



universum

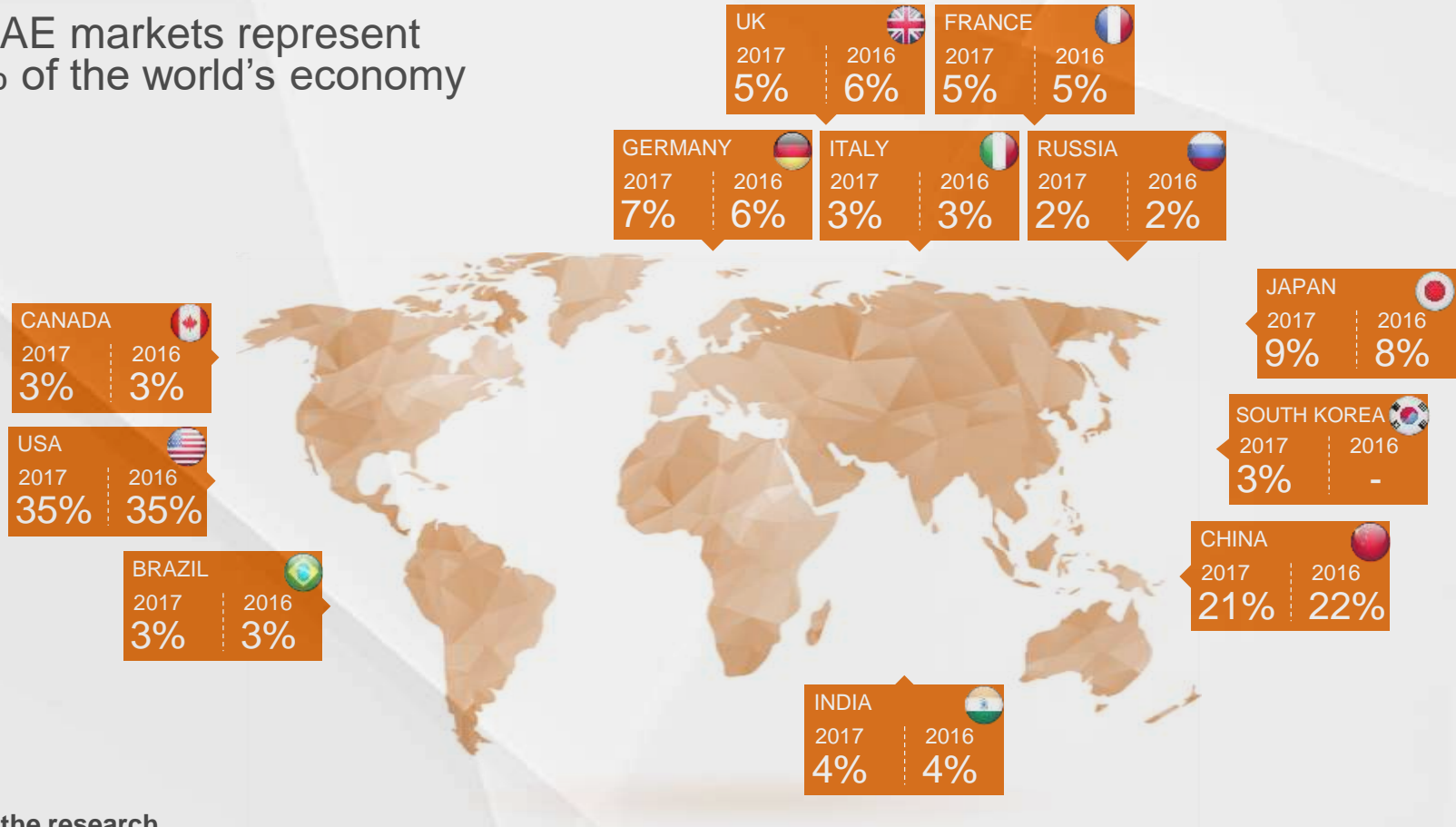


Media Support | Trends | Rankings

Under Embargo until June 28th | 9.00AM EST

2017 WMAE Rankings Methodology

WMAE markets represent 70% of the world's economy



About the research

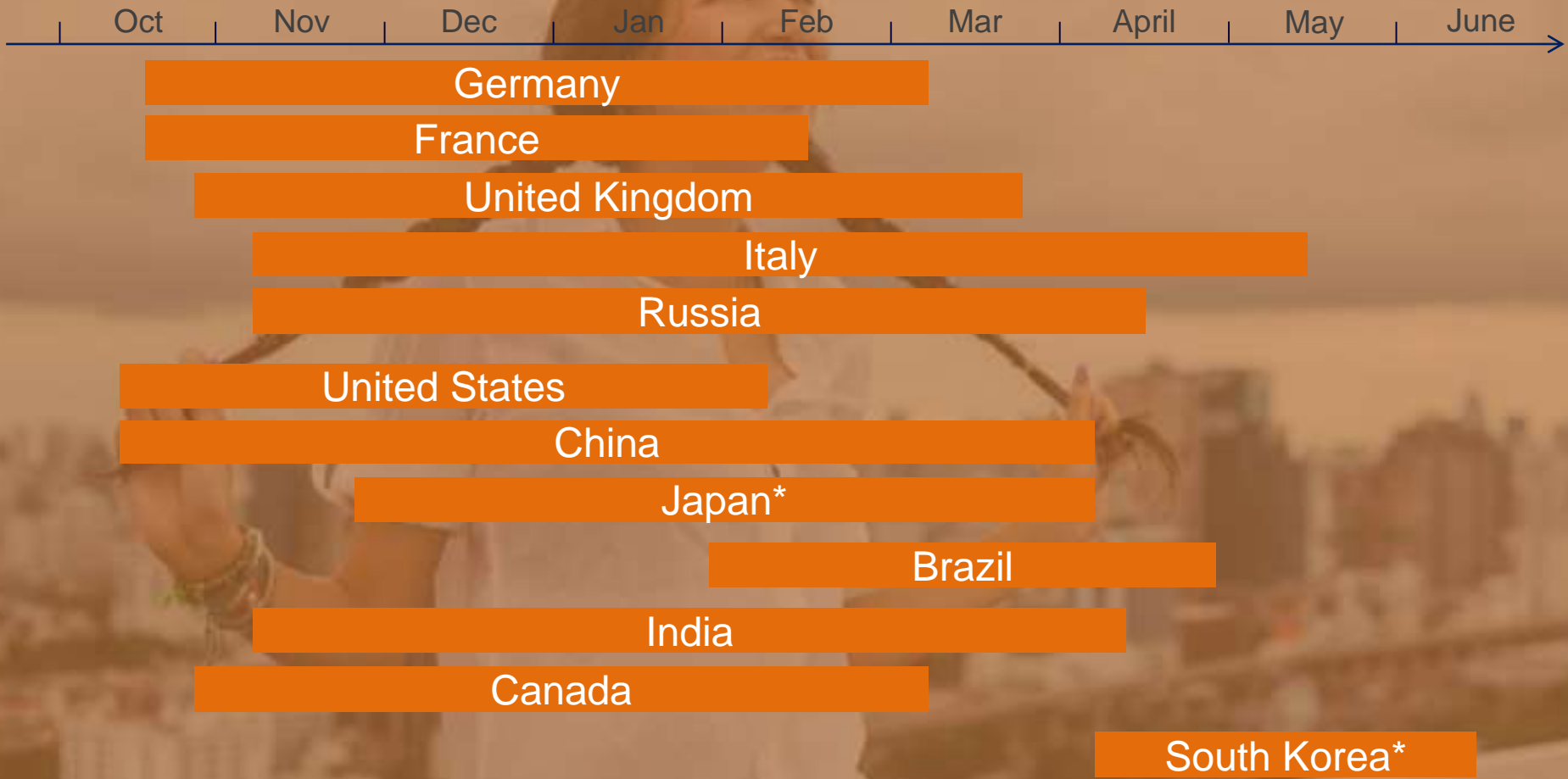
- Based on responses of 294 663 Business and Engineering/IT students
- Rankings weighted based on GDP size of the world's 12 largest economies
- To be considered, companies must be among the most attractive employers (top 90% of brands studied by Universum) in at least 6 of the 12 countries

2017 Survey Methodology – Details

- Compiled from the Universum Student Surveys conducted in the world's **12 largest economies***
- More than **290 000** business and engineering/IT students weighed in on what companies and employer characteristics they find most attractive.
 - To be exact, **145 437** business students and **149 226** engineering/IT students
- Includes all employers that are in the **top 90%** of the **Universum Ideal Employer Ranking** in at least **6** of the **12** markets.
- If an employer is not listed or is ranked outside the top 90% in a market, it gets a default ranking which is equal to the position of the last company in the **top 90%** for that market.
- Results are **weighted by GDP**, so that a high ranking position in the U.S. has a greater influence than a high ranking position in India, for example.
- In 2017 **Australia got replaced by South Korea** (South Korea climbed on the 11th place of the world's largest economies in 2017, resulting in Australia dropping out of the top 12)

Data collection period 2017

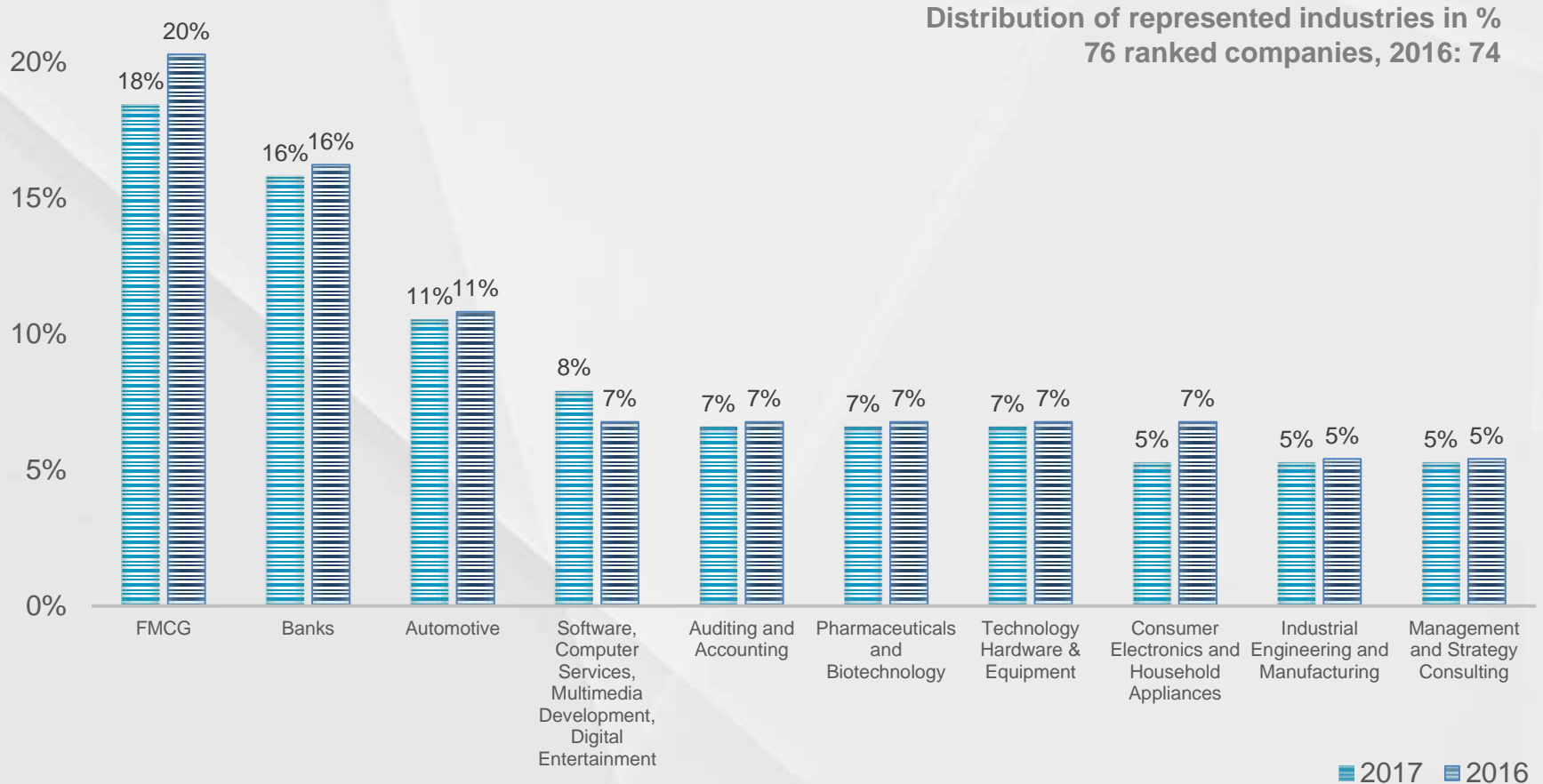
Data collection period for the Universum Talent surveys 2017 by market



WMAE Rankings 2017 | Business

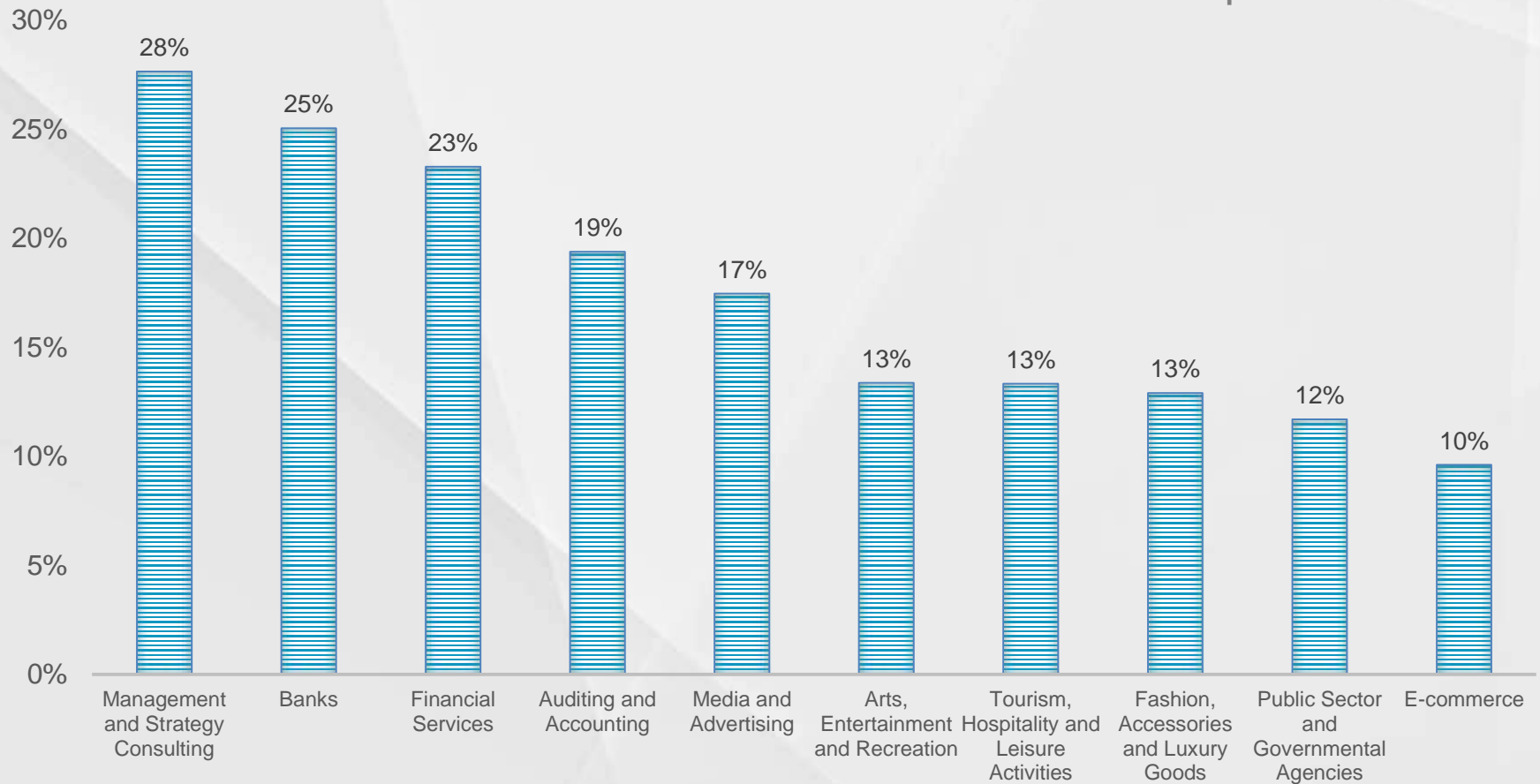
Employer	2017	2016		Employer	2017	2016	
Google	1	1	→	Amazon	26	NEW	NEW
Goldman Sachs	2	4	↑	Nestlé	27	25	↓
Apple	3	2	↓	Deutsche Bank	28	27	↓
EY (Ernst & Young)	4	3	↓	Facebook	29	NEW	NEW
PwC (PricewaterhouseCoopers)	5	5	→	Accenture	30	29	↓
Deloitte	6	6	→	PepsiCo	31	32	↑
Microsoft	7	7	→	LVMH Moët Hennessy Louis Vuitton	32	28	↓
L'Oréal Group	8	9	↑	Citi	33	30	↓
KPMG	9	8	↓	Barclays	34	31	↓
J.P. Morgan	10	10	→	Grant Thornton	35	34	↓
McKinsey & Company	11	11	→	HEINEKEN	36	37	↑
The Boston Consulting Group (BCG)	12	12	→	HSBC	37	35	↓
Procter & Gamble (P&G)	13	13	→	Daimler/Mercedes-Benz	38	36	↓
Morgan Stanley	14	14	→	General Electric (GE)	39	33	↓
Nike	15	16	↑	Volkswagen Group	40	40	→
BMW Group	16	15	↓	Credit Suisse	41	38	↓
adidas group	17	19	↑	Ford Motor Company	42	42	→
The Coca-Cola Co.	18	18	→	AB InBev	43	41	↓
Sony	19	17	↓	Intel	44	39	↓
Unilever	20	20	→	UBS	45	45	→
Johnson & Johnson	21	21	→	Toyota	46	44	↓
IKEA	22	23	↑	General Motors (GM)	47	46	↓
Bank of America Merrill Lynch	23	22	↓	Dell	48	49	↑
Bain & Company	24	26	↑	Samsung	49	47	↓
IBM	25	24	↓	3M	50	50	→

FMCG is the most represented industry on Business ranking, followed by Banks and Automotive | Business



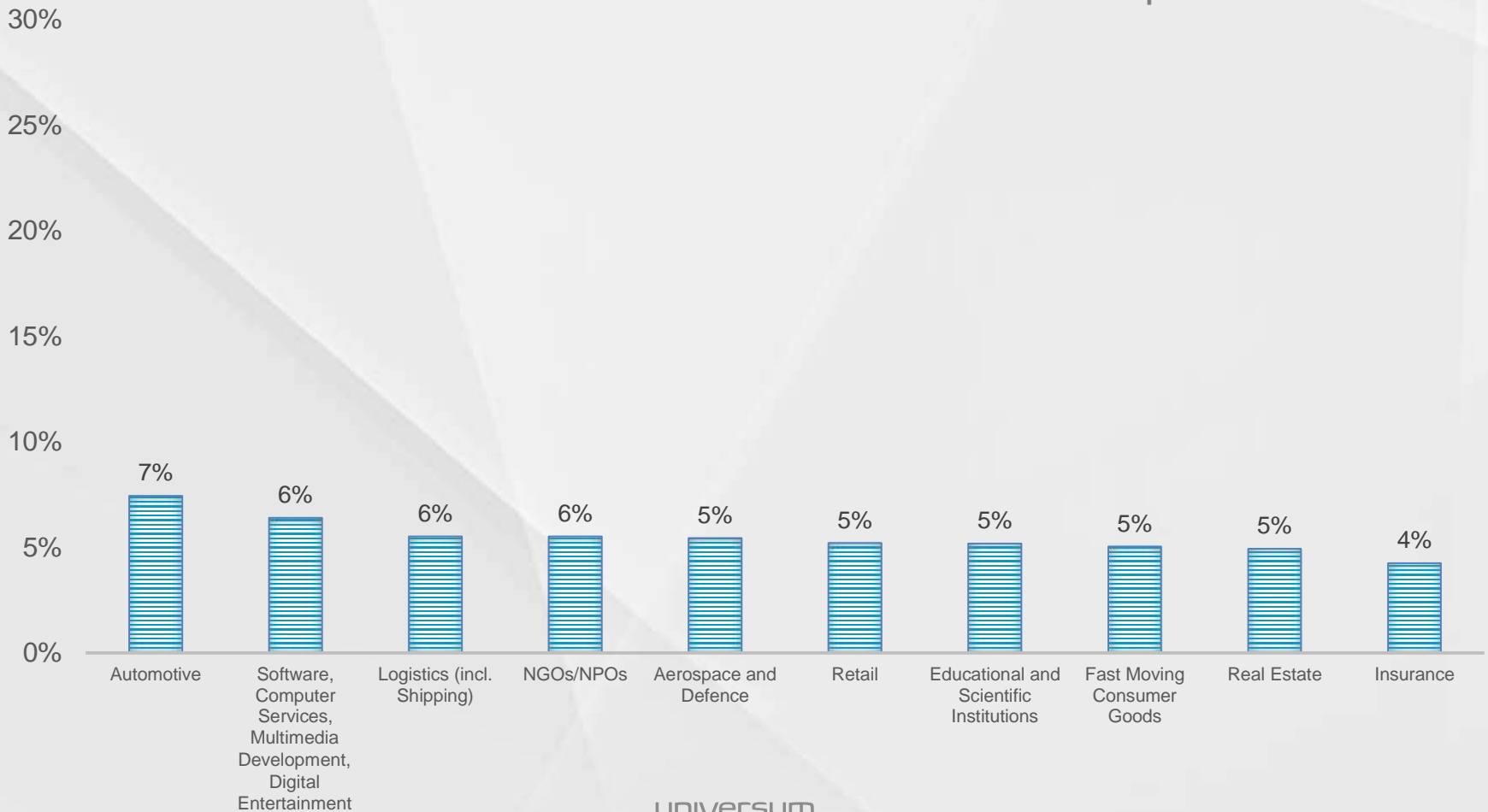
Business students prefer to work for Management and Strategy Consulting, Banks and Financial Services | Business

Students' preferred industries in %
Top 10 industries shown



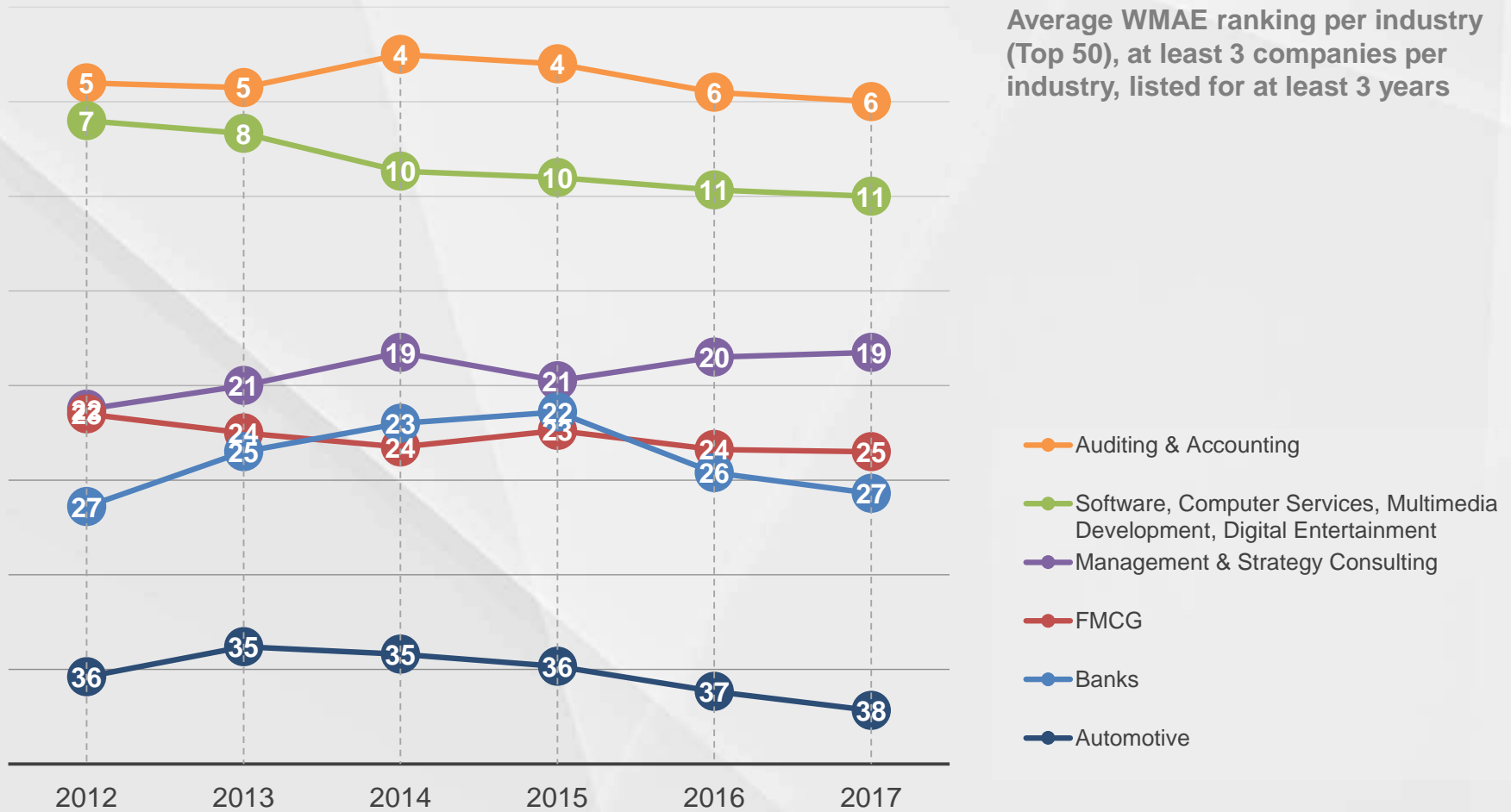
Business students prefer to work for Management and Strategy Consulting, Banks and Financial Services | Business

Students' preferred industries in %
Top 11-20 industries shown



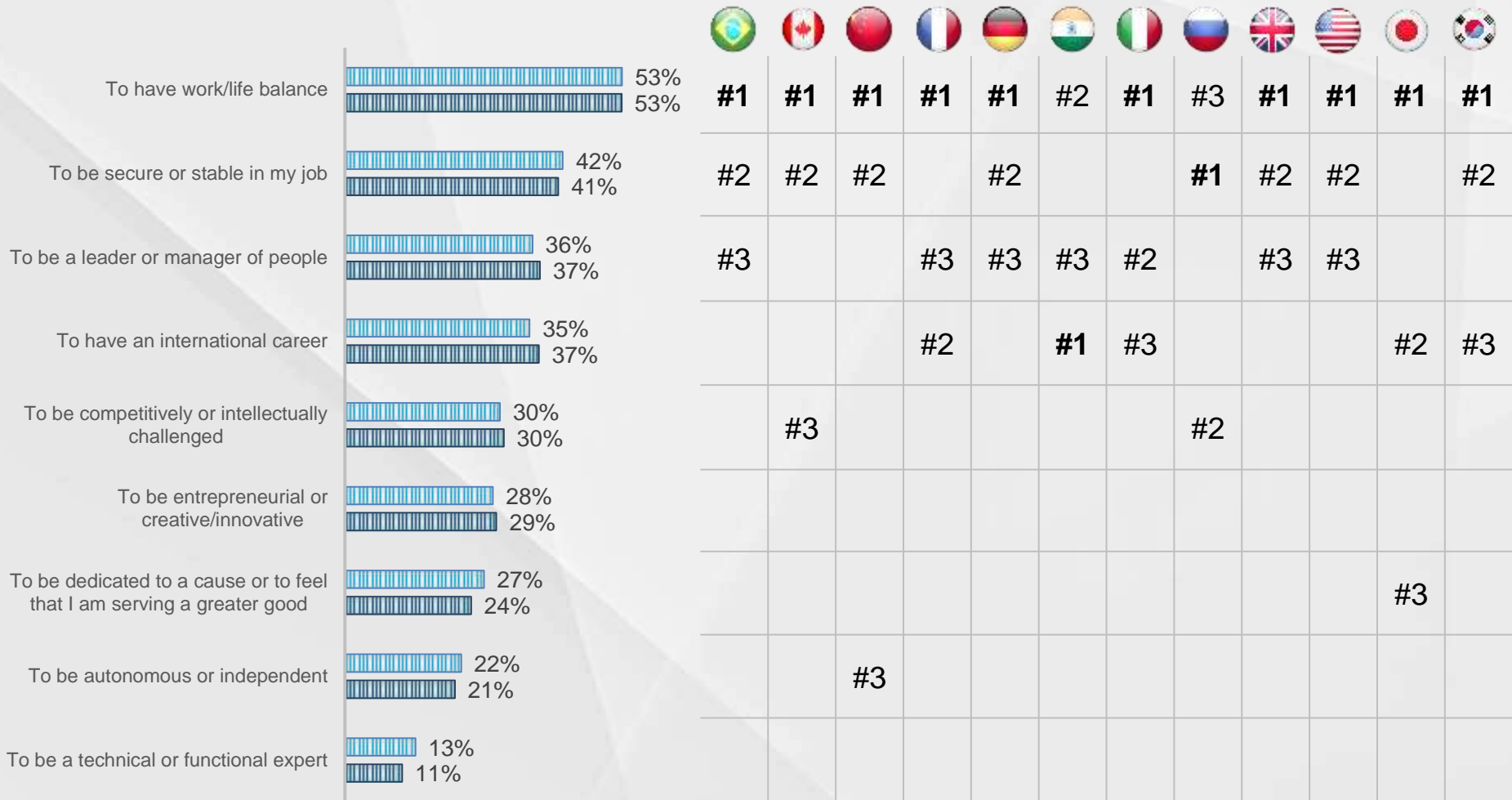
Management & Strategy Consulting continues its upward trend

Business



Work/life balance remains the overall top career goal. Russian students favour job security while Indian students prefer having an international career

Business

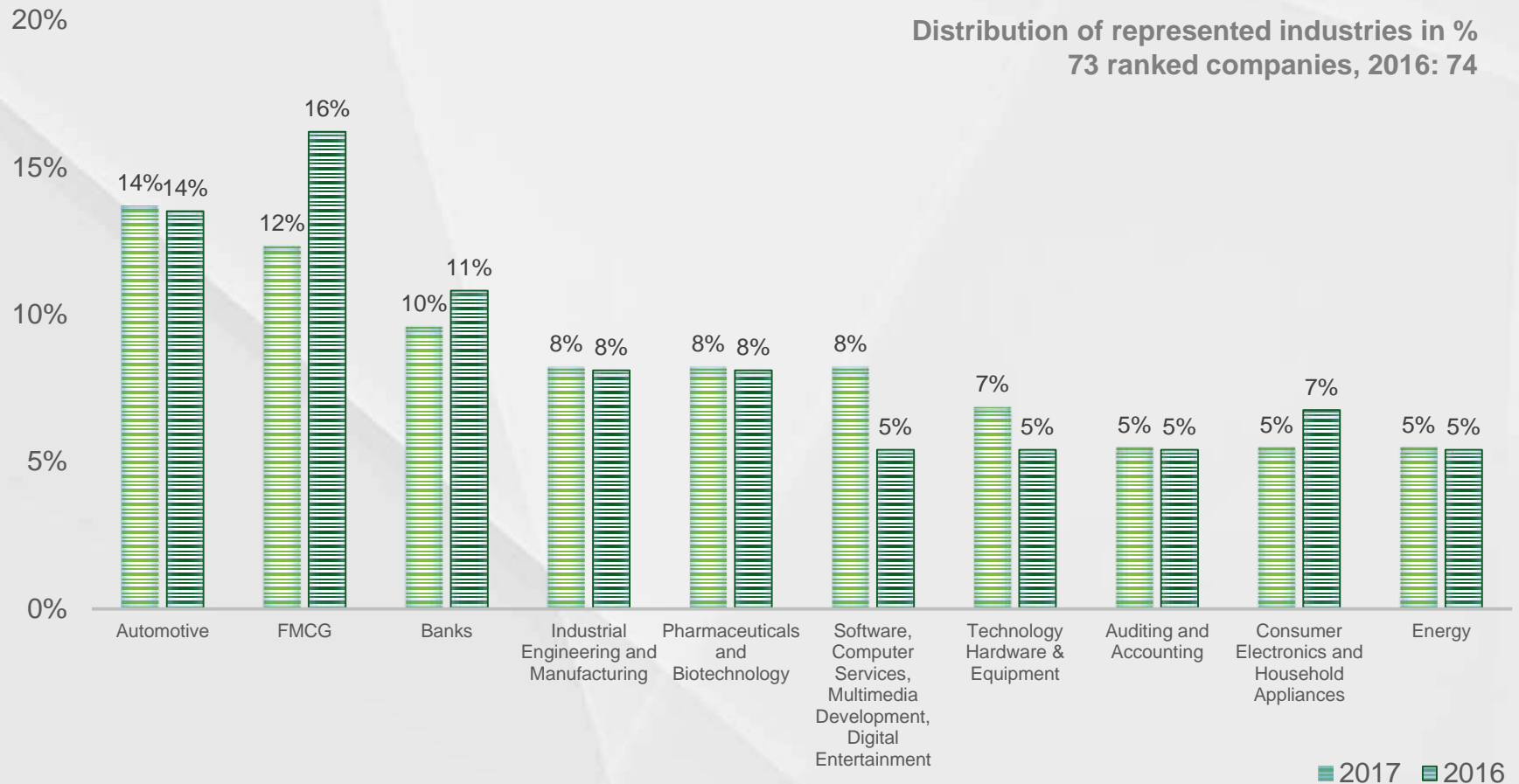


■ 2017 ■ 2016

WMAE Rankings 2017 | Engineering/IT

Employer	2017	2016		Employer	2017	2016	
Google	1	1	→	Nestlé	26	23	↓
Microsoft	2	2	→	Goldman Sachs	27	21	↓
Apple	3	3	→	Electronic Arts	28	NEW	NEW
General Electric (GE)	4	6	↑	IKEA	29	26	↓
BMW Group	5	4	↓	Pfizer	30	38	↑
IBM	6	5	↓	Cisco Systems	31	25	↓
Intel	7	7	→	J.P. Morgan	32	28	↓
Siemens	8	8	→	Lenovo	33	40	↑
Sony	9	10	↑	Oracle	34	27	↓
Samsung	10	9	↓	Deloitte	35	32	↓
Johnson & Johnson	11	12	↑	The Boston Consulting Group (BCG)	36	30	↓
Ford Motor Company	12	13	↑	3M	37	29	↓
Procter & Gamble (P&G)	13	11	↓	adidas group	38	44	↑
General Motors (GM)	14	15	↑	PepsiCo	39	45	↑
L'Oréal Group	15	16	↑	Nissan	40	37	↓
Facebook	16	NEW	NEW	Accenture	41	34	↓
Amazon	17	NEW	NEW	Hewlett Packard Enterprise	42	NEW	NEW
Volkswagen Group	18	20	↑	Unilever	43	33	↓
Shell	19	14	↓	Bosch	44	35	↓
McKinsey & Company	20	17	↓	HEINEKEN	45	51	↑
Daimler/Mercedes-Benz	21	19	↓	BASF	46	36	↓
Dell	22	31	↑	Huawei	47	57	↑
The Coca-Cola Co.	23	18	↓	BP	48	41	↓
Toyota	24	24	→	EY (Ernst & Young)	49	52	↑
ExxonMobil	25	22	↓	Novartis	50	49	↓

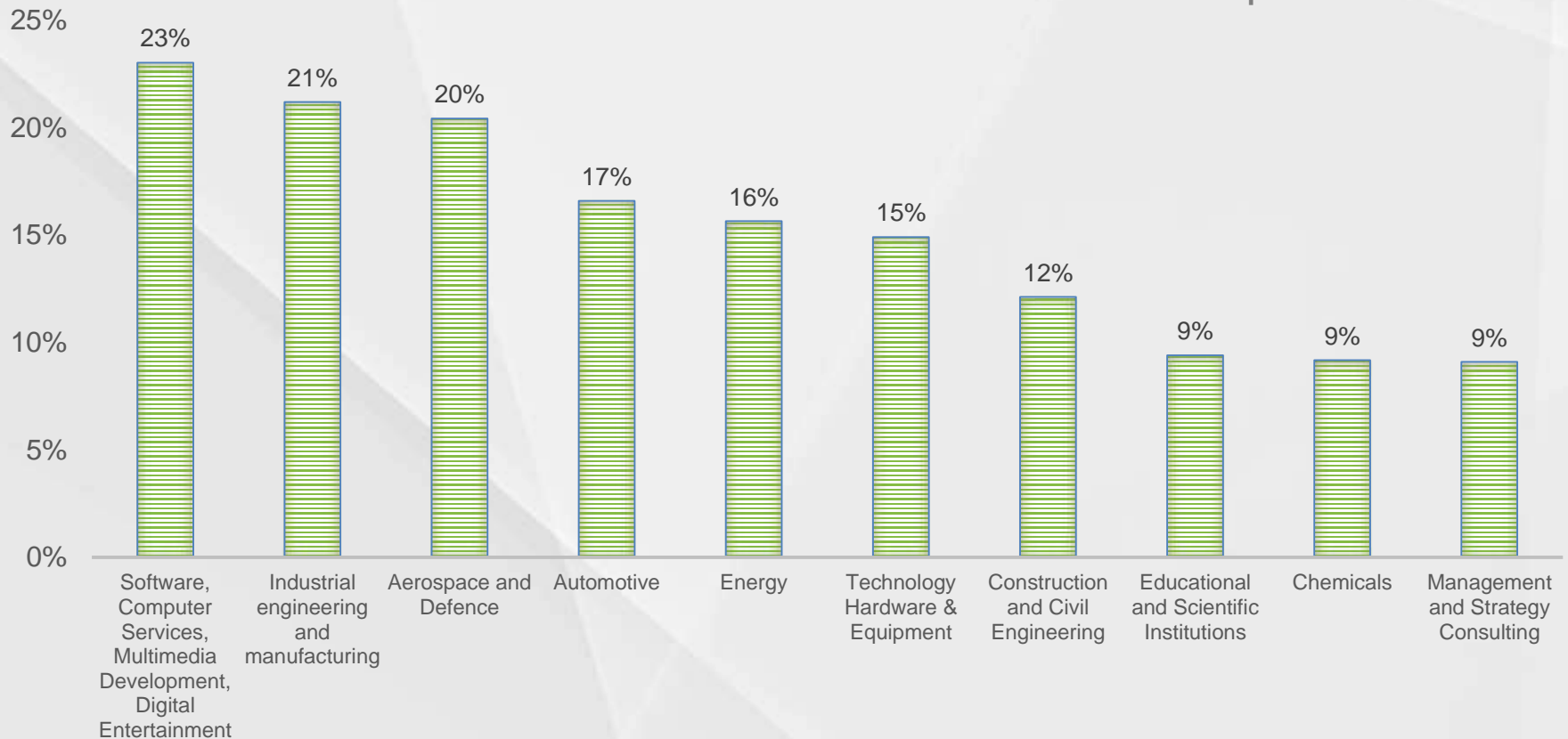
Automotive is now the most represented industry on the rankings, followed by FMCG and Banks | Engineering/IT



Engineering/IT students prefer to work in Software, Computer Services, Multimedia Development and Digital Entertainment

Engineering/IT

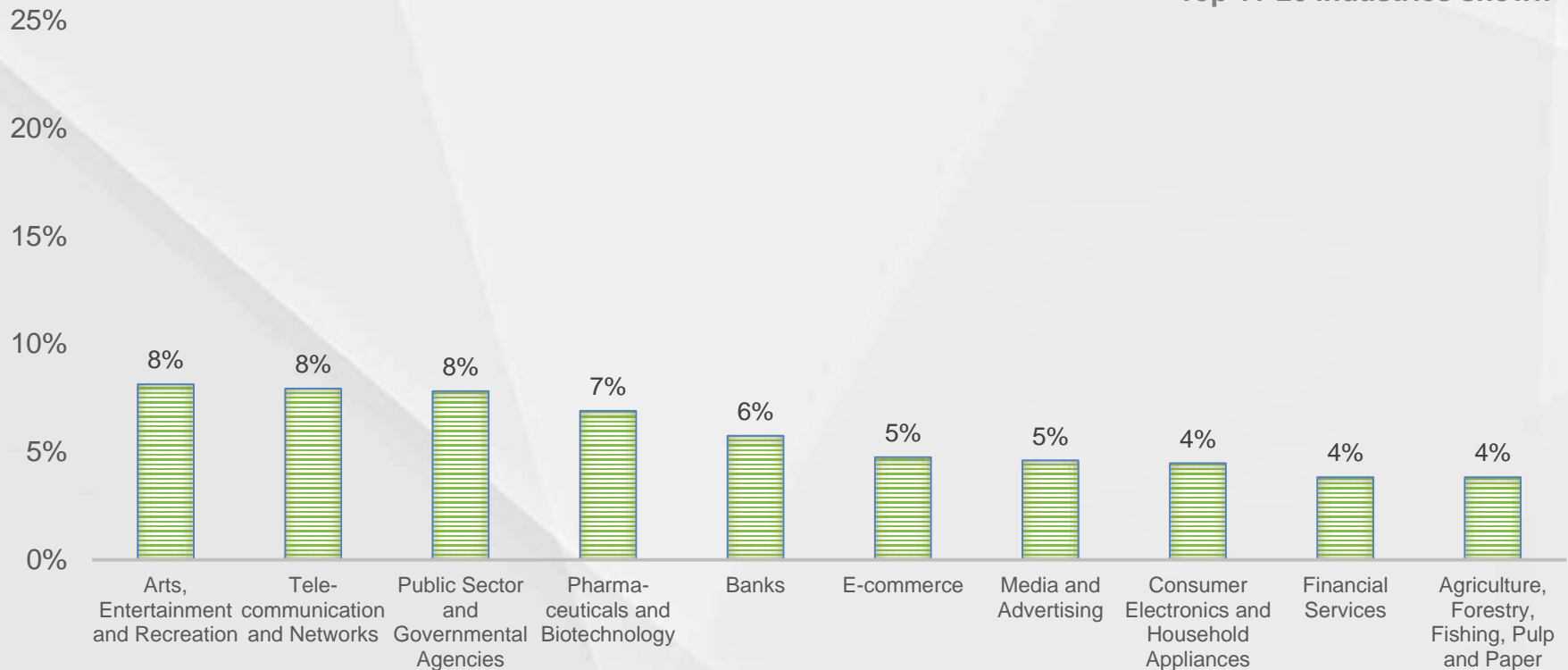
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Engineering/IT

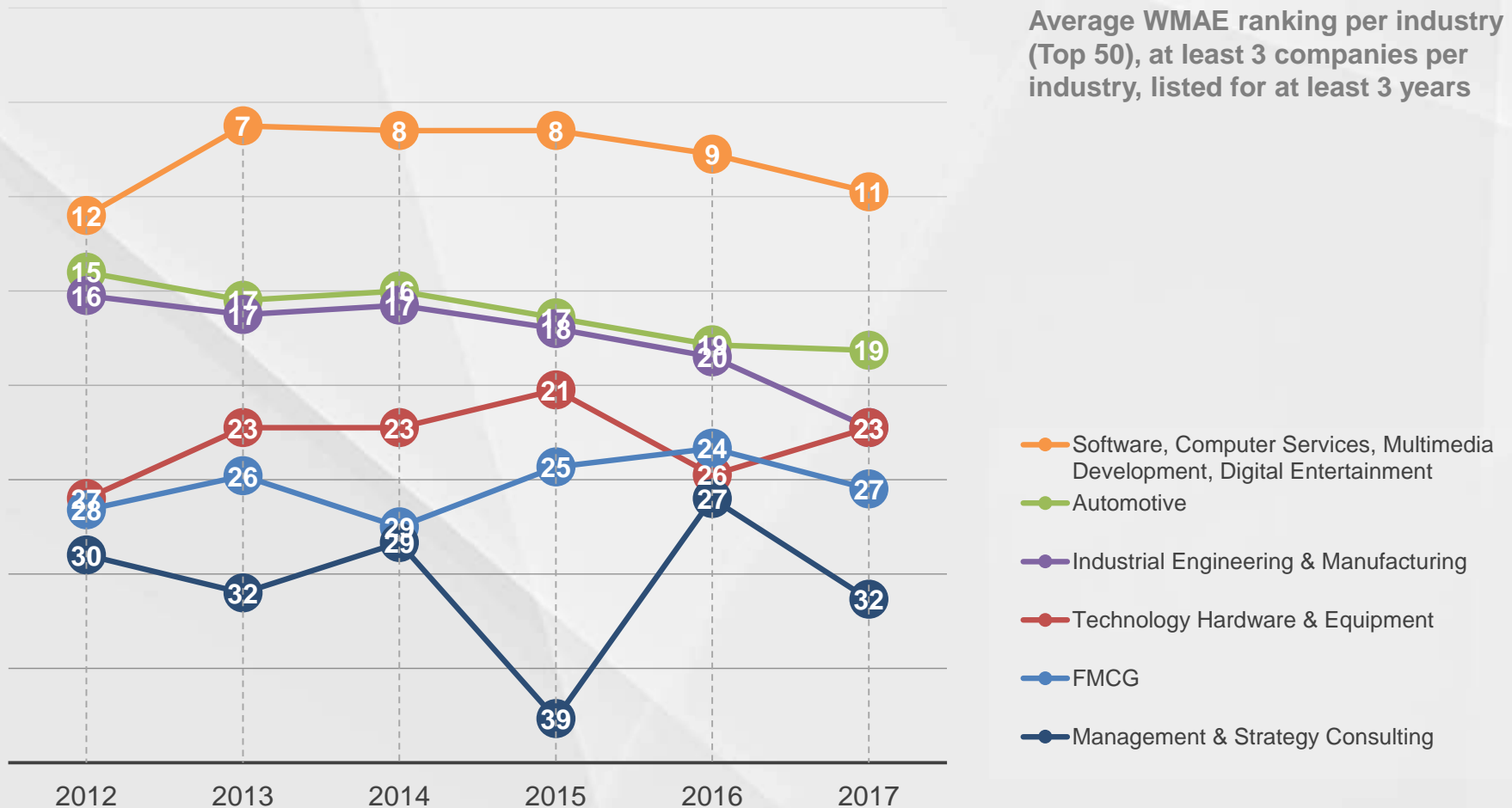
Students' preferred industries in %
Top 11-20 industries shown



Industrial Engineering & Manufacturing keeps dropping

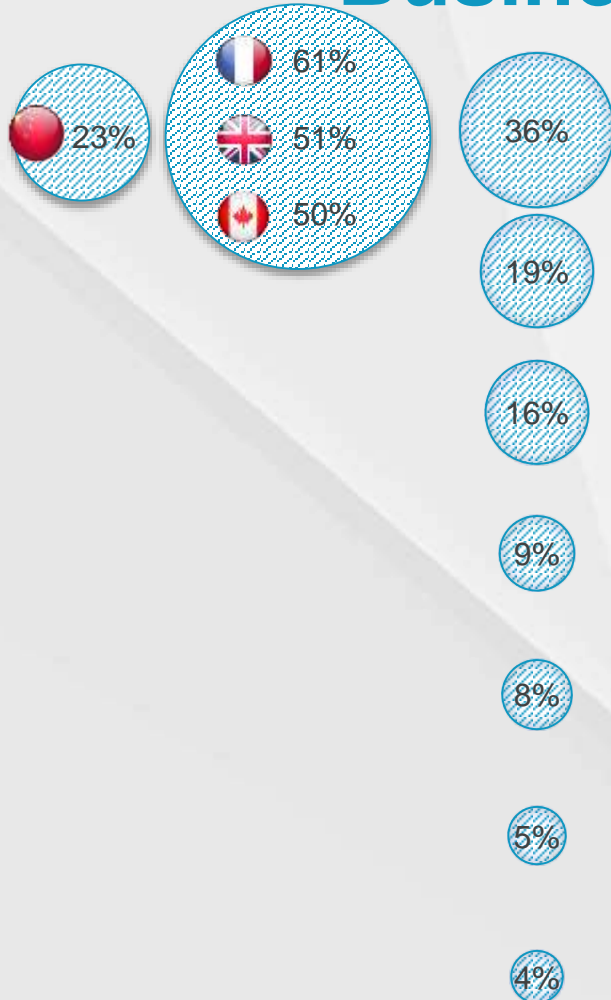
Engineering/IT

Average WMAE ranking per industry (Top 50), at least 3 companies per industry, listed for at least 3 years



What students want to do most after graduation

Business



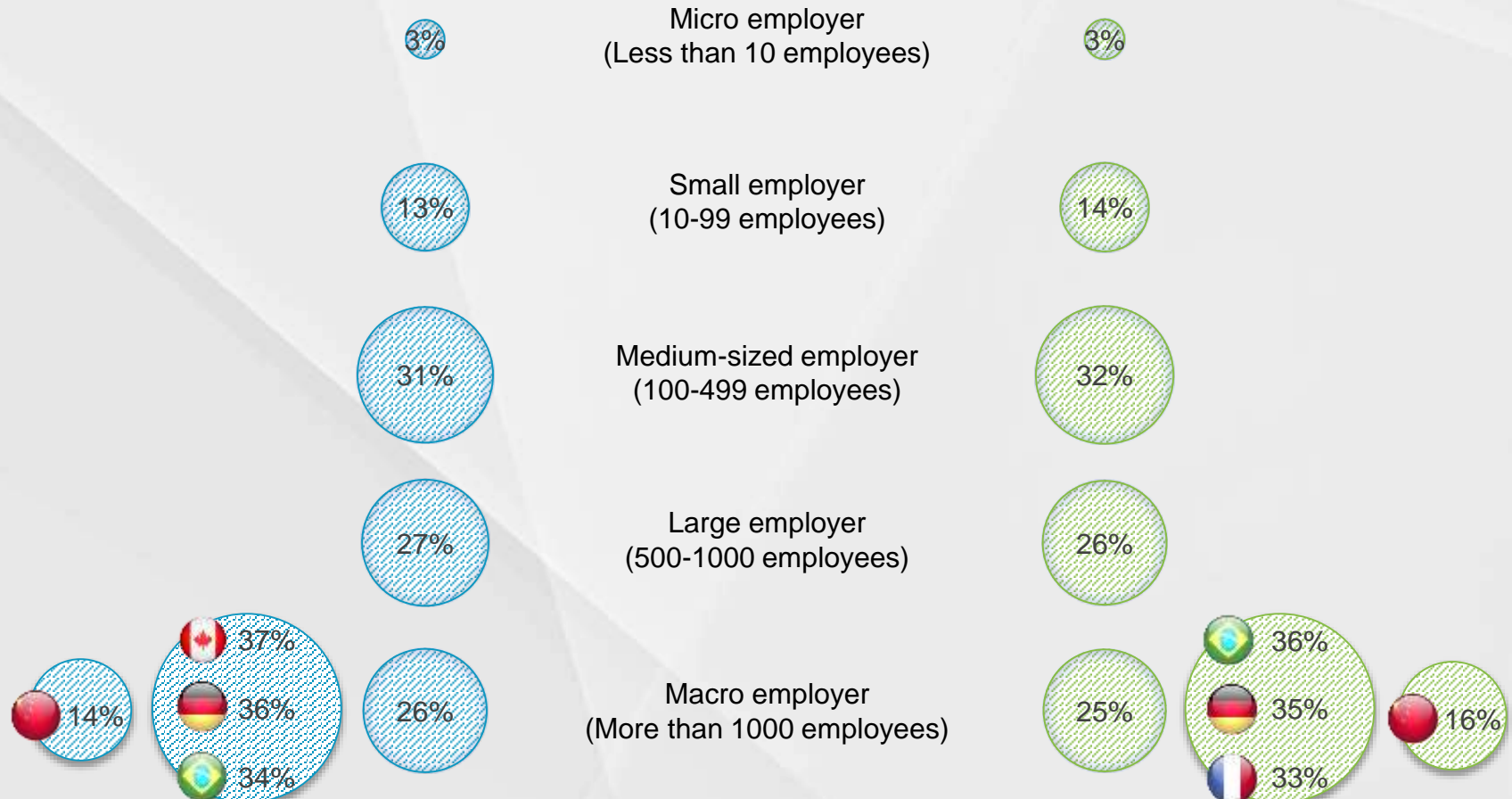
Engineering/IT



What type of employer students want to work for

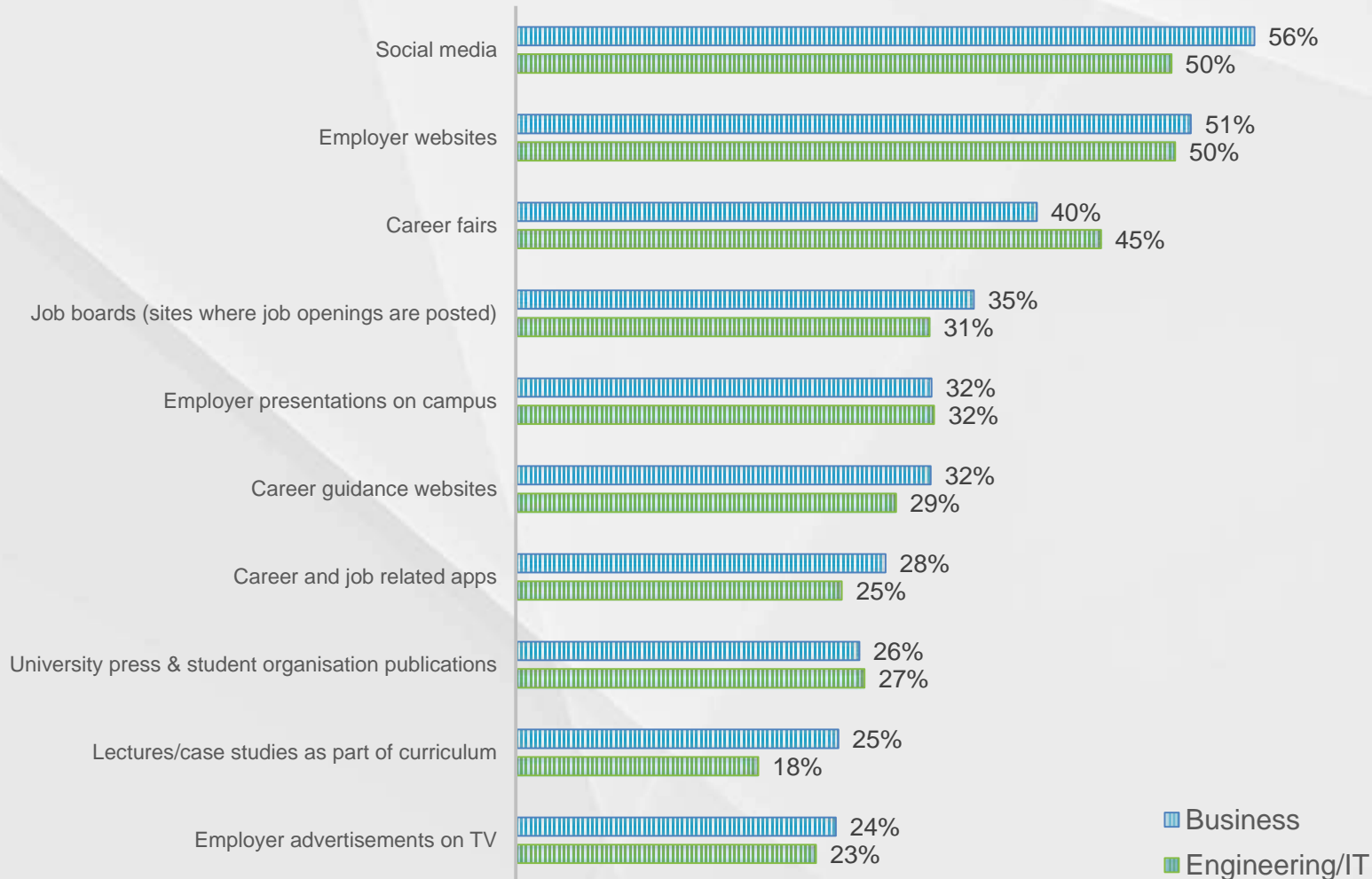
Business

Engineering/IT



Top 10 communication channels

Business & Engineering/IT



Top 10 Preferences | Business

Total



	Brazil	Canada	China	France	Germany	India	Italy	Romania	UK	USA	Japan	South Korea
1. High future earnings	#2		#1	#2	#1	#3	#1	#1	#3			
2. A creative and dynamic work environment		#3			#3				#2			
3. Leaders who will support my development	#1							#3	#1			
4. Professional training and development	#3	#2				#2	#2	#2				
5. Good reference for future career	#2	#1	#2									
6. A friendly work environment												#1
7. Respect for its people											#2	
8. Leadership opportunities	#3				#2							
9. Clear path for advancement	#1											
10. Secure employment												#2

- Employer Reputation & Image
- Remuneration & Advancement Opportunities

- People & Culture
- Job Characteristics

Top 10 Preferences | Engineering/IT

Total



	Brazil	Canada	China	France	Germany	India	Italy	Romania	UK	USA	Japan	South Korea
1. A creative and dynamic work environment		#2	#2			#2	#2			#2		
2. Innovation		#1			#2	#1			#1	#1		
3. High future earnings				#3	#3	#3		#2	#2			
4. Professional training and development	#3						#3	#1	#3			
5. Secure employment										#3		#1
6. A friendly work environment				#1								#3
7. Respect for its people											#2	
8. Good reference for future career	#1		#1									
9. Leaders who will support my development		#3										
10. Challenging work				#2			#1					#1

- Employer Reputation & Image
- Remuneration & Advancement Opportunities
- People & Culture
- Job Characteristics

Key trend in WMAE 2017

BUSINESS

More varied employer list, three new industries entering: E-Commerce, Insurance & Logistics

FMCG is the most represented industry & several FMCG strongly improving over the last years, but FMCG is not a preferred industry

Technology companies are most predominant among the companies who decrease short-term

ENGINEERING/IT

All strongly presented industries except Technology lose ground

Several FMCG manage to improve their ranking positions short and long term

Energy companies continue to lose positions, short term losses for pharmaceutical companies

Thanks

...until next time



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