



Universum Talent Research 2018

Partner Report | National Research University Higher School of Economics (Moscow)
Russian Edition | All main fields of study



universum
career test

Agenda

- 1 INTRODUCTION**
- 2 EMPLOYABILITY & TALENT PROFILE**
- 3 UNIVERSITY BRAND PERCEPTION**
- 4 COMMUNICATION**
- 5 CAREER & EMPLOYER PREFERENCES**
- 6 APPENDIX**

Agenda

1

INTRODUCTION

This chapter presents general information on:

- **How Universum works**
- **How you can use this report**
- **The target groups covered in this report**

Who We Are

A full service Employer Branding partner

Taking clients from identifying challenges, to engaging talent, to measuring success.

Please visit our [website](#)
for further information & news.



Helping the world's leading organizations strengthen their Employer Brands for close to 30 years.



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



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



Surveying more than 1 million career-seekers, partnering with thousands of universities and organizations.



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



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

Top media cover our insights

As the global leader in Employer Branding, Universum is a trusted source for insights and employer rankings among the top media outlets around the world.

Our Most Attractive Employer Rankings and talent research, based on more than 1 million students and professionals globally, are covered annually and generate massive interest among career-seekers and employers alike.

“There’s an endless appetite for those stories and I really like when we can rely on Universum...”

– Kathryn Dill, Forbes

“Very happy...traffic this year so far is double last year's, and the social push has been strong. Package is still showing up in our top 50 URLs of the day report. Thanks for another great year...!”

– Gabrielle Solomon, CNNMoney

Global Media Partner



National Media Partners



Making headlines across the globe

Featured
in prominent
global media with
reach in the
millions



“How the Best Global
Employers Convince
Workers to Join and Stay”
[HBR](#)

The
Economist

“Are you a doer or a
manager?”
[The Economist](#)



“World’s Top Employers
for New Grads”
[CNN Money](#)



“These are 2017’s most
attractive employers for
students”
[World Economic Forum](#)

Entrepreneur

“Employees From All
Generations Want This
One Thing From
Employers”
[Entrepreneur](#)

Forbes

“Awareness vs.
Differentiation: It’s Time
for Organizations to
Distinguish Their
Employer Brand”
[Forbes](#)

BBC

“Gen Y: One size does
not fit all at the office”
[BBC](#)

Media
coverage
in over 60
countries

This report helps you to...

UNDERSTAND

...your talents' career preferences & expectations

IDENTIFY

...your talents' readiness for their professional lives

ATTRACT

...relevant employers to cooperate with you

MANAGE

...your brand perception & attractiveness

Connecting Talent with the Future



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.

Our unique insights into the recruitment challenges of employers and the dynamics of the talent market, help colleges and universities worldwide.

Learn more: <https://universumglobal.com/university-partners/>

Target groups

THE QUESTIONNAIRE

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

RESPONDENTS

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

Main Field of Study	Your students	All Students
Business/Commerce	421	6 553
Engineering/Natural Sciences	43	5 257
Health/Medicine	0	2 205
Humanities/Liberal Arts/Education	0	5 010
IT	69	2 407
Law	0	1 234

NUMBER OF RESPONDENTS

Your students

533

All Students

22 666



FIELD PERIOD

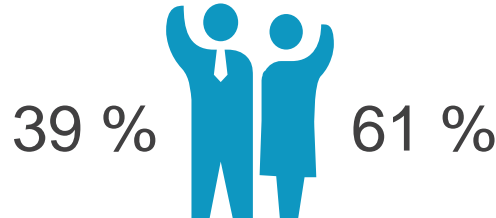
November 2017 - April 2018



Total number of
respondents in the survey

22 666

General profile



Your students



TOP CAREER GOALS

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



ATTRACTIVE UNIVERSITY ATTRIBUTES

1. High rank within its field
2. Friendly and open environment
3. Good reference for future career and/or education



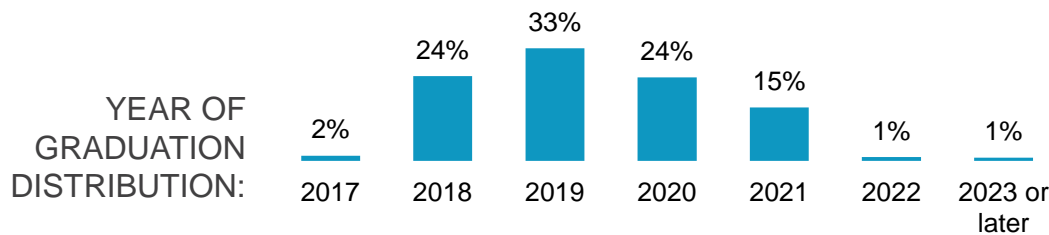
STRONGEST SOFT SKILLS

1. Reliability
2. Responsibility
3. Integrity



PREFERRED EMPLOYER ATTRIBUTES

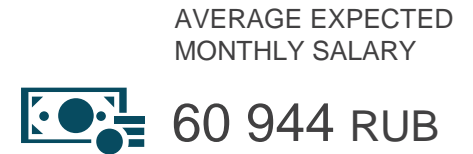
1. High future earnings
2. Market success
3. Competitive base salary



AVERAGE AGE (years)

21,3

General profile



All Students



TOP CAREER GOALS

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



ATTRACTIVE UNIVERSITY ATTRIBUTES

1. Friendly and open environment
2. Exceptional professors/lecturers
3. Teaches transferable and practical skills employers are looking for



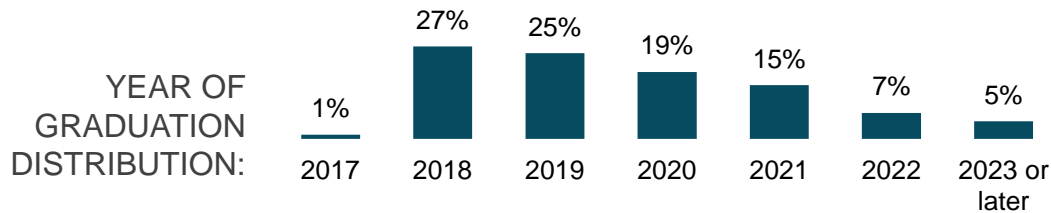
STRONGEST SOFT SKILLS

1. Reliability
2. Responsibility
3. Integrity



PREFERRED EMPLOYER ATTRIBUTES

1. Professional training and development
2. High future earnings
3. Market success



AVERAGE AGE (years)

21,5

Agenda

1

INTRODUCTION

2

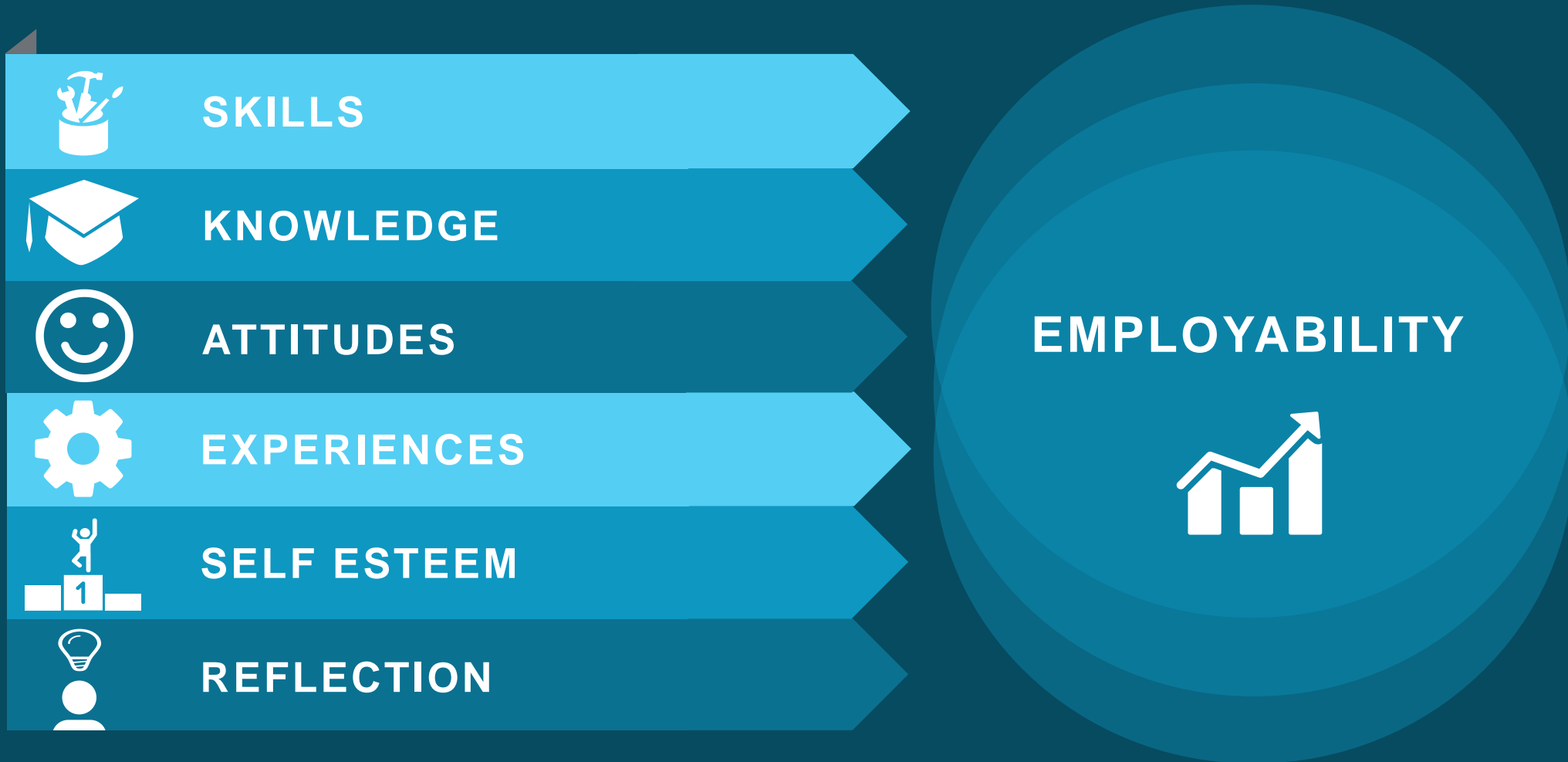
EMPLOYABILITY & TALENT PROFILE

This chapter focuses on the competences of your talent and how they compare to the comparison group.

These insights will help you improve the employability of your talent by being able to communicate their unique value to employers.

Measuring employability

How we operationalise Employability in the Universum Talent Survey



Top soft skills recruiters look for in graduates

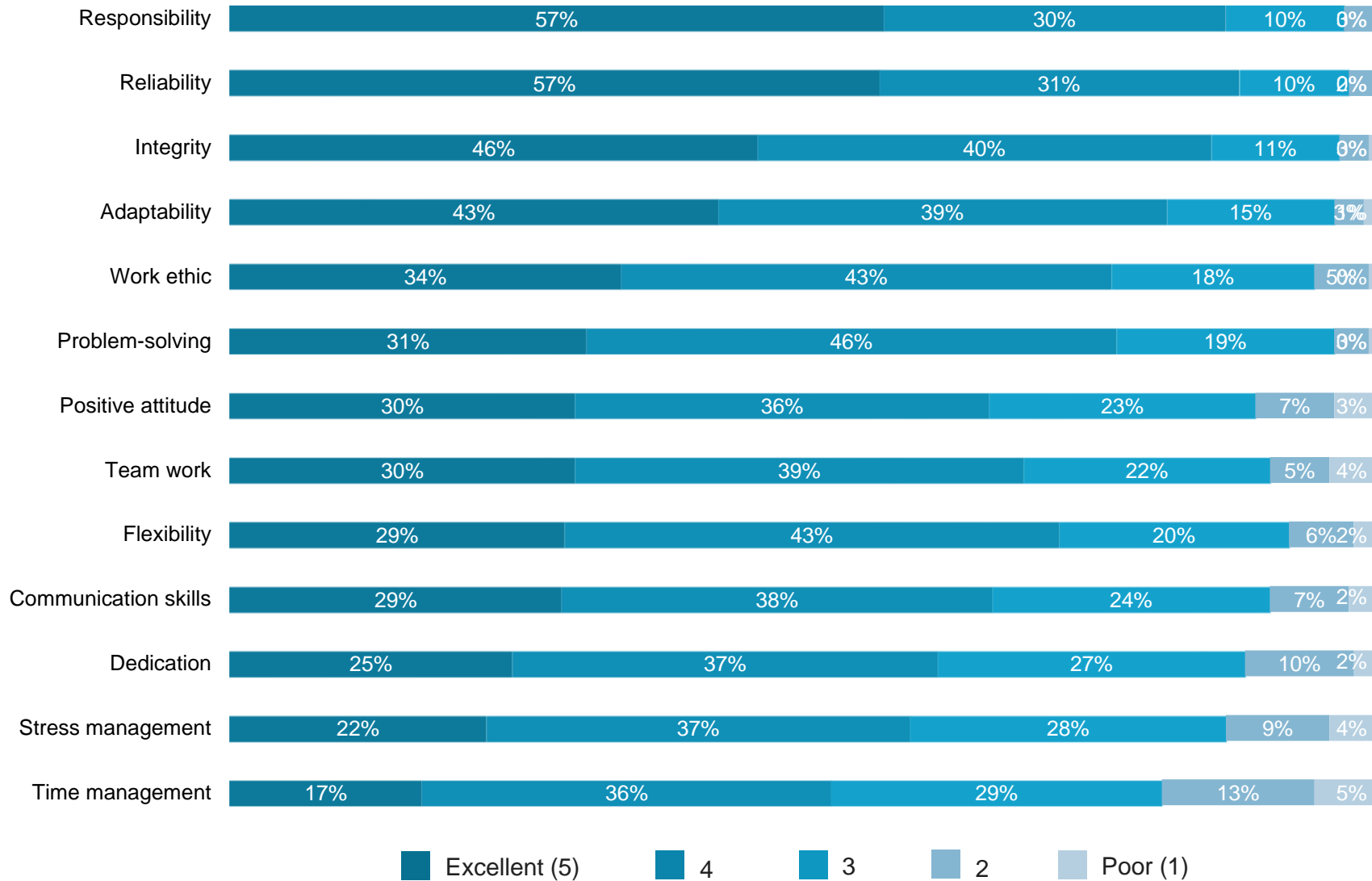
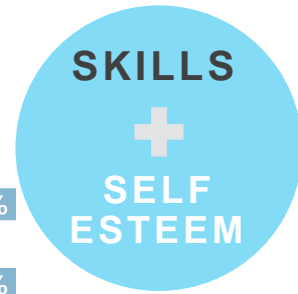
Rank	Soft Skills	Total %	Private	Public	NGO
1	Reliability	88	0	-1	-2
2	Responsibility	88	0	1	0
3	Communication Skills	85	-1	0	-1
4	Positive Attitude	84	1	-1	-2
5	Team Work	84	1	1	4
6	Problem Solving	82	0	0	-2
7	Work Ethic	82	0	-1	2
8	Adaptability	80	0	1	-3
9	Dedication	77	0	0	-1
10	Integrity	76	-1	-2	3
11	Flexibility	73	1	-2	-3
12	Stress Management	73	0	2	-5
13	Time Management	71	0	2	-3

SKILLS
+
SELF
ESTEEM

[Download
our free
ebook >>](#)

Soft Skills – Self-assessment

Your students

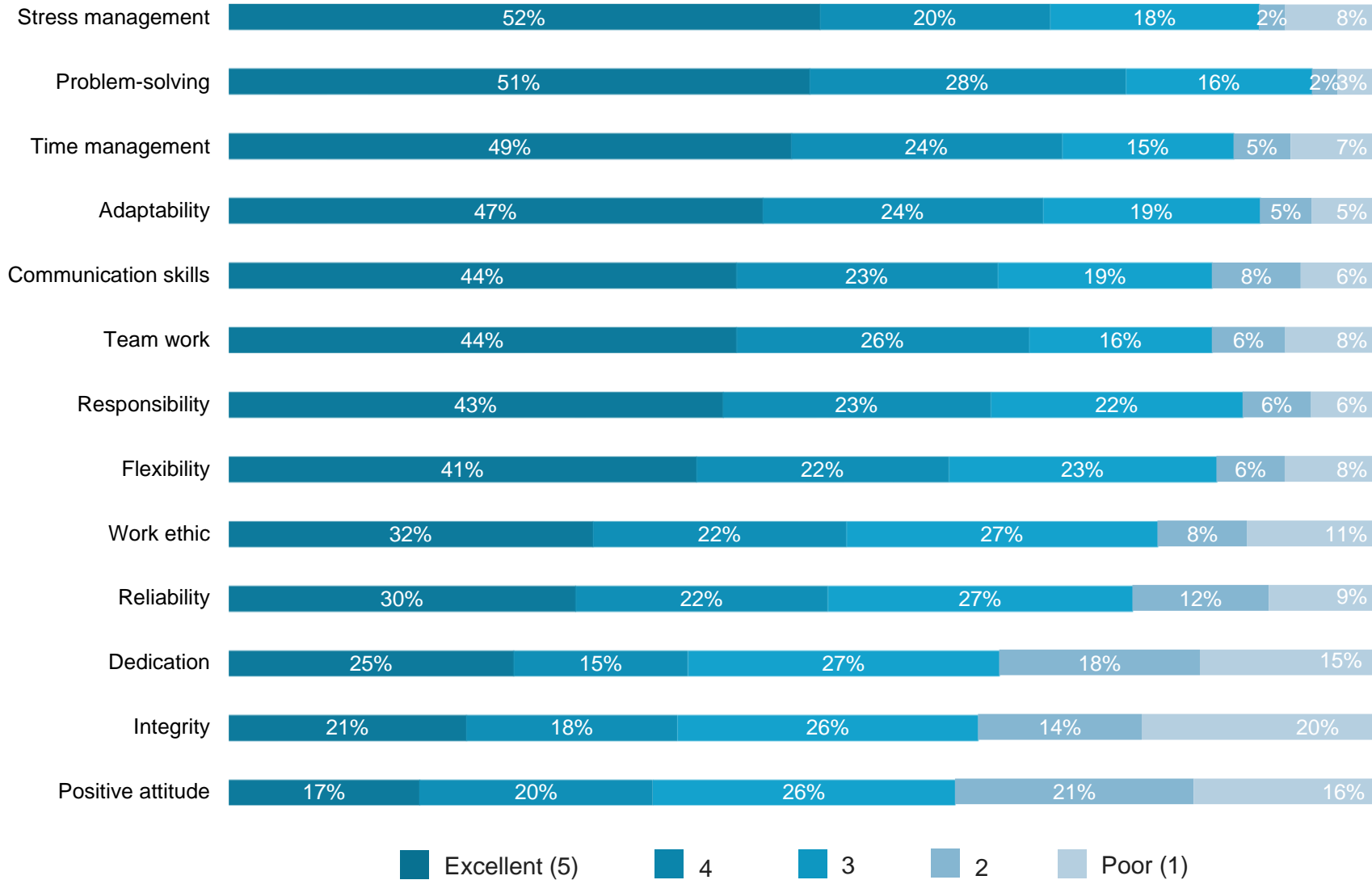


? • How would you rate yourself in the following skills?
 • How would you rate your college or university in preparing you in the following skills?
 • Scale: 1-5

! • Sorted by overall importance.
 • More information can be found on:
<https://universumglobal.com/boost-graduate-employment-build-better-workforce/>

Vs. University assessment

Your students



? • How would you rate yourself in the following skills?
 • How would you rate your college or university in preparing you in the following skills?
 • Scale: 1-5

! • Sorted by overall importance.
 • More information can be found on:
<https://universumglobal.com/boost-graduate-employment-build-better-workforce/>

Soft Skills - Overview

Your students



How talent think of themselves

Rank	Soft Skill	Rate
1	Reliability	4,4
2	Responsibility	4,4
3	Integrity	4,3
4	Adaptability	4,2
5	Work ethic	4,1
6	Problem-solving	4,0
7	Flexibility	3,9
8	Team work	3,9
9	Communication skills	3,8
10	Positive attitude	3,8
11	Dedication	3,7
12	Stress management	3,7
13	Time management	3,5

How talent think their University prepared them

Rank	Soft Skill	Rate
1	Problem-solving	4,2
2	Stress management	4,1
3	Time management	4,0
4	Adaptability	4,0
5	Responsibility	3,9
6	Team work	3,9
7	Communication skills	3,9
8	Flexibility	3,8
9	Work ethic	3,6
10	Reliability	3,5
11	Dedication	3,2
12	Integrity	3,1
13	Positive attitude	3,0

- How would you rate yourself in the following skills?
- How would you rate your college or university in preparing you in the following skills?

- More information can be found on: <https://universumglobal.com/boost-graduate-employment-build-better-workforce/>

Soft Skills - Overview

All Students



How talent think of themselves

Rank	Soft Skill	Rate
1	Reliability	4,5
2	Responsibility	4,4
3	Integrity	4,4
4	Adaptability	4,1
5	Work ethic	4,1
6	Problem-solving	4,0
7	Positive attitude	4,0
8	Team work	4,0
9	Communication skills	3,9
10	Flexibility	3,9
11	Dedication	3,8
12	Time management	3,5
13	Stress management	3,5

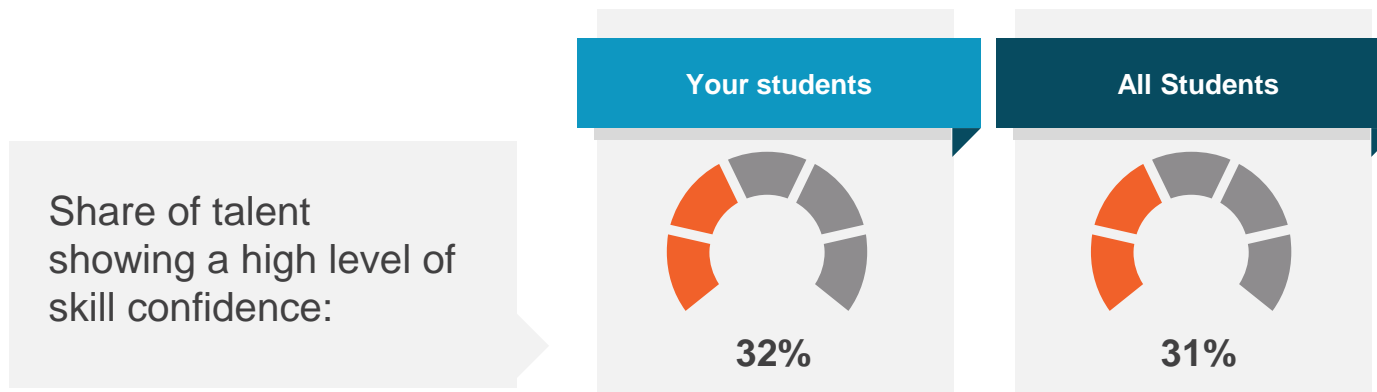
How talent think their University prepared them

Rank	Soft Skill	Rate
1	Responsibility	3,8
2	Communication skills	3,8
3	Team work	3,8
4	Adaptability	3,8
5	Problem-solving	3,7
6	Flexibility	3,6
7	Reliability	3,6
8	Work ethic	3,5
9	Stress management	3,4
10	Time management	3,4
11	Positive attitude	3,3
12	Integrity	3,3
13	Dedication	3,3

- How would you rate yourself in the following skills?
- How would you rate your college or university in preparing you in the following skills?

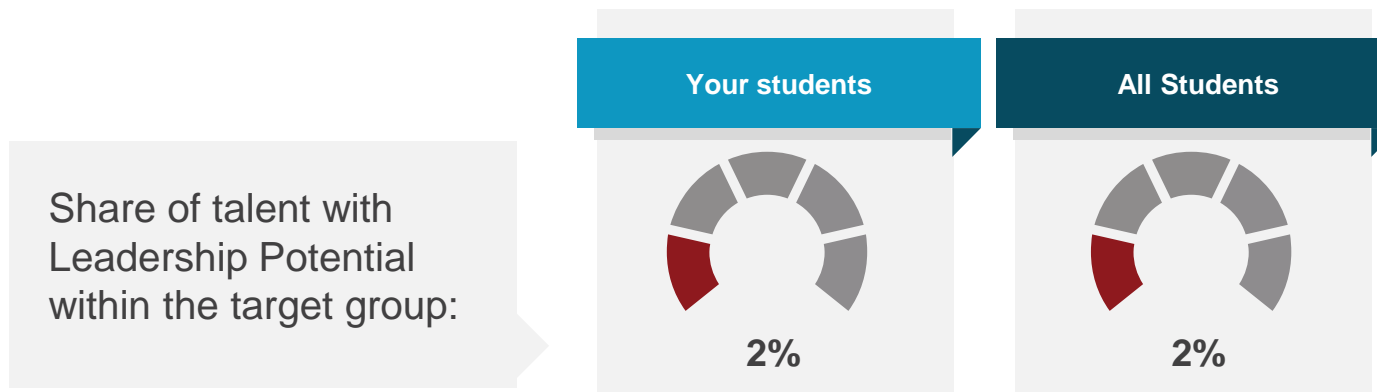
- More information can be found on: <https://universumglobal.com/boost-graduate-employment-build-better-workforce/>

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.

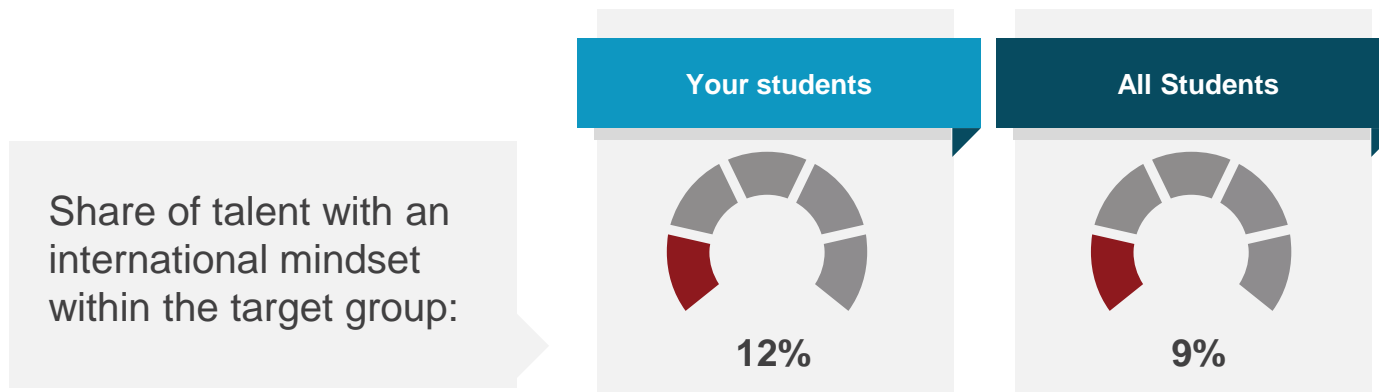
Leadership



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.*

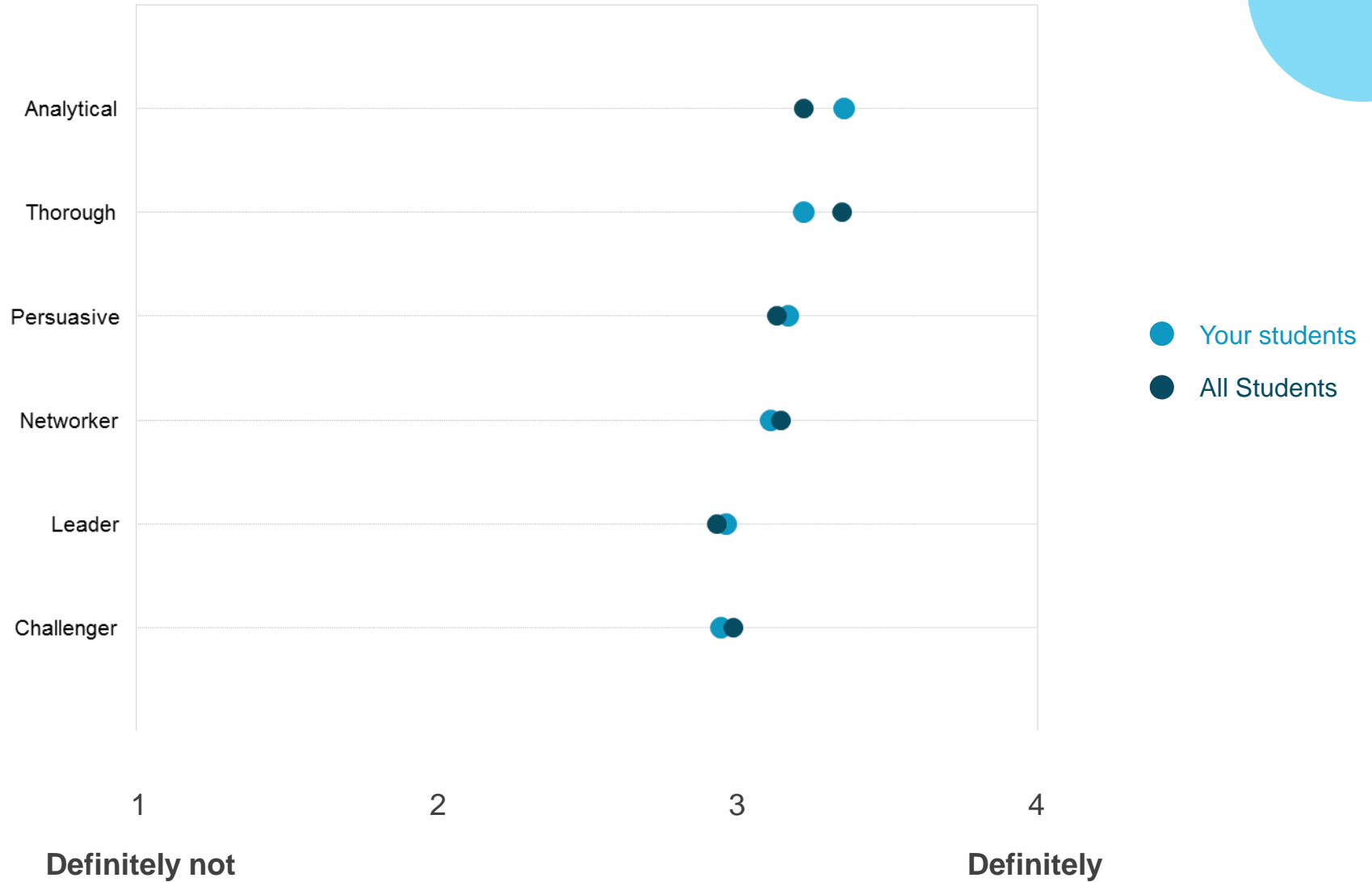
International Mindset



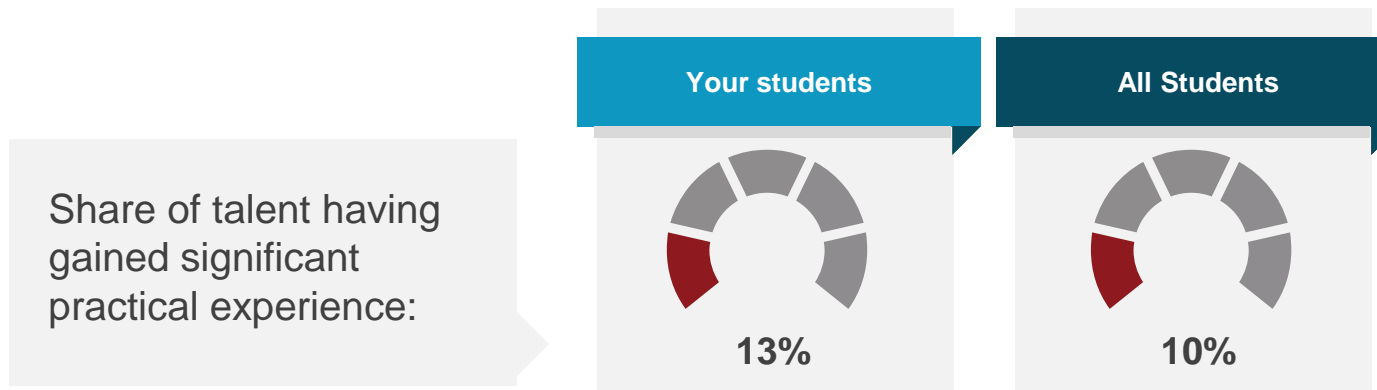
Being an Internationalist is not only an experience on a CV, but:

- *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.*

Which personality traits describe each target group?



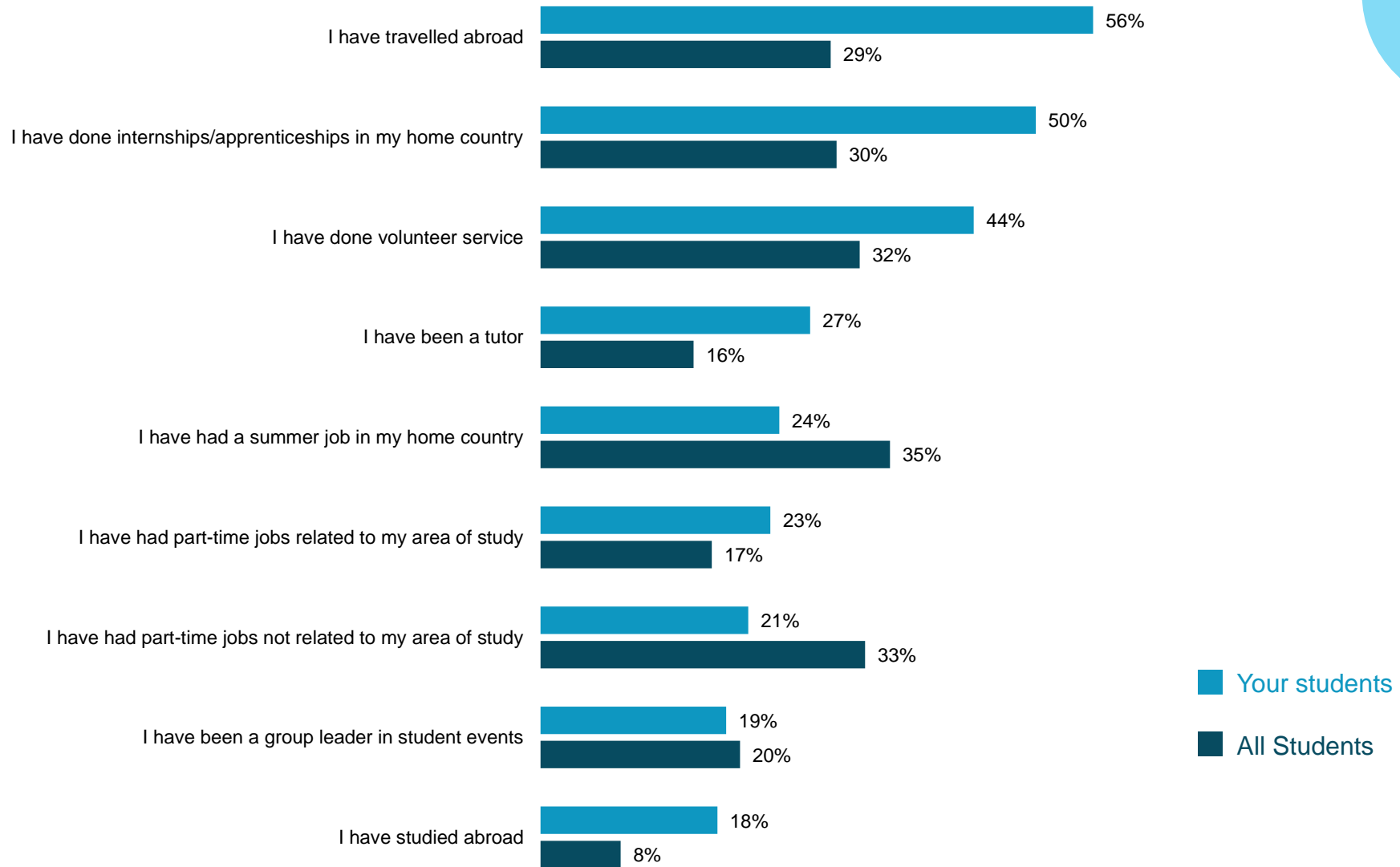
Significant practical experience



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.*

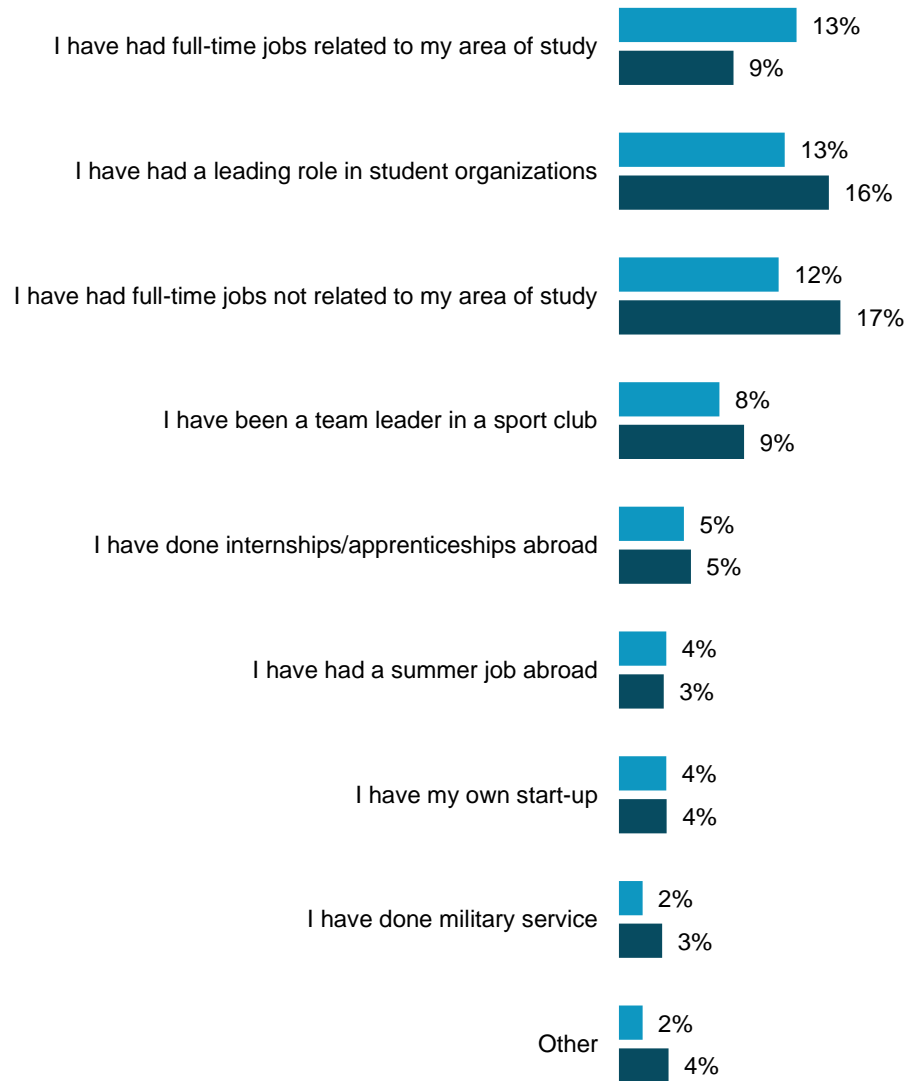
Practical experiences (1/2)



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



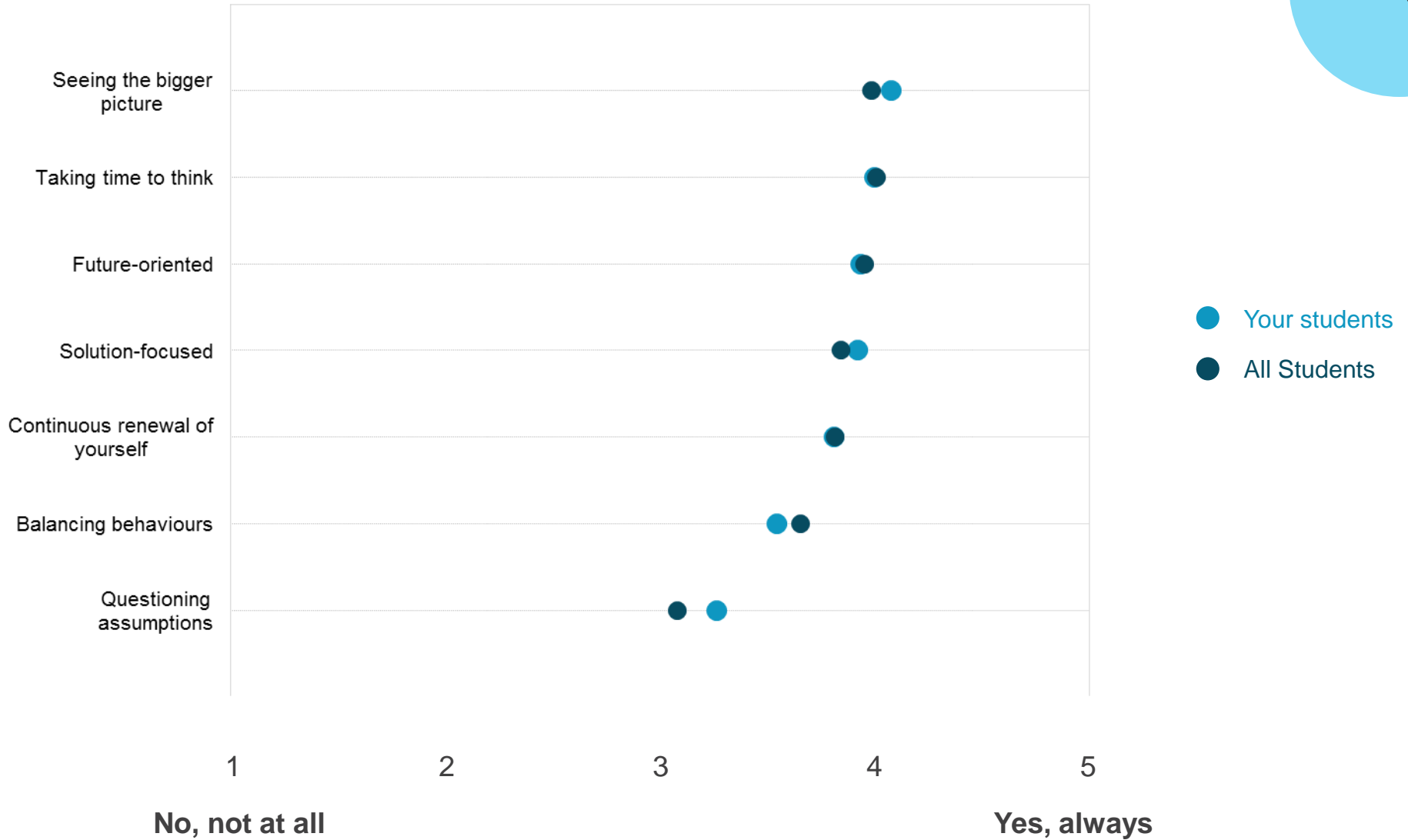
Practical experiences (2/2)



■ Your students
■ All Students

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

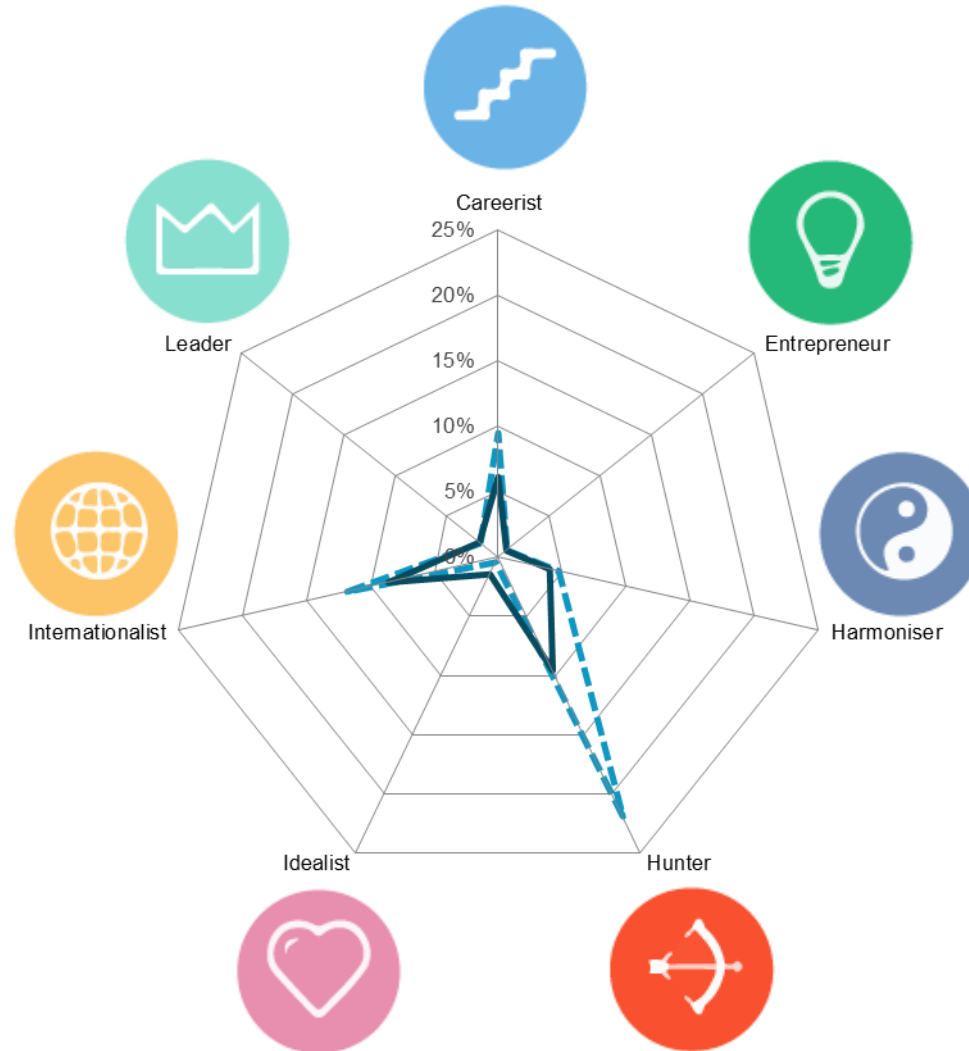
How talent's mindset differs between the target groups



The Universum Career Profiles

Distribution per target group

— — Your students
 — All Students



Agenda

- 1 INTRODUCTION
- 2 EMPLOYABILITY & 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
- Employability & Future Opportunities

Furthermore this chapter offers insights on the preferred career/alumni services used by your talent.

The Universum Drivers of University Attractiveness

REPUTATION & IMAGE¹

- Availability of financial aid & scholarships
- Low costs*
- High rank within its field*
- International acclaim*
- Prestige
- Recommended by friends / family
- State of the art facilities
- Successful alumni
- Tradition of academic excellence



SOFT



CULTURE & STUDENT LIFE²

- Commitment to diversity & inclusion*
- Attractive geographic location
- Creative & dynamic atmosphere
- Friendly & open environment
- Heritage & tradition
- International student body
- Secure campus environment
- Social & recreational activities
- Support for gender equality

EXTRINSIC

INTRINSIC

EMPLOYABILITY & FUTURE OPPORTUNITIES³

- Focus on professional development
- Good reference for future career &/ or education
- High employment among graduates
- Launching pad for international career
- Opportunities to network with employers
- Strong ties with industry
- Supports & develops entrepreneurialism
- Target school for employers in my field
- Teaches transferable & practical skills employers are looking for



HARD



EDUCATIONAL OFFERING⁴

- Attractive/exciting programs & fields of study
- Challenging curriculum
- Exceptional professors/ lecturers
- International focus
- Practical aspects within the curriculum
- Quality & variety of courses
- Strong student support (e.g. Tutors, advisors, etc.)
- Study abroad program
- Unique or particular programs

• 1 Refers to the university as a whole
 • 2 Refers to the social environment on- and off-campus
 • 3 Refers to the long-term opportunities the university provides for students
 • 4 Refers to various aspects of the education provided by the university

• * Newly added answer choice/changed answer choice
 • This framework has been developed by Universum in cooperation with universities.

The most associated attributes - Top 10

Your students

- 1. High rank within its field
- 2. Prestige
- 3. Good reference for future career and/or education
- 4. Successful alumni
- 5. High employment among graduates
- 6. Exceptional professors/lecturers
- 7. International acclaim
- 8. Challenging curriculum
- 9. Tradition of academic excellence
- 10. International student body

All Students

- 1. International student body
- 2. Exceptional professors/lecturers
- 3. Friendly and open environment
- 4. Prestige
- 5. Social and recreational activities
- 6. Good reference for future career and/or education
- 7. High rank within its field
- 8. Secure campus environment
- 9. Successful alumni
- 10. Teaches transferable and practical skills employers are looking for

Reputation & Image

Employability & Future opportunities

Culture & Student life

Educational offering

What is attractive?

Your students

REPUTATION & IMAGE

1. High rank within its field
2. International acclaim
3. Prestige



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. Commitment to diversity and inclusion



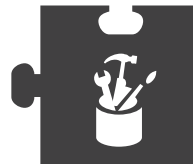
EMPLOYABILITY & FUTURE OPPORTUNITIES

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



EDUCATIONAL OFFERING

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



The most attractive attributes - Top 10

Your students

1. High rank within its field
2. Friendly and open environment
3. Good reference for future career and/or education
4. Creative and dynamic atmosphere
5. International acclaim
6. Prestige
7. High employment among graduates
8. Exceptional professors/lecturers
9. Teaches transferable and practical skills employers are looking for
10. Challenging curriculum

Reputation & Image

Employability & Future opportunities

All Students

1. Friendly and open environment
2. Exceptional professors/lecturers
3. Teaches transferable and practical skills employers are looking for
4. High employment among graduates
5. Prestige
6. High rank within its field
7. Good reference for future career and/or education
8. Creative and dynamic atmosphere
9. International acclaim
10. Practical aspects within the curriculum

Culture & Student life

Educational offering

The most attractive attributes over time

Your students

REPUTATION & IMAGE



CULTURE & STUDENT LIFE



EMPLOYABILITY & FUTURE OPPORTUNITIES



EDUCATIONAL OFFERING



2016:

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

2016:

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

2016:

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

2016:

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

2017:

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

2017:

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. Commitment to diversity and inclusion

2017:

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

2017:

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

2018:

1. High rank within its field
2. International acclaim
3. Prestige

2018:

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. Commitment to diversity and inclusion

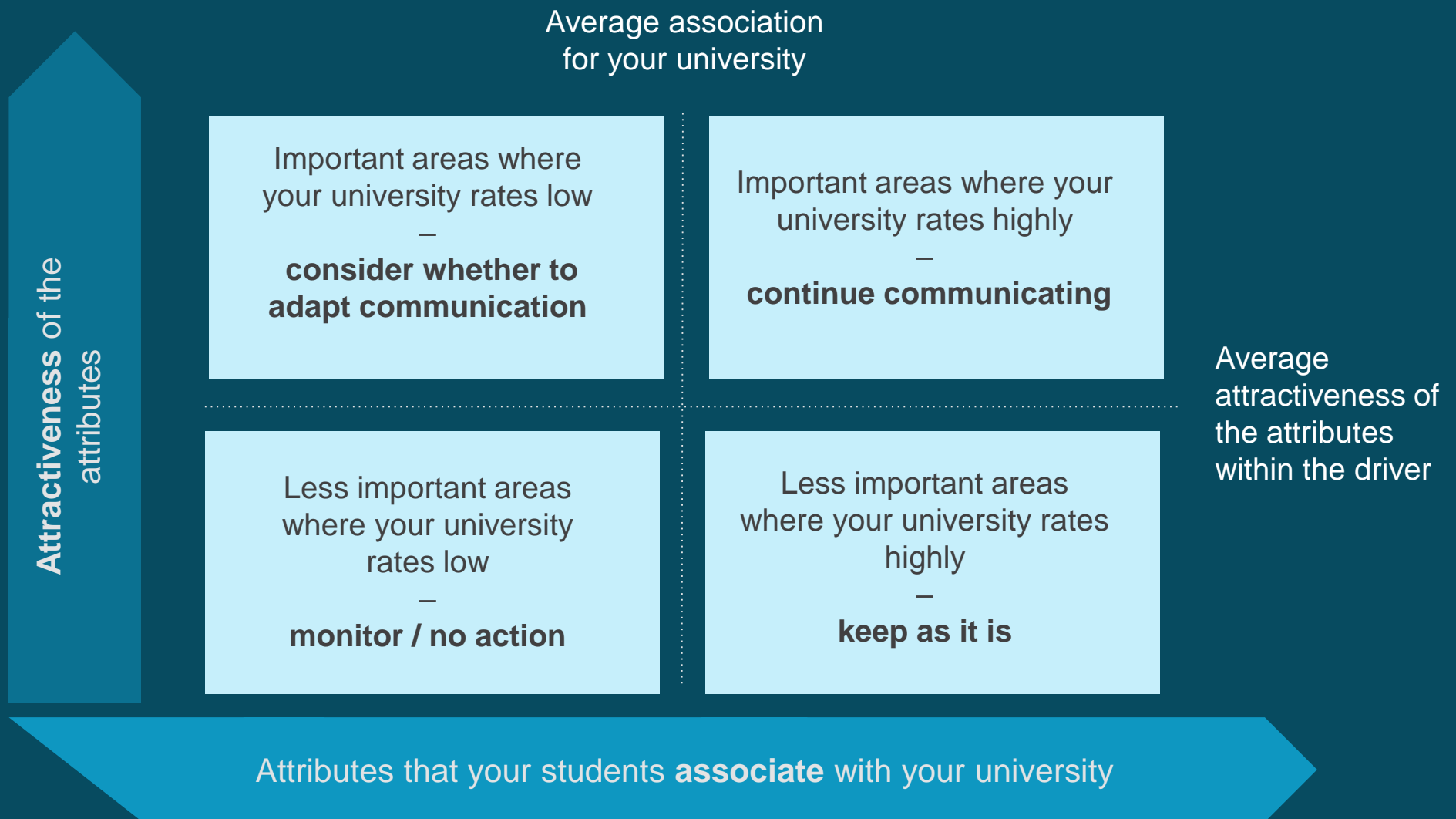
2018:

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

2018:

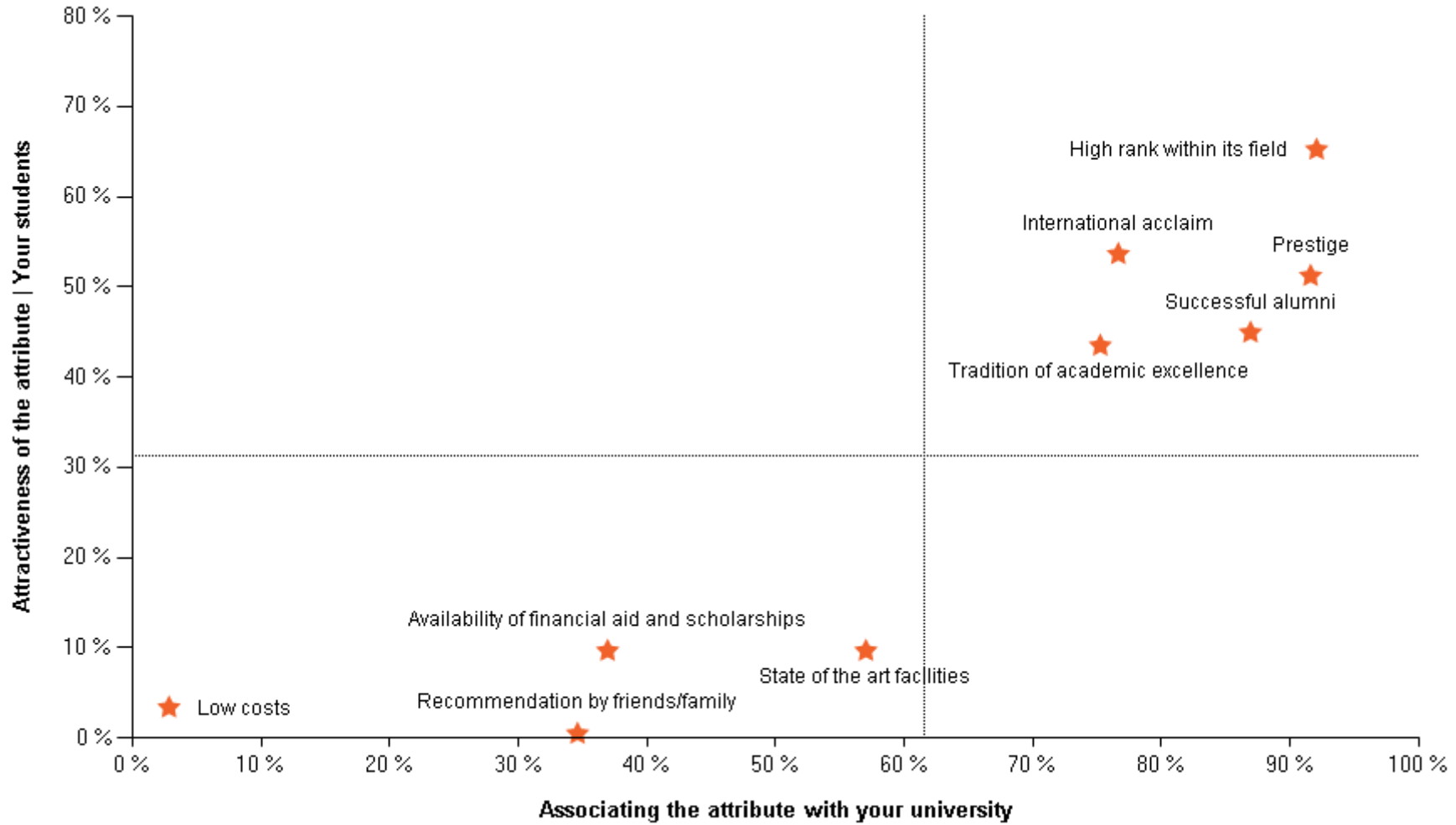
1. Exceptional professors/lecturers
2. Challenging curriculum
3. Practical aspects within the curriculum

Attractiveness vs. Associations



Reputation & Image

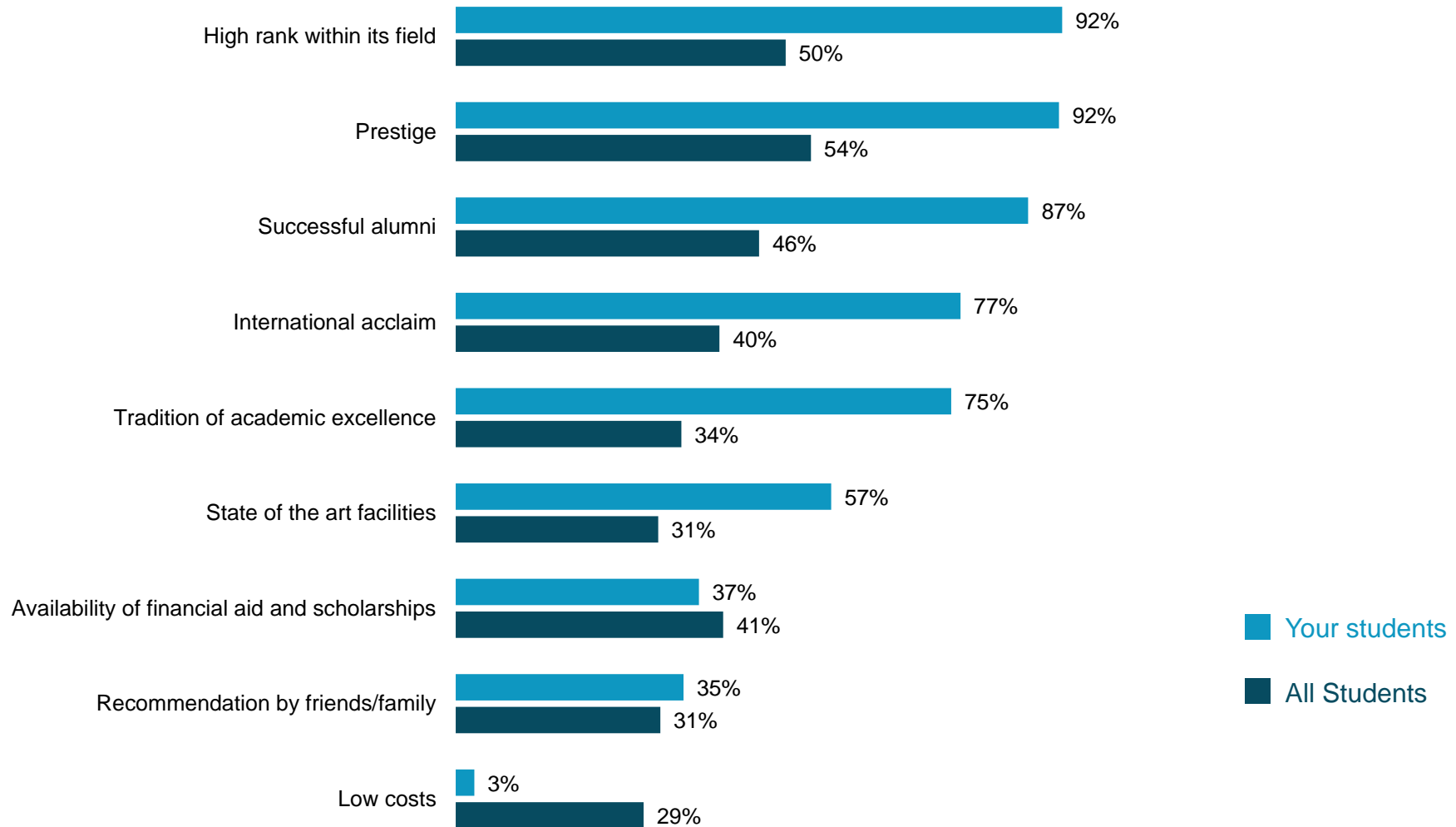
Attractiveness vs. Associations with National Research University Higher School of Economics (Moscow)



- 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)

Reputation & Image

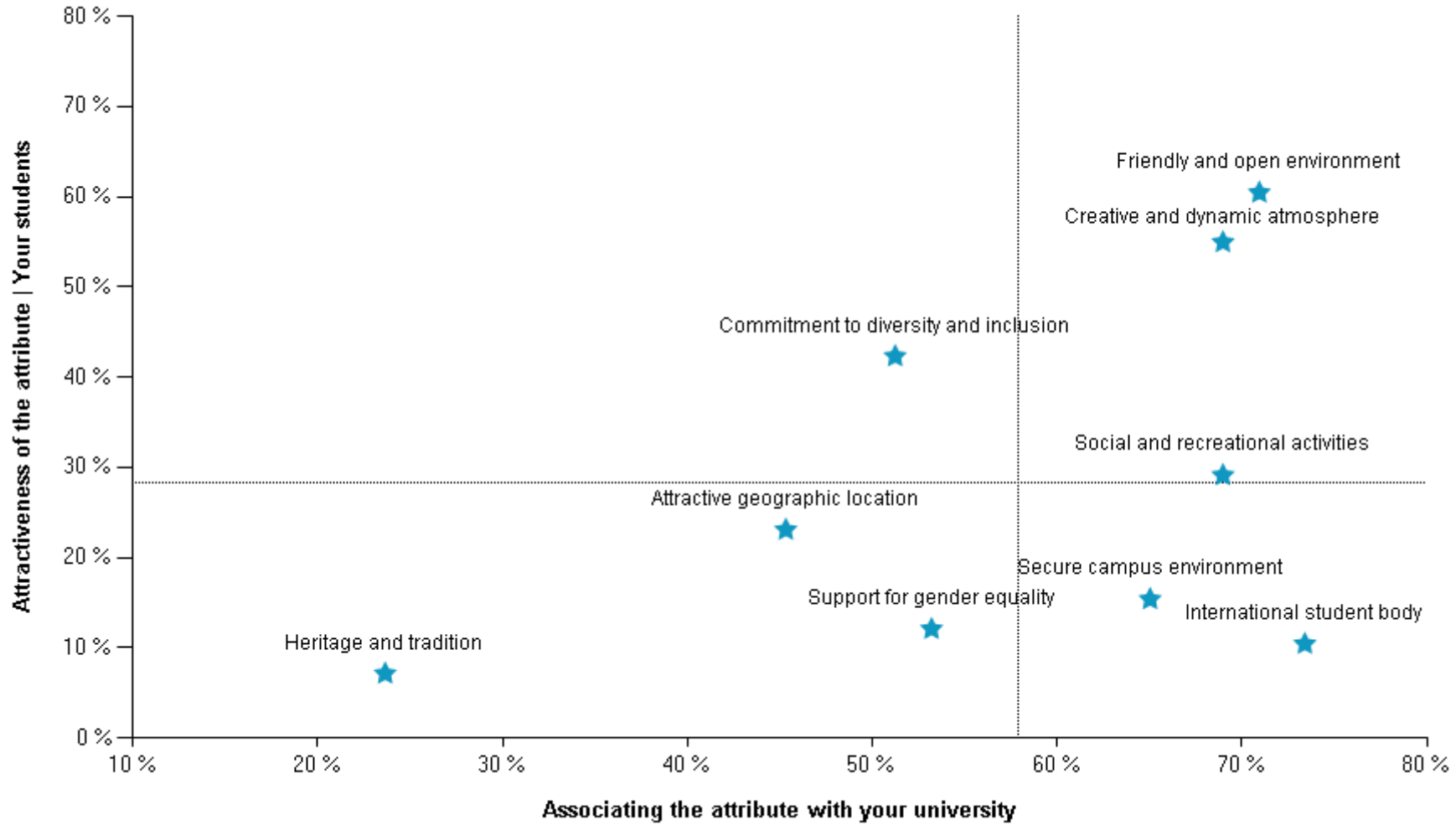
Most frequent associations



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

Culture & Student Life

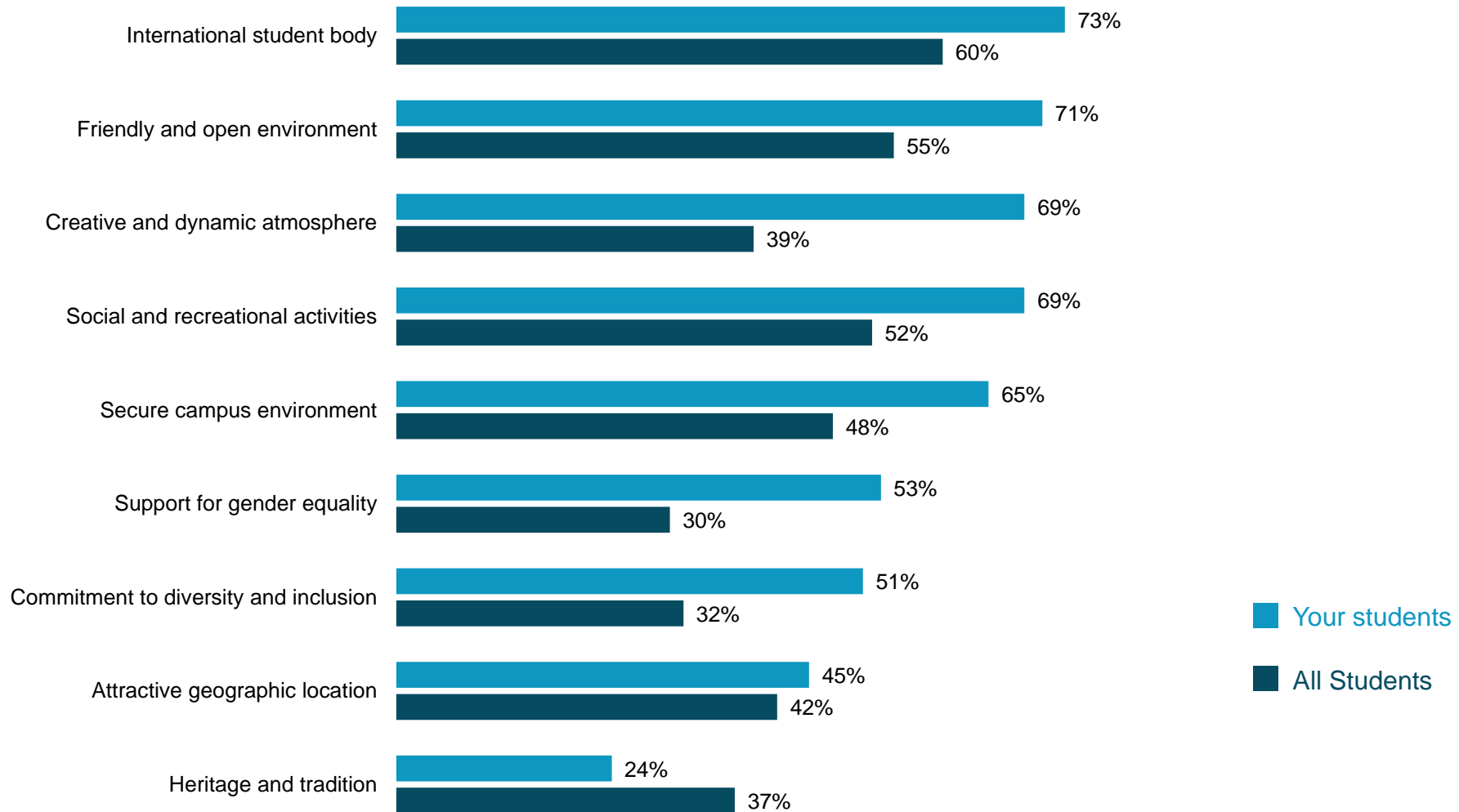
Attractiveness vs. Associations with National Research University Higher School of Economics (Moscow)



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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 National Research University Higher School of Economics (Moscow)

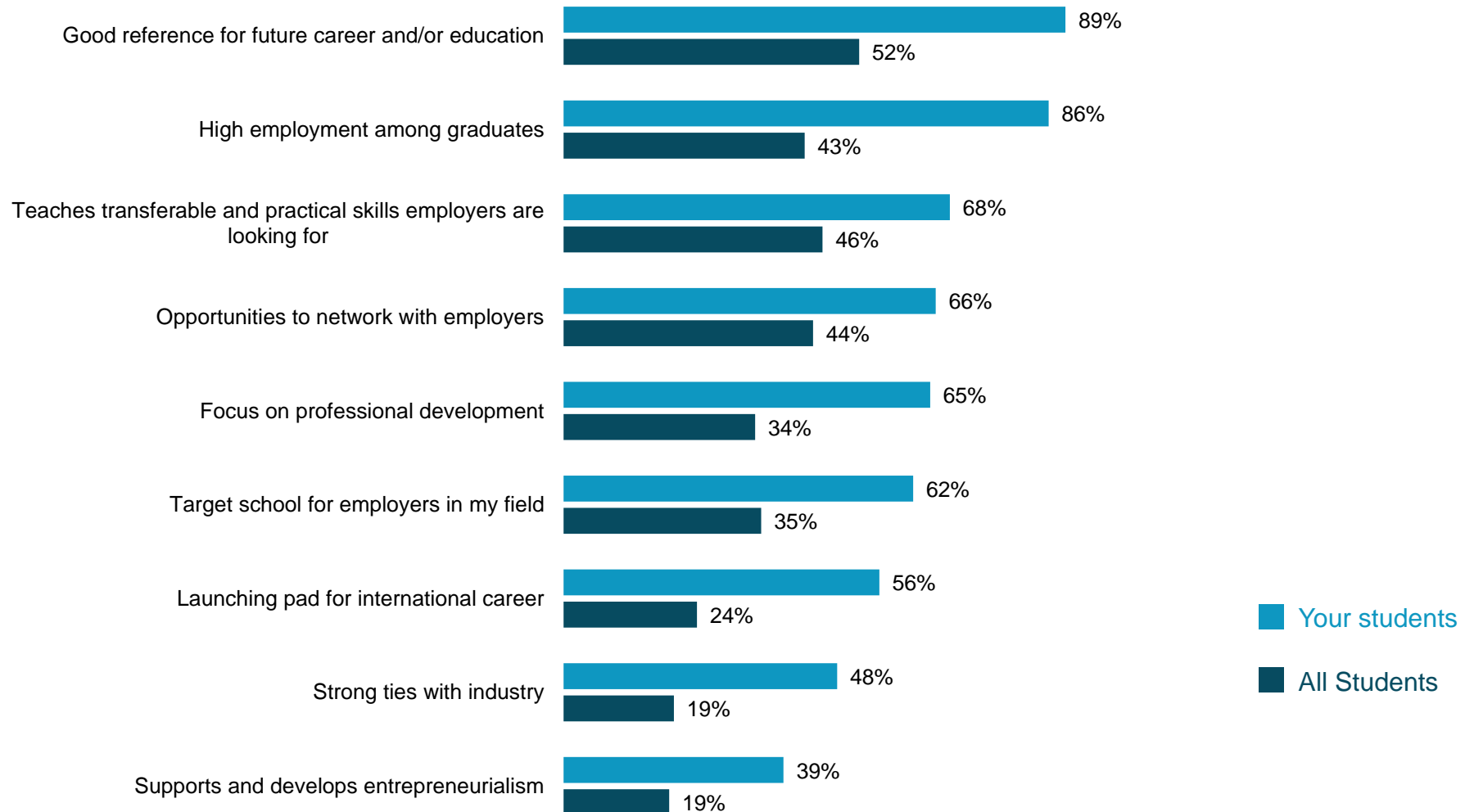


- Which of the following attributes do you associate with your college or university? Select as many as applicable.
- Which of these are most important to you? (Max. 3)

Employability & Future Opportunities



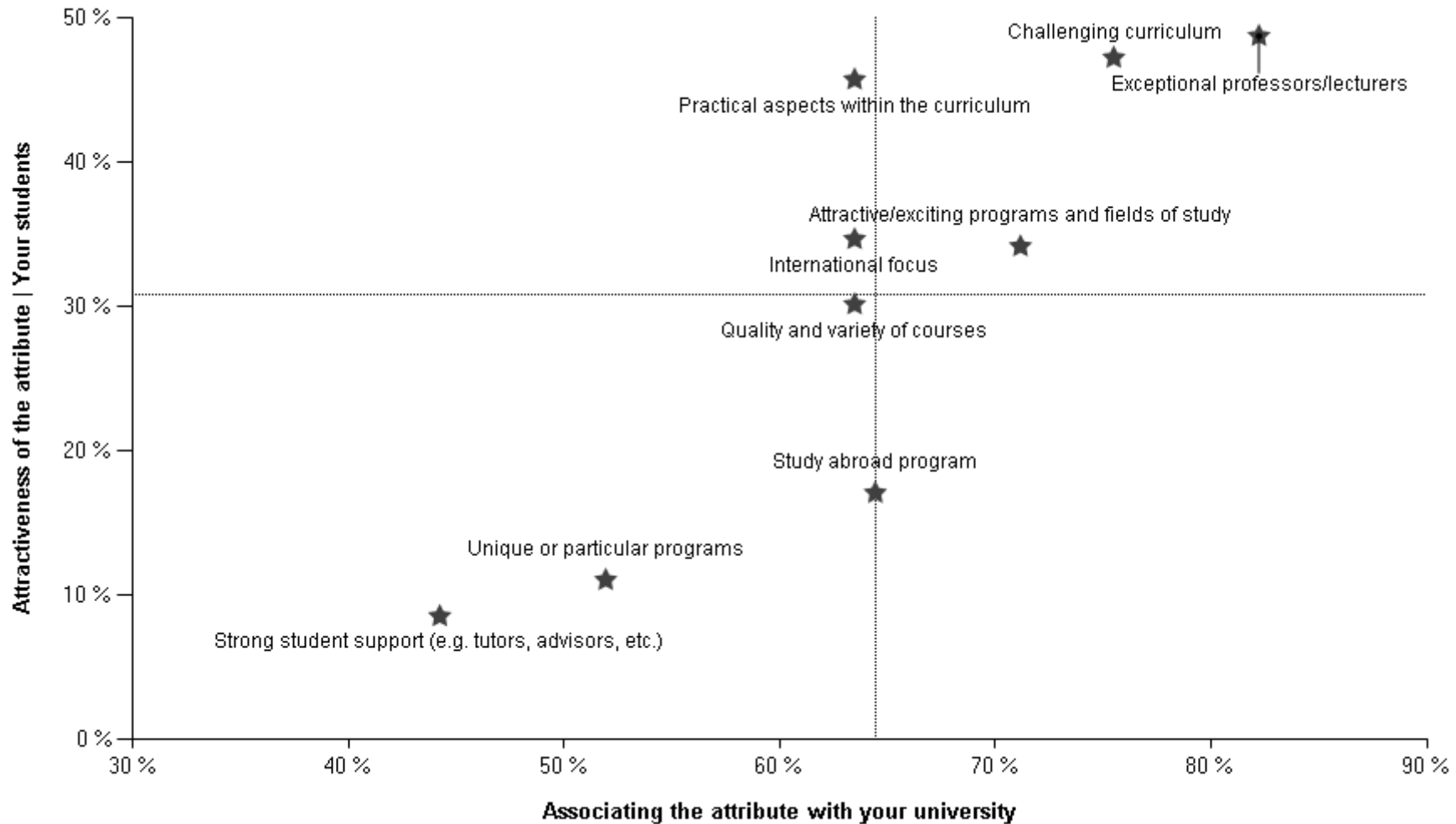
Most frequent associations



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

Educational Offering

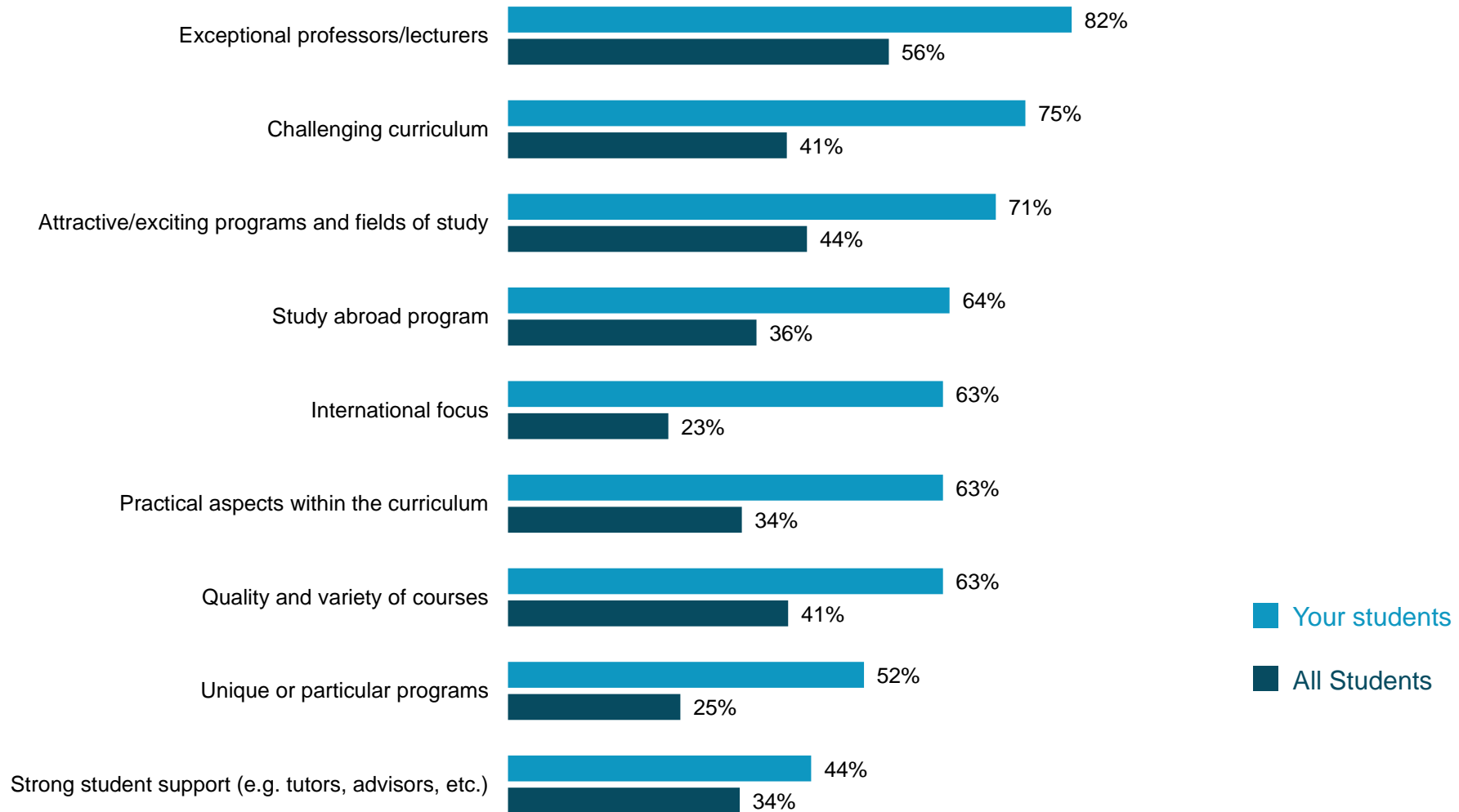
Attractiveness vs. Associations with National Research University Higher School of Economics (Moscow)



- 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)

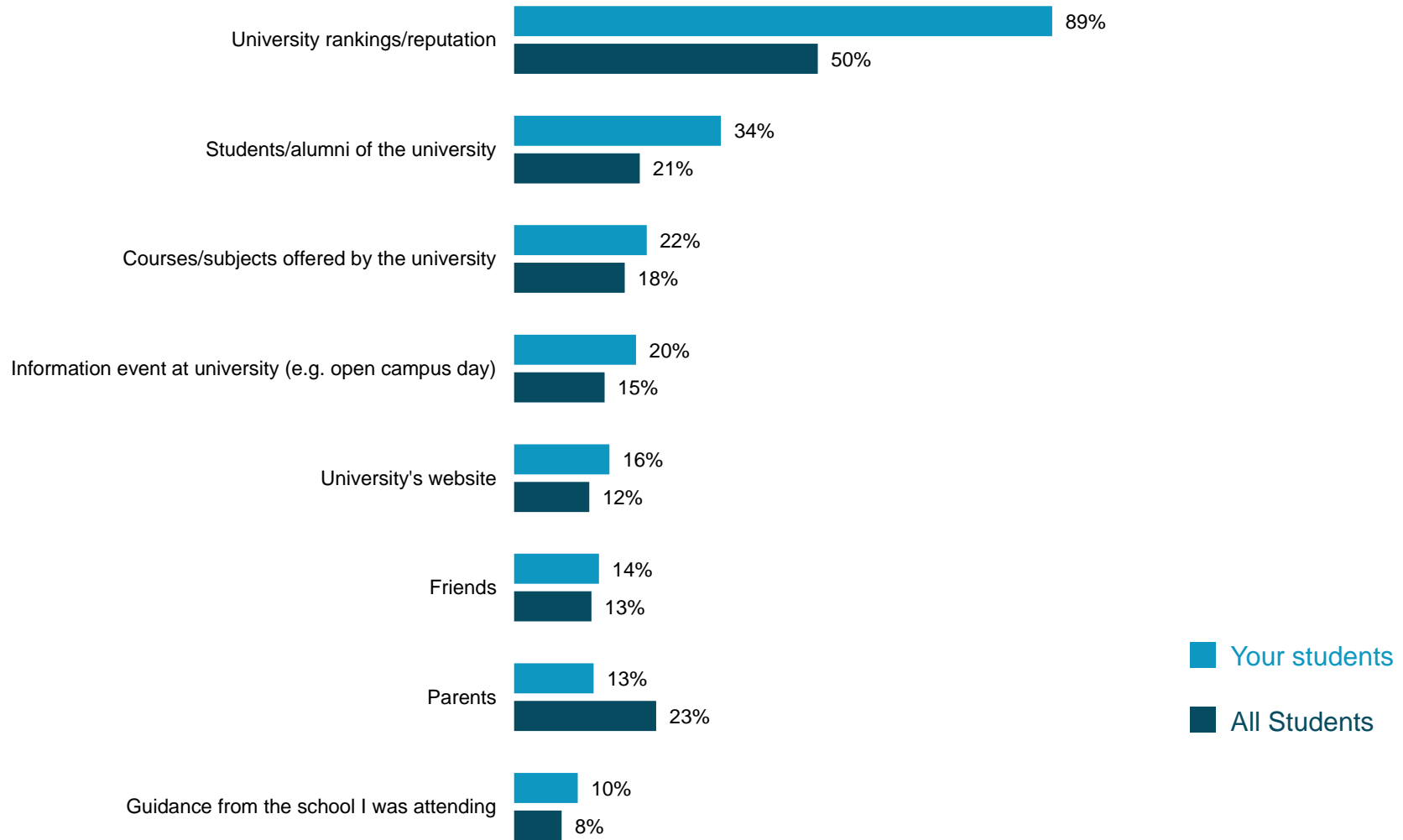
Educational Offering

Most frequent associations



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

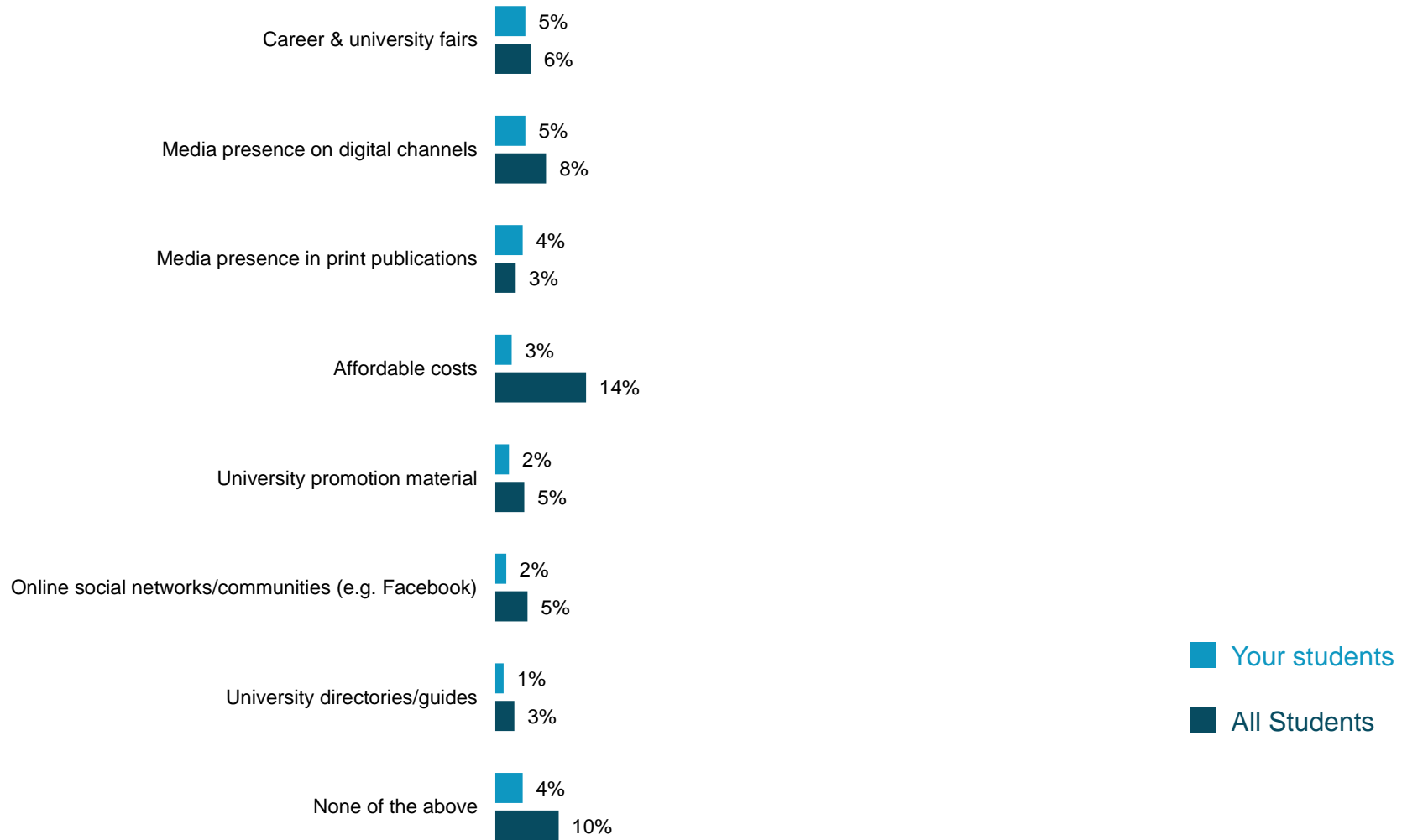
Strongest influence - Your students (1/2)



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

• The answer choices changed from last year.

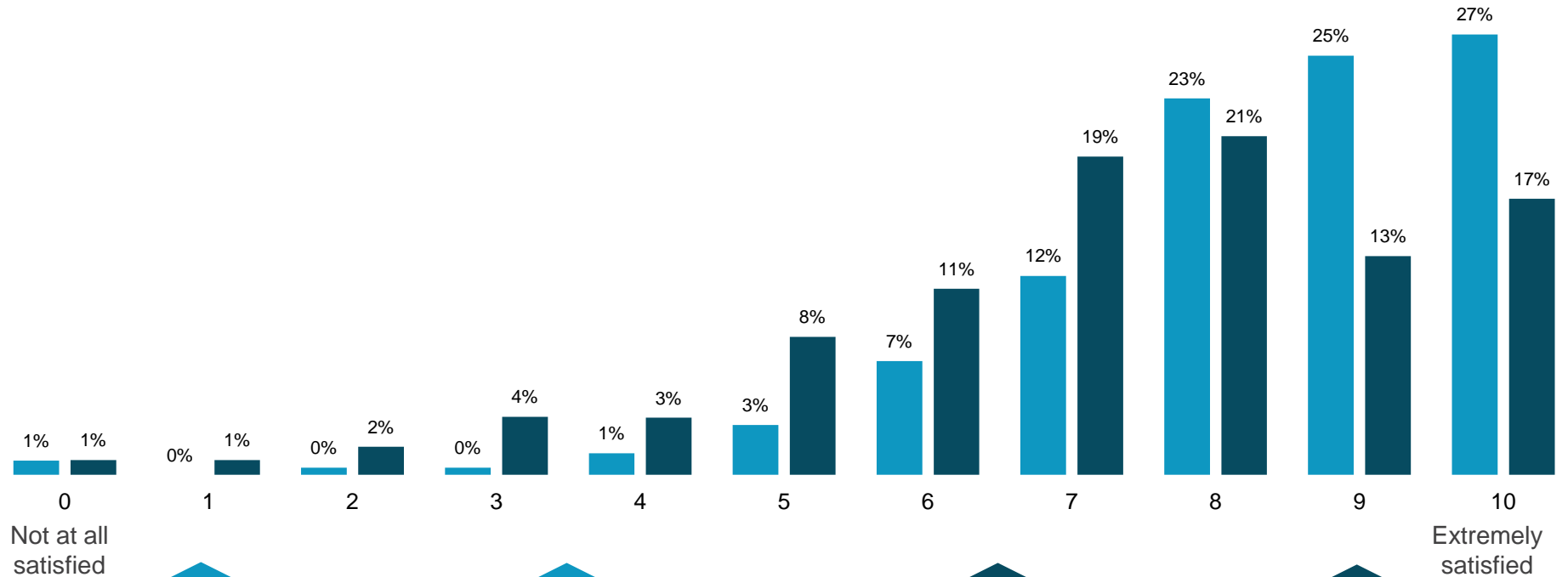
Strongest influence - Your students (2/2)



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

• The answer choices changed from last year.

University satisfaction



Average rate 2017:

8,4

Your students

Average rate 2018:

8,3

Your students

Average rate 2017:

7,3

All Students

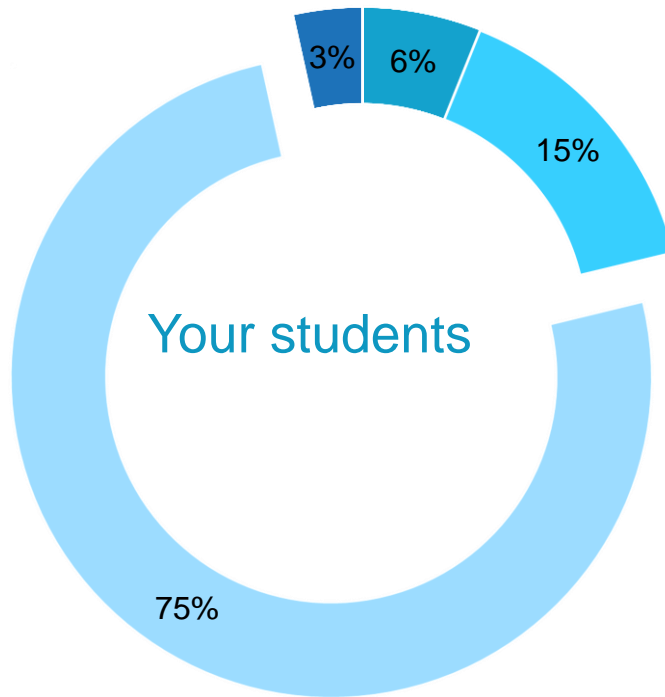
Average rate 2018:

7,2

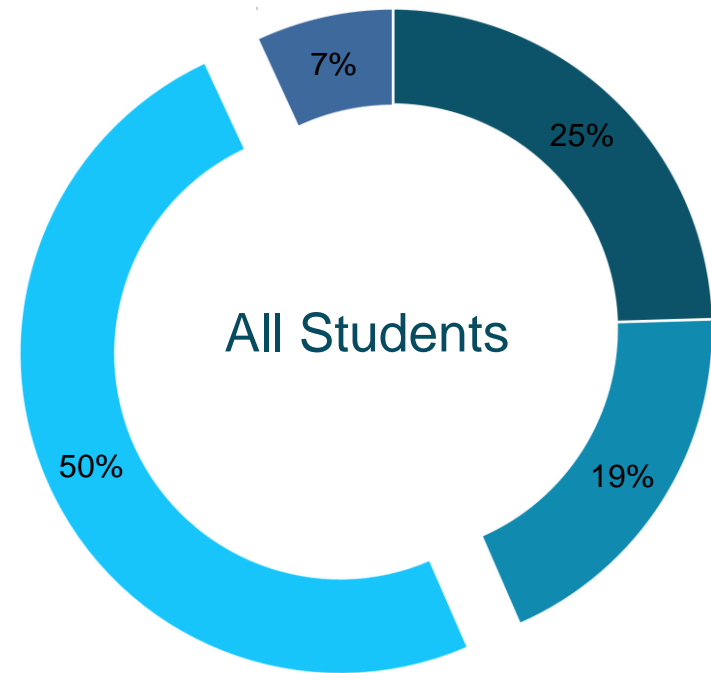
All Students

? • How satisfied are you with your college or university? 0 – Not at all satisfied, 10 – Extremely satisfied.

Would talent choose their university again?



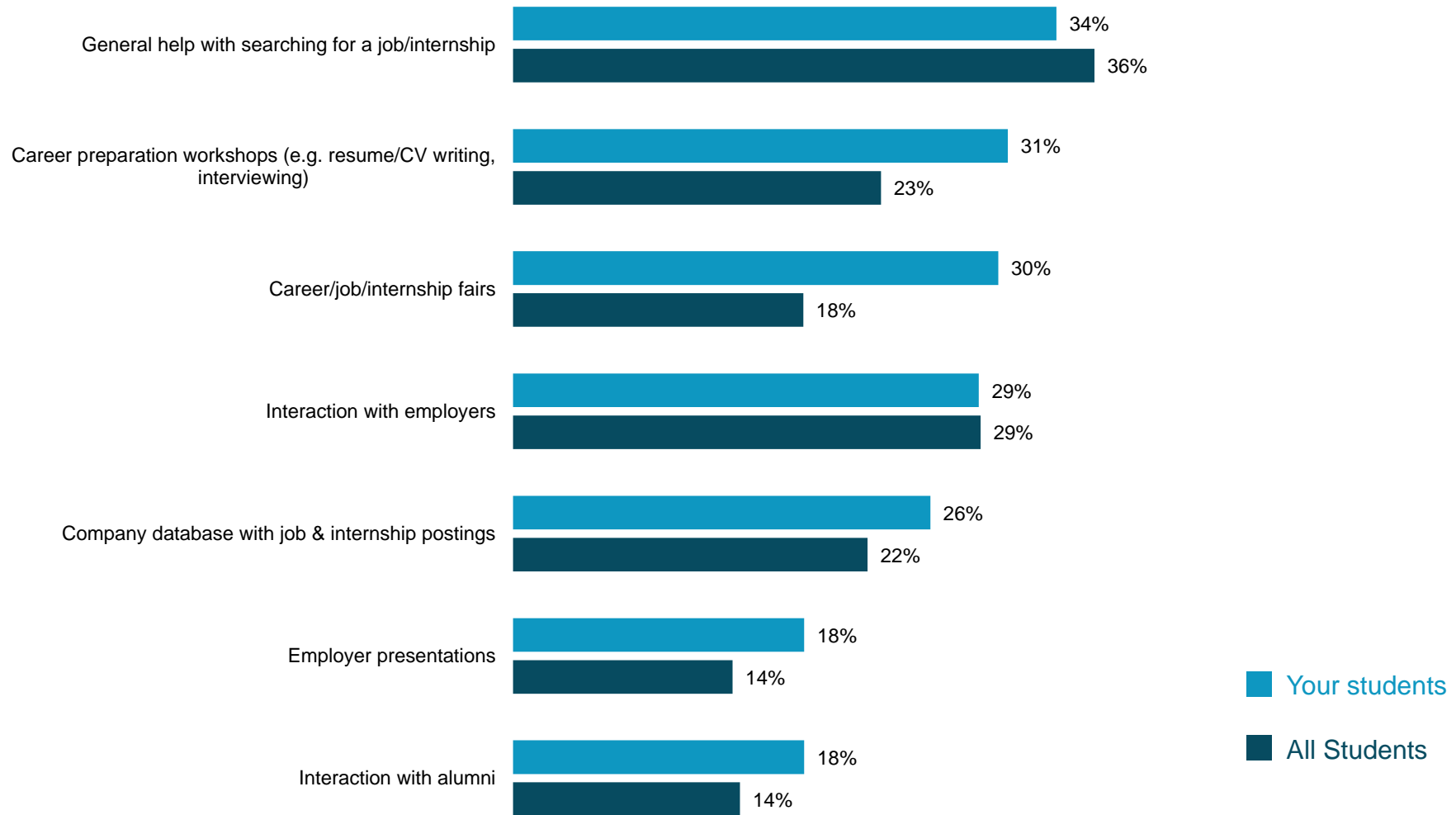
- Attend a different college or university within this country
- Attend a college or university abroad
- **Attend the same college or university**
- Seek employment instead of going to college or university



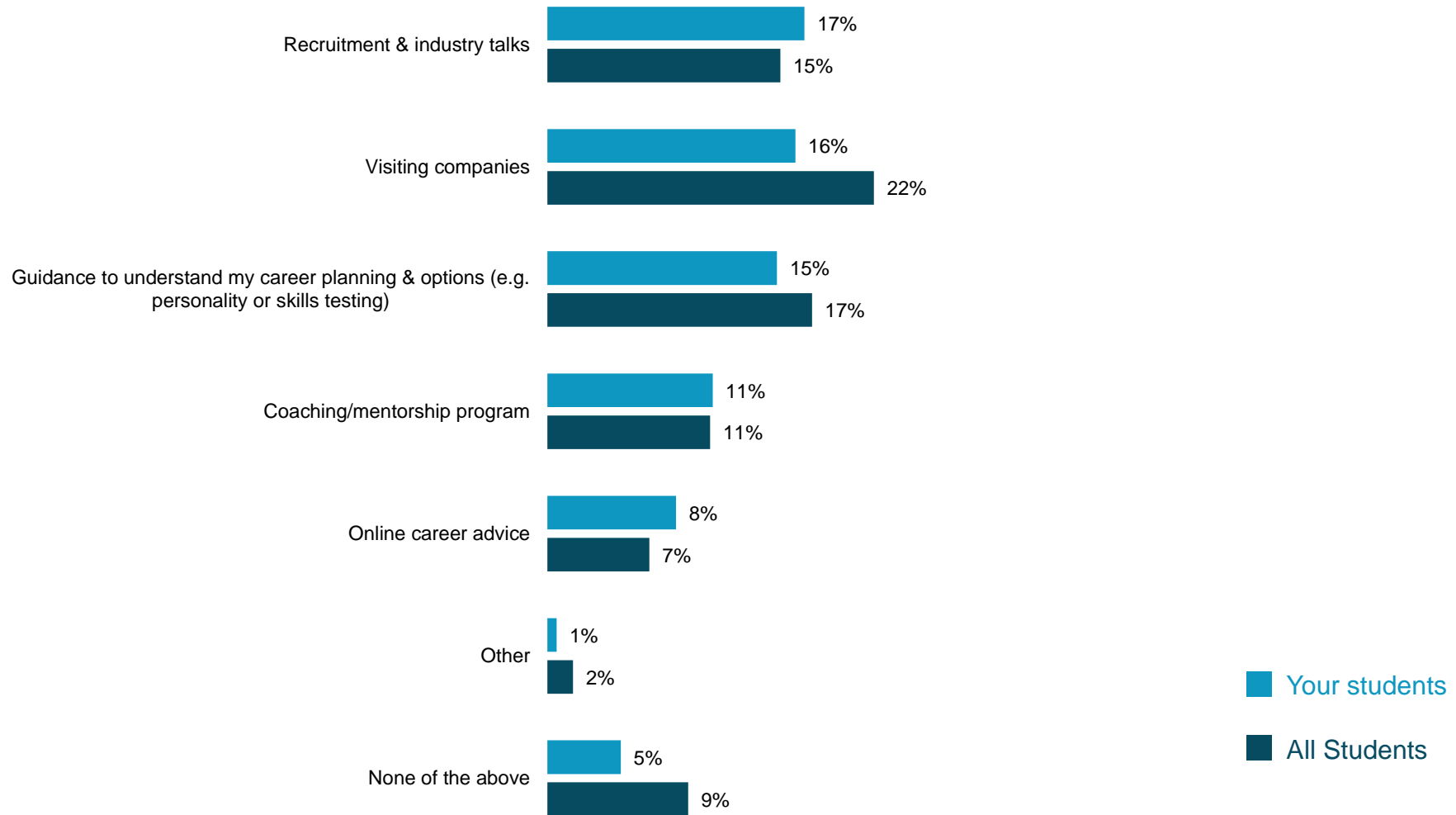
- Attend a different college or university within this country
- Attend a college or university abroad
- **Attend the same college or university**
- Seek employment instead of going to college or university

• If you were to restart your studies, what would you do? Please select your most preferred option.

The most important career services (1/2)

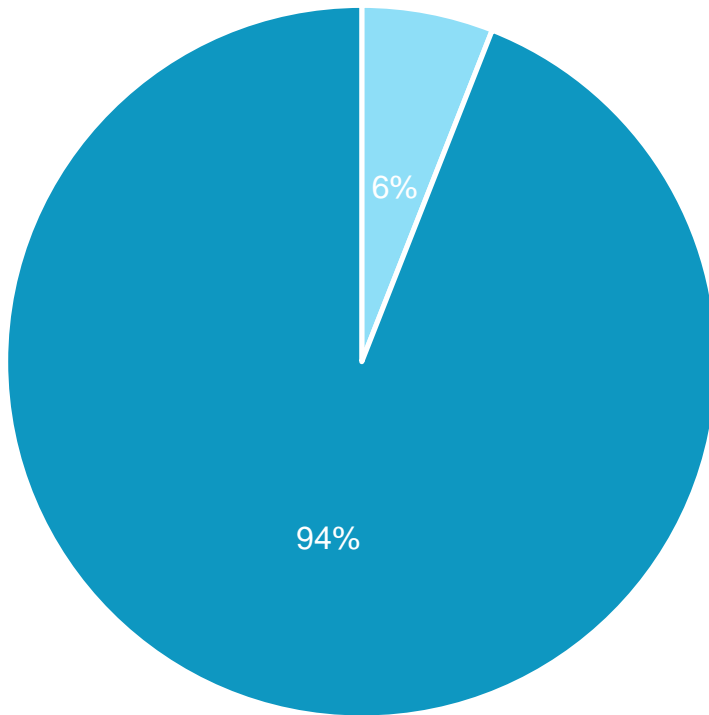


The most important career services (2/2)



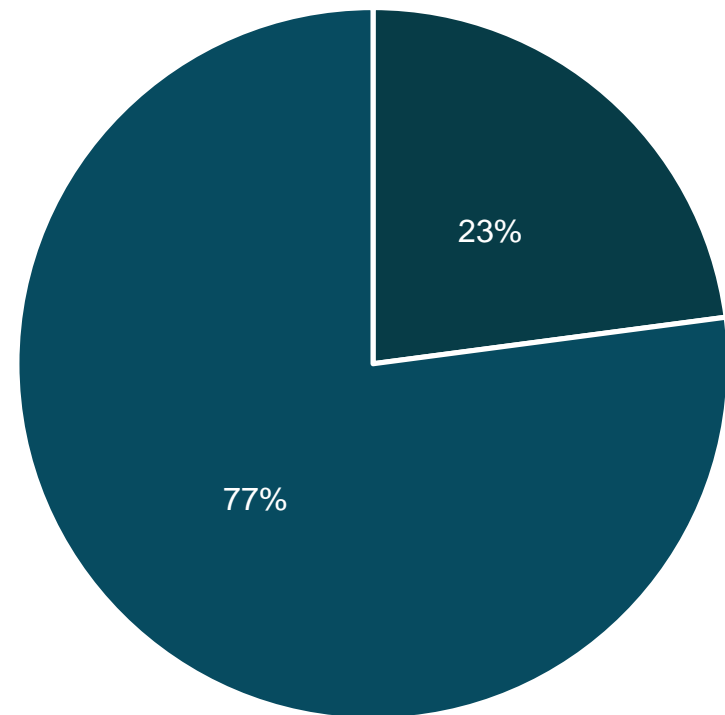
General usage of career services

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

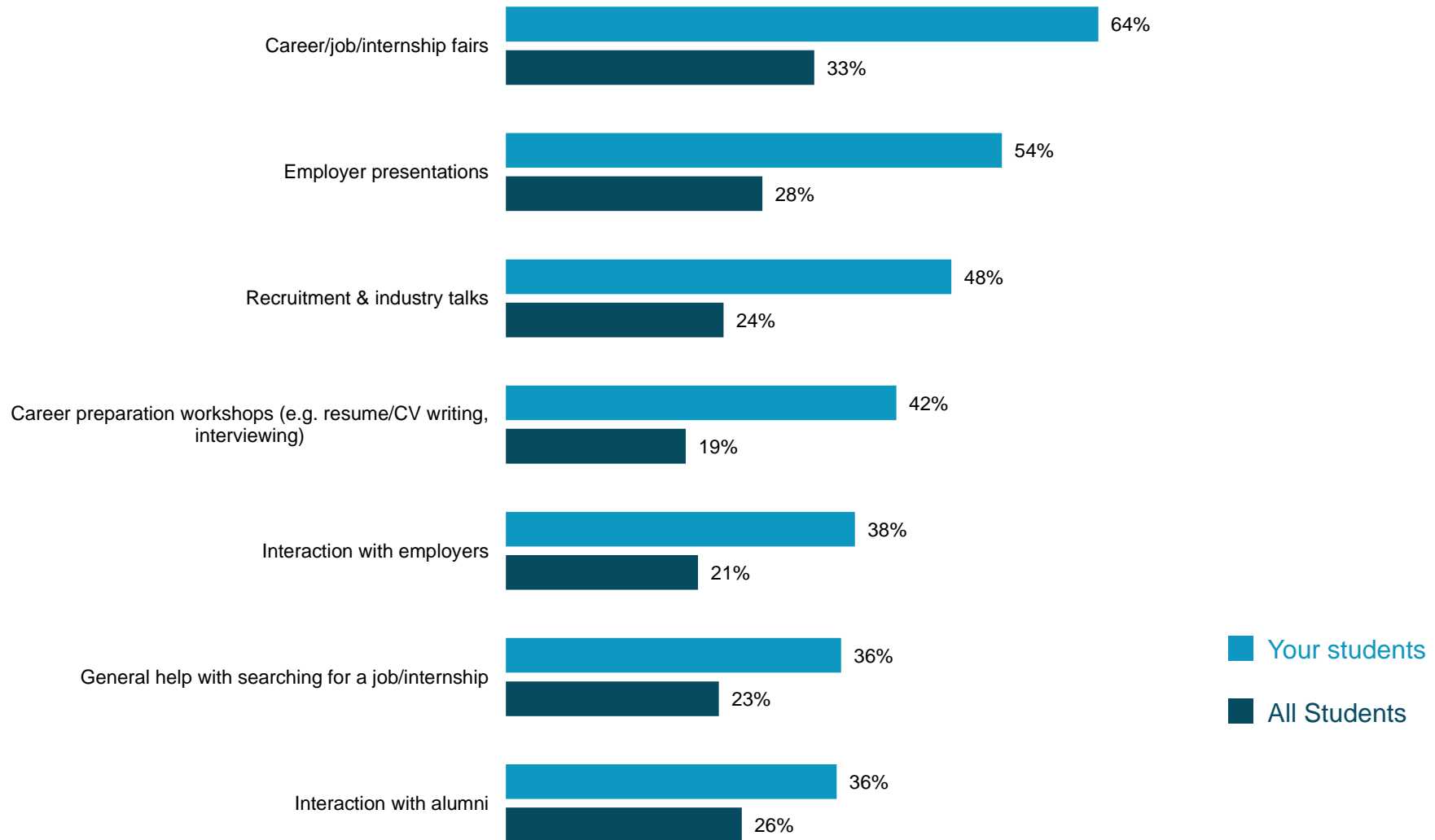
All Students



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

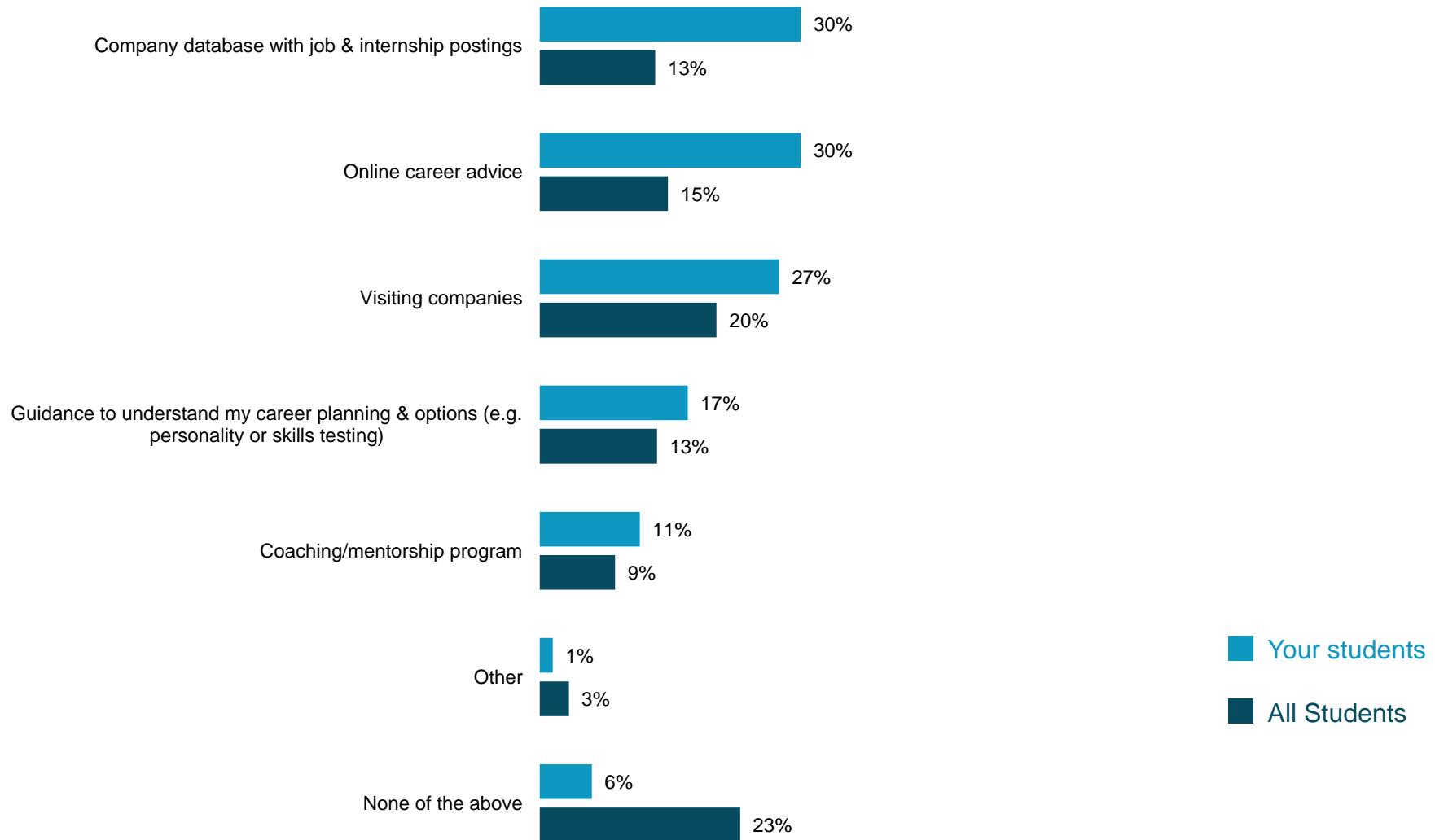
? • Which of these career services have you used at your college or university? Select as many as applicable.

Which career services are being used? (1/2)



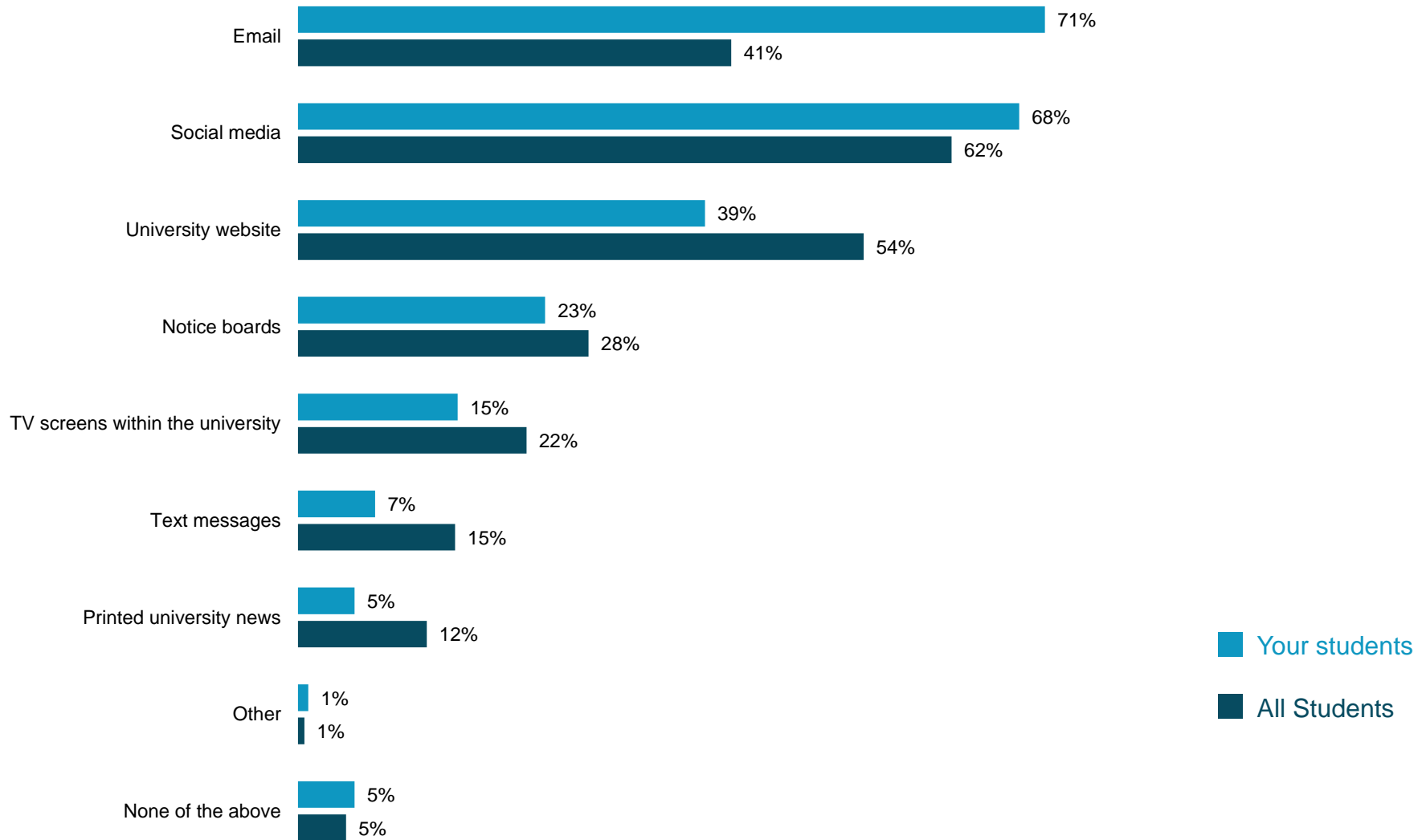
? • Which of these career services have you used at your college or university? Select as many as applicable.

Which career services are being used? (2/2)



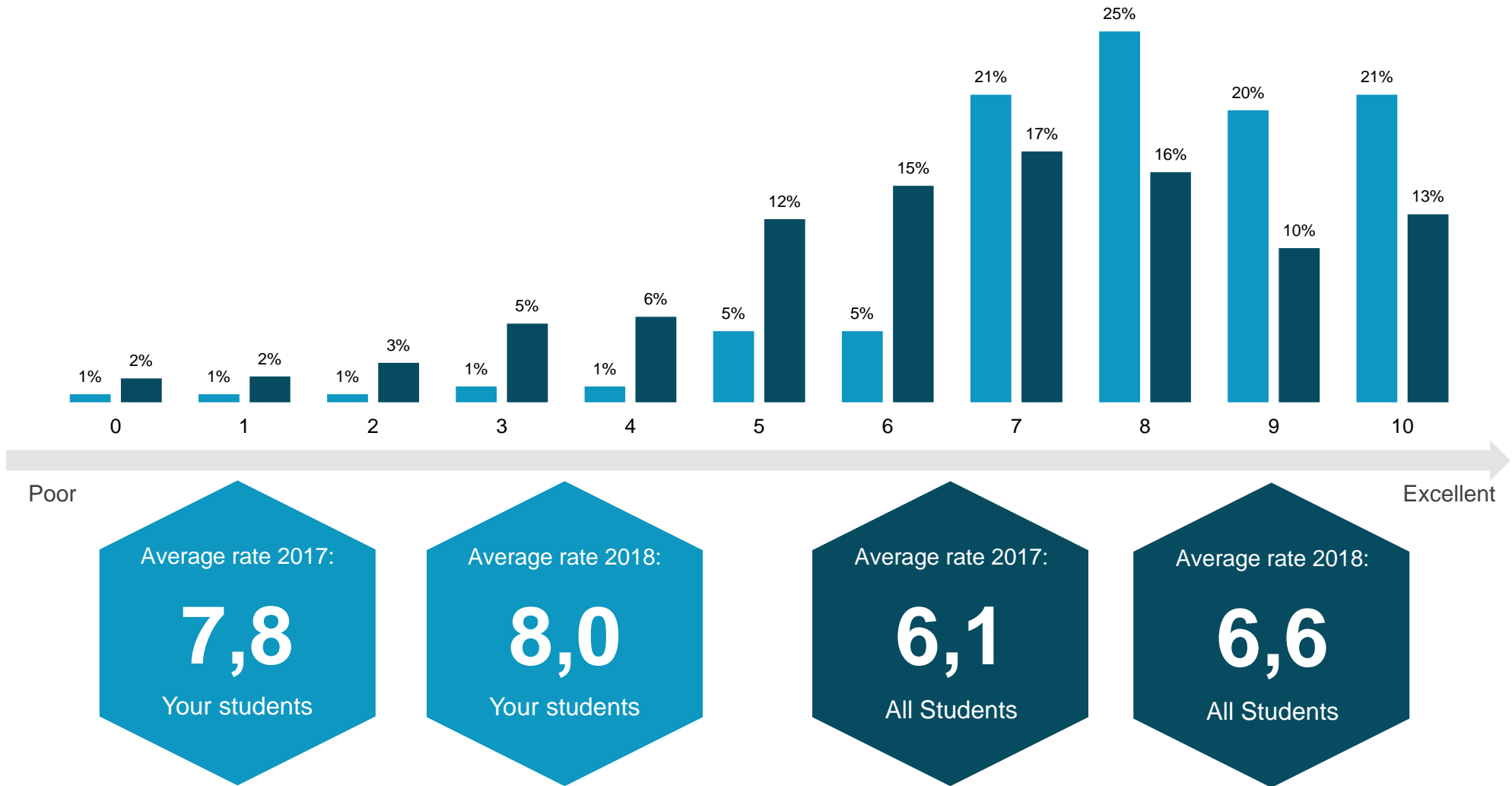
? • Which of these career services have you used at your college or university? Select as many as applicable.

Recommended channels for career service information



• On which channels would you like to receive information from your career service? Please select as many as applicable.

Career services satisfaction



? • How would you rate the career services offered at your college or university? 0– Poor, 10 – Excellent.

Agenda

- 1 INTRODUCTION
- 2 EMPLOYABILITY & TALENT PROFILE
- 3 UNIVERSITY BRAND PERCEPTION
- 4 **COMMUNICATION**

This chapter focuses on the communication behaviour of today's talent.

Our research proves that the more focused employers are in their communication, the more likely they are to engage their target group.

The Universum Communication Channel Framework

PRINT

- Brochures presenting career possibilities at a company/organisation
- Career magazines/guides/books
- Direct mailings via 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
- Online 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



Best campus recruiting activities

Your students



All Students



? • Which employer has impressed you the most with its campus recruitment activities in the last 12 months?

Best recruiting event

Your students



All Students



• Which employer arranged the best recruitment event you have attended in the last 12 months?

Talent behaviour across different types of channels

All Students

KEEP IN MIND:

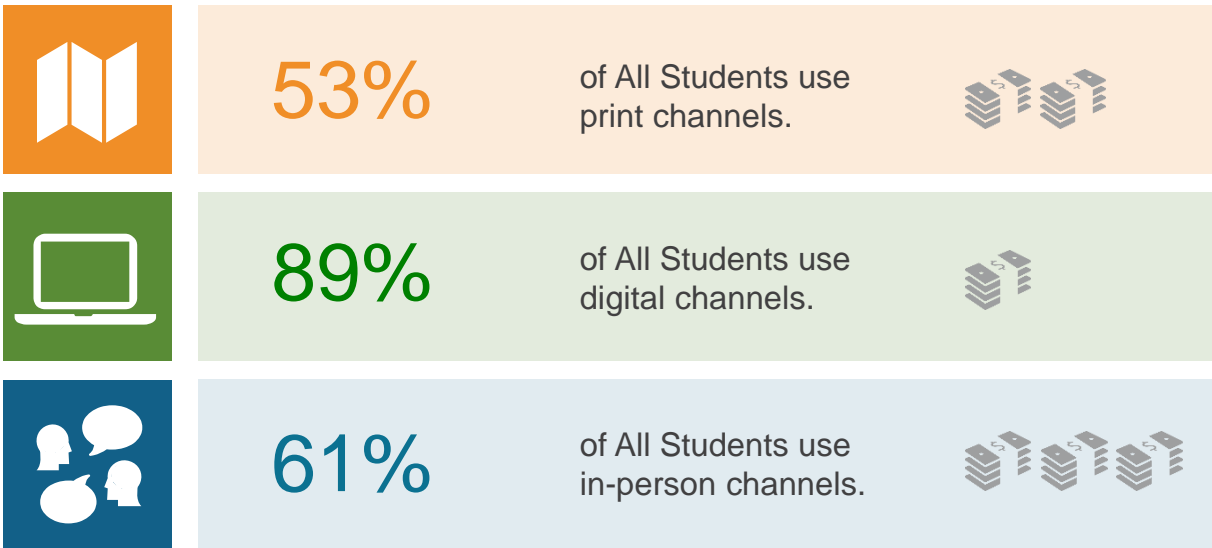
All Students use a combination of print, digital and in-person channels when learning about potential employers.

On average, All Students use **6** different channels to find information about employers.

Different channels have **different costs!**

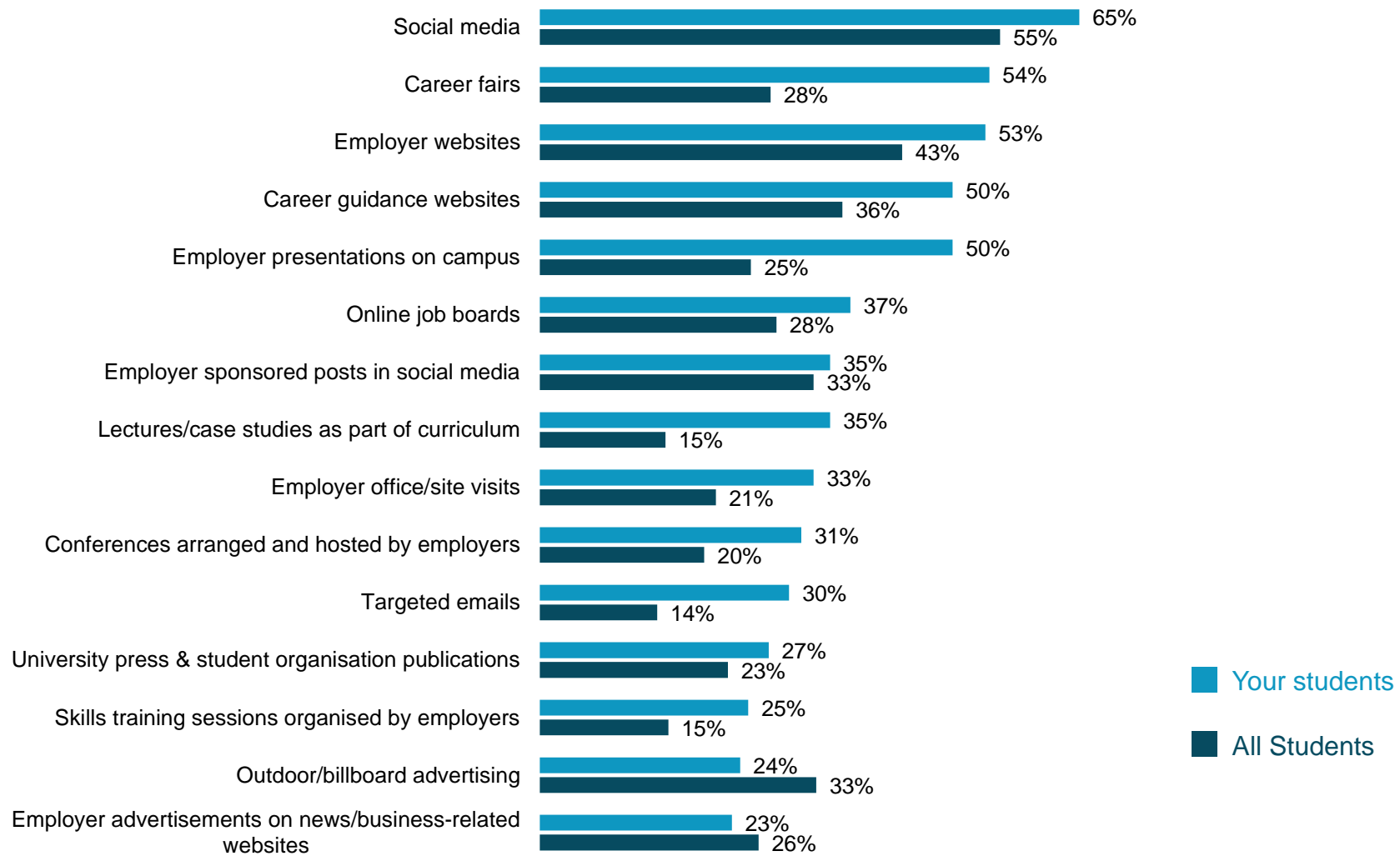
WHEN LEARNING ABOUT POTENTIAL EMPLOYERS...

COST LEVEL



? • Which channels do you use in general to learn about potential employers? Choose as many as applicable.

Communication channels – Top 15



Top channels students use to learn about employers

All Students

Print

1. University press & student organisation publications
2. Career magazines/guides/books
3. Brochures presenting career possibilities at a company/organisation
4. Employer advertisements in business magazines
5. Employer advertisements in lifestyle magazines & other periodicals

Digital

1. Social media
2. Employer websites
3. Career guidance websites
4. Employer sponsored posts in social media
5. Online job boards

In-Person

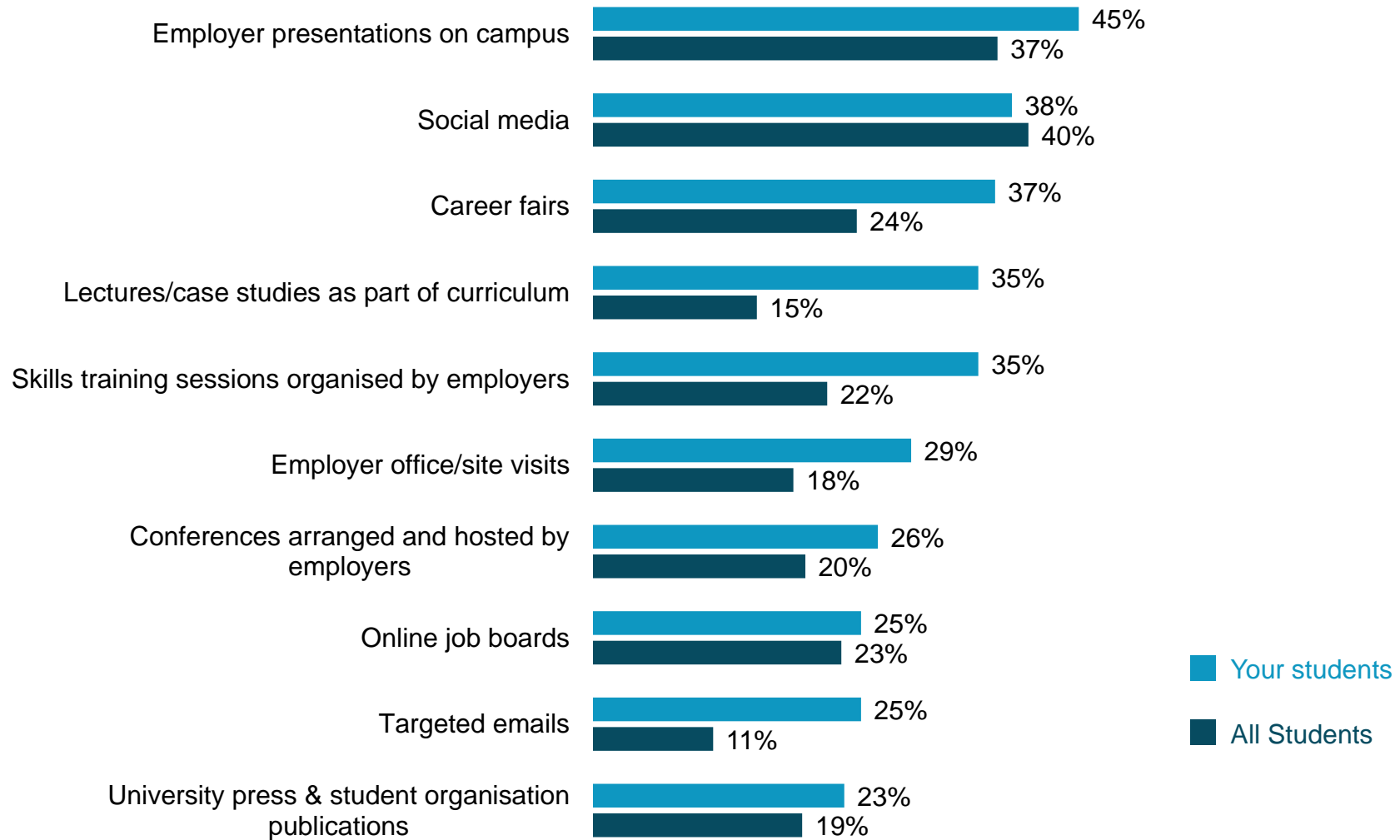
1. Career fairs
2. Employer presentations on campus
3. Employer office/site visits
4. Conferences arranged and hosted by employers
5. Informational interviews with employers

Other channels

1. Outdoor/billboard advertising
2. Employer advertisements on TV
3. Employer advertisements on the radio



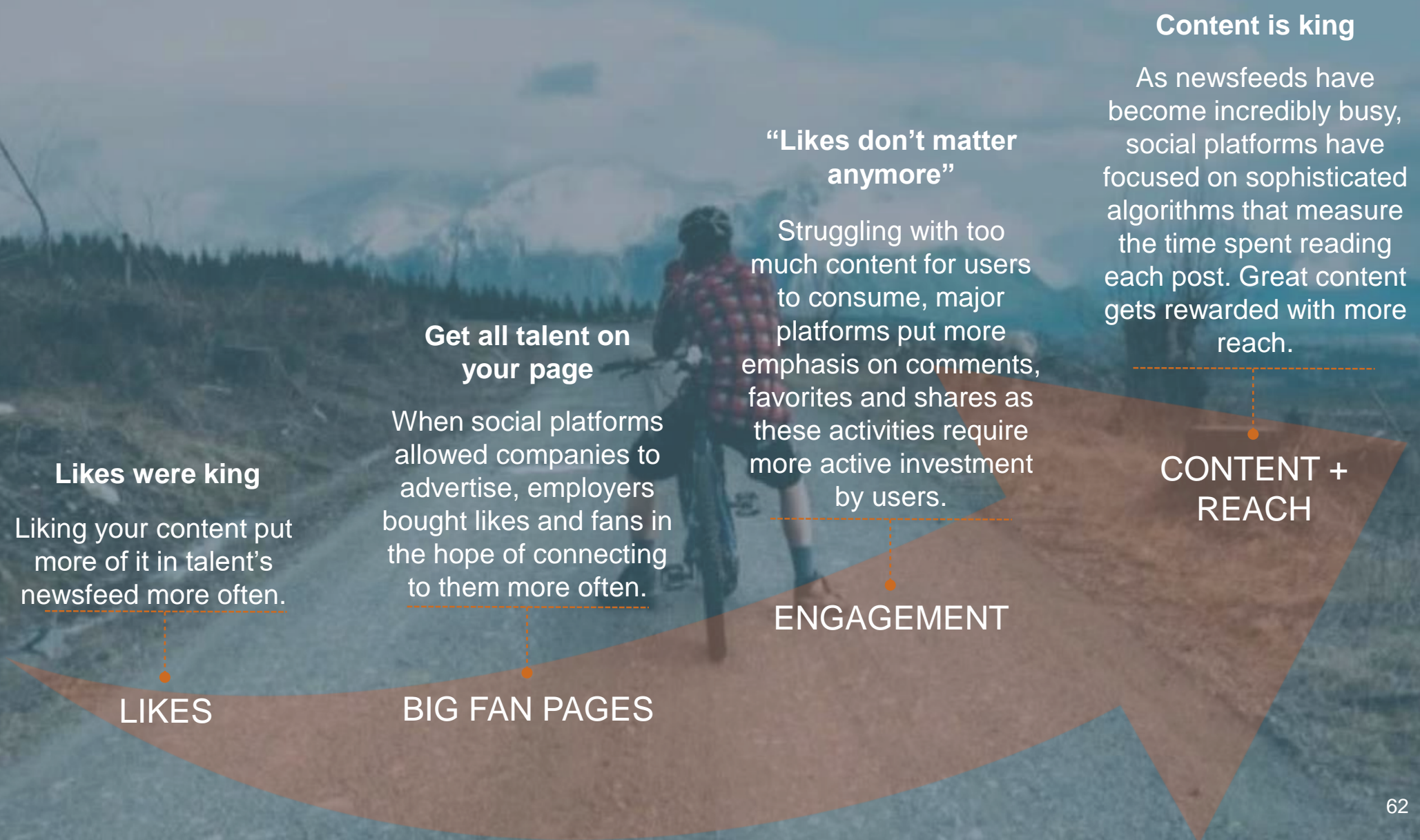
Top channels employers should use more



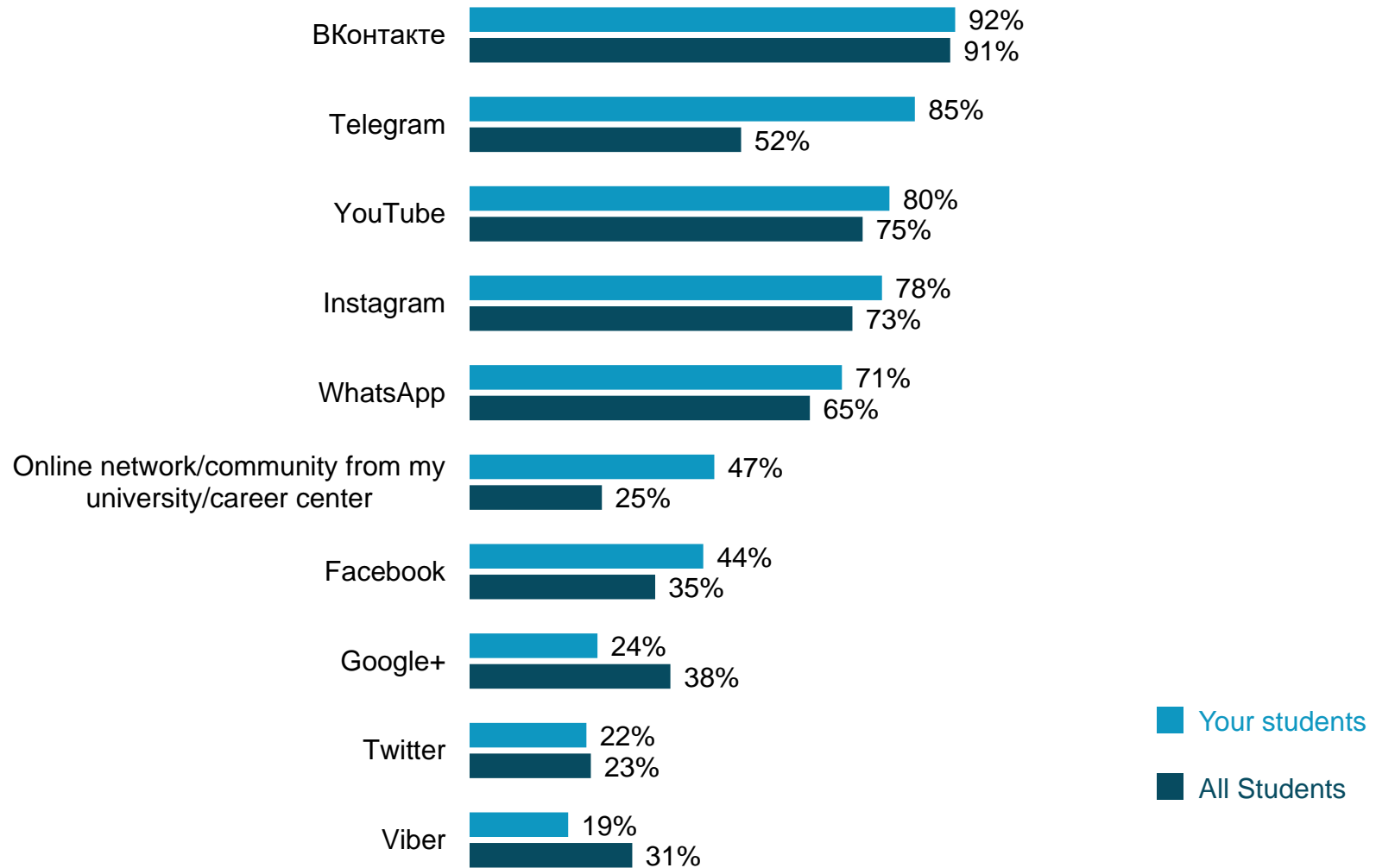
• In which channels do you think employers should invest more time and money to communicate with you?

• Only includes the Top 10 channels.

Social media measurement has become more sophisticated



Most used online platform 2018



? • Over the last three months, which of these online platforms have you used?

The employers with the best social media

Your students



All Students



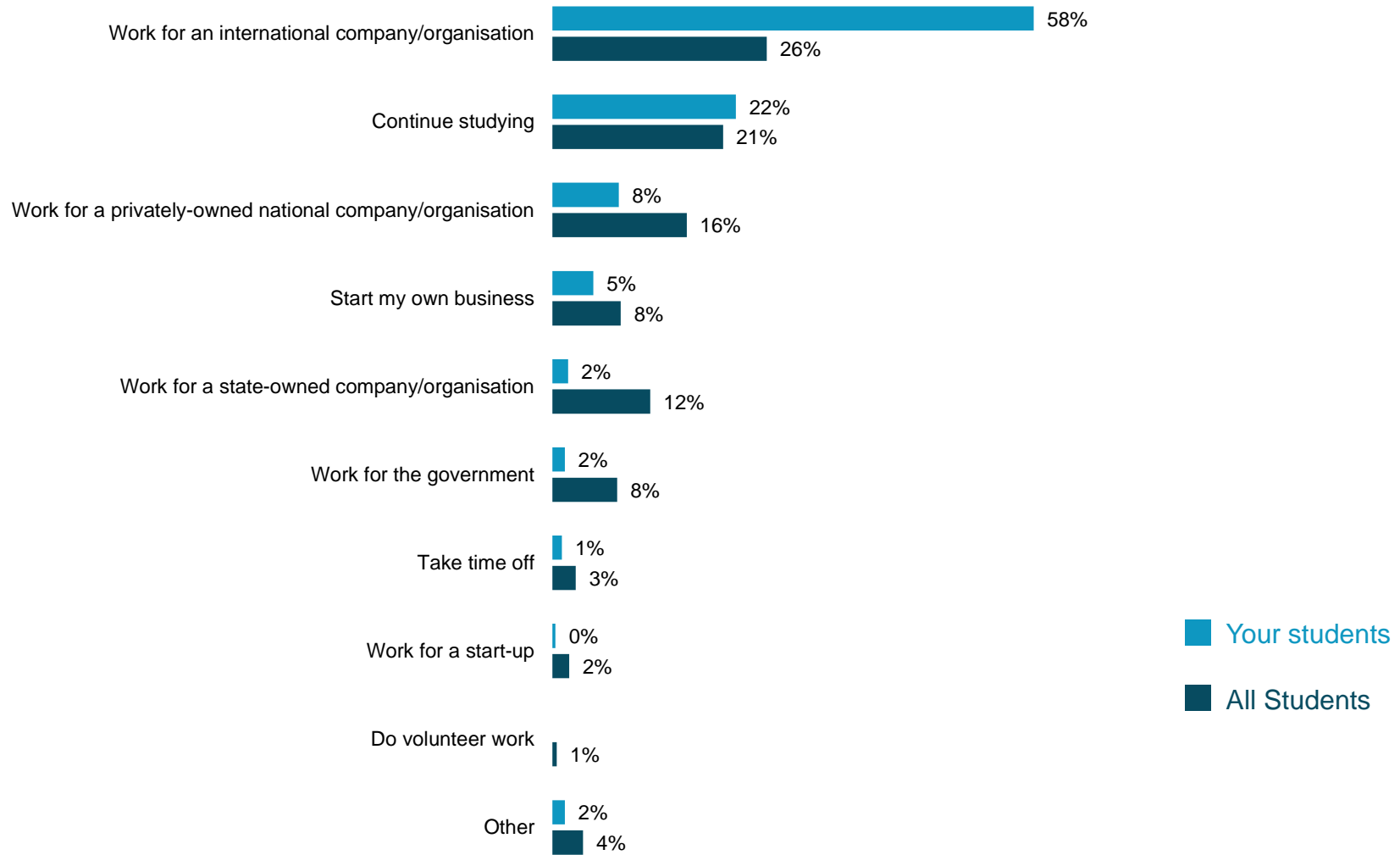
Agenda

- 1 INTRODUCTION
- 2 EMPLOYABILITY & TALENT PROFILE
- 3 UNIVERSITY BRAND PERCEPTION
- 4 COMMUNICATION
- 5 CAREER & EMPLOYER PREFERENCES**

This chapter covers the career goals and career preferences of your talent.

It focuses on those employer attribute which are attractive to your talent, as well as their preferred choice of employers.

After graduating



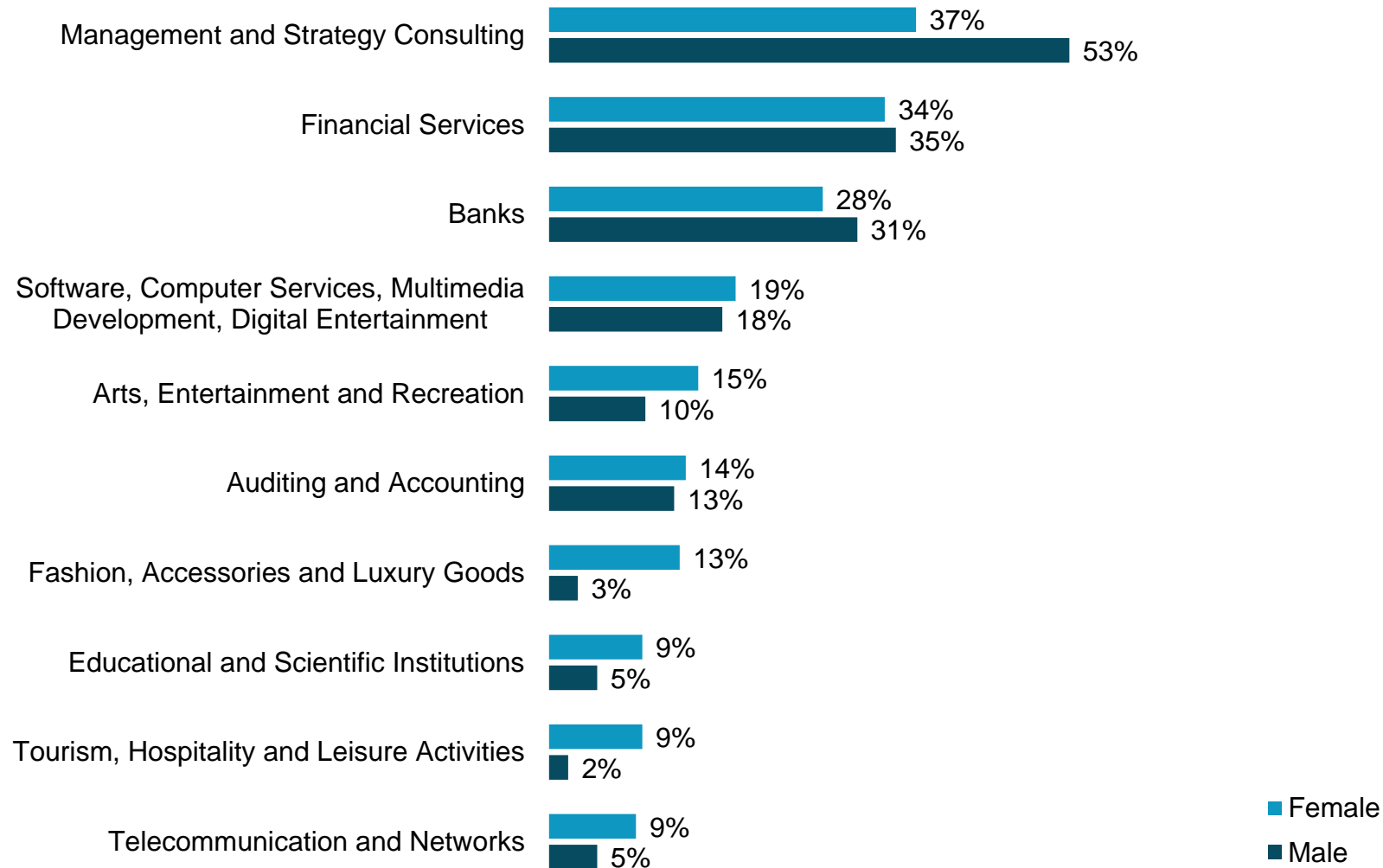
Most preferred industries



? • In which industry or industries would you most like to work after graduating? You can choose up to 3 industries.

Most preferred industries - Gender comparison

Your students



Most preferred industries

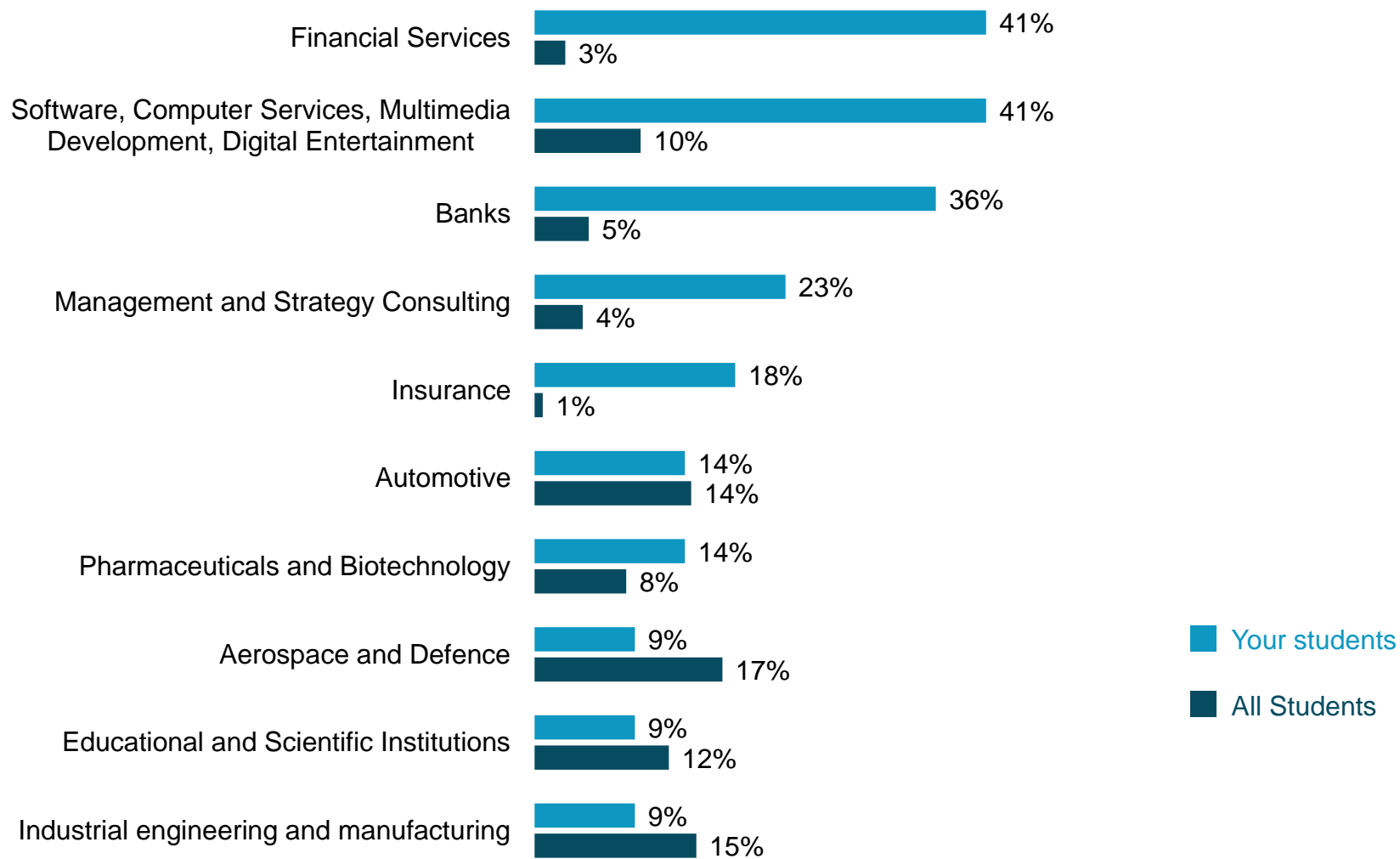
Business/Commerce



? • In which industry or industries would you most like to work after graduating? You can choose up to 3 industries.

Most preferred industries

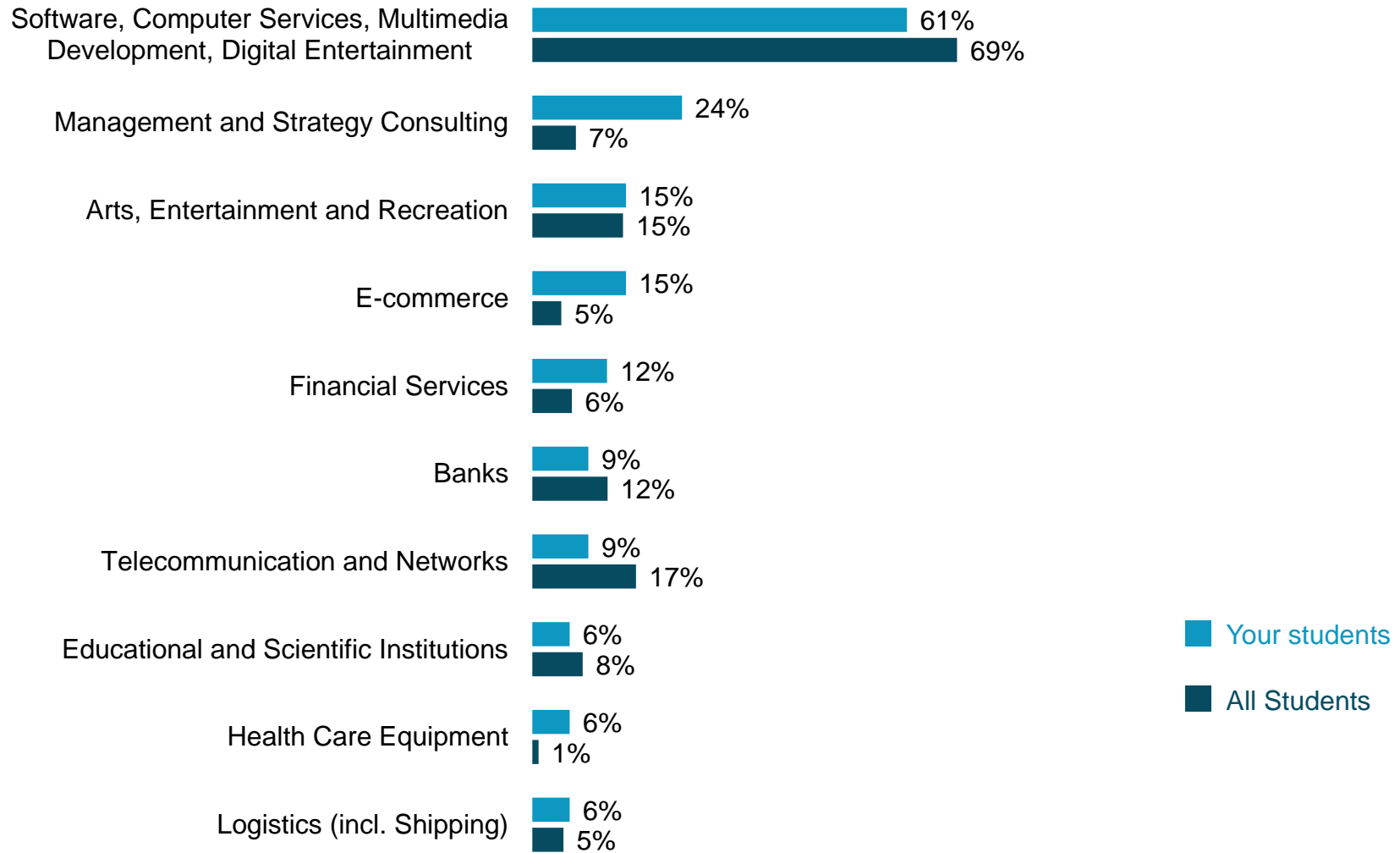
Engineering/Natural Sciences



? • In which industry or industries would you most like to work after graduating? You can choose up to 3 industries.

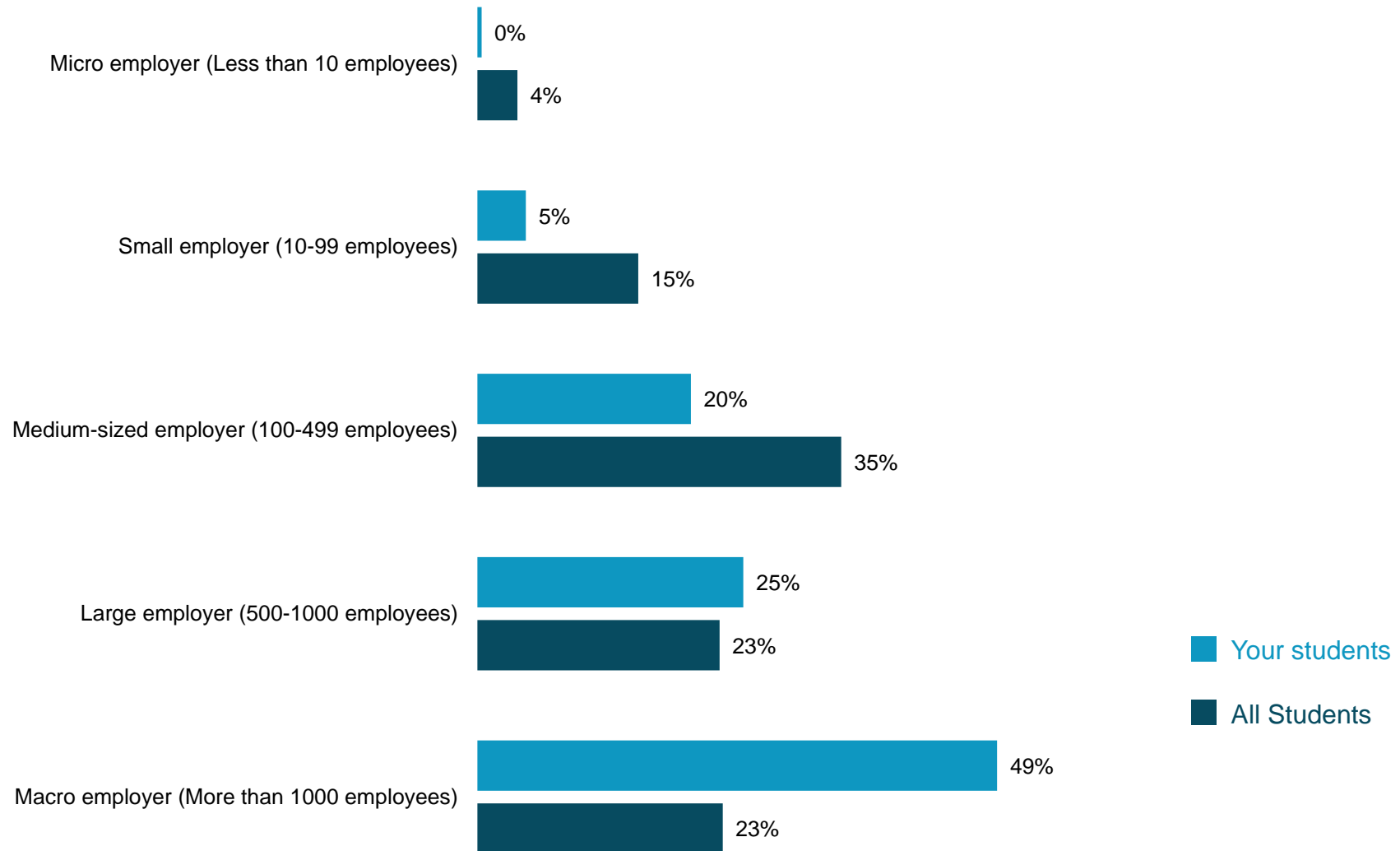
Most preferred industries

IT



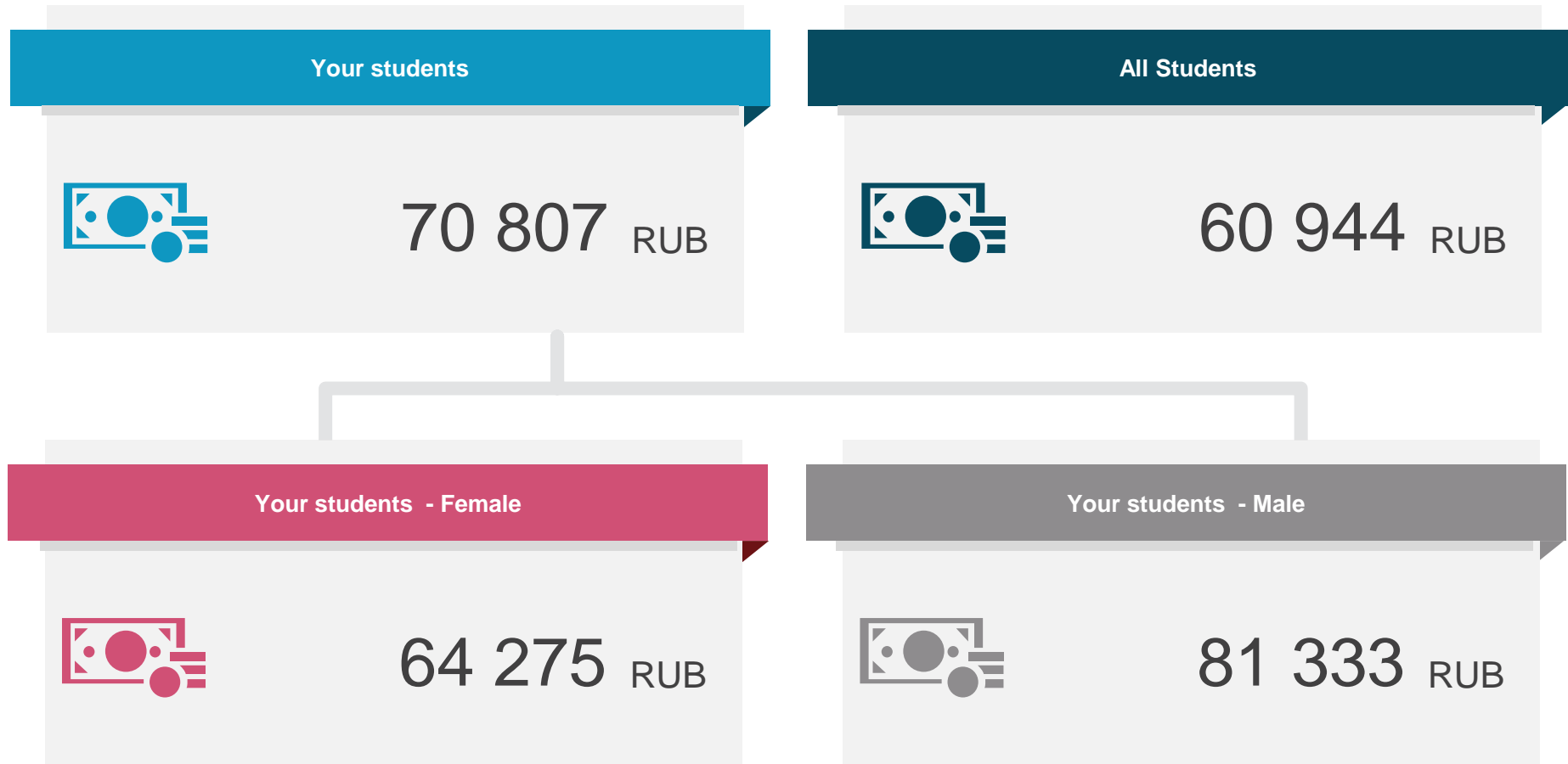
? • In which industry or industries would you most like to work after graduating? You can choose up to 3 industries.

Employer size for first employment



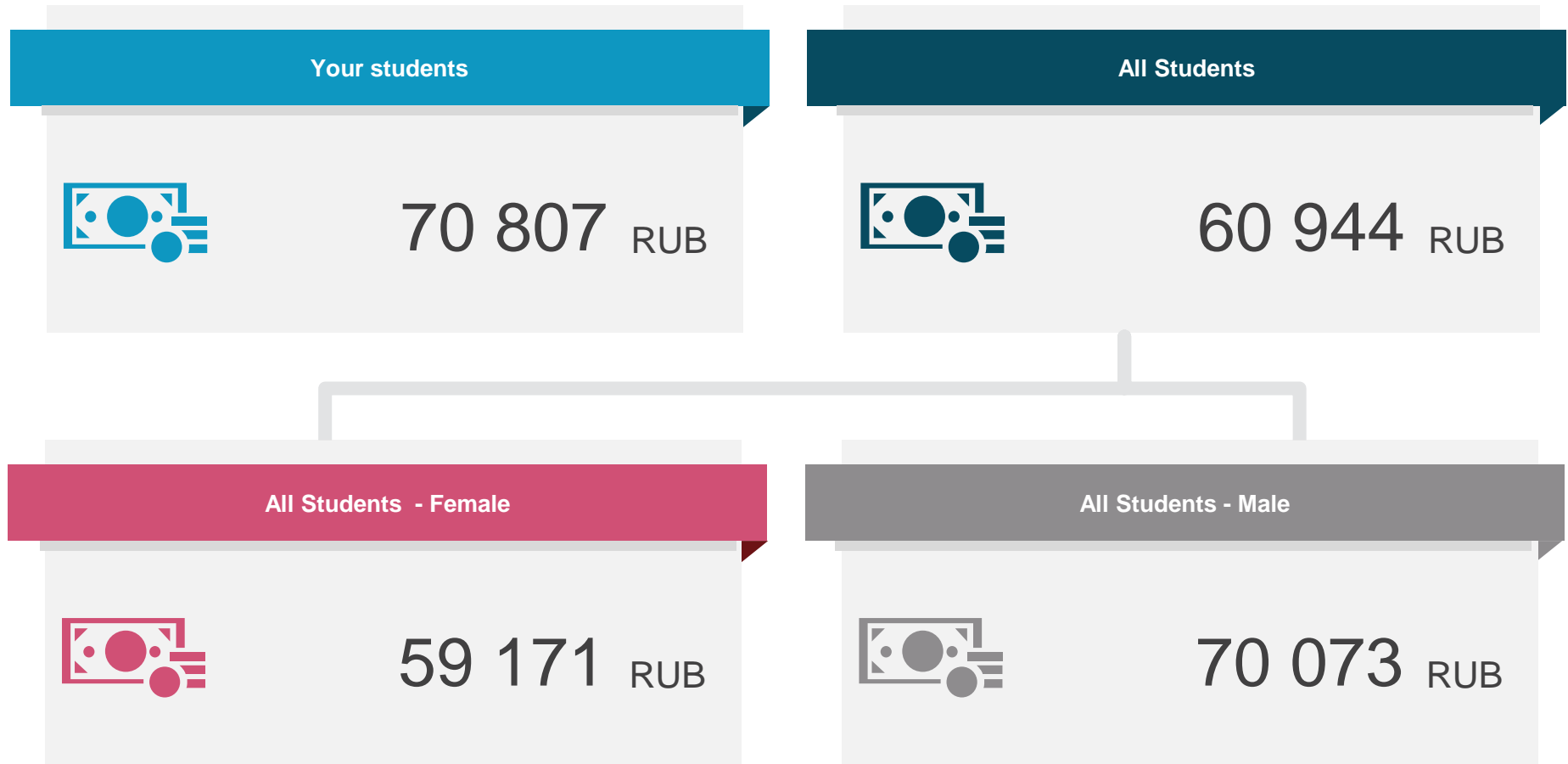
The expected monthly salary

Your students



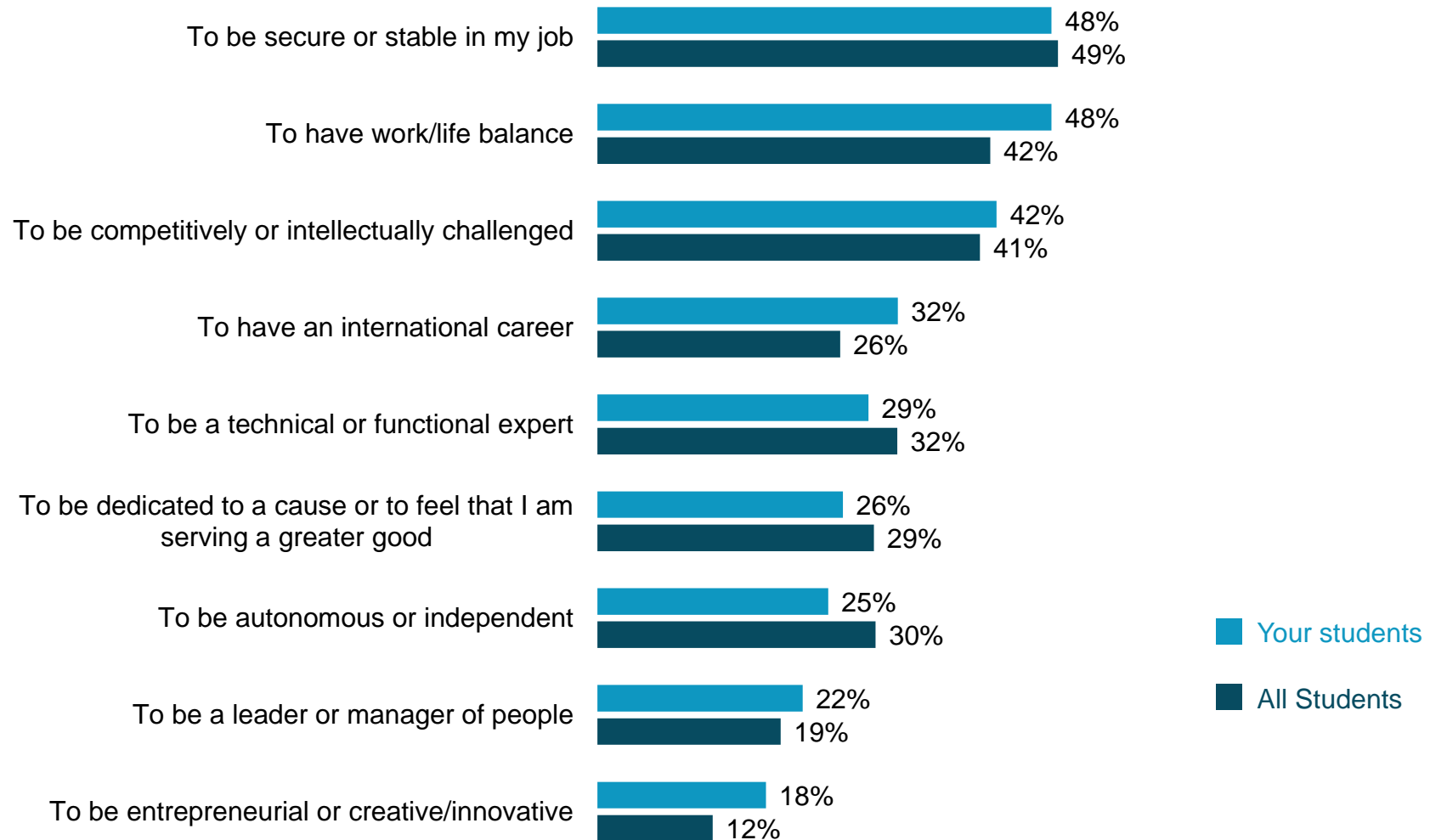
The expected monthly salary

All Students



? • What salary do you expect to earn in your first job after graduation? (Please provide a before-tax salary, excluding commissions and bonuses.)

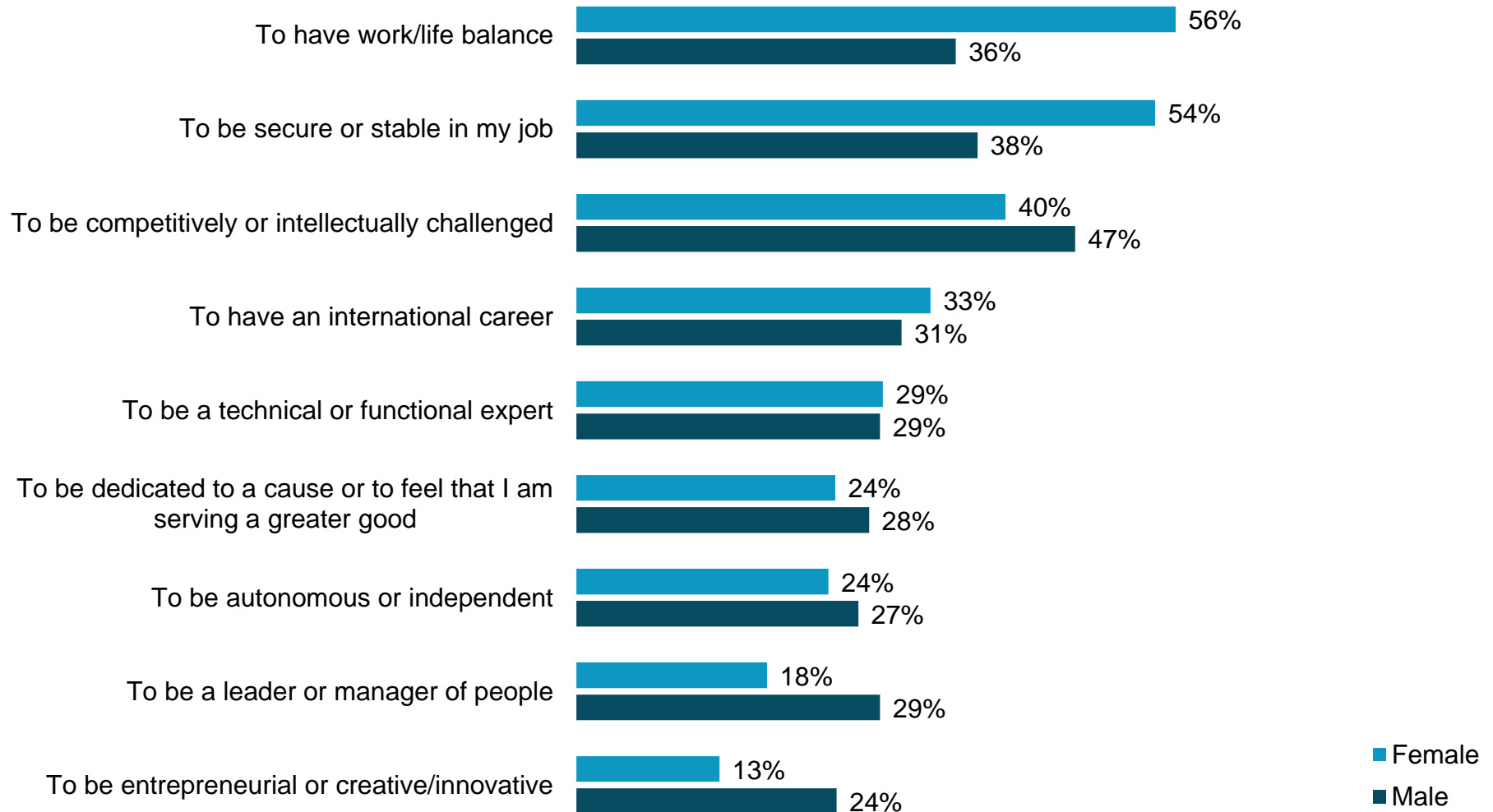
The most important long term career goals



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

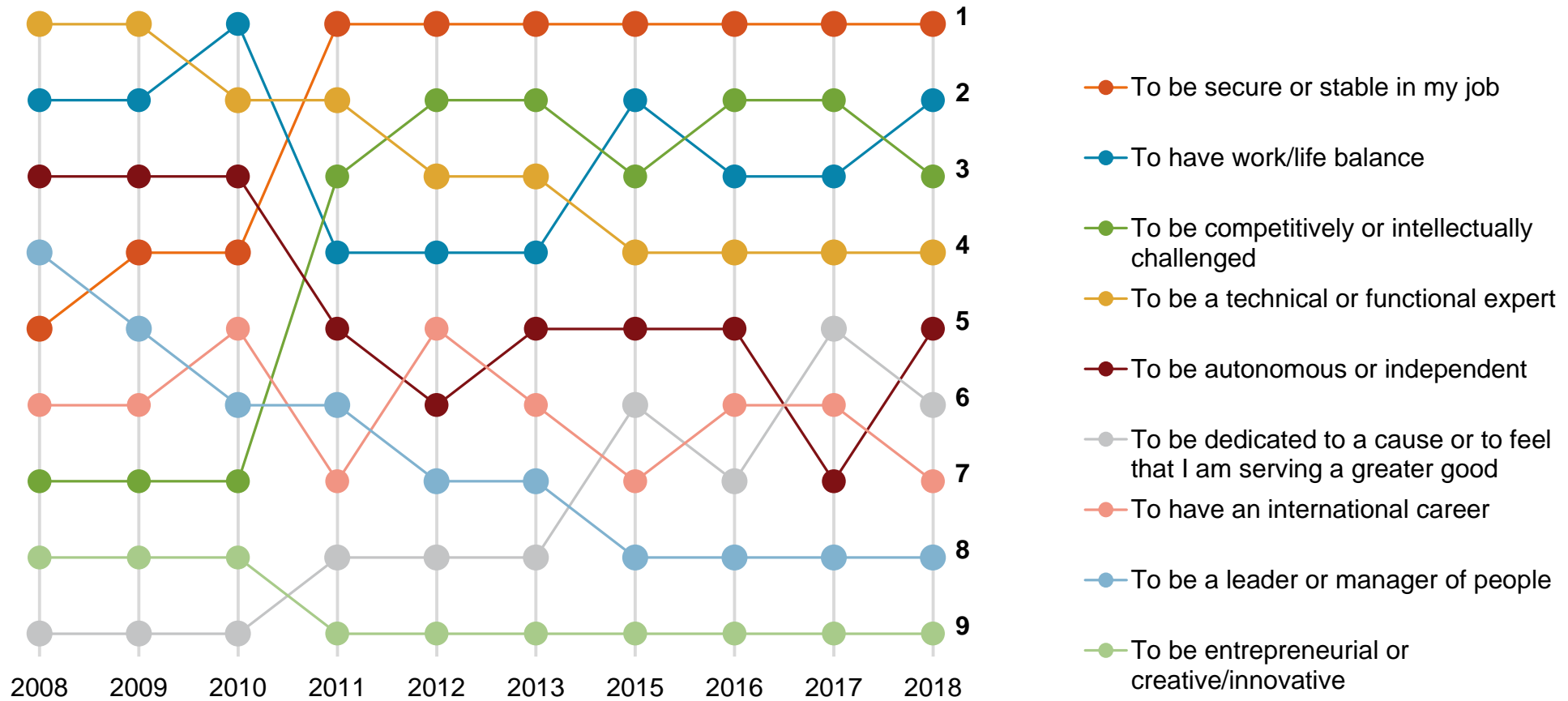
Career Goals – Gender Comparison

Your students



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 2018. Thus, the most important career goal in 2018 is at the top of the legend.

The Universum Drivers of Employer Attractiveness

EMPLOYER REPUTATION & IMAGE¹

- Attractive/ exciting products & services
- Corporate Social Responsibility
- Corporate transparency
- Ethical standards
- Fast-growing/ entrepreneurial
- Innovation
- Inspiring leadership
- Inspiring purpose
- Market success
- Prestige



PEOPLE & CULTURE²

- A creative & dynamic work environment
- A friendly work environment
- Commitment to diversity & inclusion
- Enabling me to integrate personal interests in my schedule
- Interaction with international clients & colleagues
- Leaders who will support my development
- Recognising performance (meritocracy)
- Recruiting only the best talent
- Respect for its people
- Support for gender equality

EXTRINSIC

INTRINSIC

REMUNERATION & ADVANCEMENT OPPORTUNITIES³

- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good reference for future career
- High future earnings
- Leadership opportunities
- Overtime pay/ compensation
- Performance-related bonus
- Rapid promotion
- Sponsorship of future education



JOB CHARACTERISTICS⁴

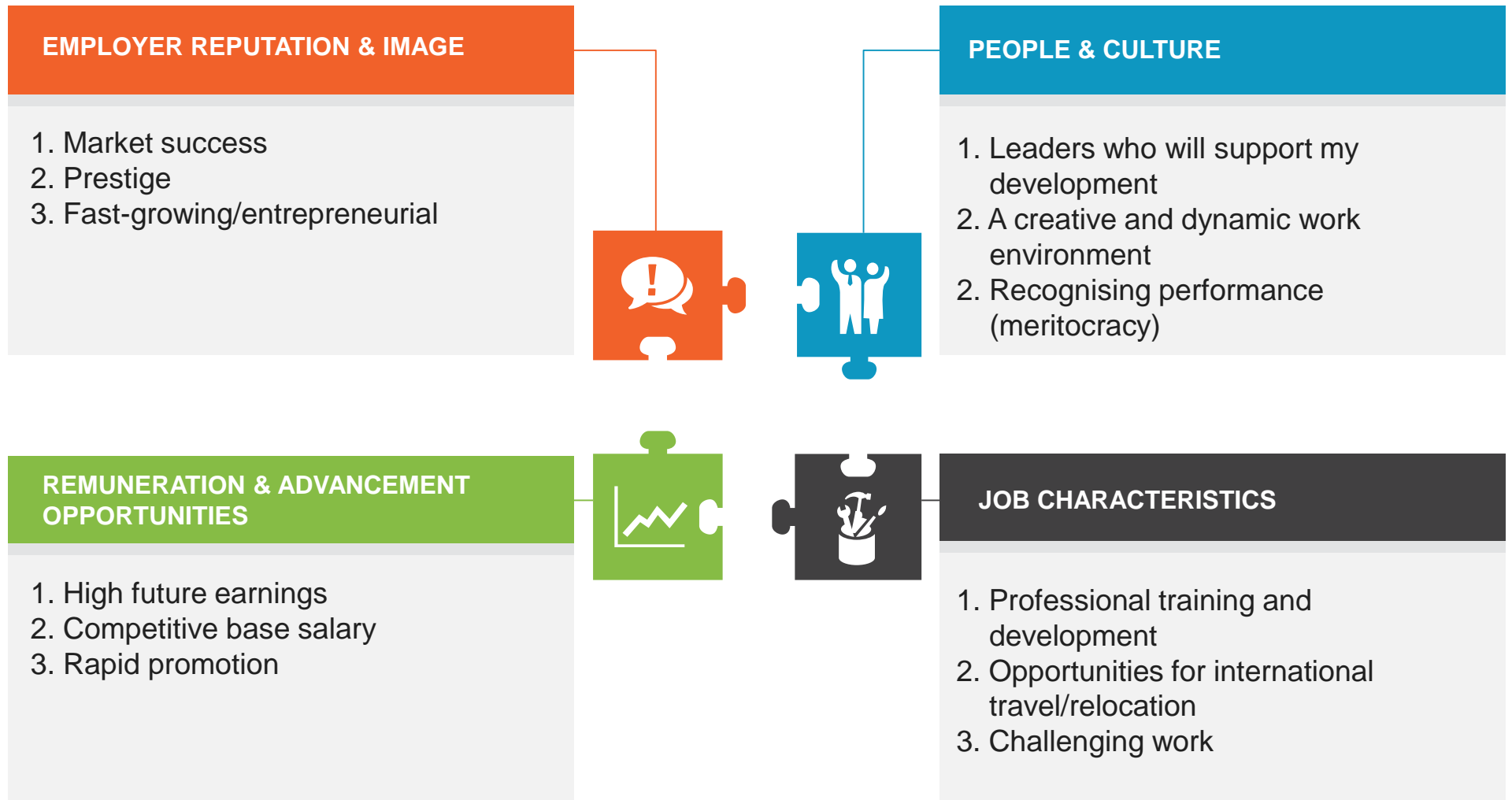
- Challenging work
- Customer focus
- Flexible working conditions
- High level of responsibility
- High performance focus
- Opportunities for international travel/ relocation
- Professional training & development
- Secure employment
- Team-oriented work
- Variety of assignments

• 1 Refers to the attributes of the employer as an organisation
 • 2 Refers to the social environment & attributes of the workplace
 • 3 Refers to the monetary compensation & other benefits, now & in the future
 • 4 Refers to the contents & demands of the job, including the learning opportunities provided by the job

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

What is attractive?

Your students



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

The most important attributes

Your students

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

- Employer Reputation & Image
- Remuneration & Advancement Opportunities

All Students

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

- People & Culture
- Job Characteristics

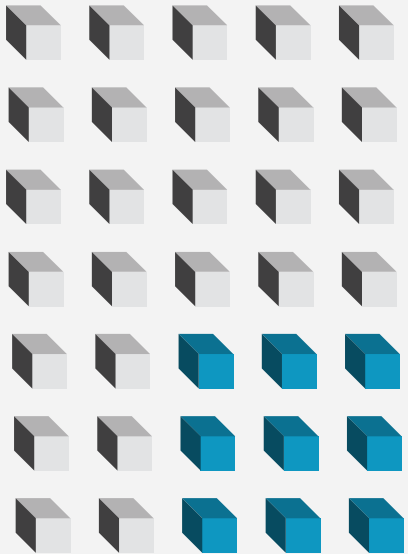
• How important to you is each of the below aspects? (Scale 1-5, 1=Not important at all, 5=Very important)
 • Which of these are most important to you? Please select a maximum of three alternatives.

• 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 - 164 employers within each main field of study)



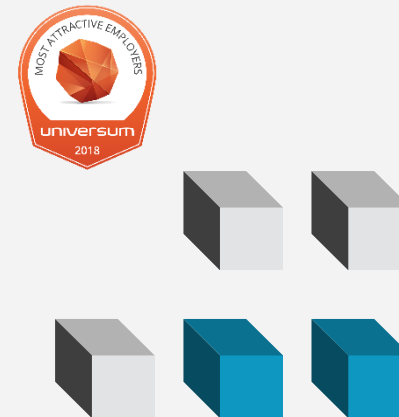
CONSIDERED EMPLOYER RANKING

(as many as applicable)



IDEAL EMPLOYER RANKING

(max. five employers)



POTENTIAL APPLICANTS' RANKING

(Yes, I have / Yes, I will)



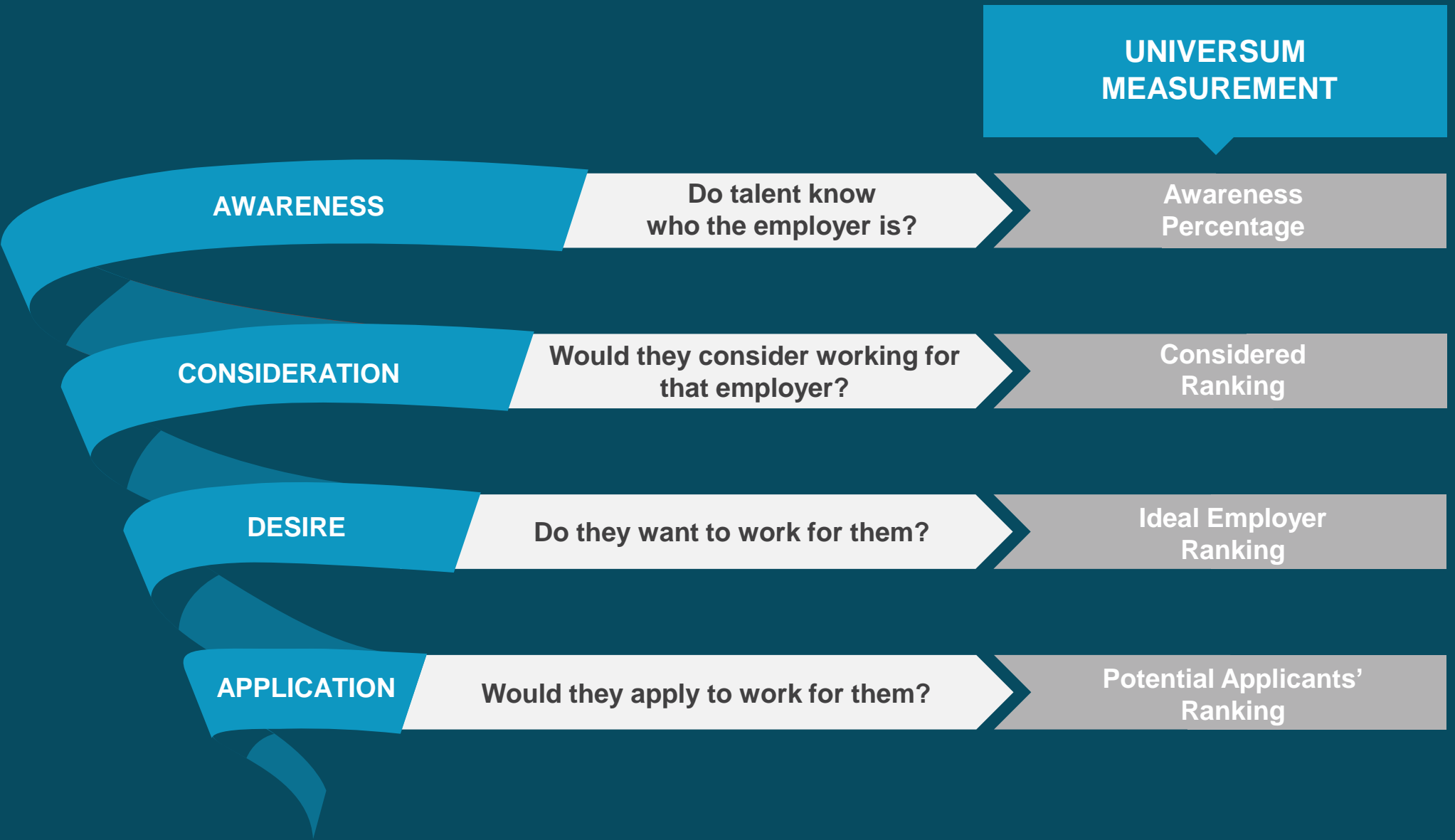
“Below is a list of companies and organisations. For which of these employers would you consider working?”

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

“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 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
McKinsey & Company	1	51,31%	→ 0	EY (Ernst & Young)	10	30,55%	↑ 1
Google	2	48,69%	→ 0	J.P. Morgan	10	30,55%	↓ -4
Unilever	3	40,10%	↑ 2	Nestlé	10	30,55%	↓ -1
Yandex	3	40,10%	↑ 1	Microsoft	14	29,12%	↓ -5
The Boston Consulting Group (BCG)	5	37,95%	↑ 2	KPMG	15	27,92%	↑ 1
PwC	6	33,17%	↑ 2	Mars	16	27,68%	↓ -4
Procter & Gamble (P&G)	7	32,94%	↑ 10	BMW Group	17	27,21%	↓ -2
Bain & Company	8	32,46%	↑ 4	Gazprom	18	25,30%	↓ -6
Goldman Sachs	9	31,50%	↓ -6	Johnson & Johnson	19	25,06%	↑ 14
Deloitte	10	30,55%	↑ 7	PepsiCo	20	24,82%	↑ 6

All Students | Business/Commerce

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	40,47%	↑ 1	L'Oréal Group	11	20,97%	↑ 1
Google	2	36,49%	↓ -1	Unilever	12	20,57%	↑ 3
Gazprom Neft	3	34,20%	↑ 3	Toyota	13	20,49%	↓ -2
Yandex	4	30,34%	↓ -1	Coca-Cola Hellenic	14	20,19%	↓ -1
BMW Group	5	27,60%	↓ -1	IKEA	15	19,55%	↓ -5
Rosneft Oil Company	6	26,71%	↑ 29	Volkswagen Group	16	18,58%	→ 0
Microsoft	7	26,18%	↓ -2	Samsung	17	18,56%	↑ 1
Sberbank of Russia	8	25,61%	→ 0	McKinsey & Company	18	18,55%	↓ -1
Nestlé	9	23,64%	→ 0	PepsiCo	19	18,50%	↑ 2
Lukoil	10	23,39%	↑ 4	Transneft	20	18,17%	↑ 19

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

Considered Employer Ranking | Top 20

Your students | Engineering/Natural Sciences

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	68,29%	→ 0	Kaspersky Lab	10	26,83%	↓ -2
Yandex	2	56,10%	→ 0	McKinsey & Company	10	26,83%	↑ 4
Microsoft	3	41,46%	→ 0	Sberbank of Russia	10	26,83%	→ 0
SberTech	4	39,02%	NEW -	Gazprom Neft	14	24,39%	↑ 29
IBM	5	34,15%	↑ 1	Unilever	14	24,39%	↑ 37
Mail.Ru	5	34,15%	↑ 9	VTB24	14	24,39%	↑ 5
Gazprom	7	29,27%	↑ 3	BMW Group	17	21,95%	↓ -7
Samsung	7	29,27%	↓ -4	Intel	17	21,95%	↓ -12
VTB Bank	7	29,27%	↑ 21	Lenovo	17	21,95%	↓ -3
AlfaBank	10	26,83%	↑ 12	Toyota	17	21,95%	↑ 5

All Students | Engineering/Natural Sciences

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	43,13%	→ 0	Toyota	11	16,53%	↓ -3
Gazprom Neft	2	37,41%	→ 0	Tatneft	12	15,70%	↑ 14
Rosneft Oil Company	3	31,77%	↑ 15	Surgutneftegas	13	15,47%	↑ 45
Transneft	4	23,90%	↑ 11	Volkswagen Group	14	15,03%	↓ -3
Rosatom	5	23,85%	↑ 4	Samsung	15	14,76%	↓ -2
Lukoil	6	23,26%	↑ 1	Nissan	16	14,24%	→ 0
Google	7	23,20%	↓ -3	RUSNANO	17	12,55%	→ 0
Yandex	8	18,08%	↑ 4	Intel	18	12,38%	↓ -4
BMW Group	9	17,74%	↑ 1	Volvo Group	19	11,56%	→ 0
Microsoft	10	17,09%	↓ -4	SIBUR	20	11,39%	↓ -17

• 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 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	63,08%	→ 0	AlfaBank	11	27,69%	↑ 22
Yandex	1	63,08%	↑ 1	Gazprom	12	24,62%	↓ -1
Microsoft	3	49,23%	→ 0	McKinsey & Company	12	24,62%	↓ -2
SberTech	4	41,54%	NEW -	Nvidia	12	24,62%	↑ 18
IBM	5	35,38%	↓ -1	ABBYY	15	21,54%	↓ -7
Intel	5	35,38%	↑ 2	Raiffeisen	16	18,46%	↑ 2
Kaspersky Lab	7	33,85%	↓ -3	Deutsche Bank	17	16,92%	↑ 20
Mail.Ru	7	33,85%	↓ -1	Lenovo	17	16,92%	↑ 1
Sberbank of Russia	7	33,85%	↑ 5	Mars	17	16,92%	↓ -3
Samsung	10	30,77%	↓ -2	SAP	17	16,92%	↑ 6

All Students | IT

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	59,99%	→ 0	Nvidia	11	27,42%	↓ -2
Yandex	2	58,85%	→ 0	SberTech	12	25,18%	NEW -
Microsoft	3	48,93%	→ 0	Gazprom Neft	13	23,73%	↑ 4
Intel	4	36,58%	→ 0	Lenovo	14	20,82%	↓ -3
Mail.Ru	5	33,74%	↑ 3	2Gis	15	19,70%	↓ -2
Kaspersky Lab	6	33,15%	→ 0	BMW Group	16	17,97%	→ 0
Samsung	7	31,80%	→ 0	Rosneft Oil Company	17	17,27%	↑ 30
IBM	8	30,42%	↓ -3	Cisco Systems	18	16,85%	↓ -4
Gazprom	9	29,97%	↑ 1	Toyota	19	16,78%	↓ -1
Sberbank of Russia	10	27,68%	↑ 2	IKEA	20	15,88%	↑ 4

• 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 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
McKinsey & Company	1	36,12%	→ 0	PwC	10	11,24%	↑ 1
Google	2	30,62%	→ 0	Microsoft	12	9,57%	↑ 1
Yandex	3	17,22%	↑ 2	Procter & Gamble (P&G)	13	9,09%	↑ 6
The Boston Consulting Group (BCG)	4	16,75%	→ 0	KPMG	14	8,85%	↑ 2
Bain & Company	5	16,27%	↑ 3	Gazprom	15	8,61%	↓ -6
Goldman Sachs	6	15,79%	↓ -3	Deloitte	16	8,37%	↑ 1
Unilever	7	14,83%	→ 0	Mars	17	8,13%	↓ -7
J.P. Morgan	8	14,11%	↓ -2	Sberbank of Russia	17	8,13%	↓ -4
EY (Ernst & Young)	9	11,48%	↑ 3	BMW Group	19	7,89%	↓ -4
L'Oréal Group	10	11,24%	↑ 7	Bank of America Merrill Lynch	20	6,94%	↑ 2

All Students | Business/Commerce

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	24,87%	↑ 1	Unilever	11	8,29%	→ 0
Google	2	23,21%	↓ -1	EY (Ernst & Young)	12	7,37%	→ 0
Gazprom Neft	3	16,21%	↑ 1	Lukoil	13	7,29%	↑ 1
Yandex	4	13,82%	↑ 2	Nestlé	14	6,90%	↑ 1
Sberbank of Russia	5	12,73%	↑ 2	IKEA	15	6,90%	↓ -2
BMW Group	6	12,07%	↓ -3	Procter & Gamble (P&G)	16	5,90%	↑ 3
Microsoft	7	10,28%	↓ -2	PwC	17	5,88%	→ 0
Rosneft Oil Company	8	9,80%	↑ 16	Mars	18	5,60%	→ 0
McKinsey & Company	9	9,12%	↓ -1	Coca-Cola Hellenic	19	5,60%	↓ -3
L'Oréal Group	10	8,72%	→ 0	The Boston Consulting Group (BCG)	20	5,51%	↑ 3

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

Ideal Employer Ranking | Top 20

Your students | Engineering/Natural Sciences

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	50,00%	→ 0	Gazprom	10	10,00%	→ 0
Yandex	2	37,50%	→ 0	McKinsey & Company	10	10,00%	↓ -3
Microsoft	3	20,00%	→ 0	Bain & Company	13	7,50%	NEW -
Goldman Sachs	4	12,50%	↑ 13	IKEA	13	7,50%	↑ 13
IBM	4	12,50%	↑ 6	Intel	13	7,50%	↓ -9
L'Oréal Group	4	12,50%	↑ 6	Kaspersky Lab	13	7,50%	↓ -6
Mail.Ru	4	12,50%	↑ 3	Nestlé	13	7,50%	↑ 13
Sberbank of Russia	4	12,50%	↑ 6	Samsung	13	7,50%	↑ 4
SberTech	4	12,50%	NEW -	The Boston Consulting Group (BCG)	13	7,50%	↑ 13
BMW Group	10	10,00%	↓ -6	Unilever	13	7,50%	↑ 13

All Students | Engineering/Natural Sciences

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	29,89%	→ 0	Toyota	11	5,90%	↑ 4
Gazprom Neft	2	21,71%	↑ 2	Intel	12	5,80%	↓ -1
Google	3	16,01%	↓ -1	General Electric (GE)	13	5,15%	↑ 4
Rosneft Oil Company	4	15,29%	↑ 9	Volkswagen Group	14	5,06%	↑ 4
Rosatom	5	13,21%	↑ 1	Samsung	15	4,97%	↓ -1
BMW Group	6	9,61%	↑ 3	Schlumberger	16	4,96%	↑ 4
Lukoil	7	9,55%	→ 0	RUSNANO	17	4,73%	↓ -5
Yandex	8	9,30%	↑ 2	SIBUR	18	4,72%	↓ -15
Microsoft	9	8,78%	↓ -4	Siemens	19	4,59%	↑ 2
Transneft	10	7,63%	↑ 6	Russian Railways	20	4,02%	↑ 6

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

Ideal Employer Ranking | Top 20

Your students | IT

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	61,90%	→ 0	EY (Ernst & Young)	11	7,94%	↑ 21
Yandex	2	42,86%	→ 0	Riot Games	11	7,94%	↑ 2
Microsoft	3	30,16%	→ 0	SAP	11	7,94%	↓ -1
Intel	4	19,05%	↑ 4	KPMG	14	6,35%	↑ 7
IBM	5	17,46%	→ 0	Nvidia	14	6,35%	↑ 18
Kaspersky Lab	6	14,29%	↓ -2	The Boston Consulting Group (BCG)	14	6,35%	↑ 2
Mail.Ru	7	12,70%	↑ 2	Tinkoff Bank	14	6,35%	NEW -
McKinsey & Company	7	12,70%	↓ -1	Unilever	14	6,35%	↑ 7
SberTech	9	11,11%	NEW -	ABBYY	19	4,76%	↓ -13
Samsung	10	9,52%	→ 0	Deloitte	19	4,76%	↑ 13

All Students | IT

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	49,48%	→ 0	Sberbank of Russia	11	9,00%	→ 0
Yandex	2	41,22%	→ 0	SberTech	12	8,46%	NEW -
Microsoft	3	32,27%	→ 0	Gazprom Neft	13	8,43%	↑ 4
Intel	4	20,35%	→ 0	BMW Group	14	5,27%	↑ 1
Mail.Ru	5	14,29%	→ 0	Riot Games	15	4,93%	↓ -1
Gazprom	6	13,97%	↑ 3	2Gis	16	4,82%	→ 0
Kaspersky Lab	7	13,88%	→ 0	Cisco Systems	17	4,57%	↓ -5
Nvidia	8	13,10%	→ 0	IKEA	18	4,57%	↑ 9
IBM	9	11,63%	↓ -3	Rosatom	19	3,95%	↑ 3
Samsung	10	9,71%	→ 0	Rosneft Oil Company	20	3,29%	↑ 26

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

Potential Applicants' Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
McKinsey & Company	1	9,51%	→ 0	Procter & Gamble (P&G)	10	2,97%	↑ 2
Google	2	5,35%	↑ 1	Deloitte	12	2,85%	↑ 2
Bain & Company	3	5,23%	↑ 5	Mars	12	2,85%	↓ -2
The Boston Consulting Group (BCG)	4	4,76%	↓ -1	KPMG	14	2,62%	↓ -1
Unilever	5	4,16%	↑ 1	Yandex	14	2,62%	↓ -4
J.P. Morgan	6	3,80%	↓ -3	Sberbank of Russia	16	2,14%	↓ -1
Goldman Sachs	7	3,57%	↓ -5	Deutsche Bank	17	2,02%	↑ 16
PwC	8	3,45%	↑ 1	Gazprom	18	1,78%	↓ -1
EY (Ernst & Young)	9	3,09%	↓ -2	Microsoft	19	1,66%	↑ 3
L'Oréal Group	10	2,97%	↑ 6	Nestlé	20	1,55%	↑ 3

All Students | Business/Commerce

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	6,51%	→ 0	Procter & Gamble (P&G)	11	2,21%	↑ 2
Sberbank of Russia	2	4,41%	↑ 1	Mars	12	2,18%	↑ 3
Google	3	4,16%	↓ -1	Rosneft Oil Company	13	2,17%	↑ 13
Gazprom Neft	4	3,98%	↑ 2	L'Oréal Group	14	2,08%	↓ -3
EY (Ernst & Young)	5	3,44%	↓ -1	The Boston Consulting Group (BCG)	15	2,04%	↓ -1
Unilever	6	3,31%	↑ 1	KPMG	16	2,01%	↓ -6
McKinsey & Company	7	3,29%	↓ -2	Lukoil	17	1,82%	↓ -1
PwC	8	2,78%	→ 0	Nestlé	18	1,77%	↑ 1
Yandex	9	2,75%	↑ 3	Deloitte	19	1,47%	↑ 3
BMW Group	10	2,54%	↓ -1	Coca-Cola Hellenic	20	1,36%	→ 0

? • Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply.

Potential Applicants' Ranking | Top 20

Your students | Engineering/Natural Sciences

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	15,15%	↑ 1	L'Oréal Group	7	3,03%	↓ -5
Yandex	2	12,12%	↓ -1	MegaFon	7	3,03%	NEW -
Sberbank of Russia	3	6,06%	↑ 4	Nestlé	7	3,03%	NEW -
Mail.Ru	4	4,55%	↑ 3	Unilever	7	3,03%	→ 0
Microsoft	4	4,55%	↑ 3	AlfaBank	15	1,52%	↓ -8
SberTech	4	4,55%	NEW -	Bacardi	15	1,52%	↓ -8
adidas	7	3,03%	NEW -	BMW Group	15	1,52%	NEW -
Gazprom	7	3,03%	→ 0	Daimler/Mercedes-Benz	15	1,52%	NEW -
Goldman Sachs	7	3,03%	NEW -	EY (Ernst & Young)	15	1,52%	NEW -
IBM	7	3,03%	↓ -5	J.P. Morgan	15	1,52%	↓ -8

All Students | Engineering/Natural Sciences

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	11,23%	↑ 1	Surgutneftegas	11	2,09%	↑ 40
Gazprom Neft	2	7,43%	↑ 1	Yandex	12	2,06%	↓ -2
Rosneft Oil Company	3	6,73%	↑ 2	General Electric (GE)	13	1,84%	↑ 1
Rosatom	4	5,38%	↑ 2	Russian Railways	14	1,78%	↑ 3
Lukoil	5	3,89%	↓ -1	Shell	15	1,73%	↑ 6
Schlumberger	6	2,98%	↑ 2	Siemens	16	1,38%	↑ 3
Transneft	7	2,81%	↑ 2	Toyota	17	1,34%	↑ 3
BMW Group	8	2,48%	↑ 5	Microsoft	18	1,33%	↓ -6
Google	9	2,47%	↓ -2	MOSENERGO	19	1,26%	↑ 31
SIBUR	10	2,31%	↓ -9	Unilever	20	1,19%	↑ 7

Potential Applicants' Ranking | Top 20

Your students | IT

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Yandex	1	18,39%	↑ 1	IBM	8	2,30%	↓ -2
Google	2	14,94%	↓ -1	JTI (Japan Tobacco International)	8	2,30%	↑ 5
Microsoft	3	10,34%	↑ 1	Mail.Ru	8	2,30%	↑ 5
Kaspersky Lab	4	4,60%	↓ -1	Mars	8	2,30%	↓ -4
McKinsey & Company	4	4,60%	↑ 2	SberTech	8	2,30%	NEW -
Intel	6	3,45%	↑ 7	Unilever	8	2,30%	↑ 5
Tinkoff Bank	6	3,45%	NEW -	AlfaBank	17	1,15%	NEW -
ABBYY	8	2,30%	↑ 5	Bain & Company	17	1,15%	NEW -
Accenture	8	2,30%	NEW -	Bank Otkritie	17	1,15%	NEW -
EY (Ernst & Young)	8	2,30%	↑ 2	Cisco Systems	17	1,15%	↓ -4

All Students | IT

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Yandex	1	13,72%	↑ 1	Nvidia	11	2,29%	→ 0
Google	2	13,13%	↓ -1	IBM	12	2,16%	↓ -3
Microsoft	3	6,31%	→ 0	Samsung	13	1,95%	↓ -3
Intel	4	4,76%	→ 0	EPAM	14	1,39%	NEW -
Kaspersky Lab	5	4,24%	→ 0	Rostelecom	15	1,32%	↑ 15
Mail.Ru	6	4,14%	→ 0	BMW Group	16	1,18%	↓ -3
Gazprom	7	3,34%	→ 0	Rosatom	17	1,14%	↑ 8
Gazprom Neft	8	2,98%	↑ 6	Lukoil	18	1,10%	↑ 10
SberTech	9	2,89%	NEW -	2Gis	19	1,00%	↓ -2
Sberbank of Russia	10	2,80%	↓ -2	Lenovo	20	0,84%	↑ 21

? • Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply.

APPENDIX

- About the Universum Talent Research
- Highest qualification
- Current status
- Educational institutions
- Area of study
- Employer rankings among Students
- Communication channels for employers
- 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

- We apply weighting to adjust for discrepancies in the data collection from the actual distribution of students across universities.
- 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.



2 500

educational institutions



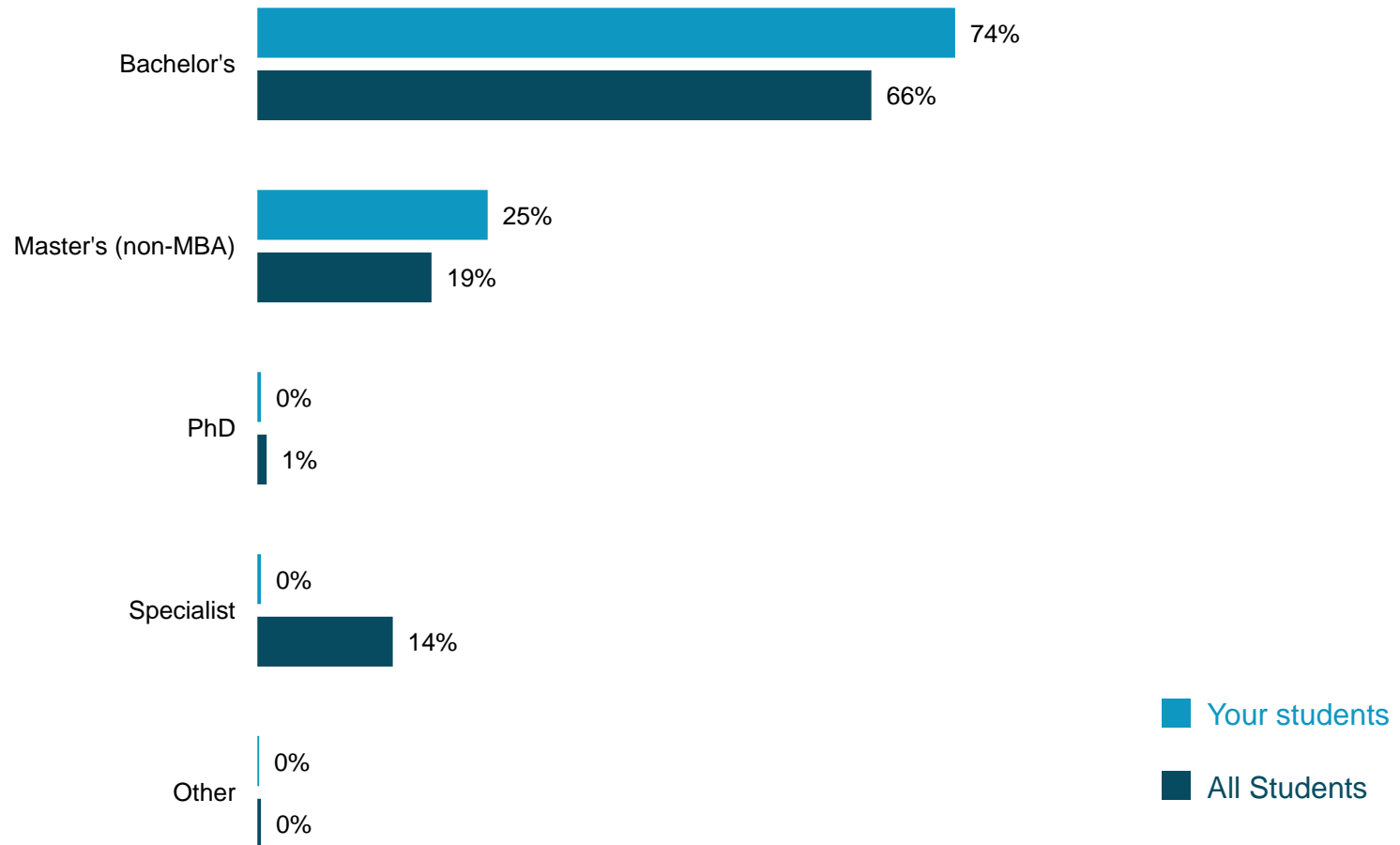
**WE HAVE CONDUCTED THE
UNIVERSUM TALENT SURVEY
FOR OVER 25 YEARS**



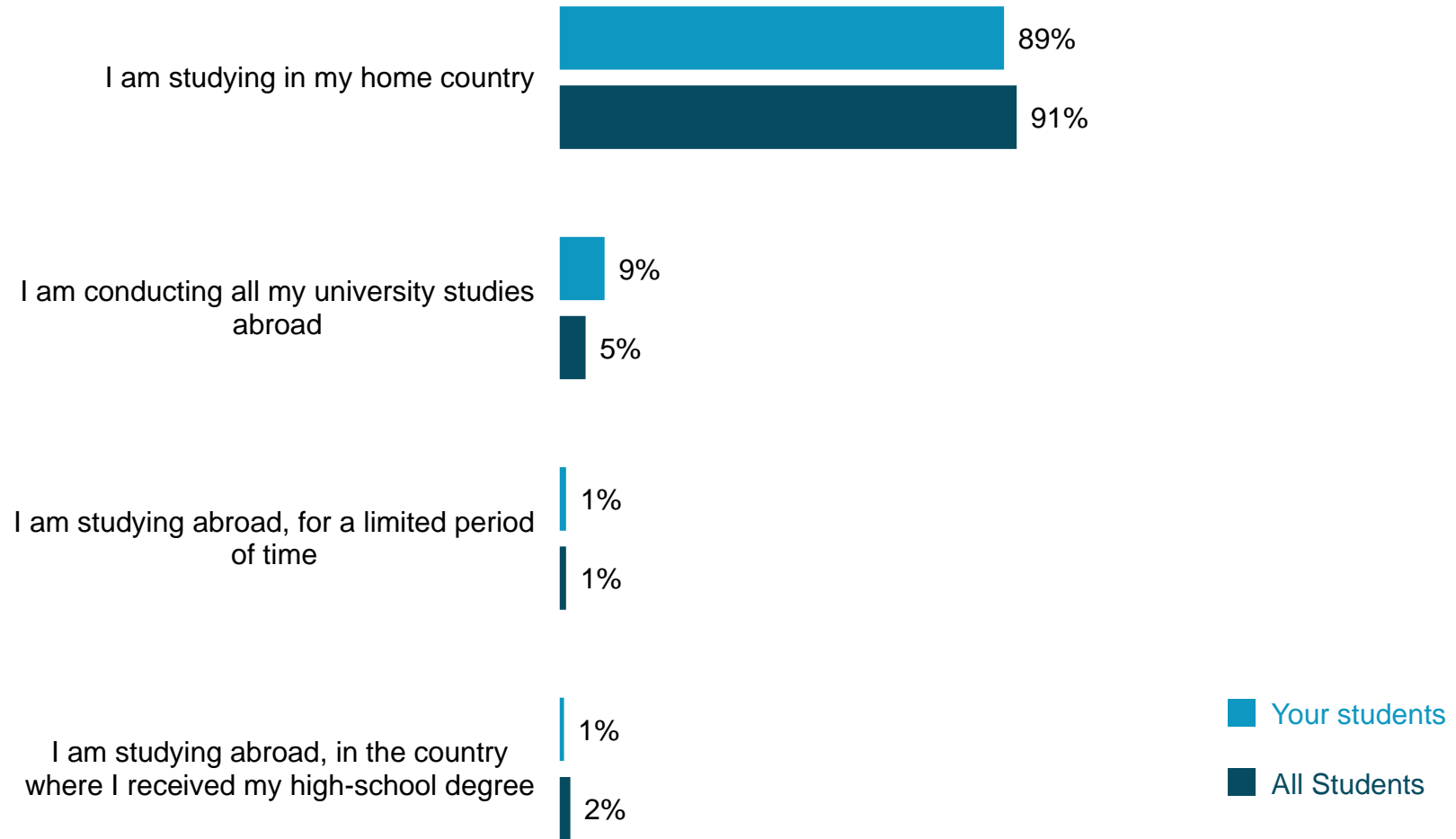
Total number of respondents
in the survey 2018:

1 000 000+

Highest qualification



Current status



Educational institutions (1/3)

All Students

University	All Students	University	All Students
Peoples' Friendship University of Russia	6,4%	Voronezh State University	1,1%
Kazan (Volga Region) Federal University	3,9%	Ural Federal University named after the First President of Russia B.N. Yeltsin	1,1%
Financial University under the government of the Russian Federation	3,5%	Kutafin Moscow State Law University	1,1%
Lomonosov Moscow State University, MGU	2,9%	Russian State Social University	1,0%
Southern Federal University	2,7%	Moscow Technological University (MIREA)	1,0%
Kuban State University	2,3%	Lobachevsky State University of Nizhny Novgorod National Research University	1,0%
St. Petersburg State University (incl Graduate School of Management)	2,2%	St. Petersburg State Polytechnical University	1,0%
Saint Petersburg State University of Economics	1,6%	Chelyabinsk State University	1,0%
Moscow Polytechnic University	1,5%	Baumann Moscow State Technical University	1,0%
National Research University Higher School of Economics (St.Petersburg)	1,5%	Siberian Federal University	0,9%
National Research University Higher School of Economics (Nizhny Novgorod)	1,4%	National Research Tomsk Polytechnic University	0,9%
Moscow Aviation Institute (State University of Aerospace Technologies)	1,4%	1st Moscow State Medical University of I.M.Sechenov	0,9%
Far Eastern Federal University	1,4%	Mordovia State University by name of Ogareva N.P.	0,8%
Tyumen State University	1,4%	The Russian Presidential Academy of National Economy and Public Administration	0,8%
Bashkir State University	1,3%	Samara State Technical University	0,8%
National Research University Higher School of Economics (Moscow)	1,3%	Nizhny Novgorod State Technical University named after R.E. Alekseev	0,8%
Plekhanov Russian University of Economics	1,1%	Ural State University of Economics	0,8%
Samara National Research University named after Sergei Korolev	1,1%		

Educational institutions (2/3)

All Students

University	All Students	University	All Students
ITMO University	0,8%	National University of Science and Technology (MISIS)	0,6%
Omsk F.M. Dostoevsky State University	0,8%	National Research University Higher School of Economics (Perm)	0,5%
Novosibirsk State Technical University	0,8%	Timiryazev Agricultural Academy	0,5%
Moscow State University of Railway Engineering	0,7%	Russian State University of Tourism and Service	0,5%
National Research University Moscow Power Engineering Institute (MPEI)	0,7%	Samara State University of Economics	0,5%
Perm National Research Polytechnic University	0,7%	Ivanovo State Power Engineering University	0,5%
Moscow State University of Civil Engineering (IISS)	0,7%	Gubkin Russian State University of Oil and Gas	0,5%
The State University of Management	0,7%	Voronezh State Technical University	0,5%
Perm State University	0,7%	Saratov State Technical University	0,5%
Ufa State Petroleum Technological University	0,7%	St. Petersburg State Electrotechnical University LETI	0,5%
Novosibirsk State University	0,7%	Northern (Arctic) Federal University	0,5%
The Moscow State Institute of International Relations (MGIMO-University)	0,7%	Nizhny Novgorod State University of Architecture and Civil Engineering	0,5%
Ufa State Aviation Technical University	0,7%	Ulyanovsk State Technical University	0,4%
St. Petersburg State University of Aerospace Instrumentation	0,7%	National Research Nuclear University (MEPhI)	0,4%
Vladimir State University named after Alexander and Nikoley Stoletovs	0,6%	Novosibirsk State Agricultural University	0,4%
St. Petersburg State University of Architecture and Civil Engineering	0,6%	Kuban State Technological University	0,4%
Ulyanovsk State University	0,6%	Saint-Petersburg Mining University	0,4%
Irkutsk National Research Technical University	0,6%		

Educational institutions (3/3)

All Students

University	All Students	University	All Students
South Ural State University	0,4%	Immanuel Kant Baltic Federal University	0,2%
St. Petersburg State Transport University	0,4%	Murmansk State Technical University	0,2%
The Bonch-Bruевич St. Petersburg State University of Telecommunications	0,4%	Khabarovsk State Academy of Economics and Law	0,2%
National Research Tomsk State University	0,3%	Moscow State Technological Institute STANKIN	0,2%
Petrozavodsk State University	0,3%	The Russian Foreign Trade Academy The Ministry of Economics Development	0,2%
Kemerovo State University	0,3%	Cherepovets State University	0,2%
Altay State Technical University	0,3%	Voronezh State University of Engineering Technologies	0,2%
Mendeleev University of Chemical Technology	0,3%	International Banking Institute	0,2%
Moscow State Technical University (Kaluga)	0,3%	Togliatti State University	0,2%
Irkutsk State Railway Transport Engineering University	0,3%	New Economic School	0,1%
Moscow Technical University of Communications and Informatics	0,3%	Sevastopol State University	0,1%
Far Eastern State Transport University	0,3%	Ivanovo State University	0,1%
Saratov State Socio-Economic University	0,3%	Ulyanovsk State Agricultural University named after P.A. Stolypin	0,1%
Ivanovo State Chemichal-Technology University	0,3%	Penza State Technological University	0,1%
Moscow Institute of Physics and Technology State University (MIPT)	0,3%	National University of Science & Technology MISIS (Belgorod)	0,1%
National Research University of Electronic Technology	0,3%	Skolkovo Institute of Science and Technology (Skoltech)	0,0%
V.I. Vernadsky Crimean Federal University	0,3%	State Classical Academy named after Maimonides	0,0%
Moscow State University of Food Production	0,2%	Other	16,7%
Siberian Transport University	0,2%		

Areas of study

All Students | Business (1/1)

Area of study	All Students	Area of study	All Students
Economics	27%	Communication/Advertising/PR	5%
Management	26%	Tourism Management	5%
Finance	21%	Sales	4%
Accounting/Auditing/Taxation	14%	Econometrics	4%
Marketing	12%	Quality management	4%
Human Resources Management	9%	Innovation Management	4%
Entrepreneurship	9%	Business Administration	3%
International Business	8%	Information Management	3%
World economy	8%	Crisis management	2%
Public Administration	7%	Customs affairs	2%
Logistics	6%	E-commerce	1%
Risk management	6%	Other Business	8%

Areas of study

All Students | Engineering (1/1)

Area of study	All Students	Area of study	All Students
Construction	16%	Chemical engineering	6%
Machine/mechanical engineering	14%	Materials engineering	5%
Aeronautics/aerospace engineering	10%	Environmental engineering	4%
Power engineering	10%	Biological engineering/biological technology	4%
Oil and gas engineering	9%	Personal and social safety	3%
Electrical/electronic engineering	9%	Food Processing / Food Production	3%
Automation Engineering	8%	Nuclear engineering	3%
Process technology	8%	Metallurgical Engineering	3%
Industrial engineering	7%	Telecommunications	3%
Architecture	6%	Mining engineering	2%
Thermal engineering	6%	Other Engineering	11%
Nanotechnology	6%		

Areas of study

All Students | IT (1/1)

Area of study	All Students	Area of study	All Students
Information Systems	37%	Artificial Intelligence	9%
Software Engineering	28%	Business Systems Analysis and Design	7%
Applied Informatics	26%	Data Science	7%
Computer Science	22%	Information Management	5%
Information Systems Security	19%	Business Computing Systems	3%
Business Informatics	14%	Other IT	10%

Areas of study

All Students | Natural Sciences (1/1)

Area of study	All Students	Area of study	All Students
Chemistry	31%	Geology	10%
Mathematics	27%	Human Sciences	5%
Physics	24%	Hydrology	4%
Biology	23%	Other Natural Sciences	11%
Ecology	17%		

Areas of study

All Students | Humanities (1/1)

Area of study	All Students	Area of study	All Students
Linguistics/Foreign Languages	28%	Communication/Advertising/PR	11%
Teaching/Education	17%	Social Sciences	8%
International Relations	16%	Political Science	8%
Philology	12%	Creative Arts	7%
History/Philosophy	12%	Design	4%
Psychology	11%	Social work	4%
Journalism	11%	Other Humanities	9%

Areas of study

All Students | Law (1/1)

Area of study	All Students	Area of study	All Students
Civil law	60%	Tax law	13%
Criminal Litigation	33%	International Commercial Law	10%
Constitutional law	26%	Media Law	5%
International Law	22%	Law and Property Valuation	4%
Commercial Law	16%	Energy law	4%
Financial law	15%	Other Law	11%

Areas of study

All Students | Health/Medicine (1/1)

Area of study	All Students	Area of study	All Students
Medicine	54%	Cosmetology	3%
Dentistry	21%	Physiotherapy	1%
Pharmacy	11%	Other Health/Medicine	10%
Veterinary science	5%		

Considered Employer Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	40,47%	↑ 1	Volkswagen Group	16	18,58%	→ 0
Google	2	36,49%	↓ -1	Samsung	17	18,56%	↑ 1
Gazprom Neft	3	34,20%	↑ 3	McKinsey & Company	18	18,55%	↓ -1
Yandex	4	30,34%	↓ -1	PepsiCo	19	18,50%	↑ 2
BMW Group	5	27,60%	↓ -1	Transneft	20	18,17%	↑ 19
Rosneft Oil Company	6	26,71%	↑ 29	Procter & Gamble (P&G)	21	17,67%	↓ -1
Microsoft	7	26,18%	↓ -2	Mars	22	17,21%	↓ -3
Sberbank of Russia	8	25,61%	→ 0	VTB Bank	23	16,06%	↑ 3
Nestlé	9	23,64%	→ 0	EY (Ernst & Young)	24	15,94%	→ 0
Lukoil	10	23,39%	↑ 4	Johnson & Johnson	25	15,85%	↑ 4
L'Oréal Group	11	20,97%	↑ 1	Nissan	26	15,39%	↓ -1
Unilever	12	20,57%	↑ 3	The Boston Consulting Group (BCG)	27	14,96%	↑ 4
Toyota	13	20,49%	↓ -2	PwC	28	14,82%	→ 0
Coca-Cola Hellenic	14	20,19%	↓ -1	Mail.Ru	29	14,69%	↑ 3
IKEA	15	19,55%	↓ -5	AlfaBank	30	14,43%	↑ 7

Considered Employer Ranking | Top 30

All Students | Engineering/Natural Sciences

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	43,13%	→ 0	Nissan	16	14,24%	→ 0
Gazprom Neft	2	37,41%	→ 0	RUSNANO	17	12,55%	→ 0
Rosneft Oil Company	3	31,77%	↑ 15	Intel	18	12,38%	↓ -4
Transneft	4	23,90%	↑ 11	Volvo Group	19	11,56%	→ 0
Rosatom	5	23,85%	↑ 4	SIBUR	20	11,39%	↓ -17
Lukoil	6	23,26%	↑ 1	General Electric (GE)	21	11,01%	↑ 1
Google	7	23,20%	↓ -3	Bosch	22	10,63%	↑ 6
Yandex	8	18,08%	↑ 4	MOSENERGO	23	10,58%	↑ 38
BMW Group	9	17,74%	↑ 1	Siemens	24	10,28%	↓ -1
Microsoft	10	17,09%	↓ -4	IKEA	25	9,43%	↑ 5
Toyota	11	16,53%	↓ -3	IBM	26	9,33%	↓ -6
Tatneft	12	15,70%	↑ 14	Russian Railways	27	9,22%	↑ 8
Surgutneftegas	13	15,47%	↑ 45	Nestlé	28	9,04%	↓ -1
Volkswagen Group	14	15,03%	↓ -3	Schlumberger	29	8,86%	↑ 7
Samsung	15	14,76%	↓ -2	Coca-Cola Hellenic	30	8,85%	↓ -6

Considered Employer Ranking | Top 30

All Students | IT

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	59,99%	→ 0	BMW Group	16	17,97%	→ 0
Yandex	2	58,85%	→ 0	Rosneft Oil Company	17	17,27%	↑ 30
Microsoft	3	48,93%	→ 0	Cisco Systems	18	16,85%	↓ -4
Intel	4	36,58%	→ 0	Toyota	19	16,78%	↓ -1
Mail.Ru	5	33,74%	↑ 3	IKEA	20	15,88%	↑ 4
Kaspersky Lab	6	33,15%	→ 0	AlfaBank	21	15,80%	↑ 12
Samsung	7	31,80%	→ 0	Rosatom	22	14,07%	↑ 10
IBM	8	30,42%	↓ -3	Tinkoff Bank	23	14,07%	NEW -
Gazprom	9	29,97%	↑ 1	Rostelecom	24	13,97%	↑ 2
Sberbank of Russia	10	27,68%	↑ 2	VTB24	25	13,35%	↓ -2
Nvidia	11	27,42%	↓ -2	Lukoil	26	13,11%	↑ 2
SberTech	12	25,18%	NEW -	Nissan	27	12,97%	↓ -6
Gazprom Neft	13	23,73%	↑ 4	Volkswagen Group	28	12,53%	↓ -8
Lenovo	14	20,82%	↓ -3	ABBYY	29	12,43%	↓ -10
2Gis	15	19,70%	↓ -2	Philips	30	12,32%	↓ -8

• 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 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	24,87%	↑ 1	Procter & Gamble (P&G)	16	5,90%	↑ 3
Google	2	23,21%	↓ -1	PwC	17	5,88%	→ 0
Gazprom Neft	3	16,21%	↑ 1	Mars	18	5,60%	→ 0
Yandex	4	13,82%	↑ 2	Coca-Cola Hellenic	19	5,60%	↓ -3
Sberbank of Russia	5	12,73%	↑ 2	The Boston Consulting Group (BCG)	20	5,51%	↑ 3
BMW Group	6	12,07%	↓ -3	Russian Railways	21	5,00%	↑ 21
Microsoft	7	10,28%	↓ -2	KPMG	22	4,98%	↓ -1
Rosneft Oil Company	8	9,80%	↑ 16	Toyota	23	4,85%	↓ -3
McKinsey & Company	9	9,12%	↓ -1	Samsung	24	4,70%	↑ 3
L'Oréal Group	10	8,72%	→ 0	Transneft	25	4,34%	↑ 13
Unilever	11	8,29%	→ 0	Mail.Ru	26	4,19%	↑ 2
EY (Ernst & Young)	12	7,37%	→ 0	PepsiCo	27	4,11%	↑ 8
Lukoil	13	7,29%	↑ 1	Moscow Exchange MOEX	28	3,91%	↑ 30
Nestlé	14	6,90%	↑ 1	Goldman Sachs	29	3,75%	↓ -3
IKEA	15	6,90%	↓ -2	AlfaBank	30	3,74%	↑ 16

Ideal Employer Ranking | Top 30

All Students | Engineering/Natural Sciences

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	29,89%	→ 0	Schlumberger	16	4,96%	↑ 4
Gazprom Neft	2	21,71%	↑ 2	RUSNANO	17	4,73%	↓ -5
Google	3	16,01%	↓ -1	SIBUR	18	4,72%	↓ -15
Rosneft Oil Company	4	15,29%	↑ 9	Siemens	19	4,59%	↑ 2
Rosatom	5	13,21%	↑ 1	Russian Railways	20	4,02%	↑ 6
BMW Group	6	9,61%	↑ 3	Surgutneftegas	21	4,00%	↑ 39
Lukoil	7	9,55%	→ 0	Nissan	22	3,97%	↑ 5
Yandex	8	9,30%	↑ 2	Nestlé	23	3,68%	→ 0
Microsoft	9	8,78%	↓ -4	MOSENERGO	24	3,47%	↑ 34
Transneft	10	7,63%	↑ 6	IKEA	25	3,46%	↓ -3
Toyota	11	5,90%	↑ 4	Tatneft	26	3,16%	↑ 8
Intel	12	5,80%	↓ -1	Volvo Group	27	3,14%	↑ 11
General Electric (GE)	13	5,15%	↑ 4	Sberbank of Russia	28	3,12%	↓ -4
Volkswagen Group	14	5,06%	↑ 4	Sukhoi Company	29	3,00%	↑ 17
Samsung	15	4,97%	↓ -1	Shell	30	2,89%	↓ -2

Ideal Employer Ranking | Top 30

All Students | IT

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	49,48%	→ 0	2Gis	16	4,82%	→ 0
Yandex	2	41,22%	→ 0	Cisco Systems	17	4,57%	↓ -5
Microsoft	3	32,27%	→ 0	IKEA	18	4,57%	↑ 9
Intel	4	20,35%	→ 0	Rosatom	19	3,95%	↑ 3
Mail.Ru	5	14,29%	→ 0	Rosneft Oil Company	20	3,29%	↑ 26
Gazprom	6	13,97%	↑ 3	Lenovo	21	3,05%	↓ -3
Kaspersky Lab	7	13,88%	→ 0	Lukoil	22	3,01%	↑ 3
Nvidia	8	13,10%	→ 0	Russian Railways	23	2,91%	↑ 16
IBM	9	11,63%	↓ -3	Rostelecom	24	2,88%	→ 0
Samsung	10	9,71%	→ 0	AlfaBank	25	2,82%	↑ 17
Sberbank of Russia	11	9,00%	→ 0	Toyota	26	2,53%	↓ -5
SberTech	12	8,46%	NEW -	SAP	27	2,52%	↓ -7
Gazprom Neft	13	8,43%	↑ 4	Tinkoff Bank	28	2,51%	NEW -
BMW Group	14	5,27%	↑ 1	EPAM	29	2,45%	NEW -
Riot Games	15	4,93%	↓ -1	ABBYY	30	2,39%	↓ -11

Potential Applicants' Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	6,51%	→ 0	KPMG	16	2,01%	↓ -6
Sberbank of Russia	2	4,41%	↑ 1	Lukoil	17	1,82%	↓ -1
Google	3	4,16%	↓ -1	Nestlé	18	1,77%	↑ 1
Gazprom Neft	4	3,98%	↑ 2	Deloitte	19	1,47%	↑ 3
EY (Ernst & Young)	5	3,44%	↓ -1	Coca-Cola Hellenic	20	1,36%	→ 0
Unilever	6	3,31%	↑ 1	Microsoft	21	1,31%	↓ -4
McKinsey & Company	7	3,29%	↓ -2	IKEA	22	1,28%	↑ 6
PwC	8	2,78%	→ 0	Russian Railways	23	1,20%	↑ 24
Yandex	9	2,75%	↑ 3	Bain & Company	24	1,18%	↓ -3
BMW Group	10	2,54%	↓ -1	AlfaBank	25	1,16%	↑ 10
Procter & Gamble (P&G)	11	2,21%	↑ 2	Goldman Sachs	26	1,15%	↓ -8
Mars	12	2,18%	↑ 3	VTB Bank	27	1,15%	↑ 2
Rosneft Oil Company	13	2,17%	↑ 13	J.P. Morgan	28	1,13%	↓ -4
L'Oréal Group	14	2,08%	↓ -3	British American Tobacco	29	1,10%	↓ -2
The Boston Consulting Group (BCG)	15	2,04%	↓ -1	Mail.Ru	30	1,07%	↑ 3

Potential Applicants' Ranking | Top 30

All Students | Engineering/Natural Sciences

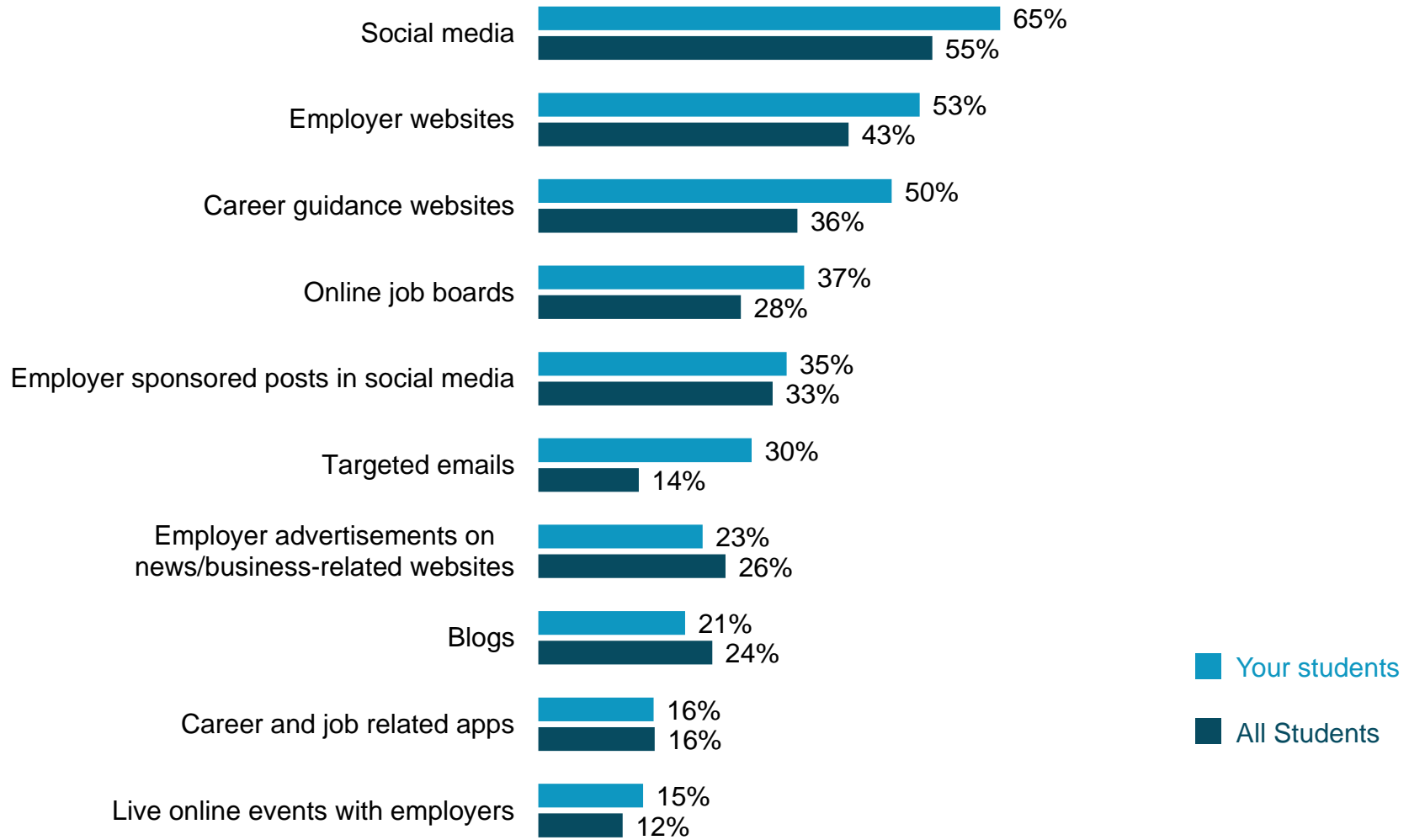
Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Gazprom	1	11,23%	↑ 1	Siemens	16	1,38%	↑ 3
Gazprom Neft	2	7,43%	↑ 1	Toyota	17	1,34%	↑ 3
Rosneft Oil Company	3	6,73%	↑ 2	Microsoft	18	1,33%	↓ -6
Rosatom	4	5,38%	↑ 2	MOSENERGO	19	1,26%	↑ 31
Lukoil	5	3,89%	↓ -1	Unilever	20	1,19%	↑ 7
Schlumberger	6	2,98%	↑ 2	Volkswagen Group	21	1,16%	↓ -5
Transneft	7	2,81%	↑ 2	Sukhoi Company	22	1,15%	↑ 16
BMW Group	8	2,48%	↑ 5	Intel	23	1,14%	↓ -5
Google	9	2,47%	↓ -2	Samsung	24	1,13%	↑ 9
SIBUR	10	2,31%	↓ -9	Bosch	25	1,09%	↑ 14
Surgutneftegas	11	2,09%	↑ 40	Nissan	26	1,07%	↑ 15
Yandex	12	2,06%	↓ -2	Schneider Electric	27	1,07%	↑ 8
General Electric (GE)	13	1,84%	↑ 1	RUSNANO	28	1,04%	↓ -13
Russian Railways	14	1,78%	↑ 3	Coca-Cola Hellenic	29	0,99%	↓ -5
Shell	15	1,73%	↑ 6	Sberbank of Russia	30	0,89%	↑ 1

Potential Applicants' Ranking | Top 30

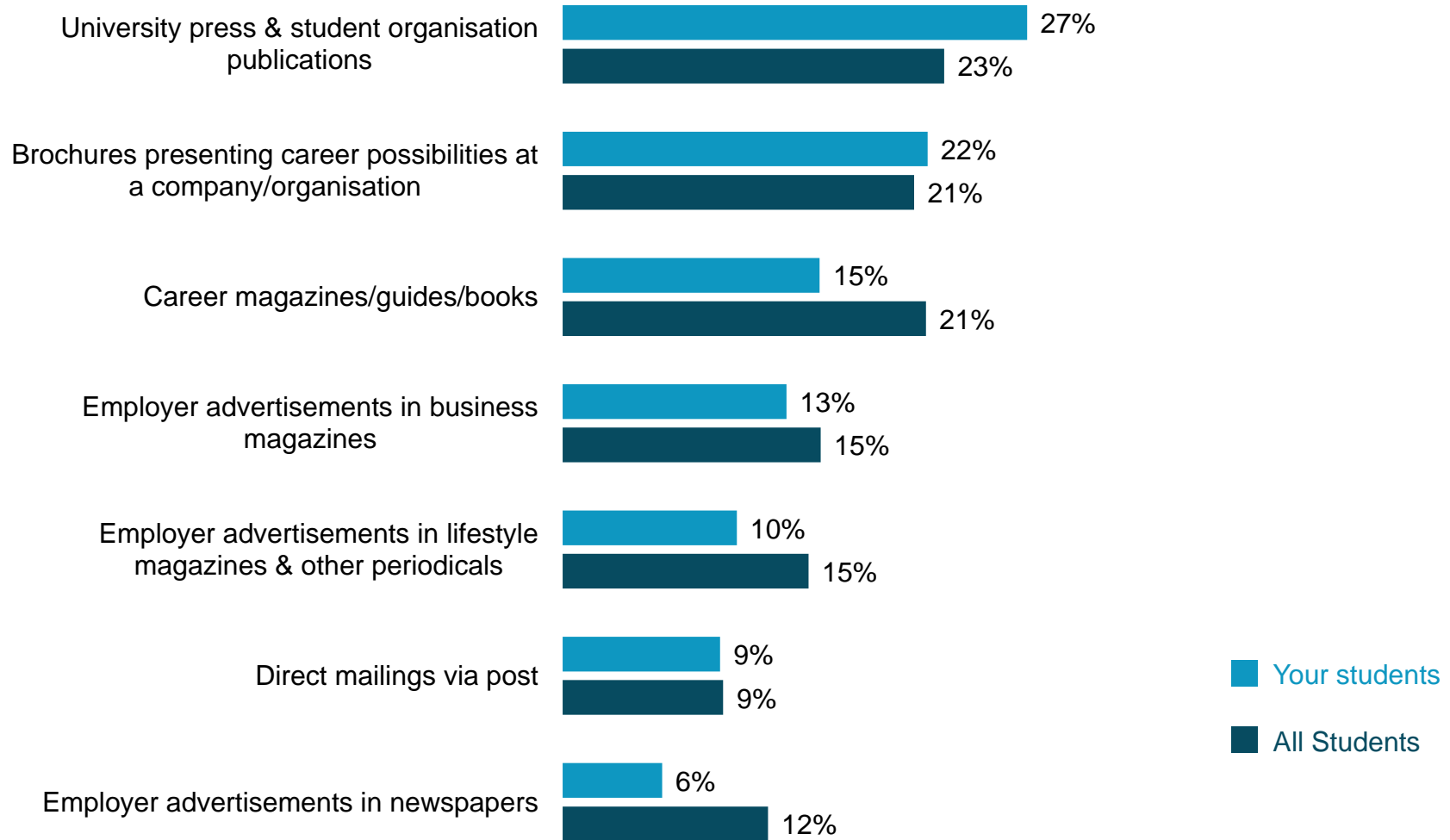
All Students | IT

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Yandex	1	13,72%	↑ 1	BMW Group	16	1,18%	↓ -3
Google	2	13,13%	↓ -1	Rosatom	17	1,14%	↑ 8
Microsoft	3	6,31%	→ 0	Lukoil	18	1,10%	↑ 10
Intel	4	4,76%	→ 0	2Gis	19	1,00%	↓ -2
Kaspersky Lab	5	4,24%	→ 0	Lenovo	20	0,84%	↑ 21
Mail.Ru	6	4,14%	→ 0	McKinsey & Company	21	0,82%	↓ -1
Gazprom	7	3,34%	→ 0	Unilever	22	0,82%	↑ 35
Gazprom Neft	8	2,98%	↑ 6	Mars	23	0,81%	↓ -4
SberTech	9	2,89%	NEW -	KPMG	24	0,78%	↑ 7
Sberbank of Russia	10	2,80%	↓ -2	Tinkoff Bank	25	0,78%	NEW -
Nvidia	11	2,29%	→ 0	ABBYY	26	0,77%	↓ -8
IBM	12	2,16%	↓ -3	Russian Railways	27	0,77%	↑ 28
Samsung	13	1,95%	↓ -3	SAP	28	0,72%	↓ -12
EPAM	14	1,39%	NEW -	Rosneft Oil Company	29	0,72%	↑ 16
Rostelecom	15	1,32%	↑ 15	PwC	30	0,69%	↓ -9

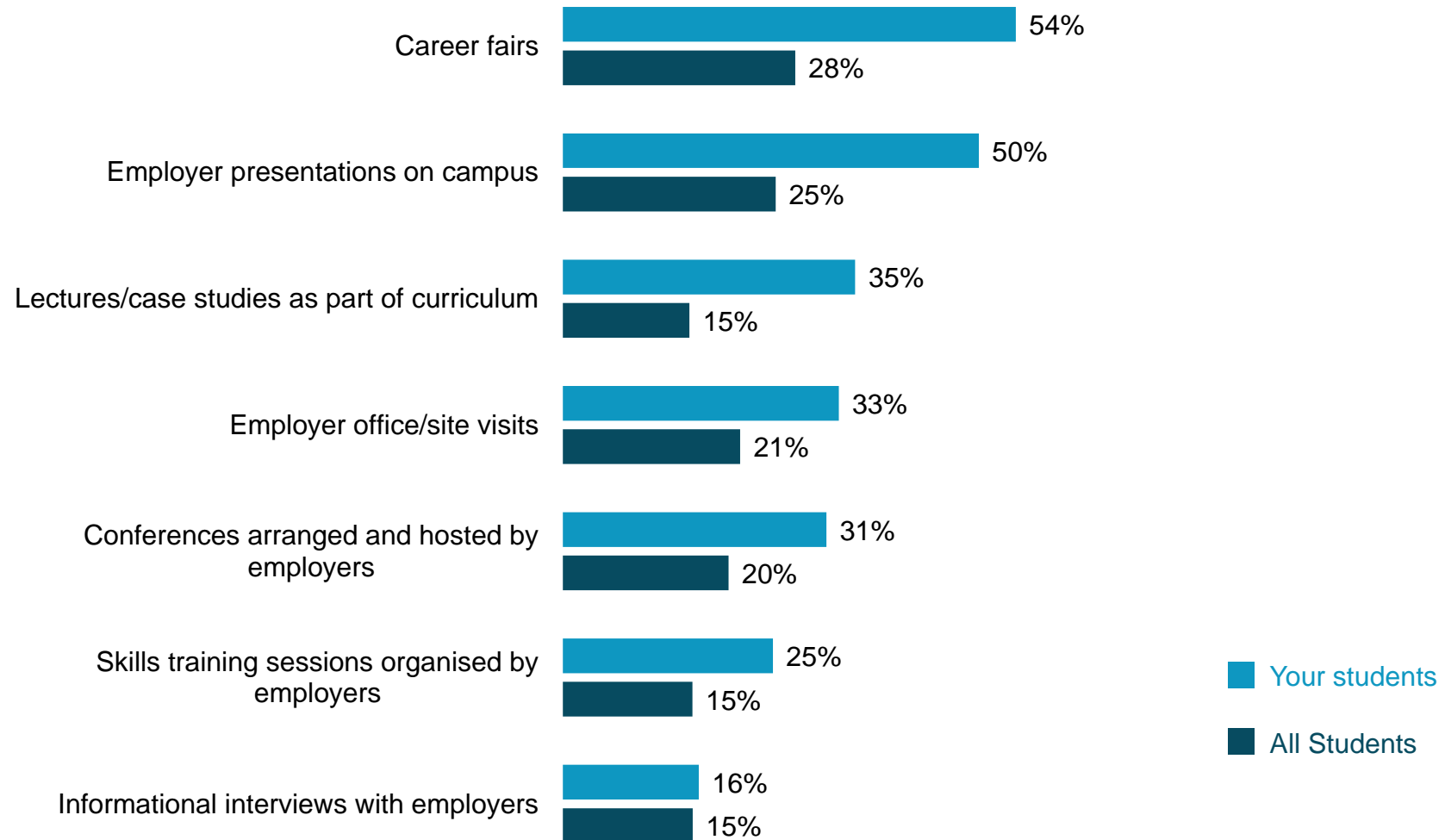
Digital communication channels for employers



Print communication channels for employers



In-Person communication channels for employers





IDEALIST

INTRODUCTION

Although Idealists are focused on aligning their career with their values, their dedication has a practical side. Idealists don't spend time complaining - instead, they come up with real-world solutions to advance the greater good. Whether they work for large corporations or small, family-owned businesses, you can be sure Idealists are in the trenches, using a hands-on approach to tackle social and environmental issues. Idealists are particularly skilled with creative experimentation, which often results in innovative solutions to business problems.

Idealists choose employers who focus on corporate responsibility and community partnerships, and they carefully research company culture before accepting an offer. They want to be sure the work environment is one of collaboration, recognition and mutual respect. Idealists take business ethics seriously, and they can be relied upon to hold themselves and their employers to the highest ethical standards.

STRENGTHS & OPPORTUNITIES

Idealists bring a lot to the table when getting the job done right. Some of the strengths that stand out include:

- Idealists do the right thing - even when no one is looking.
- Idealists are leaders and motivators - they have a natural ability to motivate others to get things done.

Of course, even the best qualities can be taken to an extreme:

- Idealists take their philosophical positions and personal values seriously, which leaves little room for disagreement. This can be tough on colleagues who have an alternative perspective.
- Idealists sometimes take on more than they can handle, leaving them exhausted and overwhelmed.

SUCCESS STORIES

Idealists know that one person can change the world, and they pursue their goals driven by a passion for making a difference. These Idealists are known for the impact they have made in their fields:

Lead singer of U2, [Bono](#), has leveraged his status as household name to fight for social justice in all parts of the globe. In particular, he works to end poverty, hunger and diseases impacting impoverished communities.

Harvard Law School graduate [Aaron Bartley](#) showed the unique leadership skills of an Idealist long before he obtained his law degree. While still in school, he co-founded the Harvard Living Wage Campaign, and after graduation, he went on to co-found the highly successful People United for Sustainable Housing (PUSH).

[Muhammad Yunus](#), a Bangladeshi social entrepreneur and economist was awarded the Nobel Peace Prize in 2006 for founding Grameen Bank, which pioneered the concepts of microcredit and microfinance. His bank gave loans to entrepreneurs too poor to receive traditional bank loans, creating social mobility and development from below. He is also a co-founder of the Yunus Social Business Centres (YSBC). YSBC's vision is to encourage a new, humane capitalism through managing incubator funds for social businesses and providing advisory services to companies, governments and NGOs around the world.

CAREER PATH

Since Idealists are focused on passion projects, they often hold their first leadership roles before they enter the working world. They plan and manage fundraisers, train volunteers or participate in major projects for non-profit organizations while working in unrelated entry-level jobs. This often results in an uneven rate of career growth, because Idealists will suddenly take a giant leap forward when they find an employer that values their non-traditional leadership experience.

WORKPLACE HABITS

Idealists make it a point to do the right thing, so they can be relied upon to come in on time, complete their work and meet deadlines. Other workplace habits include:

- A balanced approach to people-focused vs. task-based activity
- A strong focus on finding solutions and taking action, rather than waiting for someone else to take charge.



INTERNATIONALIST

INTRODUCTION

New cultures and new connections are critically important to the Internationalist, who wants a career that offers the opportunity for world travel. These individuals want to explore every corner of the globe, and they are happiest in a job that keeps them moving. Boredom is the enemy for Internationalists, and they hope to one day have a chance to lead a team or influence a project that has a significant impact on the business.

These adventurers are skilled collaborators and relationship builders. They are comfortable in unfamiliar situations, and they are easily able to make connections with new colleagues and business partners. Curiosity drives Internationalists, and they rapidly absorb international customs and manners. As a result, Internationalists are an excellent choice to move the business into uncharted territory - for example, expanding into new markets or building global supply chains.

STRENGTHS & OPPORTUNITIES

Basic values drive the decision-making process for Internationalists, and they can be counted upon to do the right thing.

- Internationalists are known for their honesty and integrity, and they take ethical obligations quite seriously.
- Because Internationalists are dedicated individuals, in a pinch, they will be flexible with their time to ensure organizational needs are met.

Of course, there are some routine responsibilities in every position, and Internationalists might struggle with these.

- Internationalists are driven to seek out new experiences, and on-going completion of repetitive tasks can quickly lead to disengagement.
- While Internationalists reliably meet their deadlines, this might come at a cost to their personal life.

SUCCESS STORIES

Internationalists often spark worldwide conversation as a result of their dramatic forays into the unknown. More often than not, Internationalists are the first to visit exotic new locations, like the top of Mount Everest, and they make history for their achievements in exploration. These are just a few of the Internationalists who have made their mark.

[Cassie DePecol](#) dreamed of seeing every country in the world, and on July 24, 2015, she set out to do just that. Over the course of approximately two years, DePecol has been on a journey to increase cultural understanding as a representative of the [International Institute of Peace Through Tourism](#), combining her passion for travelling with her career. When she completed her voyage in 2017, she became the first woman to see all 196 countries.

[Harriet Chalmers Adams](#) wanted to see the world at a time when women had limited career options. She developed strong photography skills and paired them with her innate talent for story-telling, eventually taking a position as a war correspondent. This allowed Adams to indulge her passion for travel while being paid for her work.

[Carl Pei](#), an entrepreneur with an international background who took true advantage of this and co-founded the mobile phone company OnePlus. This was the first global direct-to-consumer unlocked mobile phone provider. It quickly became a popular brand worldwide. Born in China, Pei's family moved to Sweden when he was six. Pei took advantage of his international heritage early on, buying gadgets from China and using online platforms like Ebay to sell them on. He eventually used a factory in China to put his own brand to the products he sold, whilst also building the international relationships that would lead him to co-found OnePlus.

CAREER PATH

Because Internationalists are focused on the experience rather than achievement, their career paths often take many twists and turns. They tend to take jobs that offer travel opportunities, whether the position is a promotion, demotion, or lateral move. As long as the new experiences keep coming, Internationalists are content to keep the same position for a longer period of time.

WORKPLACE HABITS

Leaders enjoy having Internationalists on staff to handle any off-site work that needs doing. After all, many employees have other obligations that make business travel a real burden.

- Internationalists have strong communication and collaboration skills, easily able to make a connection with every person they meet.
- These individuals are future-oriented, always keeping an eye on how the current proposal will affect future goals.
- Big picture thinking allows Internationalists to make connections and predict the impact of business decisions long-term. This can be invaluable information for busy leaders.



HUNTER

INTRODUCTION

Always on the prowl for the next opportunity, Hunters are driven by their passion for achievement. These individuals are looking for competitive compensation and the promise of career advancement - along with the potential for high future earnings. Hunters are adaptable, quickly acclimatizing to a new company, and they are able to reinvent themselves as required to fit organizational needs.

Hunters are focused on solutions first, and their ability to innovate makes them an asset to any business. Strong skills in problem-solving make Hunters popular with clients, and sales positions are a natural fit. Because they are focused on increasing their compensation, they are especially motivated by commission-based roles.

STRENGTHS & OPPORTUNITIES

Hunters enter the organization like a storm, full of energy and ambition, bringing a host of strengths to their organizations.

- They are team-oriented and skilled at collaboration, regardless of how long they have worked with their colleagues.
- They are persuasive, able to gain consensus from individuals and groups, making it easier to move forward on internal projects, external sales, and overall continuous improvement.

Of course, that ambition comes at a price, and Hunters can take a toll on their leaders.

- Hunters don't put much stock in company loyalty, and they will often accept an offer if the grass looks greener elsewhere. Money is their primary motivator.
- Perfection is not a priority - while work will always be on-time and technically correct, Hunters aren't known for providing exceptional products when they are in a time-crunch.

SUCCESS STORIES

Hunters don't shy away from hard work, and they make sure that their efforts yield exceptional rewards. These individuals are committed to reaching the top of their fields, finding their way over and around any obstacles:

Businessman, entrepreneur, and former Presidential candidate [Ross Perot](#) is a Hunter. Though he came from humble beginnings, his drive and ambition propelled his career forward quickly. In his position as an IBM salesman, Perot distinguished himself by reaching the annual sales quota in just two weeks.

[Ross McEwan's](#) passion might be his New Zealand farm, but career-wise, he has been on the hunt for bigger and better opportunities for decades. Early on, he worked hard to establish strong foundational knowledge in banking and finance, which made him a top candidate for senior management positions in increasingly larger financial institutions. Today, McEwan leads the Royal Bank of Scotland, which has offices in the UK, Europe, Asia, and the United States.

Senator [Harry Reid](#) started his life in a ghost town. Searchlight, Nevada, had a population of just two hundred people, and his home didn't have indoor plumbing. Reid focused on his goal of gaining prestige and financial security, eventually leading the Democratic majority in the US Senate.

CAREER PATH

The Hunter is anything but methodical when it comes to career progression, and climbing the career ladder one rung at a time leads to frustration. These ambitious workers do whatever it takes to skip steps, whether that means excelling in their current jobs so they are selected for leadership positions or moving on to a new organization. Many Hunters fully expect to find themselves in the C-suite midway through their careers. Fortunately, their solid skills, innovation, and strong work ethic make this goal achievable.

WORKPLACE HABITS

Overall, leaders are generally thrilled to have a Hunter on their team, because their work ethic and drive is unmatched.

- These individuals will always put deadlines and client needs ahead of their own personal lives, making them easy to manage.
- Leaders can expect work to be on-time, though it is possible that Hunters will cut corners here and there as necessary to meet deadlines.
- Hunters are problem-solvers by nature, and they offer creative solutions to complex issues.
- Financial recognition is a simple and effective method of keeping Hunters engaged.



CAREERIST

INTRODUCTION

The ambitious Careerist is nothing if not practical. Careerists don't expect promotions to magically appear. Instead, these hard workers roll up their sleeves and give every position their best, adding value that leads to future career opportunities.

Careerists move through their career progression step by step, making the most of each chance to learn new skills. They always have their eyes on their ultimate goal: reaching the very top. Popular career paths for the Careerist include management tracks in large organizations and careers that have clearly defined paths from entry-level to leadership.

The challenges they may face on this upward path only spur them ever onward. With the knowledge gained at each step adding to their growing arsenal of skills, careerists find themselves well-equipped to steadily overcome obstacles and move forward.

STRENGTHS & OPPORTUNITIES

Careerists possess great strengths:

- They have a remarkable ability to collaborate and adapt, no matter what their job title is.
- These individuals work well in teams, offering support and career development to others who wish to learn.

These strengths eventually turn into leadership positions, as Careerists earn the respect of their leaders, peers and subordinates.

However, the drive to achieve can take a dark turn if Careerists find themselves with a toxic manager.

- Lack of recognition for their hard work can take a toll on engagement and productivity.
- Careerists don't let criticism roll off their backs, and they are harder on themselves than anyone else.
- When in positions where they feel unsuccessful, Careerists can lose their confidence, leading to long periods on the same rung of the ladder.

SUCCESS STORIES

Careerists often work their way up from the ground floor, running companies where they were once entry-level workers.

In 1971, [Jim Skinner](#) took a job as a McDonald's restaurant manager trainee. He mastered a series of progressively more responsible positions, until he was ultimately named vice chairman and CEO in November 2004.

[Ursula Burns](#) knew hard work would take her far, but when she started as an intern at Xerox, she had no idea where she would end up. She moved into an executive assistant role, where she learned the skills needed to successfully run a business. After a long series of career steps, Burns was named chairman and CEO of Xerox in 2009, making her the first African-American woman to lead a Fortune 500 company.

Though stories of mailroom clerks working their way up to executive positions seems like a fairy tale, [Dick Grasso](#) lived this amazing journey. He started off in the mailroom of the New York Stock Exchange in 1968 and proved his ability to lead over and over again. He climbed the career ladder rung by rung, and he was named chairman and chief executive in 1995.

CAREER PATH

A Careerist's career path often follows a very straightforward route. With an affinity for organization and structure, the Careerist will seek the path that offers the perfect combination of stability and upward progression. This often means that Careerists seek to remain with an employer for the long haul, rather than jumping from ship to ship.

This loyalty and dependability is often enough to earn them the respect of their employers, which further helps propel them along their path. Such organizations where these traits will serve a careerist well include careers in the military, law enforcement, the financial sector, law or various medical professions.

Along their path, Careerists always seek to maintain a strong image of professionalism, while also acting according to their strong values and principles. To that end, they often quickly rise to a managerial position, as they typically exhibit many leadership traits.

WORKPLACE HABITS

Careerists are often easy to recognize due to their definitive workplace habits:

- Careerists work hard to ensure that their work always exhibits the highest standards of quality--they will never seek to cut corners.
- Always striving to follow the rules, these by-the-book workers know their responsibilities and work dutifully to complete them each day.
- Careerists are also loyal, and should one earn their respect, they will remain steadfast in their resolve to help that person achieve greatness as well.
- Careerists can often be stubborn--a careerist that operates too by-the-book can be limited in flexibility when working with other personality types.
- A careerist is not afraid to voice his or her opinion--however, some opinions aren't always warranted or helpful.
- Those who don't work as enthusiastically as careerists do can lose a careerist's respect, making it hard for them to work together.



HARMONIZER

INTRODUCTION

Job-hopping is fashionable in today's ever-changing business environment, but that is one trend that the Harmonizer career type won't follow. These loyal employees treat their coworkers like family, and they are always ready to take on additional responsibilities for the good of the team. Because they are focused on building strong relationships, they are excellent additions to collaborative team environments. Harmonizers are happiest when their colleagues are content, and they have a talent for finding win-win solutions to interpersonal problems.

STRENGTHS & OPPORTUNITIES

Because Harmonizers are so positive, they bring a wide variety of strengths to their work. Examples include:

- Harmonizers are frequently recognized for influencing and leading coworkers through organizational changes.
- Managers often rely on Harmonizers to get the job done, because they are dedicated to putting in extra effort when required for the good of the team.

Harmonizers do have opportunities for growth, and many set goals to overcome these issues:

- Spending too much time focused on interpersonal relationships at work to the exclusion of completing work responsibilities.
- Creating a balance between work and family -- Harmonizers have a hard time saying no, which leads to time conflicts.

SUCCESS STORIES

Some of the most successful individuals in the business world capitalized on their interpersonal skills to boost their career development. These Harmonizers can be found in a wide variety of top employers across industries. Examples include:

Former Evernote CEO [Phil Libin](#) thought that the only way to be happy at work was to stick with companies that have no more than 50 employees. However, as a Harmonizer, he was able to transform the work environment of a mammoth technology company into a culture of relationships and cross-team collaboration usually only seen in tiny startups.

[Tony Hsieh](#), CEO of Zappos, has created an extraordinary career from finding and sharing happiness. After selling his startup at the age of 24 because he wasn't enjoying his job anymore, he wrote the bestselling book "Delivering Happiness" and launched his own coaching company. As leader of Zappos, he has created a work environment that is considered the gold standard in employee engagement.

[Eleanor Roosevelt](#), was not only the First Lady of the US but also played a key harmonizing role during her distinguished career as a diplomat. She was instrumental in the founding of the United Nations and the US joining the organization. She subsequently became the first delegate from the US to the UN. Whilst serving as the first chair of the UN Commission on Human Rights, she oversaw the drafting of the Universal Declaration of Human Rights and constantly worked to gain closer cooperation between countries on issues of Human Rights.

CAREER PATH

Loyalty to their managers, coworkers and company keeps Harmonizers from job-hopping, which means they usually enjoy a straightforward career trajectory. Through hard work and a reputation for communication and collaboration, they are regularly promoted to positions that are increasingly more responsible. However, Harmonizers won't stay in a job that threatens their happiness and well-being for very long. When the environment is dysfunctional or toxic, Harmonizers move on, and their long list of accomplishments makes them attractive candidates for future career advancements in alternative organizations.

WORKPLACE HABITS

It is easy to spot Harmonizers in the workplace -- they are the first to greet you and make introductions when you walk into a room. Other workplace habits include:

- A focus on actionable solutions -- count on Harmonizers to find creative ways to overcome obstacles.
- Strong communication skills -- when there is a lot of disagreement in how to move forward, Harmonizers can always find common ground.



LEADER

INTRODUCTION

While leaders might know business processes inside and out, their true strength is seeing the big picture. These take-charge individuals can relate individual tasks and assignments to larger organizational goals, and they have a gift for communicating their vision in a way that inspires their teams - and themselves - to push forward through tough times to achieve exceptional results.

STRENGTHS & OPPORTUNITIES

Leaders typically possess the following strengths:

- Leaders understand the value of teamwork, and they are skilled at creating cohesive groups to get the job done.
- Leaders don't fear responsibility - they thrive on it. You can count on leaders to accept accountability for end results.
- Leaders are introspective and quick to identify their own opportunities for growth. By the time you give them feedback, they are typically already aware of and working on the issue.

Of course, no one is perfect, and even leaders have challenges to overcome.

- A strong desire to be the master of their own fates makes it hard for leaders to accept authority. Since everyone answers to someone - even if it is an entrepreneur answering to investors and clients - leaders can struggle when they need to give up some control.
- Leaders are their own harshest critics. Sometimes, they hold team members to the same unreasonably high standards that they hold themselves to. This can damage relationships with those they are leading.

SUCCESS STORIES

The world is full of successful leaders who have transformed the world we live in. Some of today's biggest influencers include these remarkable examples:

[Indra Nooyi](#), coming from humble beginnings, she gained admission to Yale School of Management and worked night shifts so she could pay for her college tuition. After working in various organizations such as Boston Consulting Group and Motorola she was appointed CEO of PepsiCo, making her the leader of the second largest food and beverage company in the world.

[Bill Gates](#), co-founder of Microsoft Corporation, has led the brand to become one of the most recognized in the computer industry. He has always looked forward, leading the pursuit to constantly diversify Microsoft products and has ingrained this into the organizational culture. He is also recognized for helping others by giving back through The Bill and Melinda Gates Foundation, providing the funding for necessary resources to people all over the world to improve both their lives and their career opportunities.

[Salil Shetty](#), as Secretary General of Amnesty International since 2010, he has lead the organization's movement to end human rights violations worldwide. He has held leadership positions in several humanitarian organizations including the United Nations Millennium Campaign and ActionAid. During his time at ActionAid he is credited with transforming the charity into one of the world's leading international development NGOs.

CAREER PATH

Most leaders know where their passion lies early in their careers, and they get themselves on the path to management as early as possible. From Student Council positions in high school to leading projects and student organizations in college, these individuals have been developing leadership skills their entire lives. They make it a point to excel in entry-level jobs, ensuring they will be selected for increasingly responsible supervisory positions. They often volunteer for stretch assignments, creating a solid reputation that sets them apart from their peers.

WORKPLACE HABITS

Leaders feel most alive in collaborative environments, when they challenge themselves, when their team wins and when they have learned something new. Other workplace habits include:

- A preference for making decisions using a flexible work style that goes with the flow, getting the best from every team member.
- An energetic workstyle, expecting a lot from themselves and others.
- A tendency to sacrifice personal time when working on exciting or important projects. This can be damaging to personal relationships in the long term.



ENTREPRENEUR

INTRODUCTION

Entrepreneurs are the type of individuals that create their own companies from the ground up. They can be found in organizations of all sizes, offering innovation and creativity to grow and expand the business. They thrive in an environment where they have some flexibility to pursue passion projects. As employees, entrepreneurs are fast learners, and they require ample development opportunities to stay engaged.

STRENGTHS & OPPORTUNITIES

Growing businesses often owe their success to the Entrepreneurs on staff, as these are the employees that find methods of differentiating the organization from competitors.

- Entrepreneurs have a strong work ethic, and they can always be counted on to go above and beyond when needed.
- These employees strive for perfection, and they place more weight on the quality of their product than meeting deadlines.

Managing Entrepreneurs can be tricky, and leaders need to understand when to be firm and when to allow flexibility.

- It can be difficult to persuade Entrepreneurs to attend to their day-to-day responsibilities when they are inspired by a new idea.
- Entrepreneurs tend to take on more than they can reasonably handle when new projects and development opportunities present themselves.

SUCCESS STORIES

The biggest advances in culture and technology don't generally come from the corporate world. Instead, they come from visionaries who take major risks by striking out on their own in pursuit of new ideas. These remarkable individuals are entrepreneurs - innovative thinkers who wouldn't settle for the status quo:

Entrepreneur [J.K. Rowling](#) didn't just change the world -- she created an entirely new one in her wildly popular Harry Potter series. Rowling built an empire based on a few sentences she scribbled on a coffee shop napkin.

[Steve Jobs](#) knew that computers could change the world -- but only if they were accessible and intuitive to everyday users. His creation of Apple computers has driven technological innovation, bringing the power of computers and later, mobile technology, to average homes around the globe.

[Harold Schultz](#) left Starbucks in 1985 due to his frustration at the owners not accepting his ideas. He managed to raise \$400,000 funding from various sources, including a doctor who was impressed with his willingness to take a 'gamble'. Schultz opened his own coffee store, reflecting his idea of what a coffee store should be. Two years after opening, the owners of Starbucks turned their attention to other ventures and Schultz bought Starbucks for \$3.8 million. Today Starbucks revenue totals \$21.67 billion and the chain can be found worldwide.

CAREER PATH

The career path of an Entrepreneur is a winding road, marked by soaring highs and crushing lows. Entrepreneurs take risks, building new businesses or creating innovative products within a larger organization. While they are natural leaders, Entrepreneurs aren't looking for power and prestige. As they grow and develop their skills, they encourage others to join their journey to challenge the status quo, finding bigger, better ways to get the job done.

WORKPLACE HABITS

It is easy to spot Entrepreneurs in crowd. They are the ones asking, "What if we do it another way?"

- Entrepreneurs are solution-focused, and they can be counted on to overcome obstacles that others can't quite manage.
- As employees, Entrepreneurs are ready to take on a challenge, and they make excellent additions to project teams.
- While Entrepreneurs expect fair compensation that permits them to live comfortably, their priority is developing their skills. Recognition in the form of interesting new assignments keeps these employees engaged.

THANK YOU!

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