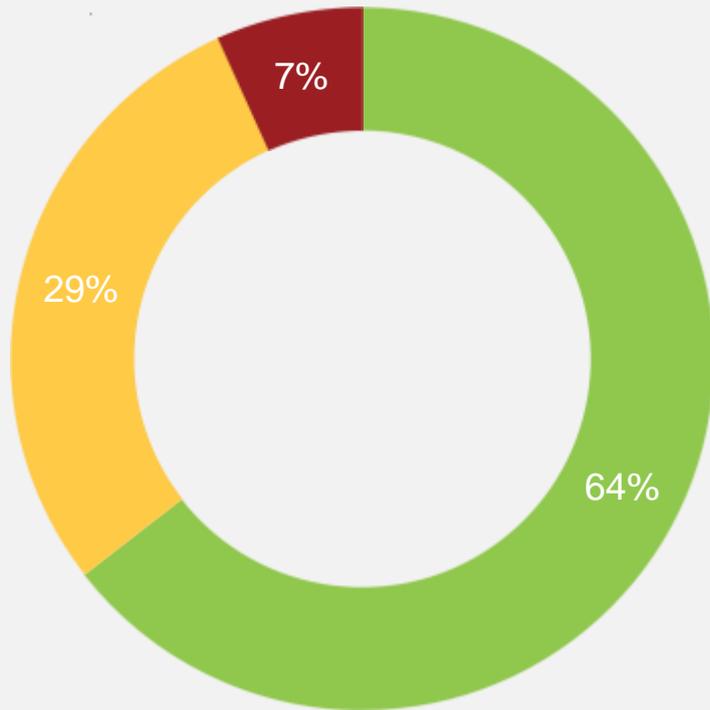
Average rate:
7,3
 All students

Would your students recommend Your students to a friend or family member?



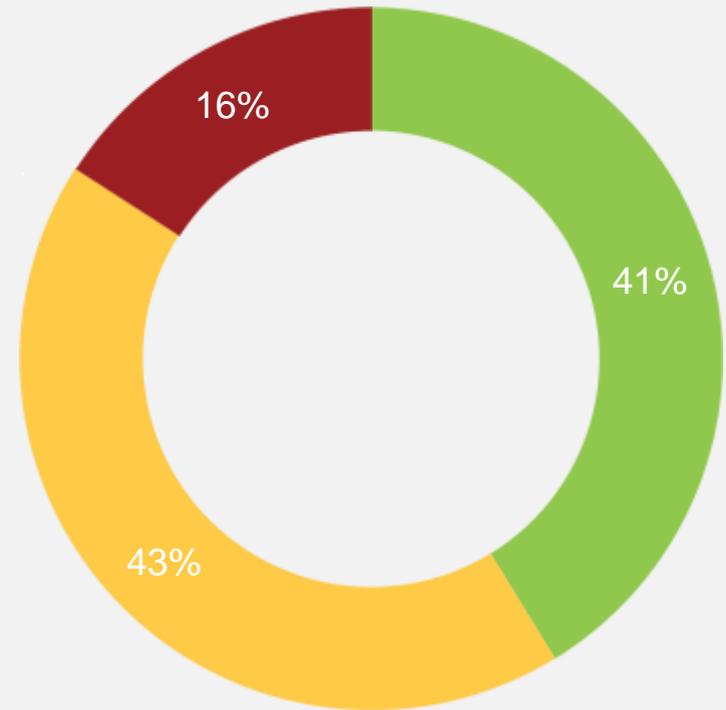
If your students could begin their studies again, would they choose Your students?

Your students



Yes, definitely Maybe No, not at all

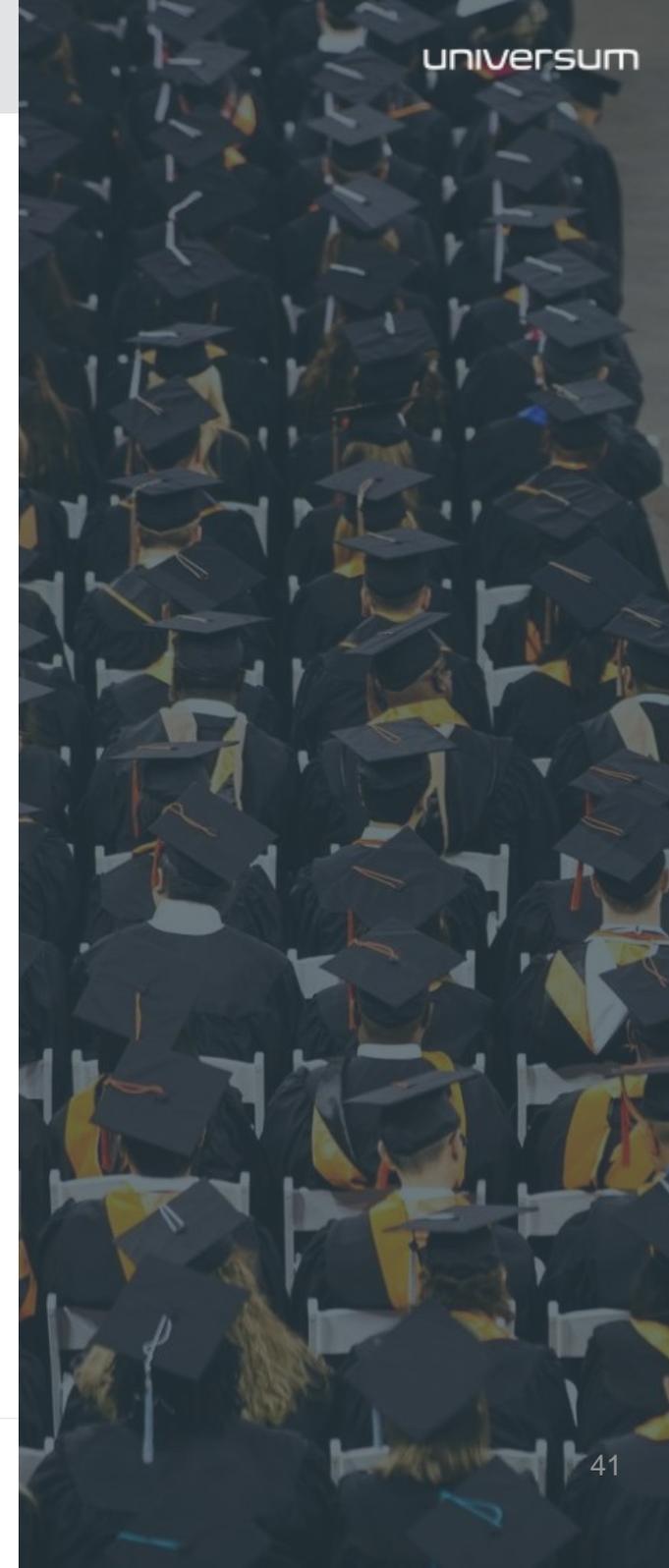
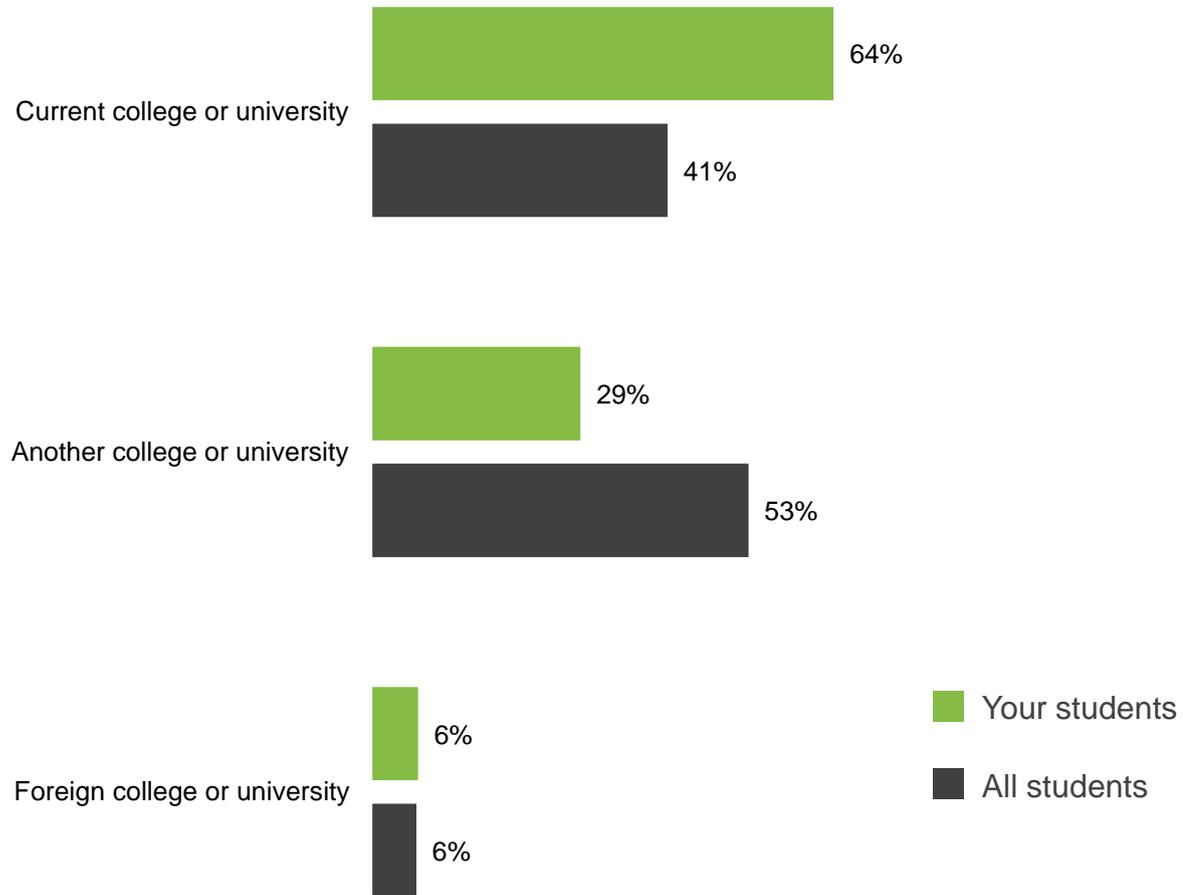
All students



Yes, definitely Maybe No, not at all

? • If you were to restart your studies at any college or university, would you choose yours again?

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



? • Which other college or university would you consider instead?

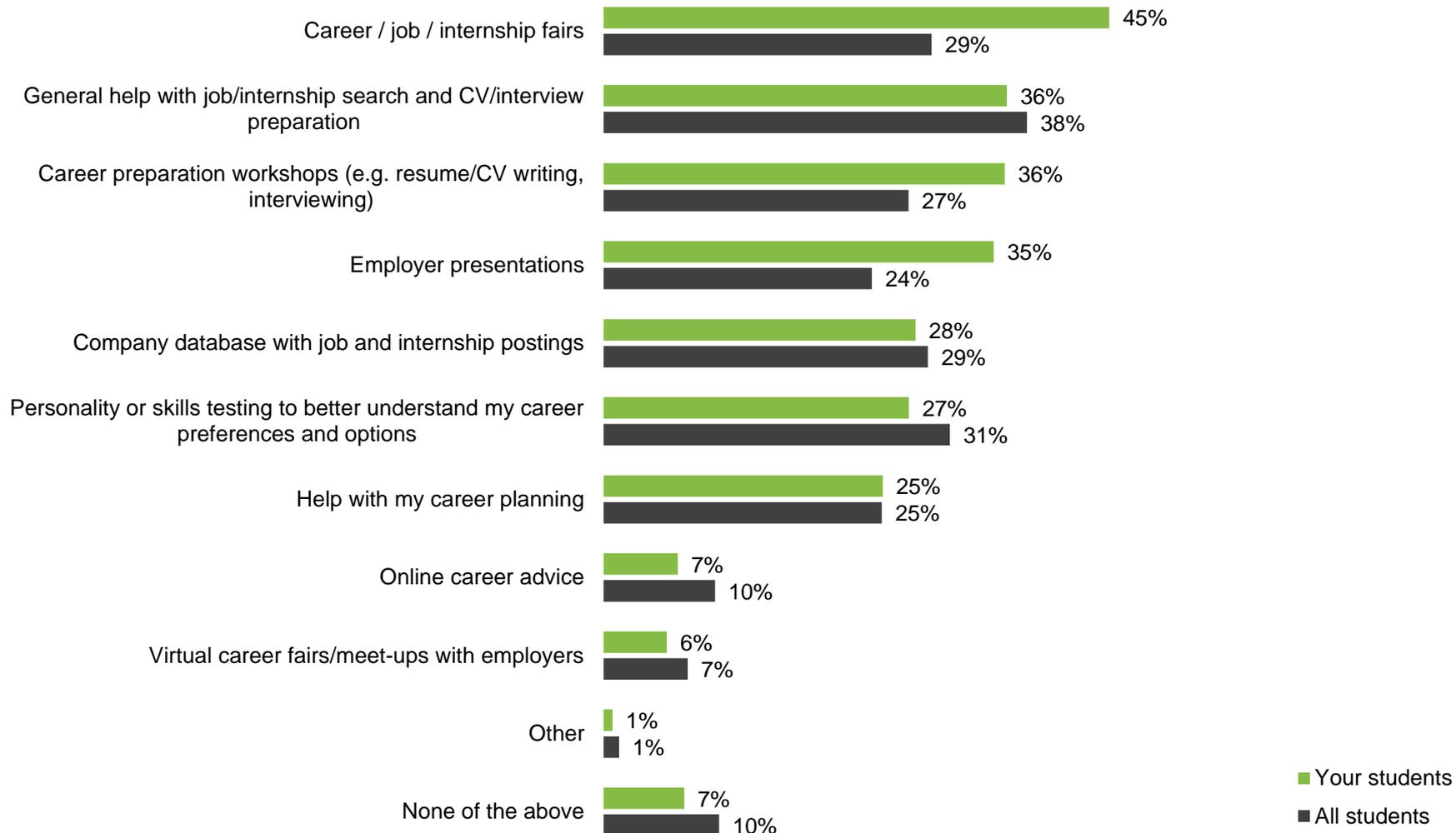
If your students could begin their studies again, they would choose...

University	Rank	Percent
Lomonosov Moscow State University, MGU	1	22%
Foreign college or university	2	18%
The Moscow State Institute of International Relations (MGIMO-University)	3	8%
National Research University Higher School of Economics (Moscow)	4	7%
St. Petersburg State University (incl Graduate School of Management)	5	4%
Moscow Institute of Physics and Technology State University (MIPT)	6	4%
Lobachevsky State University of Nizhny Novgorod National Research University	7	3%
The Russian Presidential Academy of National Economy and Public Administration	7	3%
Financial University under the government of the Russian Federation	9	2%
National Research University Higher School of Economics (St.Petersburg)	9	2%

36%

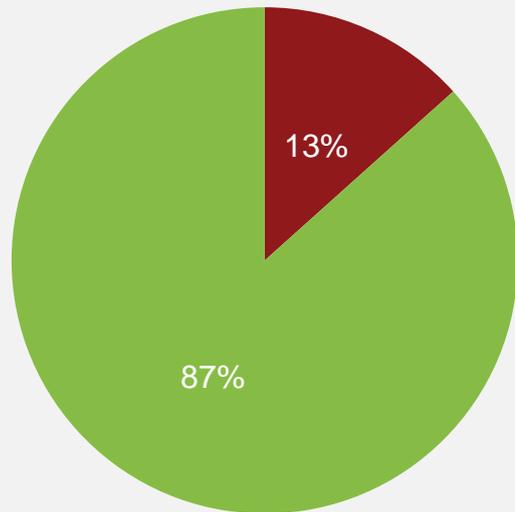
of your students would choose another university if they were to restart their studies at any college or university.
The most preferred are presented in the table.

Which are the most important career services to your students?

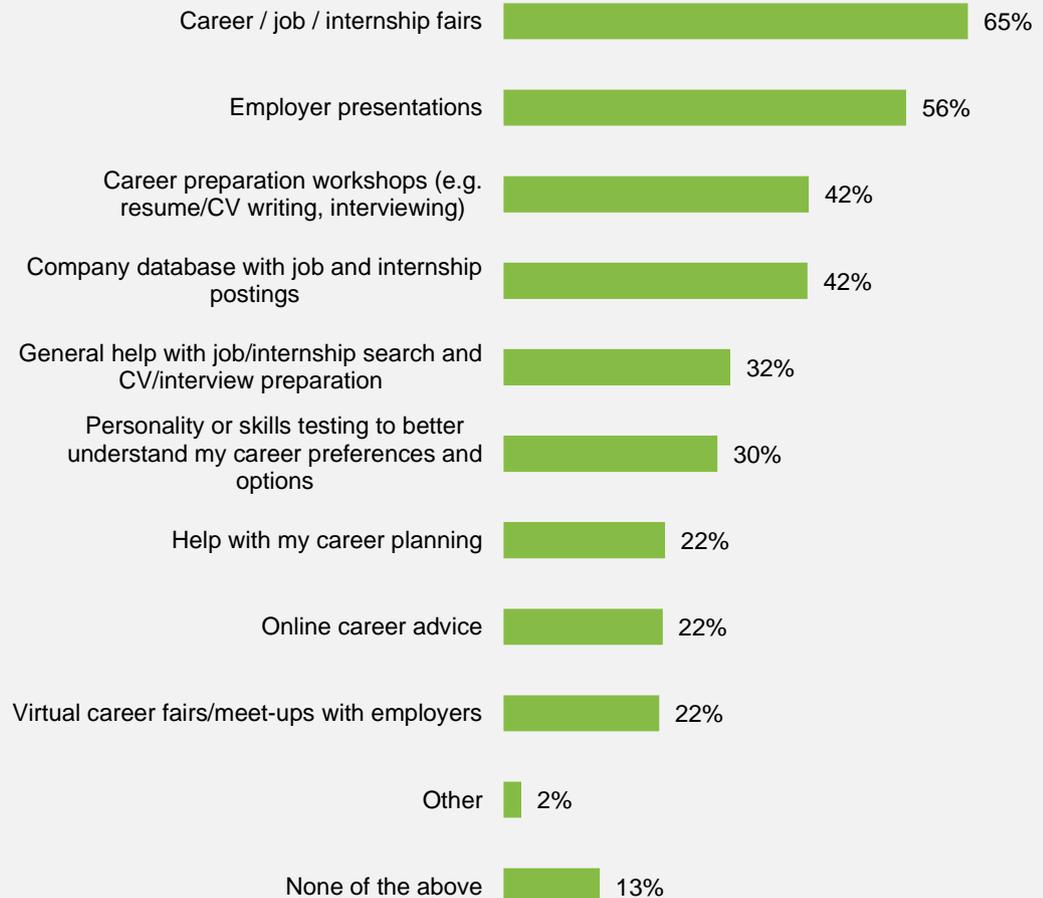


To what extent are students using the career services you offer?

Your students



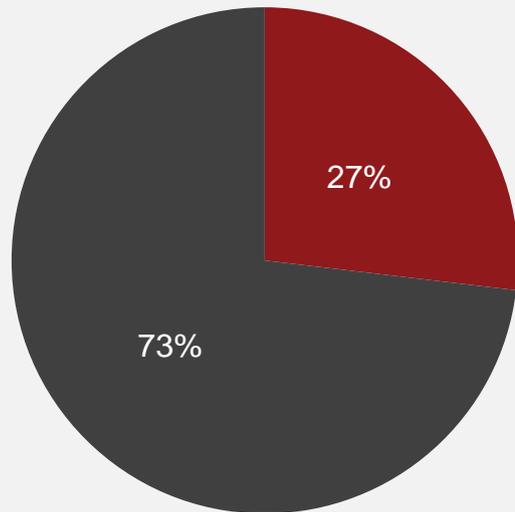
- Share of students using one or more career services at their university
- Share of students not using any career service at their university



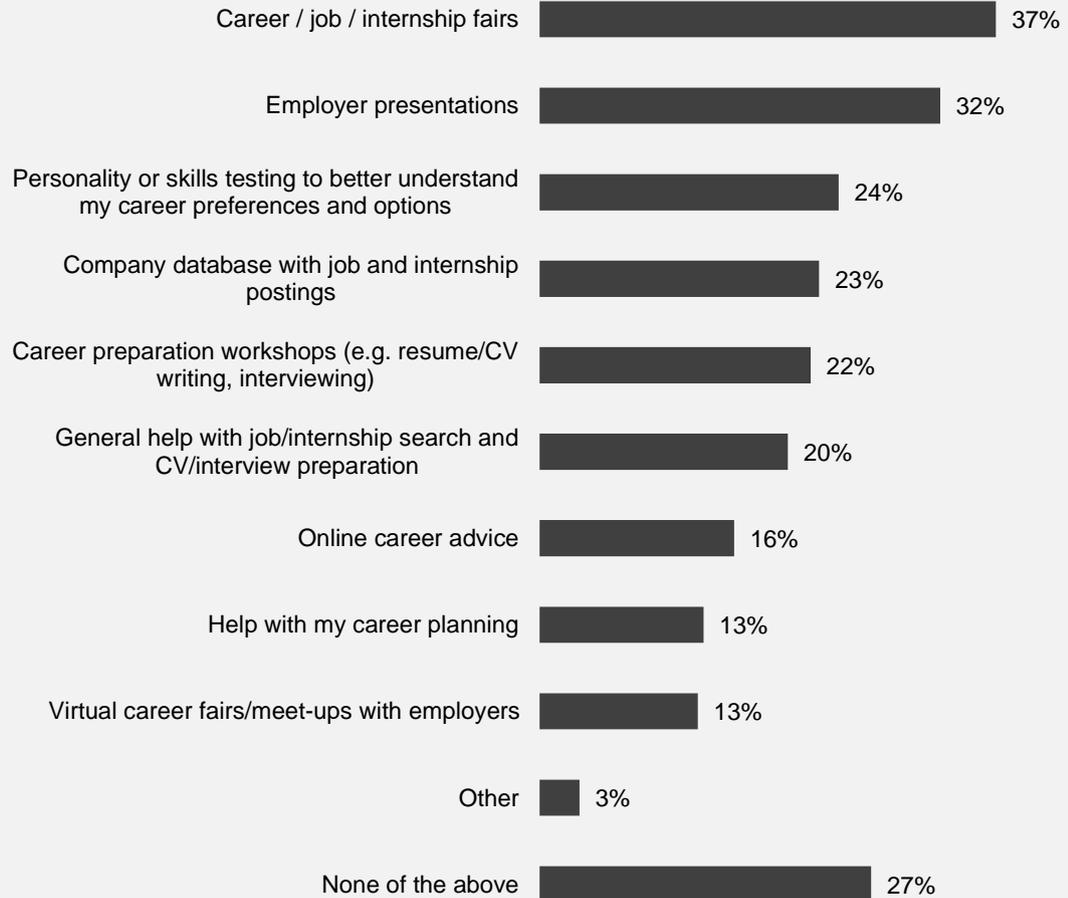
• Which of these career services have you used at your college or university? Select as many as applicable.

General usage of career services

All students

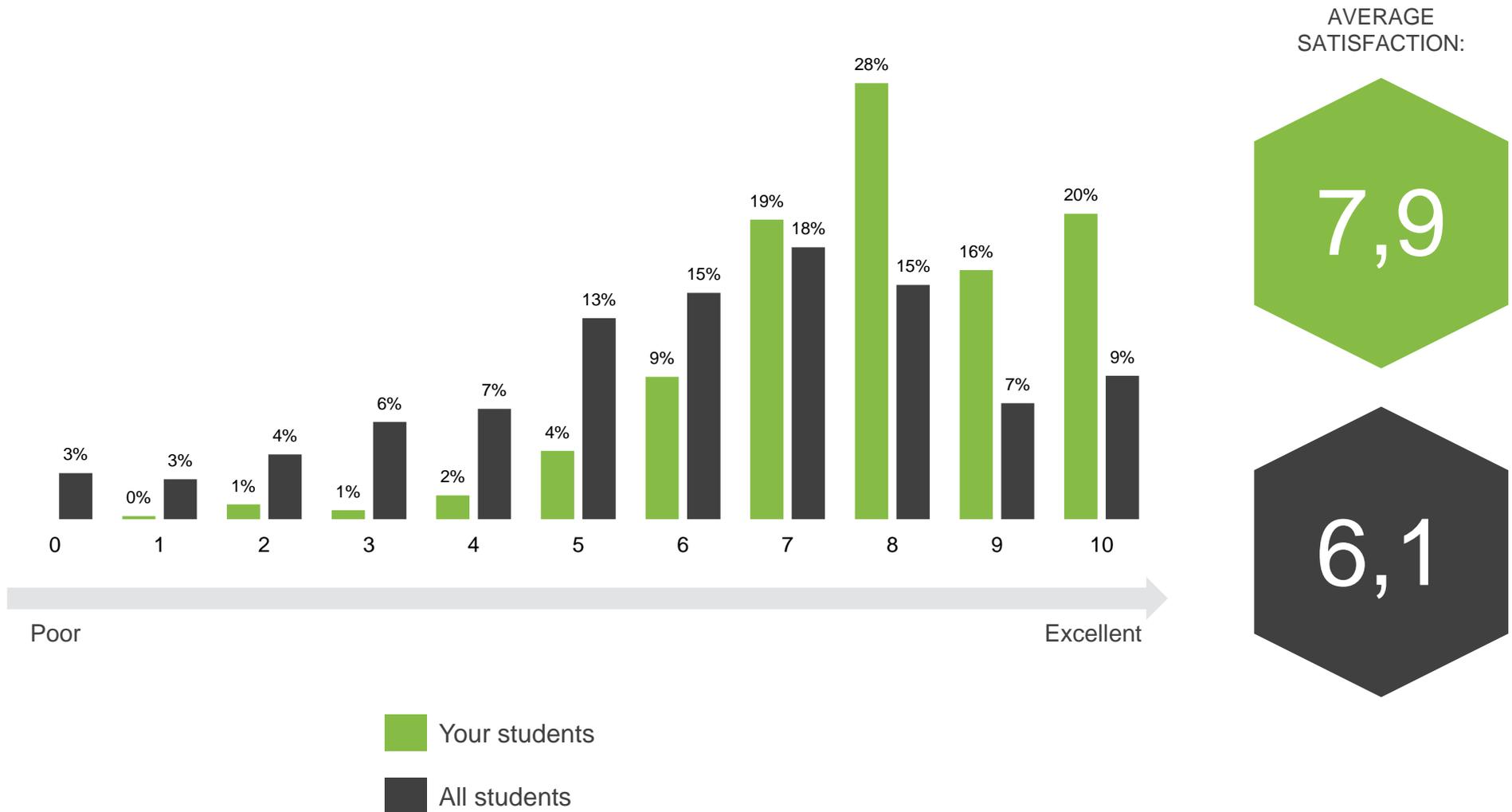


- Share of students using one or more career services at their university
- Share of students not using any career service at their university



? • Which of these career services have you used at your college or university? Select as many as applicable.

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

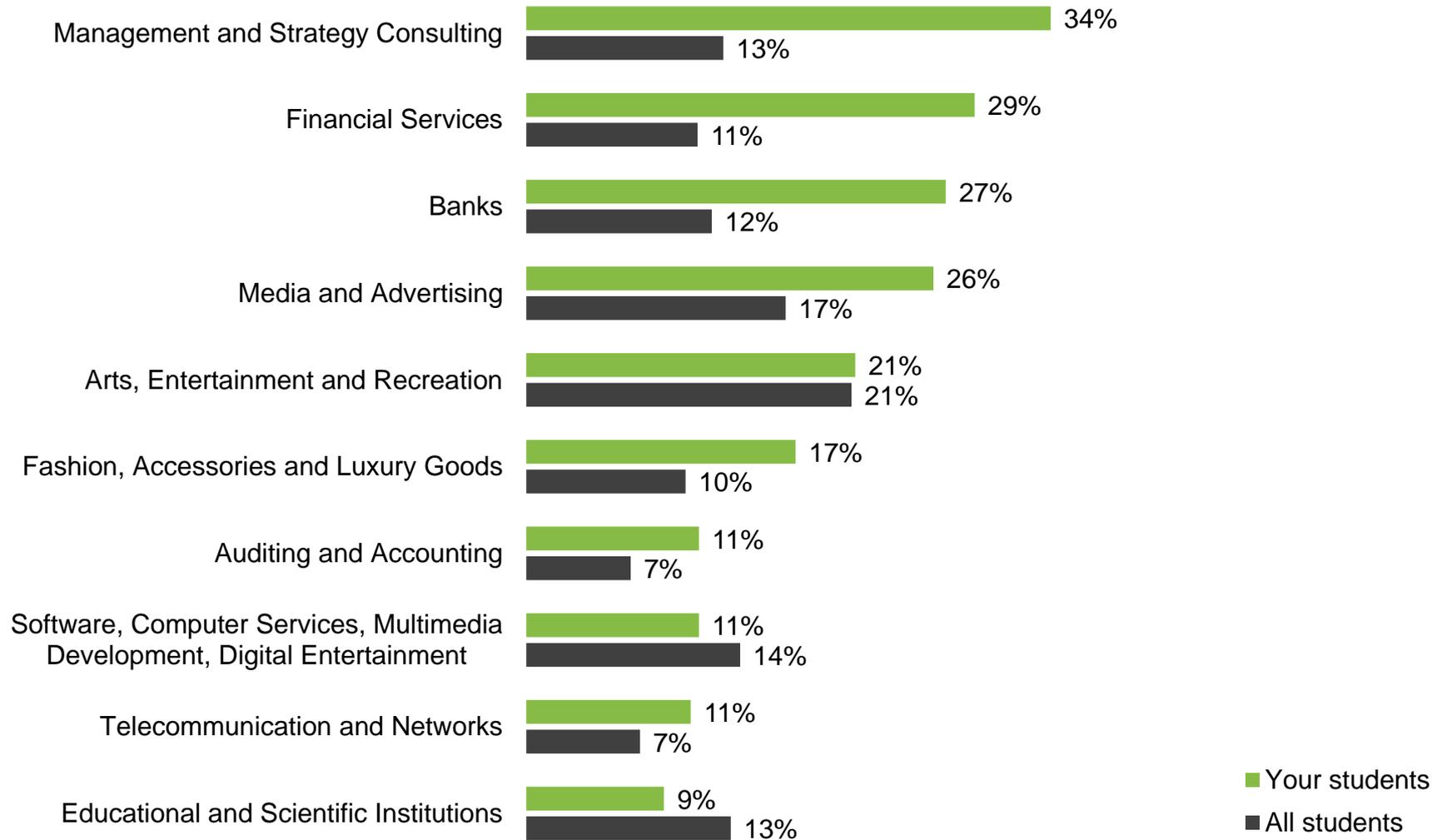


Agenda

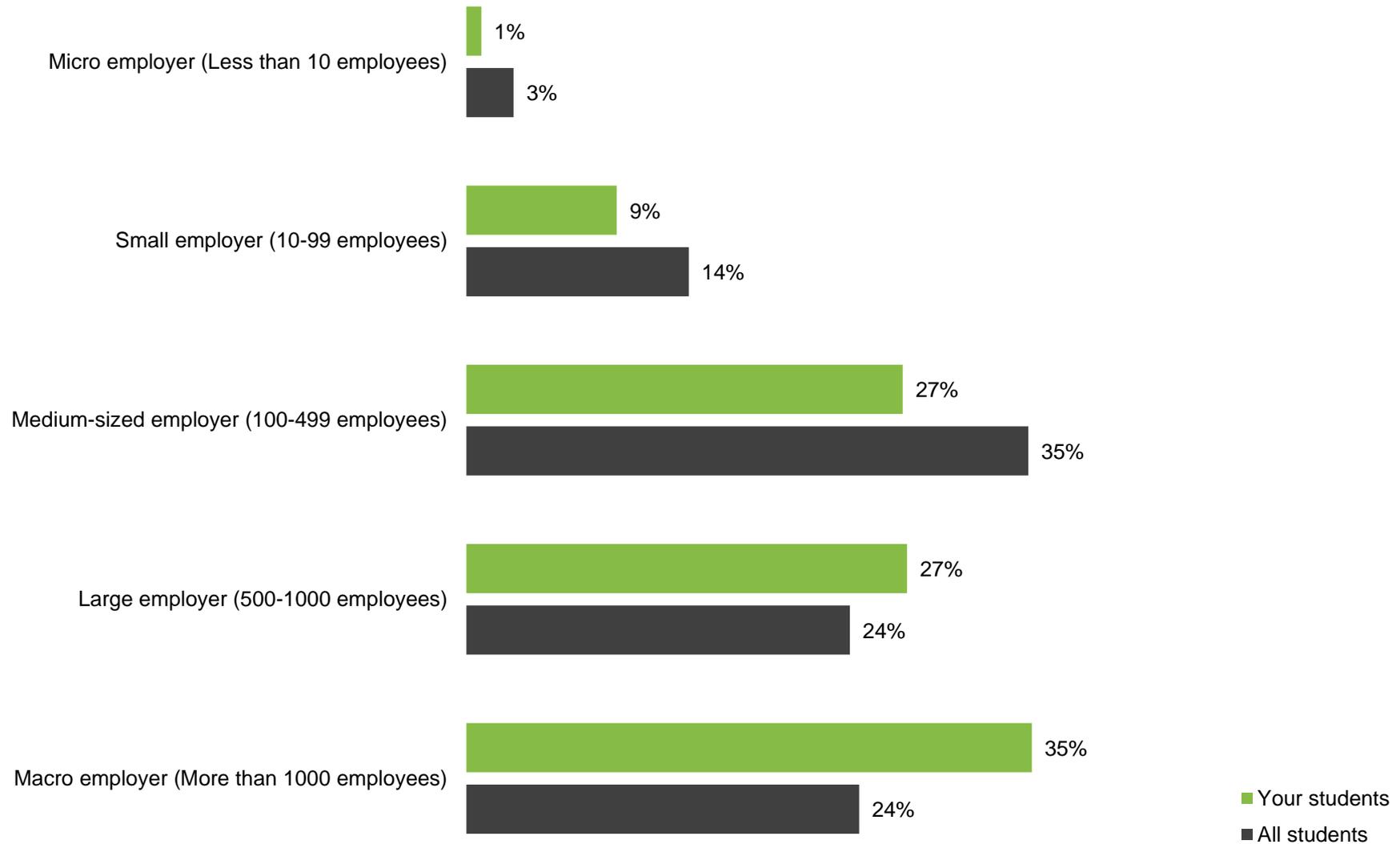
- 1 EXECUTIVE SUMMARY
- 2 TALENT PROFILE
- 3 UNIVERSITY BRAND PERCEPTION
- 4 CAREER & EMPLOYER PREFERENCES

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.

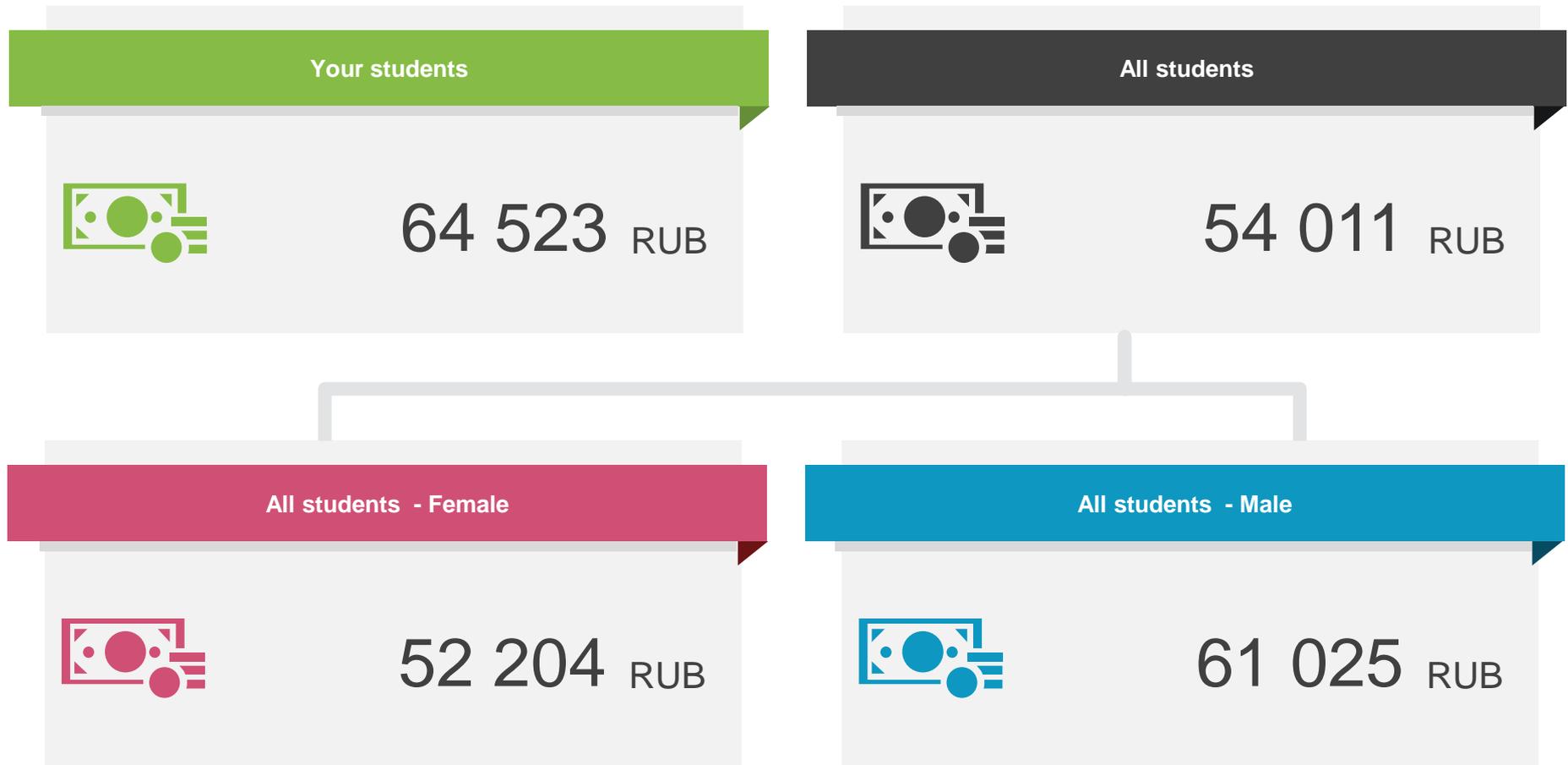
Students' most preferred industries



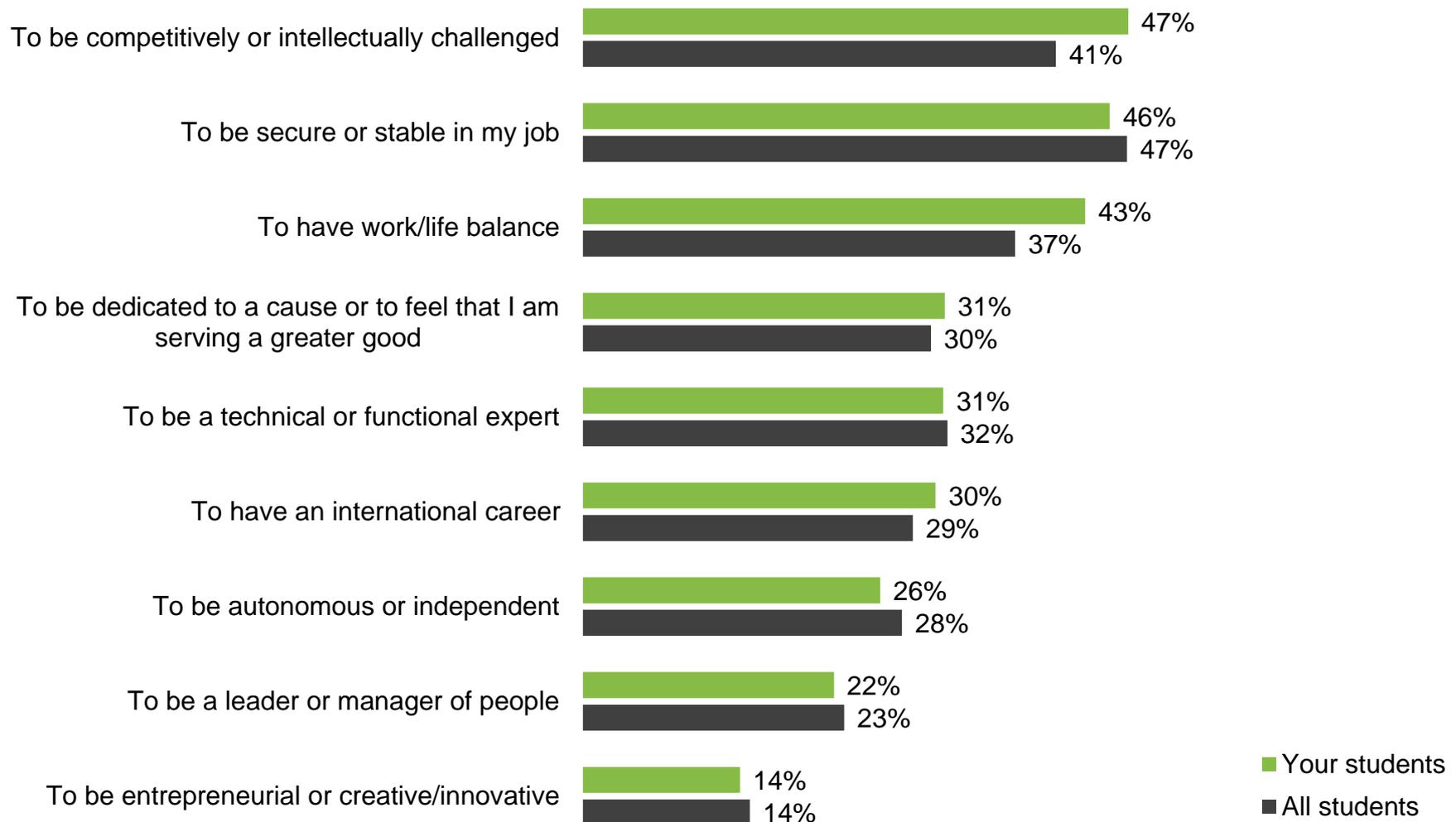
For what size of employer would you prefer to work when choosing your first employment?



Students' expected monthly salary

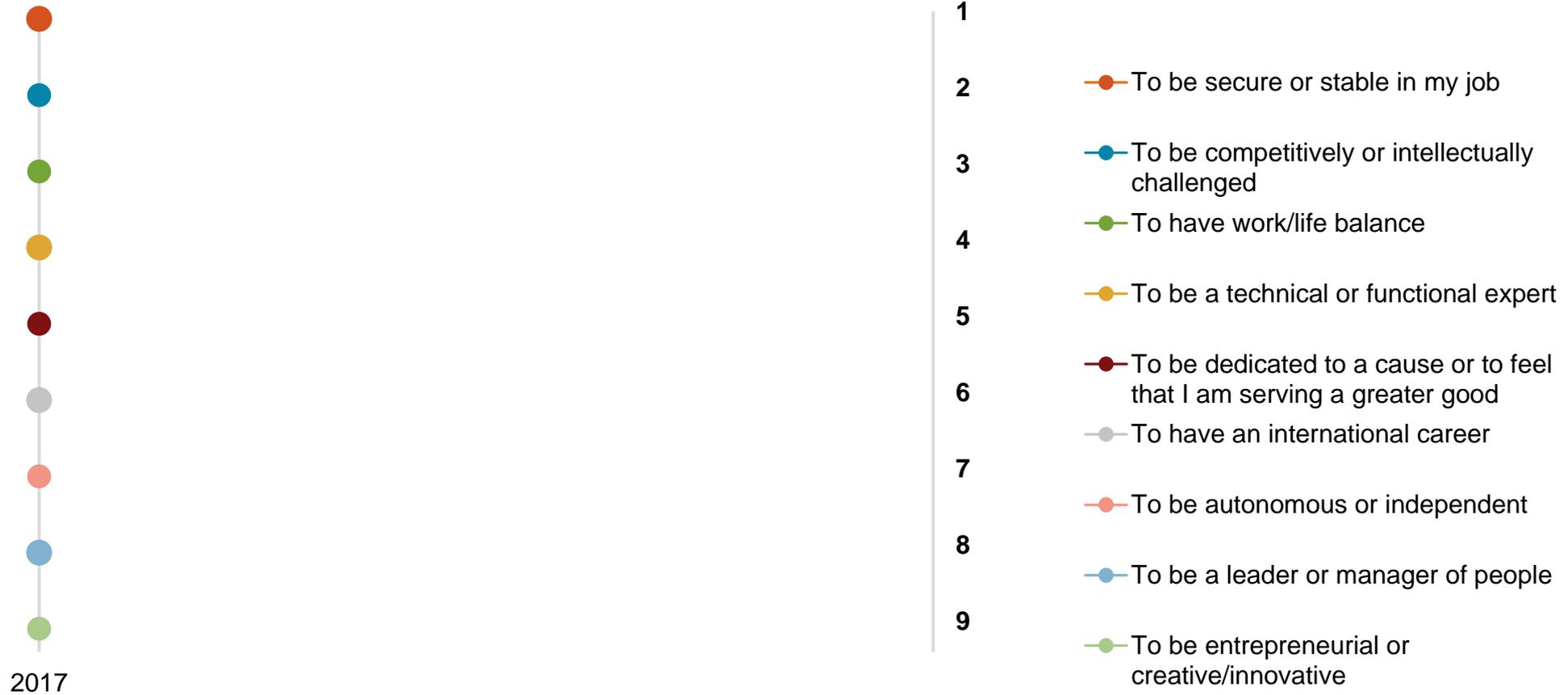


“To be competitively or intellectually challenged” is the most important long term career goal



Career goals over time

All students



• Which of these career goals are most important to you? Please select a maximum of 3 alternatives.

• The alternatives in the legend are sorted according to importance in 2017. Thus, the most important career goal in 2017 is at the top of the legend.

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 attractive?

Your students

EMPLOYER REPUTATION & IMAGE

1. Market success
2. Prestige
3. Inspiring purpose



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. Clear path for advancement



JOB CHARACTERISTICS

1. Professional training and development
2. High performance focus
3. Opportunities for international travel/relocation



“High future earnings” is the overall most important attribute to your students

Your students

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

- 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

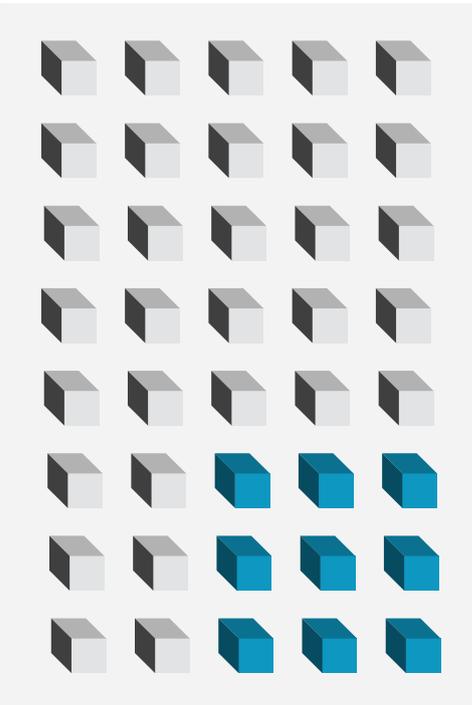
- People & Culture
- Job Characteristics

• 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.

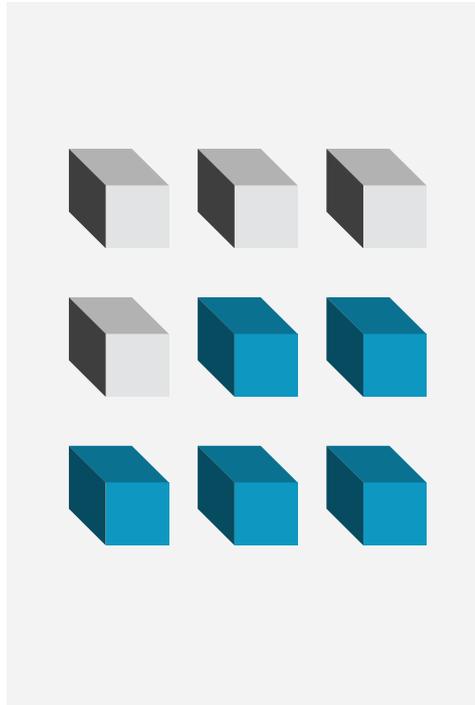
• This is the attractiveness of the 40 attributes in relation to how important respondents think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

The Universum Rankings

FULL COMPANY LIST
(130-140 employers within
each main field of study)

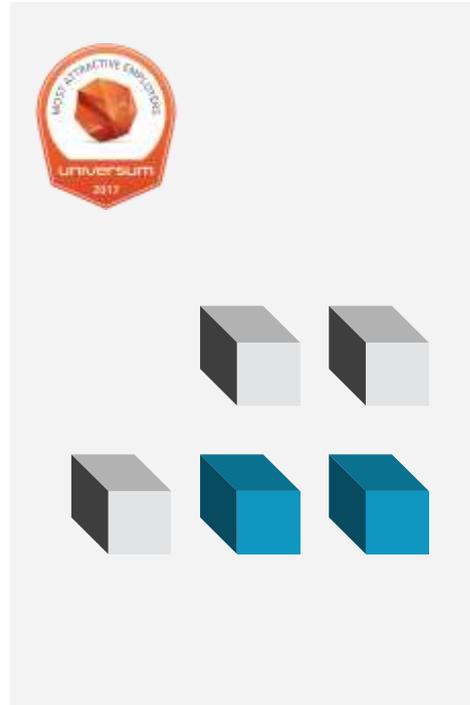


CONSIDERED EMPLOYER
RANKING
(as many as applicable)



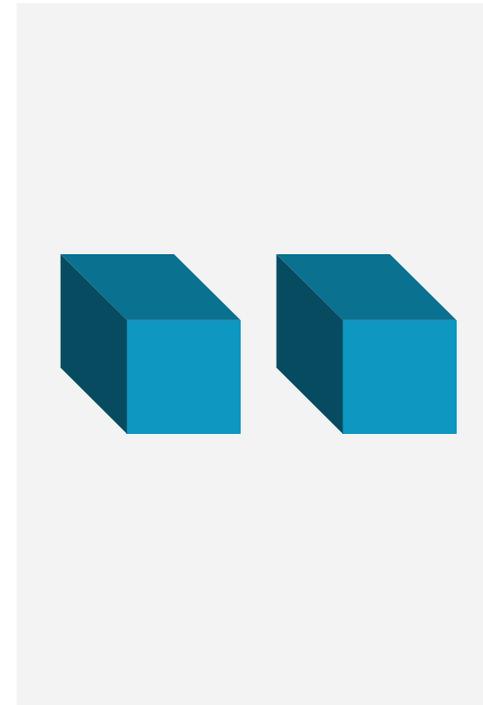
“Below is a list of companies and organisations. For which of these employers would you consider working?”

IDEAL EMPLOYER RANKING
(maximum five employers)



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

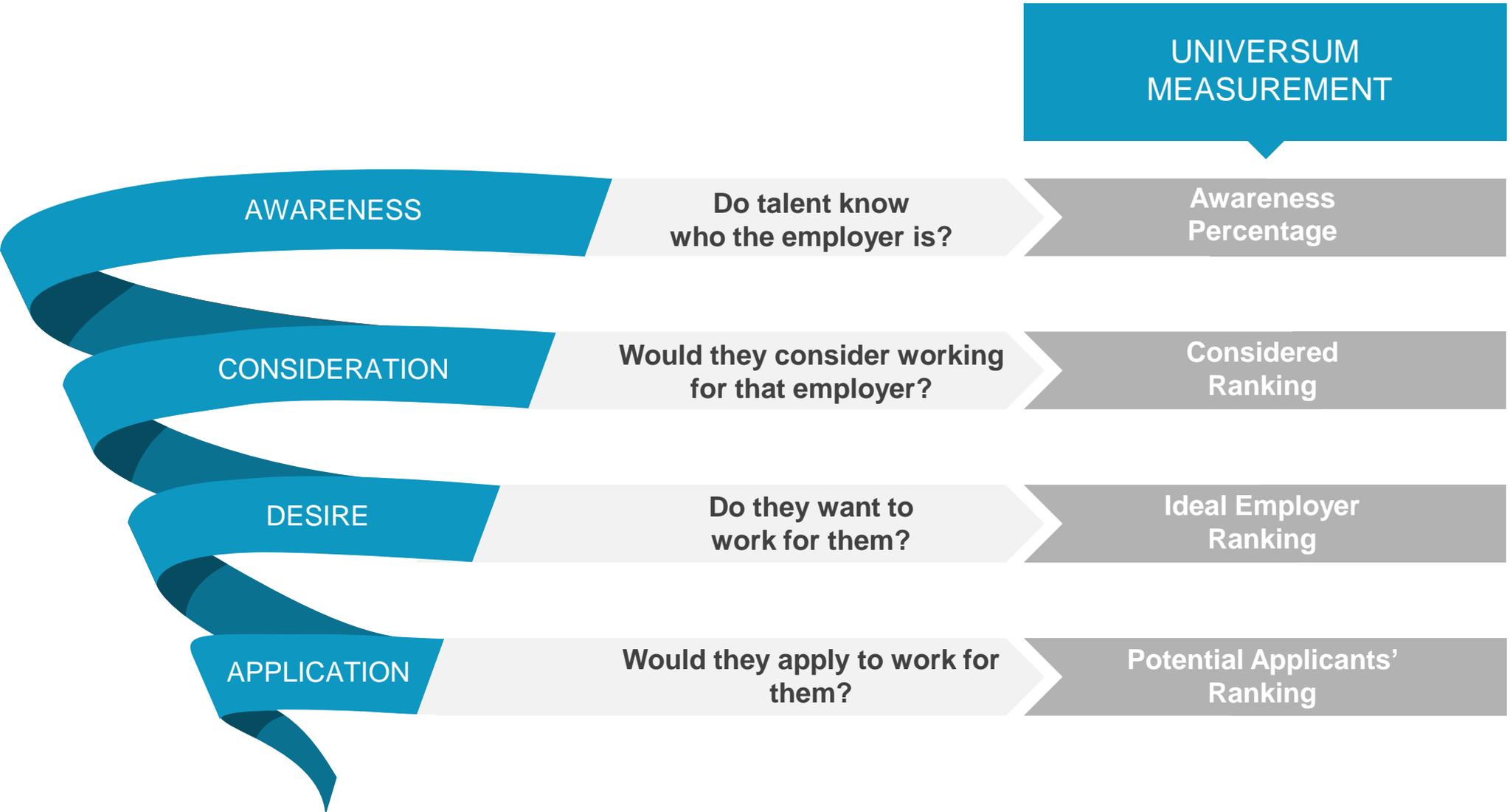
POTENTIAL APPLICANTS'
RANKING
(Yes, I have / Yes, I will)



“Have you applied or will you apply to these employers?”

! • For layout reasons, the employer's name can be shortened in this report.

The Universum Recruitment Funnel



Considered Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	45,45%	Unilever	11	27,27%
McKinsey & Company	2	43,41%	Nestlé	12	27,05%
Yandex	3	34,43%	Sberbank of Russia	13	25,23%
Goldman Sachs	4	32,73%	Procter & Gamble (P&G)	14	25,00%
J.P. Morgan	5	31,59%	Mars	15	24,20%
The Boston Consulting Group (BCG)	6	29,32%	Deutsche Bank	16	23,98%
Gazprom	7	28,30%	PwC	16	23,98%
BMW Group	8	28,07%	EY (Ernst & Young)	18	23,75%
KPMG	9	27,84%	Bain & Company	19	23,41%
Microsoft	10	27,73%	Coca-Cola Hellenic	20	22,39%

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

Considered Employer Ranking | Top 20

Your students | IT

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	68,35%	Audi	11	24,05%
Yandex	2	64,56%	2Gis	12	21,52%
Microsoft	3	56,96%	BMW Group	12	21,52%
IBM	4	48,10%	Nestlé	12	21,52%
Intel	5	45,57%	KPMG	15	20,25%
Kaspersky Lab	6	37,97%	Procter & Gamble (P&G)	16	18,99%
Mail.Ru	7	34,18%	ABBYY	17	17,72%
Nvidia	8	27,85%	Unilever	17	17,72%
Samsung	8	27,85%	Coca-Cola Hellenic	19	16,46%
Gazprom	10	25,32%	McKinsey & Company	19	16,46%

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

Ideal Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank	Percent	Employer	Rank	Percent
McKinsey & Company	1	29,01%	EY (Ernst & Young)	11	9,78%
Google	2	26,96%	Unilever	12	9,44%
Goldman Sachs	3	19,91%	Microsoft	13	9,22%
J.P. Morgan	4	15,24%	Sberbank of Russia	14	8,87%
The Boston Consulting Group (BCG)	5	14,22%	PwC	15	8,76%
Yandex	6	12,86%	L'Oréal Group	16	8,08%
Gazprom	7	12,29%	Procter & Gamble (P&G)	17	7,96%
Bain & Company	8	10,69%	Deloitte	18	7,05%
KPMG	9	10,47%	Mars	19	6,71%
BMW Group	10	10,01%	Bank of America Merrill Lynch	20	6,60%

Ideal Employer Ranking | Top 20

Your students | IT

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	58,23%	Procter & Gamble (P&G)	10	8,86%
Yandex	2	45,57%	Samsung	10	8,86%
Microsoft	3	31,65%	ABBYY	13	6,33%
Intel	4	20,25%	adidas group	14	5,06%
IBM	5	16,46%	BMW Group	14	5,06%
Kaspersky Lab	6	13,92%	Mars	14	5,06%
Gazprom	7	11,39%	McKinsey & Company	14	5,06%
Mail.Ru	8	10,13%	Nestlé	14	5,06%
Nvidia	8	10,13%	Riot Games	14	5,06%
Audi	10	8,86%	SAP	14	5,06%

Potential Applicants' Ranking | Top 20

Your students | Business/Commerce

Employer	Rank	Percent	Employer	Rank	Percent
McKinsey & Company	1	8,02%	PwC	11	2,76%
Goldman Sachs	2	6,50%	Sberbank of Russia	12	2,70%
J.P. Morgan	3	5,11%	Yandex	13	2,35%
Google	4	4,49%	Gazprom	14	2,21%
The Boston Consulting Group (BCG)	5	4,35%	Deloitte	15	2,07%
EY (Ernst & Young)	6	3,32%	L'Oréal Group	15	2,07%
KPMG	6	3,32%	Bank of America Merrill Lynch	17	1,94%
Bain & Company	8	3,18%	Citi	17	1,94%
Unilever	8	3,18%	VTB Capital	17	1,94%
Procter & Gamble (P&G)	10	2,90%	BMW Group	20	1,80%

- 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	Percent	Employer	Rank	Percent
Google	1	15,87%	Cisco Systems	8	1,59%
Yandex	2	12,70%	Coca-Cola Hellenic	8	1,59%
Kaspersky Lab	3	9,52%	Danone	8	1,59%
Intel	4	7,94%	Deloitte	8	1,59%
Microsoft	5	6,35%	EY (Ernst & Young)	8	1,59%
Mars	6	4,76%	Gazprom	8	1,59%
Procter & Gamble (P&G)	6	4,76%	Glowbyte Consulting	8	1,59%
ABBYY	8	1,59%	IBM	8	1,59%
adidas group	8	1,59%	L'Oréal Group	8	1,59%
BMW Group	8	1,59%	Lukoil	8	1,59%

- 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 on news/business-related websites
- Employer sponsored posts in social media
- 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

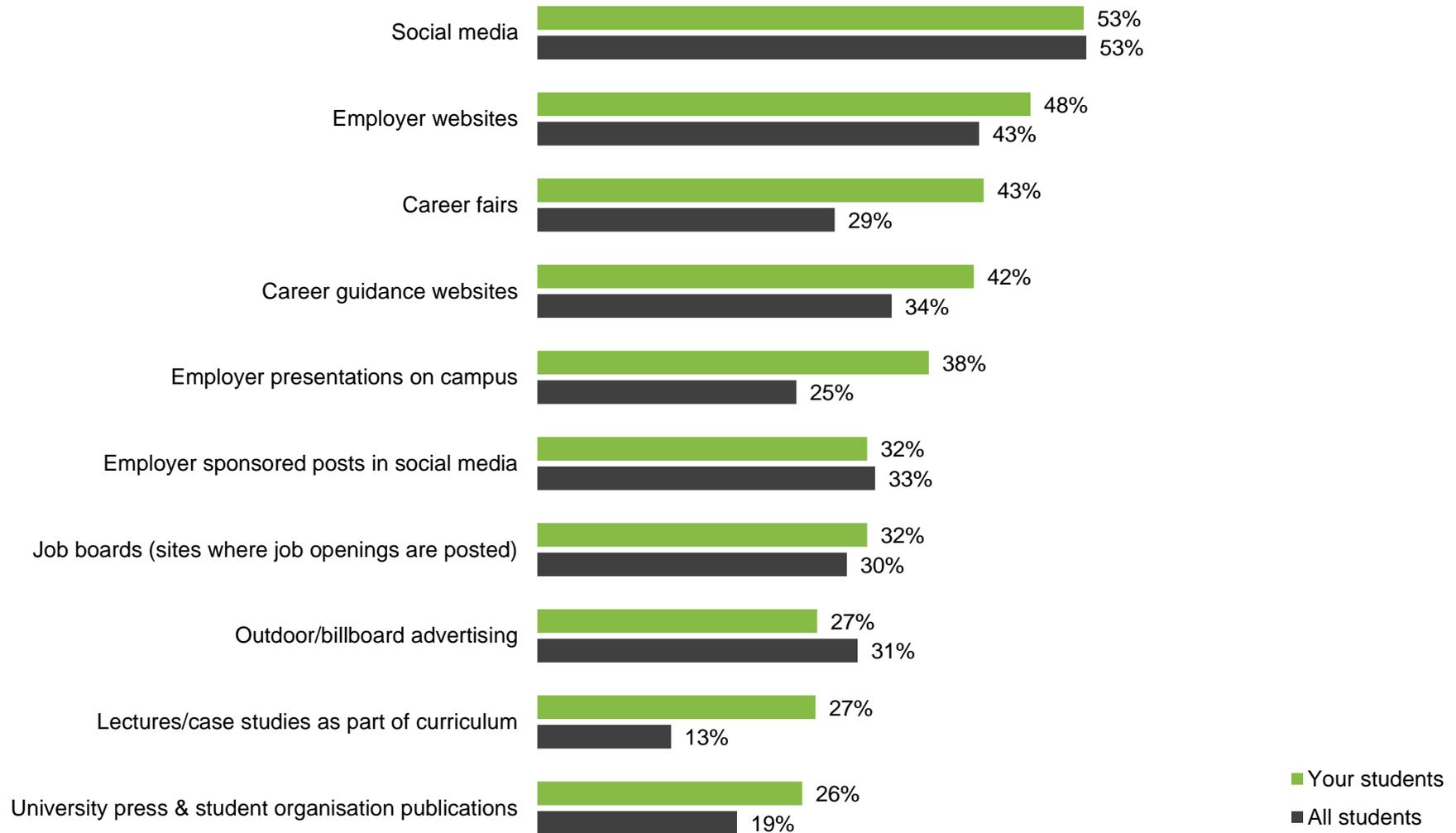
- Employer advertisements on the radio
- Employer advertisements on TV
- Outdoor/billboard advertising



Social media measurement has become more sophisticated



Which communication channels do your students use the most?



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



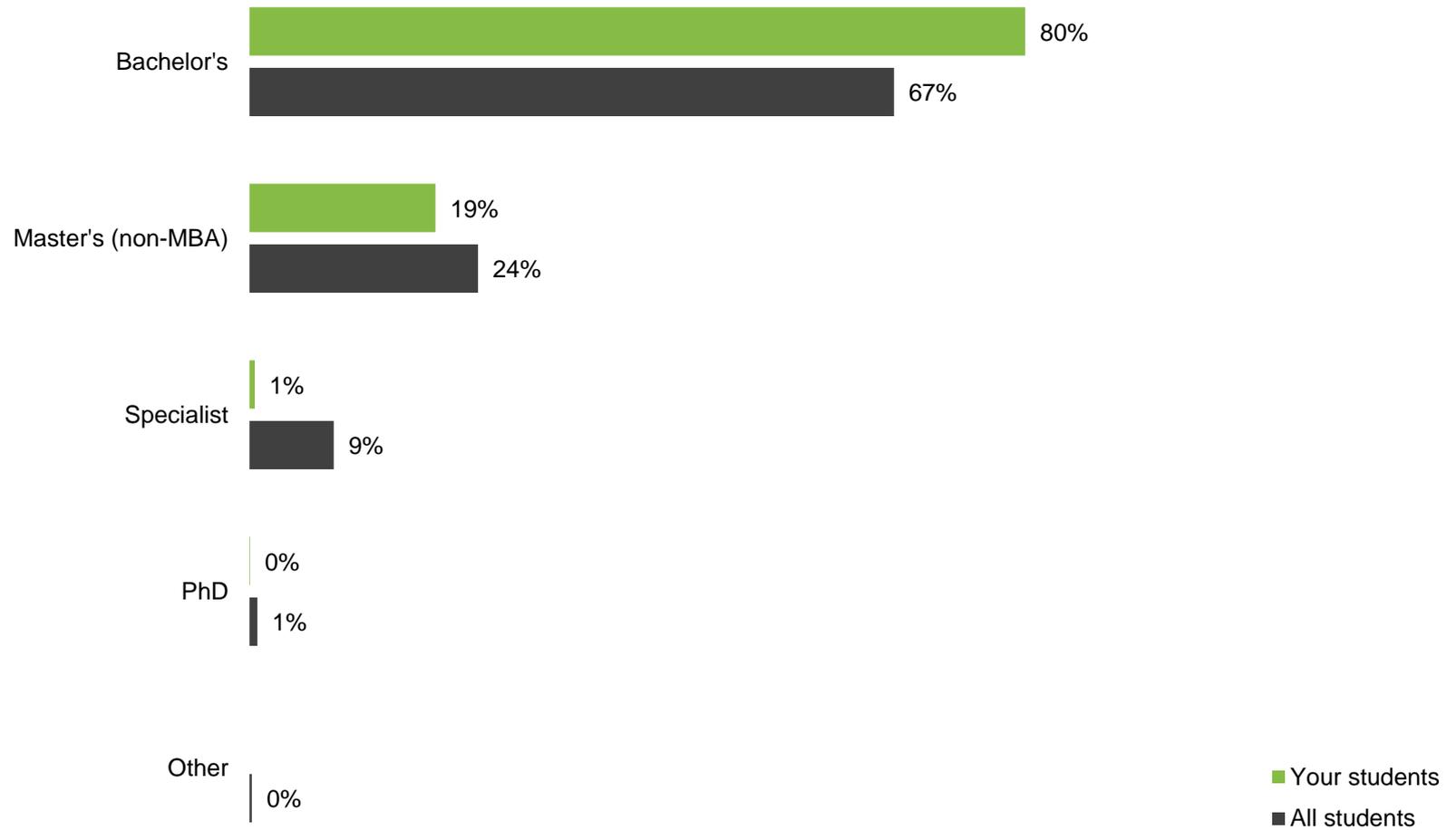
WE HAVE CONDUCTED THE UNIVERSUM TALENT SURVEY FOR OVER 25 YEARS



Total number of respondents in the survey 2017:

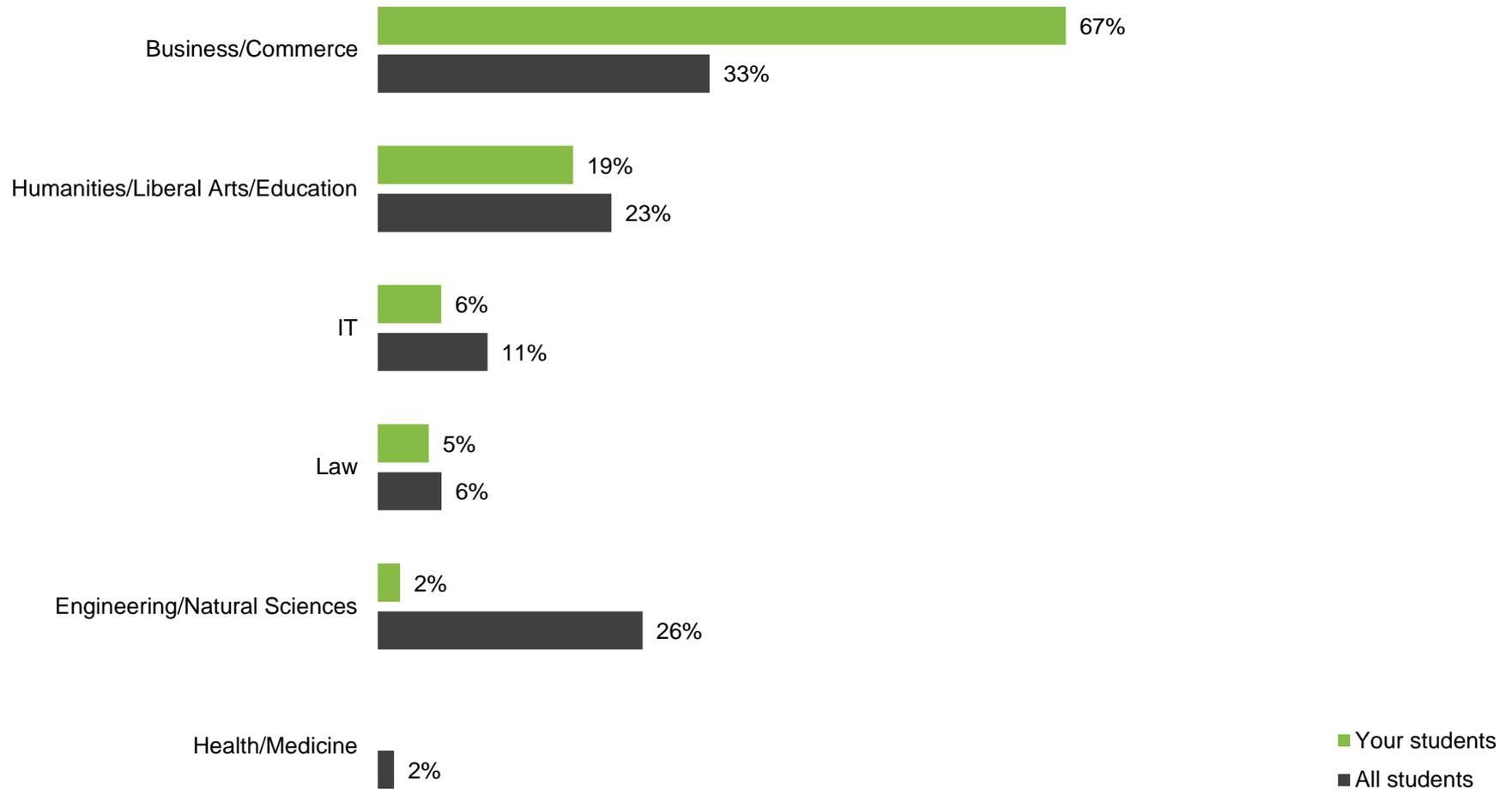
1 300 000+

Highest qualification



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

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	4,1%	Ufa State Aviation Technical University	1,3%
Kazan (Volga Region) Federal University	3,4%	Moscow State University of Mechanical Engineering (MAMI)	1,2%
Lomonosov Moscow State University, MGU	2,7%	Moscow State University of Railway Engineering	1,2%
Kuban State University	2,5%	Chelyabinsk State University	1,2%
Southern Federal University	2,4%	Bashkir State University	1,1%
Peoples' Friendship University of Russia	2,2%	Moscow Technological University (MIREA)	1,1%
St. Petersburg State University (incl Graduate School of Management)	2,1%	National Research Tomsk Polytechnic University	1,1%
Siberian Federal University	2,0%	St. Petersburg State Polytechnical University	1,1%
Saint Petersburg State University of Economics	1,8%	Ural Federal University named after the First President of Russia B.N. Yeltsin	1,1%
National Research University Higher School of Economics (Nizhny Novgorod)	1,7%	Ural State University of Economics	1,1%
Far Eastern Federal University	1,6%	Kuban State Technological University	1,0%
National Research University Higher School of Economics (St.Petersburg)	1,6%	Voronezh State University	1,0%
Moscow Aviation Institute (State University of Aerospace Technologies)	1,5%	Timiryazev Agricultural Academy	1,0%
National Research University Higher School of Economics (Moscow)	1,4%	The Russian Presidential Academy of National Economy and Public Administration	1,0%
Lobachevsky State University of Nizhny Novgorod National Research University	1,4%	Baumann Moscow State Technical University	1,0%
Plekhanov Russian University of Economics	1,3%	St. Petersburg State Transport University	1,0%

- 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
Perm State University	1,0%	Ulyanovsk State University	0,7%
Petrozavodsk State University	1,0%	Samara State University of Economics	0,7%
Tyumen State University	0,9%	Northern (Arctic) Federal University	0,7%
Russian State Social University	0,9%	St. Petersburg State University of Aerospace Instrumentation	0,7%
Perm National Research Polytechnic University	0,9%	Mordovia State University by name og Ogareva N.P.	0,6%
Ufa State Petroleum Technological University	0,9%	Vladimir State University named after Alexander and Nikoley Stoletovs	0,6%
The State University of Management	0,9%	Immanuel Kant Baltic Federal University	0,6%
Samara State Technical University	0,9%	National University of Science and Technology (MISIS)	0,6%
National Research University Higher School of Economics (Perm)	0,8%	Saratov State Technical University	0,6%
Omsk F.M. Dostoevsky State University	0,8%	Russian State University of Tourism and Service	0,6%
Nizhny Novgorod State Technical University named after R.E. Alekseev	0,8%	Nizhny Novgorod State University of Architecture and Civil Engineering	0,6%
National Research Irkutsk State Technical University	0,8%	Ivanovo State Power Engineering University	0,6%
National Research University Moscow Power Engineering Institute (MPEI)	0,8%	Novosibirsk State University	0,5%
St. Petersburg National Research University of Information Technologies, Mechanics and Optics	0,8%	Saratov State Socio-Economic University	0,5%
Novosibirsk State Technical University	0,8%	Gubkin Russian State University of Oil and Gas	0,5%
The Moscow State Institute of International Relations (MGIMO-University)	0,7%	Cherepovets State University	0,5%

- 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 Electrotechnical University LETI	0,5%	Mendeleev University of Chemical Technology	0,3%
Ulyanovsk State Technical University	0,5%	Ulyanovsk State Agricultural Academy	0,3%
National Research Nuclear University (MEPhI)	0,5%	National Research University of Electronic Technology	0,3%
Voronezh State Technical University	0,5%	Moscow Institute of Physics and Technology State University (MIPT)	0,3%
Moscow State University of Food Production	0,4%	Murmansk State Technical University	0,2%
Togliatti State University	0,4%	The Russian Foreign Trade Academy The Ministry of Economics Development	0,2%
Irkutsk State Railway Transport Engineering University	0,4%	Novosibirsk State Agricultural University	0,2%
National Research Tomsk State University	0,4%	Moscow State Technological Institute STANKIN	0,2%
Moscow Technical University of Communications and Informatics	0,4%	New Economic School	0,2%
Far Eastern State Transport University	0,4%	Voronezh State University of Engineering Technologies	0,2%
National Mineral Resources University	0,4%	Penza State Technological University	0,1%
The Bonch-Bruевич St. Petersburg State University of Telecommunications	0,4%	1st Moscow State Medical University of I.M.Sechenov	0,1%
Kemerovo State University	0,4%	Ivanovo state University	0,1%
Siberian Transport University	0,3%	International Banking Institute	0,1%
Khabarovsk State Academy of Economics and Law	0,3%	Skolkovo Institute of Science and Technology (Skoltech)	0,0%
Altay State Technical University	0,3%	State Classical Academy named after Maimonides	0,0%
Ivanovo state chemical-technology University	0,3%	Other	16,0%

- 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	24%	Entrepreneurship	5%
Economics	23%	Logistics	5%
Finance/Banking	19%	Tourism Management	4%
Accounting/Auditing/Taxation	11%	Quality management	3%
Marketing	10%	Customs affairs	2%
World economy	8%	Crisis management	2%
Human Resources Management	8%	Information Management	2%
Public Administration	7%	Sales	2%
Econometrics/Mathematical modelling in economics/Statistics	7%	Business Administration	1%
International Business	6%	Real Estate	1%
Communication/Advertising/PR	5%	Other Business	9%

Areas of study

All students | Engineering (1/1)

Area of study	All students	Area of study	All students
Construction/architecture	13%	Industrial engineering and management	5%
Machine/mechanical engineering	10%	Environmental engineering	5%
Oil and gas engineering	9%	Personal and social safety	4%
Automation Engineering	9%	Mining engineering	3%
Electrical/electronic engineering	8%	Civil engineering	3%
Power engineering	8%	Biological engineering/biological technology	3%
Thermal engineering	7%	Telecommunications	3%
Chemical engineering	7%	Nuclear engineering	2%
Process technology	6%	Metallurgical Engineering	2%
Materials science/materials technology	6%	Other Engineering	10%
Aeronautics/aerospace engineering	5%		

Areas of study

All students | IT (1/1)

Area of study	All students	Area of study	All students
Information Systems	42%	Information Management	9%
Software Engineering	37%	Business Computing Systems	5%
Computer Science	21%	e-Business Systems	2%
Information Systems Security	19%	Electronic Publishing	1%
Business Systems Analysis and Design	14%	Other IT	14%
Artificial Intelligence	10%		

Areas of study

All students | Natural Sciences (1/1)

Area of study	All students	Area of study	All students
Mathematical Sciences	28%	Ecology	16%
Chemistry	26%	Geology/Earth Sciences	12%
Physics	21%	Human Sciences	5%
Biological Science	19%	Other Natural Sciences	8%

Areas of study

All students | Humanities (1/1)

Area of study	All students	Area of study	All students
Linguistics/Foreign Languages	25%	Social Sciences	11%
Teaching/Education	17%	Psychology	9%
International Relations	14%	Creative Arts	9%
History/Philosophy	13%	Political Science	7%
Communication	12%	Design	5%
English/Literature	11%	Other Humanities	17%

Areas of study

All students | Law (1/1)

Area of study	All students	Area of study	All students
Civil law	57%	International Commercial Law	10%
Criminal Litigation	32%	Media Law	4%
International Law	19%	Law and Property Valuation	3%
Constitutional law	18%	Other Law	12%
Commercial Law	15%		

Areas of study

All students | Health/Medicine (1/1)

Area of study	All students	Area of study	All students
Medicine	56%	Physiotherapy	1%
Pharmacy	13%	Nursing/Nursery	0%
Dental Medicine	9%	Other Health/Medicine	22%
Cosmetology	2%		

Considered Employer Ranking | Top 30

All students | Business/Commerce

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	41,17%	Volkswagen	16	18,86%
Gazprom	2	37,10%	McKinsey & Company	17	18,74%
Yandex	3	29,45%	Samsung	18	18,56%
BMW Group	4	28,43%	Mars	19	17,53%
Microsoft	5	27,75%	Procter & Gamble (P&G)	20	16,59%
Gazprom Neft	6	27,08%	PepsiCo	21	16,33%
Audi	7	26,76%	VTB24	22	16,20%
Sberbank of Russia	8	24,17%	IBM	23	15,52%
Nestlé	9	22,95%	EY (Ernst & Young)	24	15,41%
IKEA	10	21,28%	Nissan	25	15,37%
Toyota	11	21,22%	VTB Bank	26	14,98%
L'Oréal Group	12	20,75%	KPMG	27	14,83%
Coca-Cola Hellenic	13	20,73%	PwC	28	14,58%
Lukoil	14	20,40%	Johnson & Johnson	29	14,15%
Unilever	15	19,00%	adidas group	30	13,93%

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

Considered Employer Ranking | Top 30

All students | Engineering/Natural Sciences

Employer	Rank	Percent	Employer	Rank	Percent
Gazprom	1	31,59%	Nissan	16	13,31%
Gazprom Neft	2	24,45%	RUSNANO	17	13,02%
SIBUR	3	23,47%	Rosneft Oil Company	18	12,07%
Google	4	23,12%	Volvo Group	19	11,52%
Audi	5	19,30%	IBM	20	11,46%
Microsoft	6	18,77%	Škoda	21	11,34%
Lukoil	7	18,29%	General Electric (GE)	22	11,13%
Toyota	8	17,16%	Siemens	23	10,93%
Rosatom	9	16,63%	Coca-Cola Hellenic	24	10,19%
BMW Group	10	15,71%	Lenovo	25	10,03%
Volkswagen	11	15,64%	Tatneft	26	9,96%
Yandex	12	15,54%	Nestlé	27	9,72%
Samsung	13	14,43%	Bosch	28	9,61%
Intel	14	13,95%	Mail.Ru	29	9,33%
Transneft	15	13,42%	IKEA	30	9,09%

Considered Employer Ranking | Top 30

All students | IT

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	65,96%	BMW Group	16	17,85%
Yandex	2	60,25%	Gazprom Neft	17	17,67%
Microsoft	3	55,37%	Toyota	18	17,41%
Intel	4	45,59%	ABBYY	19	16,40%
IBM	5	38,89%	Volkswagen	20	15,15%
Kaspersky Lab	6	35,30%	Nissan	21	14,46%
Samsung	7	34,20%	Philips	22	13,05%
Mail.Ru	8	34,00%	VTB24	23	12,89%
Nvidia	9	31,81%	IKEA	24	12,58%
Gazprom	10	27,50%	Siemens	25	12,47%
Lenovo	11	24,49%	Rostelecom	26	11,73%
Sberbank of Russia	12	23,54%	Riot Games	27	11,64%
2Gis	13	21,80%	Lukoil	28	11,56%
Cisco Systems	14	20,52%	Hewlett Packard Enterprise	29	10,97%
Audi	15	20,50%	Volvo Group	30	10,96%

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

Ideal Employer Ranking | Top 30

All students | Business/Commerce

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	27,26%	Coca-Cola Hellenic	16	6,71%
Gazprom	2	23,73%	PwC	17	6,13%
BMW Group	3	12,59%	Mars	18	5,95%
Gazprom Neft	4	12,58%	Procter & Gamble (P&G)	19	5,51%
Microsoft	5	12,15%	Toyota	20	5,40%
Yandex	6	12,15%	KPMG	21	5,40%
Sberbank of Russia	7	11,33%	IBM	22	5,16%
McKinsey & Company	8	9,79%	The Boston Consulting Group (BCG)	23	4,96%
Audi	9	8,29%	Rosneft Oil Company	24	4,59%
L'Oréal Group	10	8,10%	VTB24	25	4,38%
Unilever	11	7,70%	Goldman Sachs	26	4,27%
EY (Ernst & Young)	12	7,58%	Samsung	27	4,24%
IKEA	13	7,31%	Mail.Ru	28	4,10%
Lukoil	14	7,21%	adidas group	29	3,89%
Nestlé	15	6,96%	J.P. Morgan	30	3,69%

Ideal Employer Ranking | Top 30

All students | Engineering/Natural Sciences

Employer	Rank	Percent	Employer	Rank	Percent
Gazprom	1	22,06%	Transneft	16	4,78%
Google	2	15,90%	General Electric (GE)	17	4,46%
SIBUR	3	14,99%	Volkswagen	18	4,21%
Gazprom Neft	4	14,34%	IBM	19	4,13%
Microsoft	5	9,06%	Schlumberger	20	3,92%
Rosatom	6	8,66%	Siemens	21	3,89%
Lukoil	7	8,35%	IKEA	22	3,42%
Audi	8	8,14%	Nestlé	23	3,39%
BMW Group	9	7,78%	Sberbank of Russia	24	3,07%
Yandex	10	7,09%	Coca-Cola Hellenic	25	3,06%
Intel	11	6,17%	Russian Railways	26	2,97%
RUSNANO	12	5,35%	Nissan	27	2,88%
Rosneft Oil Company	13	5,33%	Shell	28	2,80%
Samsung	14	4,89%	Mail.Ru	29	2,69%
Toyota	15	4,88%	L'Oréal Group	30	2,58%

Ideal Employer Ranking | Top 30

All students | IT

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	55,84%	2Gis	16	4,98%
Yandex	2	41,62%	Gazprom Neft	17	4,39%
Microsoft	3	38,13%	Lenovo	18	3,66%
Intel	4	23,78%	ABBYY	19	3,52%
Mail.Ru	5	15,93%	SAP	20	3,33%
IBM	6	15,73%	Toyota	21	3,15%
Kaspersky Lab	7	14,82%	Rosatom	22	2,99%
Nvidia	8	13,06%	Volkswagen	23	2,38%
Gazprom	9	12,93%	Rostelecom	24	2,24%
Samsung	10	10,65%	Lukoil	25	2,16%
Sberbank of Russia	11	7,89%	VTB24	26	2,03%
Cisco Systems	12	7,08%	IKEA	27	2,03%
Audi	13	5,57%	Hewlett Packard Enterprise	28	1,90%
Riot Games	14	5,52%	RUSNANO	29	1,70%
BMW Group	15	5,13%	Bank of Moscow	30	1,69%

Potential Applicants' Ranking | Top 30

All students | Business/Commerce

Employer	Rank	Percent	Employer	Rank	Percent
Gazprom	1	6,43%	Lukoil	16	1,96%
Google	2	4,64%	Microsoft	17	1,74%
Sberbank of Russia	3	4,46%	Goldman Sachs	18	1,72%
EY (Ernst & Young)	4	4,28%	Nestlé	19	1,60%
McKinsey & Company	5	3,75%	Coca-Cola Hellenic	20	1,58%
Gazprom Neft	6	3,04%	Bain & Company	21	1,45%
Unilever	7	3,01%	Deloitte	22	1,38%
PwC	8	2,87%	Audi	23	1,36%
BMW Group	9	2,80%	J.P. Morgan	24	1,36%
KPMG	10	2,43%	VTB24	25	1,32%
L'Oréal Group	11	2,09%	Rosneft Oil Company	26	1,26%
Yandex	12	2,08%	British American Tobacco	27	1,20%
Procter & Gamble (P&G)	13	2,01%	IKEA	28	1,14%
The Boston Consulting Group (BCG)	14	2,01%	VTB Bank	29	1,07%
Mars	15	2,01%	adidas group	30	0,97%

- 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	Percent	Employer	Rank	Percent
SIBUR	1	10,71%	Volkswagen	16	1,25%
Gazprom	2	8,08%	Russian Railways	17	1,16%
Gazprom Neft	3	5,89%	Intel	18	1,12%
Lukoil	4	3,25%	Siemens	19	1,10%
Rosneft Oil Company	5	2,72%	Toyota	20	1,07%
Rosatom	6	2,62%	Shell	21	1,06%
Google	7	2,22%	Procter & Gamble (P&G)	22	0,92%
Schlumberger	8	2,13%	IBM	23	0,91%
Transneft	9	1,93%	Coca-Cola Hellenic	24	0,90%
Yandex	10	1,86%	Mars	25	0,89%
Audi	11	1,71%	McKinsey & Company	26	0,85%
Microsoft	12	1,55%	Unilever	27	0,85%
BMW Group	13	1,41%	Nestlé	28	0,85%
General Electric (GE)	14	1,32%	IKEA	29	0,80%
RUSNANO	15	1,27%	Danone	30	0,80%

- 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

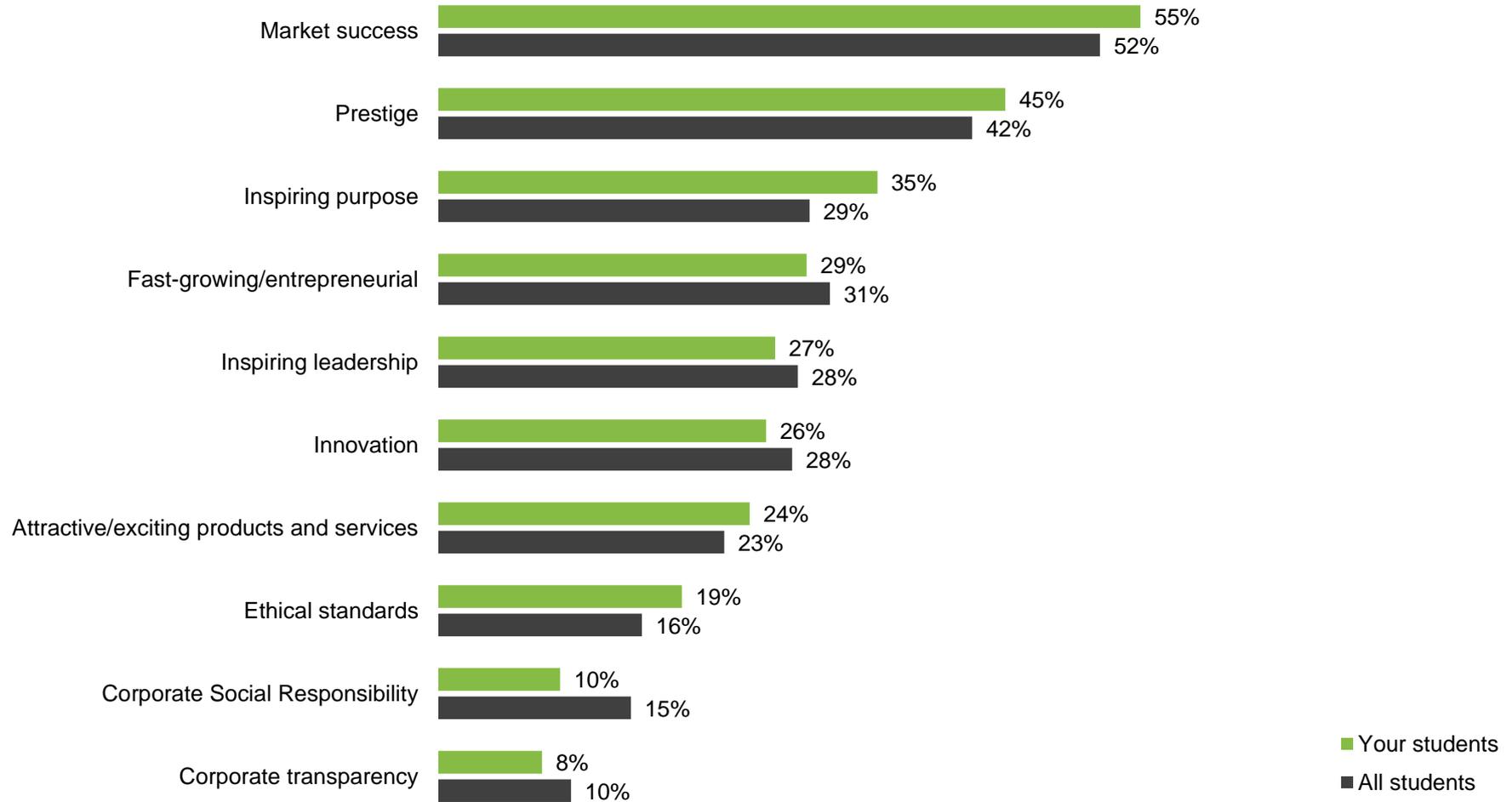
All students | IT

Employer	Rank	Percent	Employer	Rank	Percent
Google	1	14,37%	SAP	16	0,98%
Yandex	2	13,39%	2Gis	17	0,97%
Microsoft	3	8,81%	ABBYY	18	0,96%
Intel	4	5,42%	Mars	19	0,88%
Kaspersky Lab	5	4,99%	McKinsey & Company	20	0,87%
Mail.Ru	6	4,99%	PwC	21	0,86%
Gazprom	7	3,55%	Riot Games	22	0,83%
Sberbank of Russia	8	2,89%	Deutsche Bank	23	0,82%
IBM	9	2,60%	Luxoft	24	0,80%
Samsung	10	2,45%	Rosatom	25	0,79%
Nvidia	11	2,19%	Volkswagen	26	0,77%
Cisco Systems	12	1,87%	Toyota	27	0,70%
BMW Group	13	1,19%	Lukoil	28	0,69%
Gazprom Neft	14	1,16%	Volvo Group	29	0,68%
Audi	15	1,01%	Rostelecom	30	0,61%

- 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

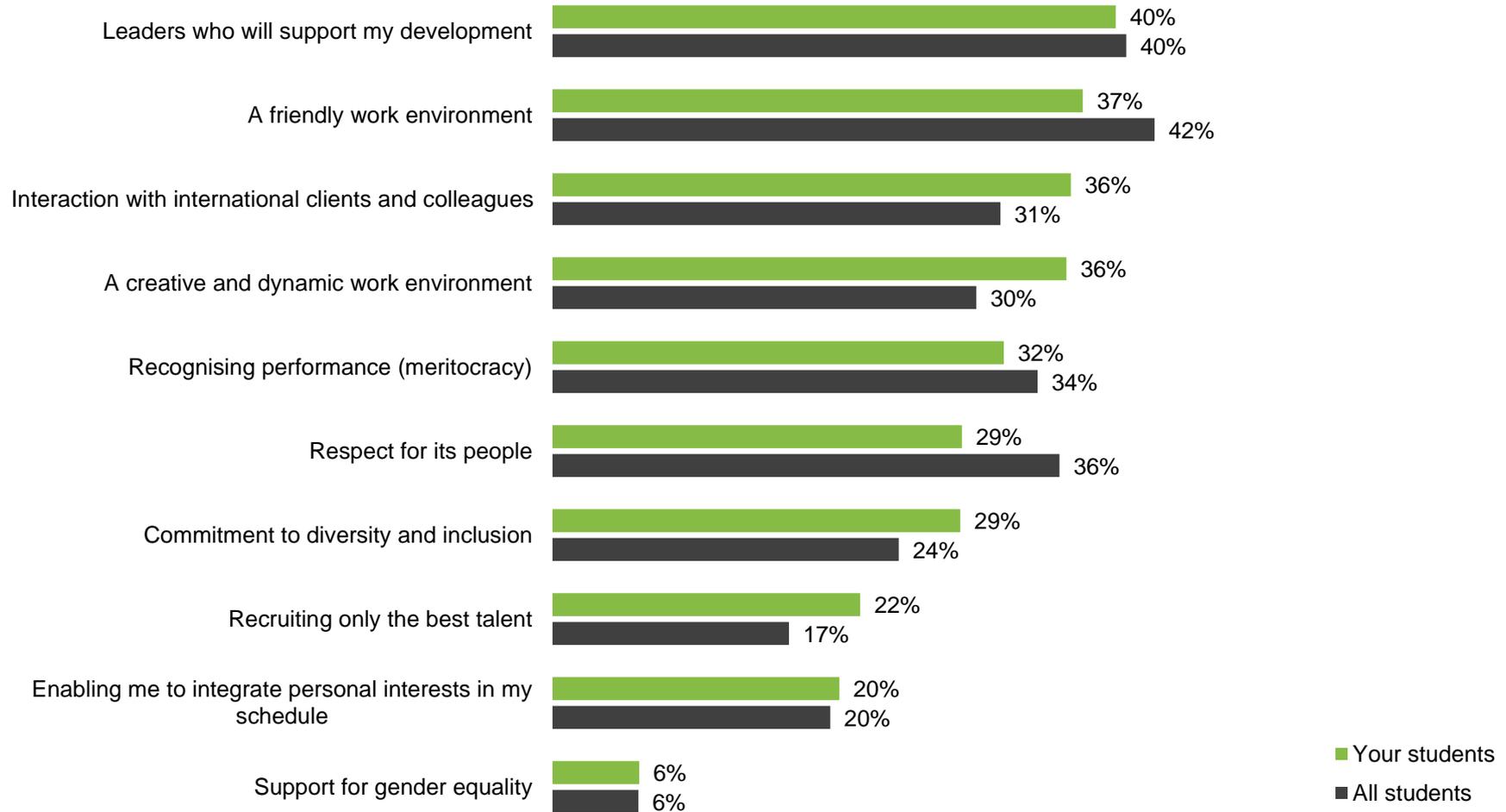
Attractive attributes



? • Which attributes do you perceive as the most attractive? Please select a maximum of three alternatives.

People & Culture

Attractive attributes

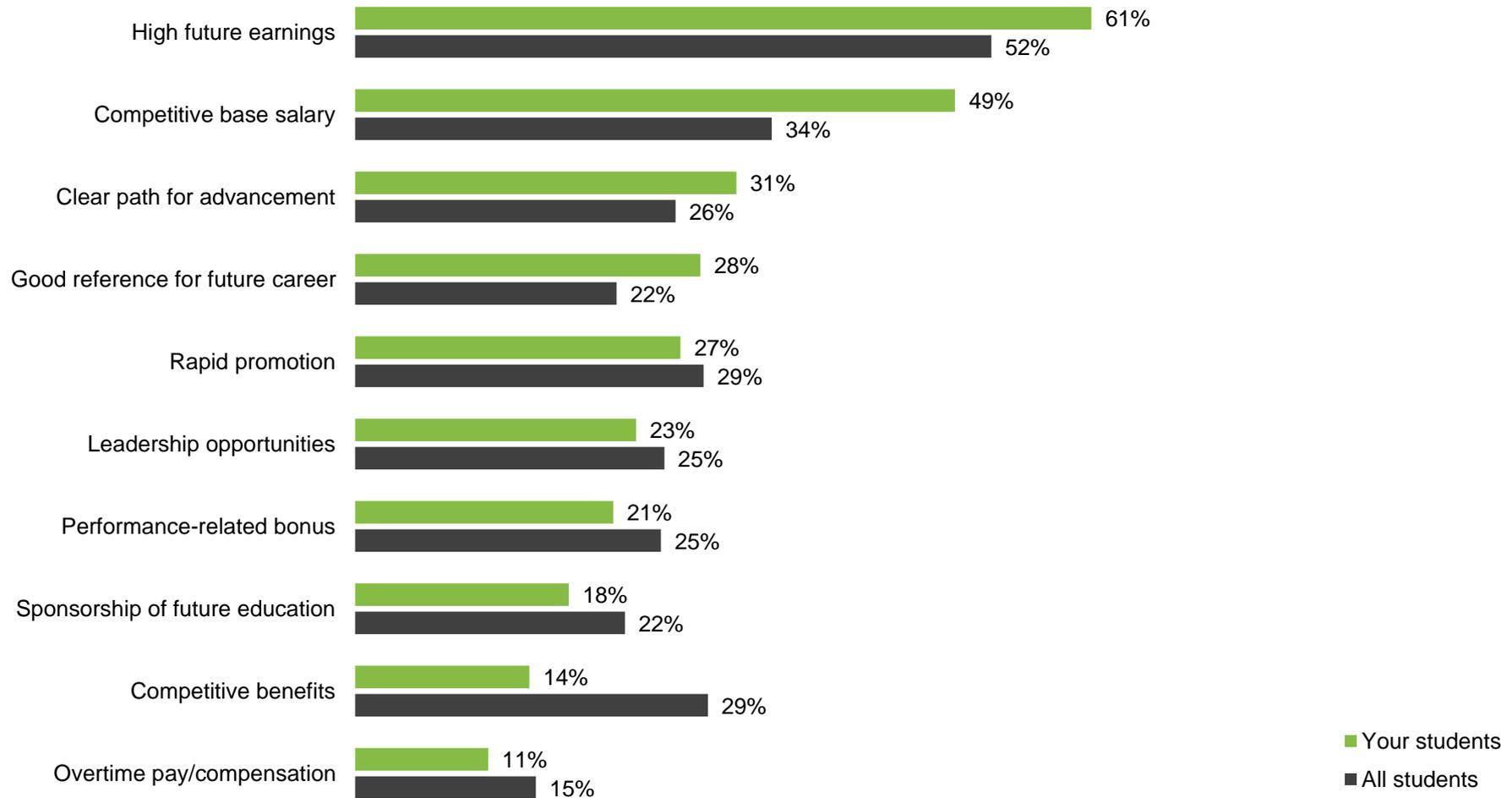


? • Which attributes do you perceive as the most attractive? Please select a maximum of three alternatives.

Remuneration & Advancement Opportunities



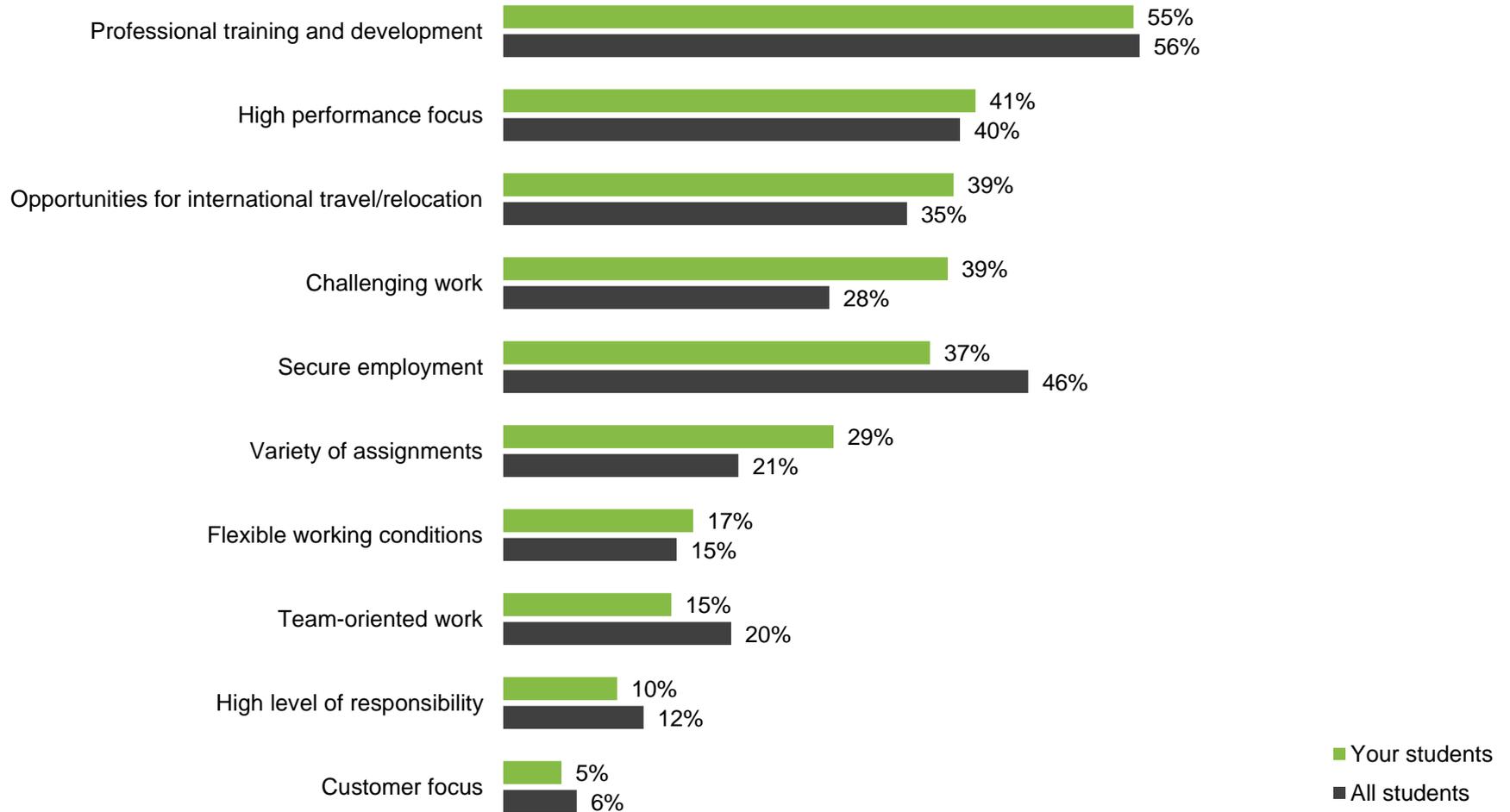
Attractive attributes



? • Which attributes do you perceive as the most attractive? Please select a maximum of three alternatives.

Job Characteristics

Attractive attributes



? • Which attributes do you perceive as the most attractive? Please select a maximum of three alternatives.

THANK YOU!

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