

World's Most Attractive Employers 2019

Research from Universum reveals the motivations of university graduates as they enter the global workforce



CONTENTS

- 1** KEY FINDINGS
- 2** STUDY DETAILS
- 3** PREFERRED INDUSTRIES
- 4** WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS
- 5** YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF
- 6** ASSESSING STUDENTS' CAREER GOALS
- 7** GLOBAL - LOCAL PREFERENCES
- 8** PREFERRED COMMUNICATION CHANNELS



Each year, Universum surveys over one million career seekers globally. In this study, we ask:

Which employers do students hold in highest regard and what factors affect that decision?

The rankings chart the fortunes of individual companies' talent-attraction efforts and document students' shifting ideas about what defines an ideal employer.





Key findings

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

Key findings

STUDENTS BEGIN TO FEEL THE COLD WIND OF ECONOMIC UNCERTAINTY

Growing uncertainty over the health of the global economy appears to be affecting students' employment outlook. While there appears to be continued confidence among many students about the healthy state of the current job market, this year's survey also registered a decade-high percentage of students seeking employment security, especially women. This rising sentiment among students may be due to perceptions about the employment outlook, or it may simply be a sign of greater conservatism among Generation Z compared to Millennials.

INTERNATIONAL CAREERS LOSING THEIR APPEAL

The research shows students are significantly less likely to seek careers abroad than three years ago, a signal that economic and geopolitical factors are putting a damper on students' desire to leave their home countries. In the US, for example, the mounting hurdles to acquire work permits are likely causing non-US students to rethink plans to begin careers in that country. Chinese students in particular are more often seeking careers at home rather pursuing coveted jobs with US-based technology giants.

SOCIAL MEDIA AND EMPLOYER WEBSITES MAY BE TOP CHANNELS, BUT STUDENTS WANT EMPLOYERS TO BE MORE PRESENT ON-CAMPUS

The finding is particularly interesting given that many employers appear to be heading in the opposite direction. A study earlier this year by Universum found just 1 in 4 employers say they plan to invest more in that area. (Employer Branding Now, 2019)

GENERATION Z IS MORE PURPOSE-DRIVEN AND ENTREPRENEURIAL THAN GEN Y A DECADE AGO

While Gen Y were always identified as being a purpose driven generation the desire to be dedicated to a cause as well as the desire to be entrepreneurial is significantly higher in 2019 than it was a decade ago, particularly among women. While this trend may appear at odds with an apparent growth in Gen Z conservatism, our data suggests a growing divide between security seeking Gen Z students, and a more ambitious and optimistic sub-set of Gen Z who feel confident to innovate their way through the many disruptive challenges organizations across the world are having to confront right now.

FEMALES KNOCKING ON THE DOORS OF MALE-DOMINATED INDUSTRIES

Companies in industries like banking and tech have spent the last decade trying to attract talented young women – and the research shows the effort is paying off. Banking has risen from 10th place to 4th place as a top industry choice for women since 2009, and the tech industry (software and computer services) has risen 23 places to 11th place in 2019.

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

While many of the top global employers continue to retain their dominant position in our rankings there are **a lot of underlying changes** in the qualities young talent are looking for that every company needs to pay attention to.

We continue to see an increasing demand for **employers to clarify and communicate their core purpose**, and provide an **outlet for entrepreneurialism**. We also see a growing need for multinational companies to **highlight their local strengths**, and not rely too heavily on their international status.

We continue to live in a highly connected world, but also a world in which small can be beautiful, and **local identity and diversity** holds a growing appeal.

Mats Röjdmärk

Chief Executive Officer, Universum

Snapshot: WMAE Business students

Preferred Industries **WOMEN**

- #1** Management and Strategy Consulting
- #2** Financial Services
- #3** Media and Advertising
- #4** Banks
- #5** Auditing and Accounting

Top Career Goals **WOMEN**



To have work/
life balance



To be secure or
stable in my job



To be a leader
or manager of
people

Most Desired Employer Attributes **WOMEN**



High future
earnings



Professional
training &
development



Friendly work
environment



Secure
employment



Creative
& dynamic
work
environment

Preferred Industries **MEN**

- #1** Financial Services
- #2** Management and Strategy Consulting
- #3** Banks
- #4** Auditing & Accounting
- #5** E-commerce

Top Career Goals **MEN**



To have work/
life balance



To be a leader or
manager of people



To be secure or
stable in my job

Most Desired Employer Attributes **MEN**



High future
earnings



Professional
training &
development



Competitive
base salary



Market
success



Leaders who
support
development

World's
Most Attractive
Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST
ATTRACTIVE EMPLOYERS:
RANKINGS

YOUNG WOMEN
AT WORK: A DECADE OF
INVESTMENT PAYS OFF

ASSESSING STUDENTS'
CAREER GOALS

GLOBAL - LOCAL
PREFERENCES

PREFERRED
COMMUNICATION
CHANNELS

UNIVERSUM

Snapshot: WMAE Engineering/IT Students

Preferred Industries **WOMEN**

- #1 Industrial engineering and manufacturing
- #2 Software & Computer Services
- #3 Aerospace and Defence
- #4 Pharmaceuticals and Biotechnology
- #5 Energy

Top Career Goals **WOMEN**



To have work/
life balance



To be secure or
stable in my job



To be dedicated
to a cause / serve
a greater good

Most Desired Employer Attributes **WOMEN**



Secure
employment



Creative
& dynamic
work
environment



Professional
training &
development



Friendly work
environment



Respect for
people

Preferred Industries **MEN**

- #1 Aerospace and Defence
- #2 Technology Hardware & Equipment
- #3 Software & Computer Services
- #4 Automotive
- #5 Industrial engineering and manufacturing

Top Career Goals **MEN**



To have work/
life balance



To be secure or
stable in my job



To be entre-
preneurial or
creative/innovative

Most Desired Employer Attributes **MEN**



Creative
& dynamic
work
environment



High future
earnings



Professional
training &
development



Challenging
work



Secure
employment

World's
Most Attractive
Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST
ATTRACTIVE EMPLOYERS:
RANKINGS

YOUNG WOMEN
AT WORK: A DECADE OF
INVESTMENT PAYS OFF

ASSESSING STUDENTS'
CAREER GOALS

GLOBAL - LOCAL
PREFERENCES

PREFERRED
COMMUNICATION
CHANNELS

UNIVERSUM

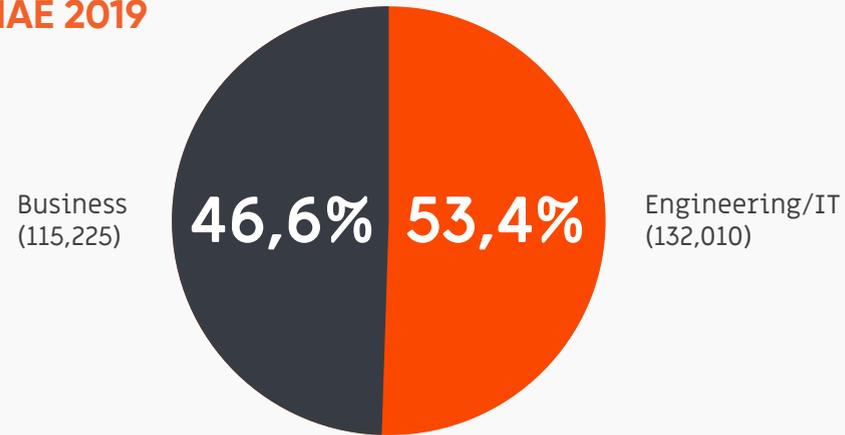
WMAE Study Details & Demographics

Universum, a global employer brand research, strategy and communication firm, **surveyed 247,235 business, engineering and IT students** in the world's 12 largest economies. The study was fielded from September 2018 to April 2019. The students were asked: (a) which employer characteristics are most influential as they consider future employment and (b) which employer brands they most admire.

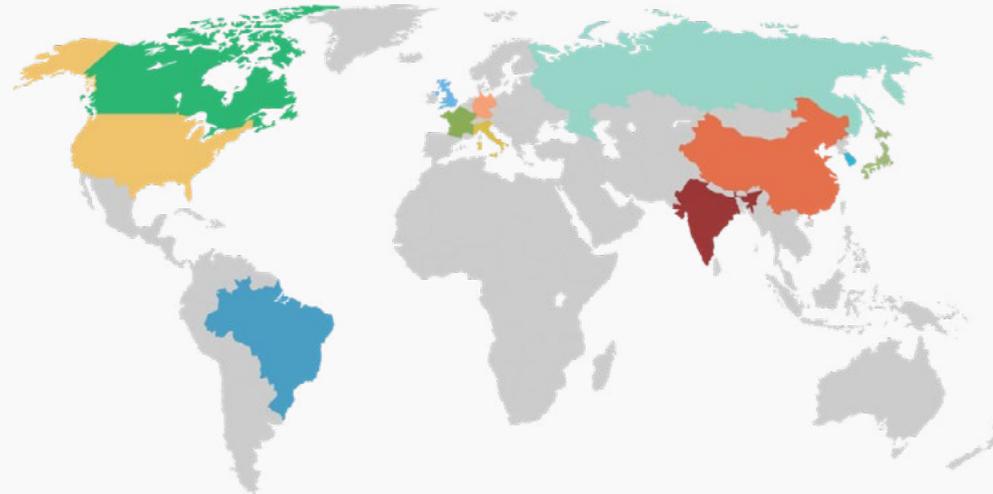
To be considered, companies must rank in the top 90% of employers within at least six of the 12 largest world economies, as weighted by GDP.

Universum's World's Most Attractive Employer report is now in its eleventh year.

Student Backgrounds WMAE 2019



Research Regions WMAE 2019



World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

universum

Preferred Industries

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM



The trends we're seeing are driving the increase in interest in **E-commerce, the automotive and tech sectors**. In fact, each of them is embracing new technologies at a fast pace and technology that is working very hard at addressing the growing need for **flexibility at work, work-life balance, celebrating fun at work and D&I** as key elements of their culture.

Claudia Tattanelli

Chairman, Strategic Board at Universum

Preferred Industries Business Students

The global figures show male business students most often choose careers in financial services, while female business students are most likely to choose management and strategy consulting.

Traditionally fewer women studied business than men, meaning the pool of women applicants into business roles was lower. In 2016, women made up just 36% of MBA programs globally; since then, the ratio has changed significantly according to GMAC's Application Trends Survey. In the United States, women today represent 45% of MBA program enrollees; in Europe and APAC, the share is 42%¹. Even with higher numbers of women enrolling in business programs, attracting top women business talent is more challenging on an absolute basis.

Achieving gender parity in the workplace is important for many reasons, but the most interesting and financially compelling one comes from an MIT study. It examined eight years of revenue data and survey data, spanning 1995 to 2002, from a professional-services firm with more than 60 offices in the United States and abroad. Some of those offices were on the extreme of gender imbalanced, while others had gender parity. The study authors explain, "Among other results, the economists found that shifting from an all-male or all-female office to one split evenly along gender lines could increase revenue by roughly 41 percent²."

So for industries with lower levels of interest from women compared to men (e.g. ecommerce and real estate), righting gender imbalances is not only good to do, but also good for the bottom line.



- #1 Management & Strategy Consulting
- #2 Financial Services
- #3 Media & Advertising
- #4 Banks
- #5 Auditing & Accounting
- #6 Fashion, Accessories & Luxury Goods
- #7 Arts, Entertainment & Recreation
- #8 E-commerce
- #9 Tourism, Hospitality & Leisure Activities
- #10 Public Sector & Governmental Agencies
- #11 Software & Computer Services
- #12 (NGOs)/Non-Profit organisations (NPOs)
- #13 Telecommunication & Networks
- #14 Real Estate
- #15 Educational & Scientific Institutions
- #16 Retail
- #17 Legal Services
- #18 Insurance
- #19 Aerospace & Defence
- #20 Automotive



- #1 Financial Services
- #2 Management & Strategy Consulting
- #3 Banks
- #4 Auditing & Accounting
- #5 E-commerce
- #6 Media & Advertising
- #7 Software & Computer Services
- #8 Real Estate
- #9 Arts, Entertainment & Recreation
- #10 Automotive
- #11 Public Sector & Governmental Agencies
- #12 Telecommunication & Networks
- #13 Aerospace & Defence
- #14 Insurance
- #15 Tourism, Hospitality & Leisure Activities
- #16 Fashion, Accessories & Luxury Goods
- #17 Technology Hardware & Equipment
- #18 Logistics (incl. Shipping)
- #19 Consumer Electronics & Household Appliances
- #20 Legal Services

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

¹ www.gmac.com/-/media/files/gmac/research/admissions-and-application-trends/gmac-application-trends-survey-report-2018.pdf

² <http://news.mit.edu/2014/workplace-diversity-can-help-bottom-line-1007>

Preferred Industries Engineering/IT Students

Women and men in engineering and IT show marked differences in industry preferences. Among the biggest difference: Women are much less likely to choose careers in the automotive industry than men.

A study by PwC found that more than 1 in 2 C-suite executives (56%) in the global automotive industry report women are a critical area of untapped talent³. And yet, a 2018 study by 20-first found only 16 women executives in the top 20 motor vehicles and parts companies in the Fortune Global 500, representing 8% of executives in those companies.⁴ And over half of the top 20 companies in the auto industry worldwide have no women on their executive teams. Given these statistics, it's no wonder that young women choose other industries before automotive.

While companies in industries with lower levels of gender parity may invest in campaigns to attract more women, these messages do little when a company's top ranks are made up mostly or wholly of men. A report from the World Economic Forum agrees, citing "female candidates may [...] self-select into companies with higher proportions of leaders who are women, attracted to companies perceived as having more opportunities for advancement or mentorship."⁵

³ https://www.ey.com/en_gl/automotive-transportation

⁴ https://20-first.com/wp-content/uploads/2018/09/2018-Scorecard_Auto.pdf

⁵ <https://www.weforum.org/agenda/2017/11/women-leaders-key-to-workplace-equality/>



- #1 Industrial engineering & manufacturing
- #2 Software & Computer Services
- #3 Aerospace & Defence
- #4 Pharmaceuticals & Biotechnology
- #5 Energy
- #6 Chemicals
- #7 Construction & Civil Engineering
- #8 Technology Hardware & Equipment
- #9 Educational & Scientific Institutions
- #10 Automotive
- #11 Health Care Equipment
- #12 Arts, Entertainment & Recreation
- #13 Management & Strategy Consulting
- #14 Telecommunication & Networks
- #15 E-commerce
- #16 Public Sector & Governmental Agencies
- #17 Health Care Services
- #18 Consumer Electronics & Household Appliances
- #19 Fashion, Accessories & Luxury Goods
- #20 Media & Advertising



- #1 Aerospace & Defence
- #2 Technology Hardware & Equipment
- #3 Software & Computer Services
- #4 Automotive
- #5 Industrial engineering & manufacturing
- #6 Energy
- #7 Construction & Civil Engineering
- #8 Telecommunication & Networks
- #9 Chemicals
- #10 Management & Strategy Consulting
- #11 Consumer Electronics & Household Appliances
- #12 Educational & Scientific Institutions
- #13 E-commerce
- #14 Pharmaceuticals & Biotechnology
- #15 Public Sector & Governmental Agencies
- #16 Industrial Metals & Mining
- #17 Arts, Entertainment & Recreation
- #18 Financial Services
- #19 Banks
- #20 Real Estate

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST
ATTRACTIVE EMPLOYERS:
RANKINGS

YOUNG WOMEN
AT WORK: A DECADE OF
INVESTMENT PAYS OFF

ASSESSING STUDENTS'
CAREER GOALS

GLOBAL - LOCAL
PREFERENCES

PREFERRED
COMMUNICATION
CHANNELS

UNIVERSUM

Over 10 Years, eCommerce, Real Estate and Banking Make Biggest Gains as Preferred Industries for Business Students

While **financial services and consulting are now the clear gold-standard ideal for business students**, it's interesting to see the ascendancy (and fall) of various industries over a 10-year period. Not surprisingly, **eCommerce** is now a top choice among students, ranking number 6 compared to number 21 a decade ago. The **real estate industry** is a second big winner, rising 11 points over the last 10 years (given the timing of the real estate collapse of 2007-2008, this sharp rise makes sense). The big story, however, is the fall of **fast-moving consumer goods (FMCG)**, which dropped from number 12 to number 23 over a 10-year span.



World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

universum

Software, Aerospace and Defence, and Automotive Big Industry **Winners for Engineers Over 10 Years**

Software is still the top choice for engineering and IT students by a large margin, and it has risen from seventh place to first place over the last decade; other industries with significant jumps in attractiveness: **aerospace and defense, the automotive industry.**

What is driving these gains? Excitement about engineering innovations over the last decade that are **remaking the fabric of society**. Boston Consulting Group's 2019 Most Innovative Companies shows nine of the Top 10 most innovative companies come from those three industries.⁶ Think of Tesla's AI-powered self-driving cars and trucks, predictive analytics and AI processing from Google and Baidu, or natural language processing from Amazon, to name just a few. These industries are **re-thinking urban infrastructure, environmental sustainability,** and even space travel.

⁶ http://image-src.bcg.com/Images/BCG-Most-Innovative-Companies-Mar-2019-R2_tcm9-215836.pdf

Aerospace & Defence



2019: #2 | 2009: #14

Automotive



2019: #5 | 2009: #15

Software



2019: #1 | 2009: #7

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

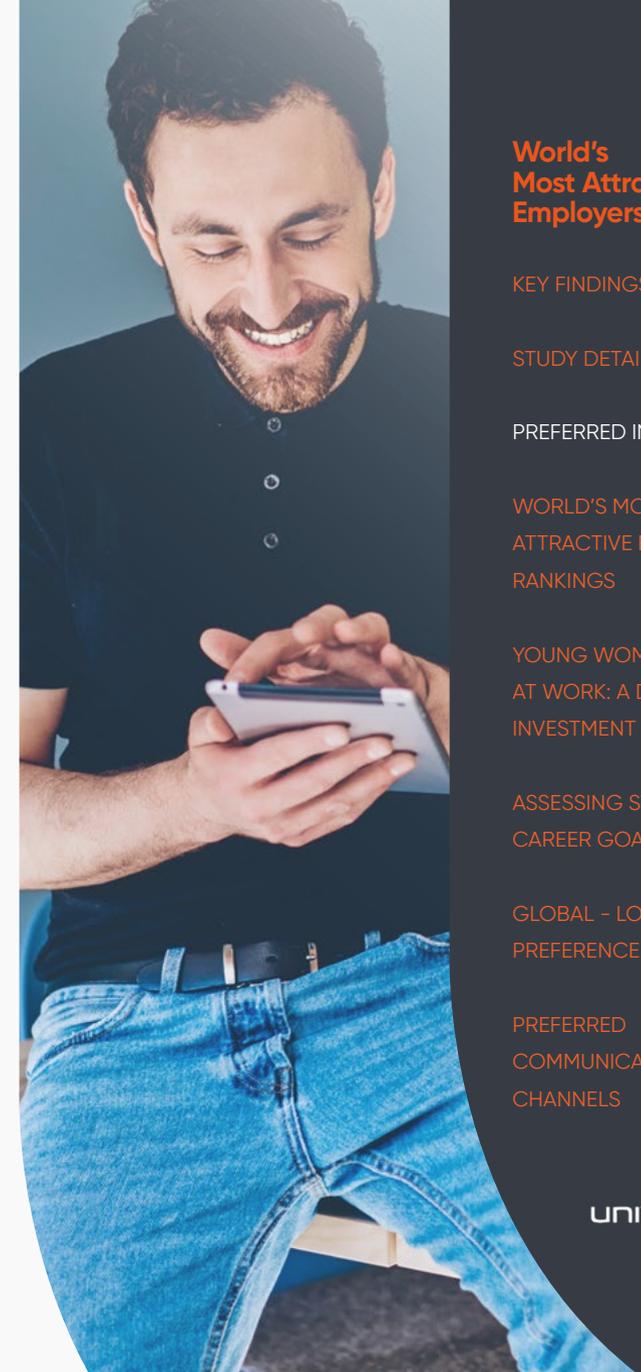
YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

universum





World's Most Attractive Employers Ranking

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

universum



We built people operations around the principles of using **data-driven decision-making**, of relentless experimentation and of enriching the field of people management with the best ideas from across disciplines: **psychology, economics, technology and academia.**

Laszlo Bock, on his pivotal role as Google's SVP of people operations. Bock is now the cofounder of Humu⁷

⁷ <https://www.fastcompany.com/90341003/have-we-finally-outgrown-hr>

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

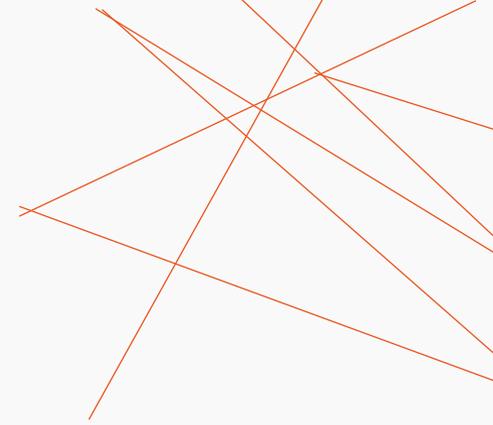
PREFERRED COMMUNICATION CHANNELS



TOP 50 World's Most Attractive Employers

Global Business Rankings 2019

Business Students



World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

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

Changing Reputations of Employer Brands among Business Students

Close Industry Competitors, EY (Ernst & Young) and PwC, Both Gain Ground in 2019 Rankings

This year's business rankings show far greater movement compared to previous years. Google preserved its top spot as the World's Most Attractive Employer (and also did so among IT/engineering students), but below Google's preeminent slot, all the other company rankings moved – some significantly.

The big winners for 2019 among business students were EY and PwC, which have a presence in accounting as well as management consulting.

EY (Ernst & Young) has remained in the Top 5 over the last 6 years by excelling across the board in its talent acquisition approach. In particular, the company tries to help potential candidates understand opportunities within the organization and their potential to make a difference there as part of its #betterworkingworld campaign. As Jacqui McKeown, Oceania Employer Brand for EY, explained to RecruitmentMarketing.com, "One way that we provide insights and showcase what our people do is through people profile stories. We're

really looking to attract people from STEM backgrounds and provide insights for students about how their degree can fit with the work we do by showing what kind of work is available, what they can gain by working here and what the teams and people are like."⁸

In 2019, three of the Top 4 WMAE spots were occupied by Big Four firms – confirmation of this industry's intense talent recruitment landscape. Of the three, Deloitte has gained the most ground, moving from seventh to fourth place since 2013 – the year it acquired Bersin & Associates, a research company focused on advisory services in HR and talent management.

EY



2019: #2 | 2018: #3

PwC



2019: #3 | 2018: #6

Deloitte



2019: #4 | 2013: #7

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

⁸ <https://www.recruitmentmarketing.com.au/what-makes-you-a-worlds-most-attractive-employer-we-asked-ey/>



TOP 50 World's Most Attractive Employers

Global Engineering/IT Rankings 2019

Engineering/IT Students

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

World's
Most Attractive
Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST
ATTRACTIVE EMPLOYERS:
RANKINGS

YOUNG WOMEN
AT WORK: A DECADE OF
INVESTMENT PAYS OFF

ASSESSING STUDENTS'
CAREER GOALS

GLOBAL - LOCAL
PREFERENCES

PREFERRED
COMMUNICATION
CHANNELS

UNIVERSUM

Changing Reputations of Employer Brands among **Engineering/IT** Students

Amazon Continues Climbing, while GE Takes Heavy Loss

The WMAE rankings among engineering and IT students weren't nearly as volatile as the rankings among business students. Google, Microsoft and Apple all maintained their Top 3 WMAE spots from last year (in that order).

And yet, the global rankings hide a great deal of country-level volatility, particularly in China, where escalating trade wars with the US are driving a rise in nationalism among Chinese students.

Chinese respondents show a growing preference to work for Chinese companies (and a rejection of Western multinationals). Ten years ago when we surveyed Chinese students, five companies out of the top 10 were Chinese brands. In 2019, 8 in 10 companies preferred by Chinese students are Chinese companies.

Perhaps even more surprising, giant tech companies like Microsoft and Google have completely fallen off the

Top 10 list among Chinese university students (and not a single non-Chinese company makes up the Top 5).

Looking globally, another big story in 2019 was the sharp rankings loss by tech and manufacturing giant GE. GE has been beset by problems over the last few years, and the company's stock price reflects this. GE shares have fallen from a five-year high of \$32.88 in July 2016 to its current price, which hovers around \$9 per share.

While stock fluctuations on their own don't necessarily affect recruiting efforts, layoffs associated with poor financial performance do. In the US, GE announced sizeable layoffs over the last 24 months and scaled back plans for a new headquarters in Boston.

Amazon is still a giant, but it may be hitting its limits. Though it achieved some very high rankings in countries like India and France, it has been losing ground in others, especially China. Amazon hired aggressively in China beginning in 2017 in a bid to grab market share from Alibaba, but the company is still outside of the Top 50 for engineering/IT students.⁹

Amazon India



2019: #4 | 2018: #5

Amazon France



2019: #13 | 2018: #16

Amazon China



2019: #53 | 2018: #54

GE globally



2019: #10 | 2018: #6

World's
Most Attractive
Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST
ATTRACTIVE EMPLOYERS:
RANKINGS

YOUNG WOMEN
AT WORK: A DECADE OF
INVESTMENT PAYS OFF

ASSESSING STUDENTS'
CAREER GOALS

GLOBAL - LOCAL
PREFERENCES

PREFERRED
COMMUNICATION
CHANNELS

UNIVERSUM

⁹ <https://www.scmp.com/tech/enterprises/article/2110728/amazon-hiring-binge-china-ramp-battle-alibaba>



Young Women at Work: A decade of investment pays off

World's
Most Attractive
Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST
ATTRACTIVE EMPLOYERS:
RANKINGS

YOUNG WOMEN
AT WORK: A DECADE OF
INVESTMENT PAYS OFF

ASSESSING STUDENTS'
CAREER GOALS

GLOBAL - LOCAL
PREFERENCES

PREFERRED
COMMUNICATION
CHANNELS

universum

Young Women at Work: A decade of investment pays off

Companies in more traditionally male-dominated industries like financial services are pushing hard to attract more women and change the way they are perceived among young professionals, and the **statistics show these efforts are paying off**. The banking industry climbed six spots among women business students over 10 years, and the software and computer services industry jumped 23 spots among women over the same period. (Consider that banking was already relatively high in the rankings, so the smaller point jump is arguably as significant.)

The hurdles, however, continue to be significant. In financial services, data from the US Bureau of Labor Statistics show only 34% of personal financial advisors and 41% of financial analysts are women. And women make up only 20% of senior leadership positions within financial services.¹⁰

In **engineering**, gender disparity is also common. In the US, just 22% of the 7.4 million IT occupations in the U.S. are held by women. What's more, more than 40% of women who work full time in scientific fields leave those careers or go part time after the birth of their first children.¹¹ Says Rachel Mushahwar, a vice president and general manager at Intel, "These statistics are unacceptable. We have to do better, and demand our male allies do better too."¹²

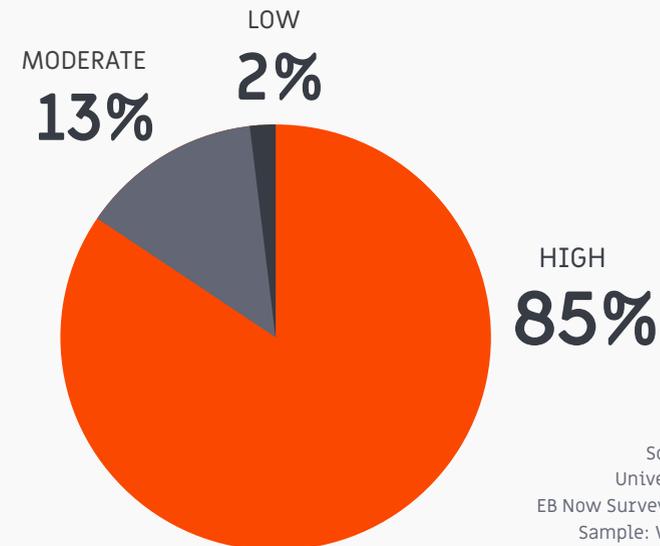
A study of the World's Most Attractive Employers finds top companies are dedicating **significant resources and attention to hiring for diversity**, which includes hiring women into underrepresented fields and roles – 85% of HR and talent leaders in the WMAE report it's a high priority inside their companies.

Which of the following best describe the key elements included in your EVP?

% including "Diversity & Inclusion"



What priority is your organisation giving to hiring for diversity?



Source:
Universum
EB Now Survey 2019
Sample: WMAE

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

¹⁰ <https://www.forbes.com/sites/mayrarodriguezvalladares/2019/05/01/diversity-is-important-for-businesses-bottom-line-and-americas-competitiveness/#44396686306a>

¹¹ <https://www.nature.com/articles/d41586-019-00611-1>

¹² <https://www.forbes.com/sites/kathycapriano/2019/05/17/the-unvarnished-truth-about-being-a-female-leader-in-tech/#15c8c3017dfd>

Assessing Students' Career Goals

World's
Most Attractive
Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST
ATTRACTIVE EMPLOYERS:
RANKINGS

YOUNG WOMEN
AT WORK: A DECADE OF
INVESTMENT PAYS OFF

ASSESSING STUDENTS'
CAREER GOALS

GLOBAL - LOCAL
PREFERENCES

PREFERRED
COMMUNICATION
CHANNELS

universum

Career Goals Business Students



■ 2019 ■ 2018

Career goals for Business Students - % for all countries on left + Top 3 per country

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

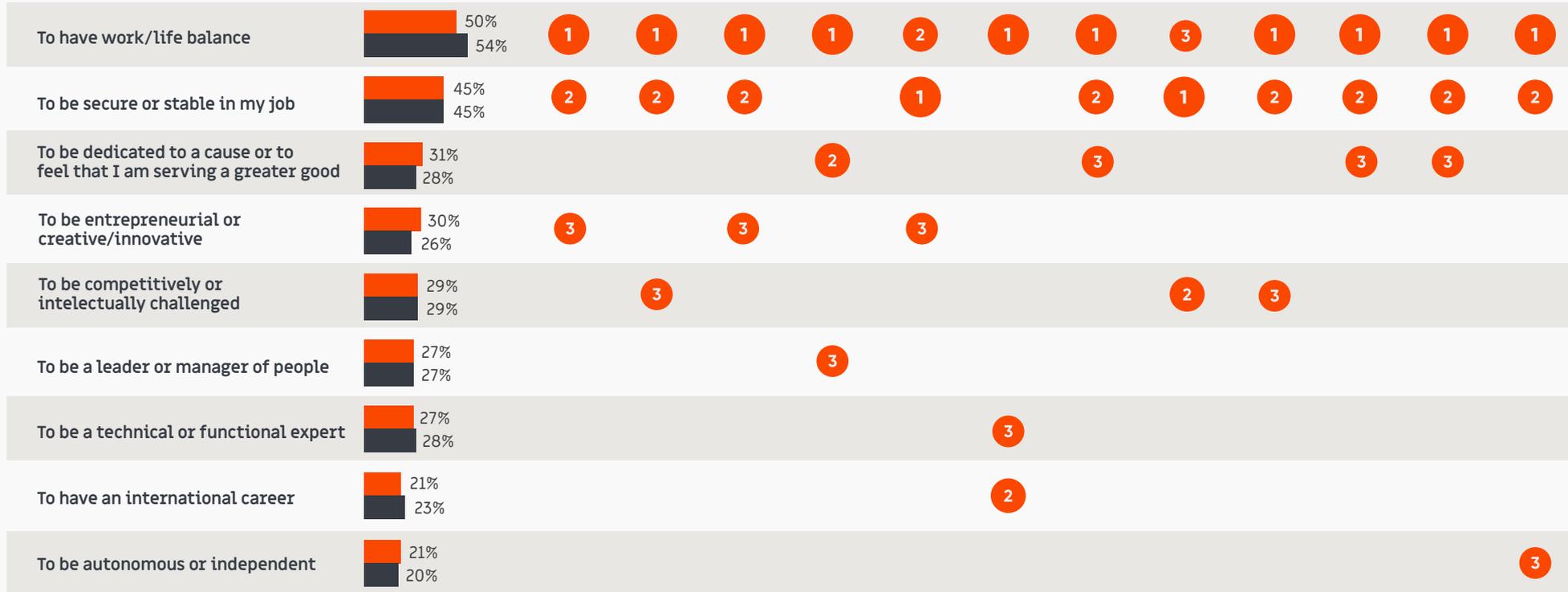
ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

Career Goals Engineering/IT Students



■ 2019 ■ 2018

Careers goals for Engineering/IT Students - % for all countries on left + Top 3 per country

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

Decoding Career Goals

Rising Focus on Job Security Globally

Students reported a greater interest in job stability in 2019. The sentiment was felt strongly among US students, where 53% of respondents said they prioritized job stability. This idea runs counter to many stereotypes imposed on millennial and Gen Z workers, says attorney James Goodnow, who co-authored the book, "Motivating Millennials." He told CNBC, "Millennials want stability – yes, that may shock you, but it's true."¹³

Job stability was least attractive to young Chinese students, with only 38% choosing it as a priority.

And given the rising generation of Generation Z entering the workforce, this desire for job security will likely only increase. A 2018 study by Indeed.com found Generation Z has a strong desire for stable work and what it calls "future-proof jobs." Paul Wolfe, senior vice president of human resources at Indeed, explains, "Having grown up during the Great Recession, the idea of job instability was the norm for much of this age group. Because Gen Zers grew up in a time of

economic turmoil, their parents probably instilled the idea that hard work and dedication is necessary for success."

For young people, job security goes hand-in-hand with skills development. Wolfe continues, "Because we know this generation is marked by looking for future-proof, secure jobs, they understand the need for constant skills development in order to grow in their careers."

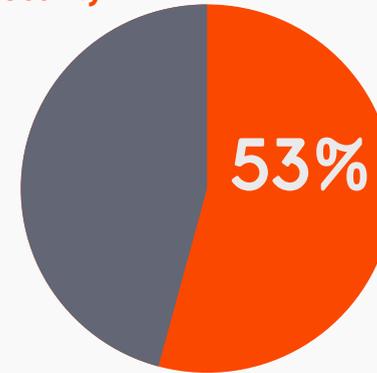
In addition to seeking out job security, the research also shows students have a waning interest in international careers, which dropped from 32% in 2016 to 27% in 2019. What drives this trend away from careers abroad?

As a whole, multinational companies have not been performing as well as their domestic peers (which is important because multinationals are most likely to offer students careers abroad). A report from The Economist shows that in 8 out of 10 sectors, multinationals are growing more slowly than domestic companies. The Economist continues, "Both the advantages of scale and those of arbitrage have worn away. [...] As a result firms with a domestic focus are winning market share."¹⁴

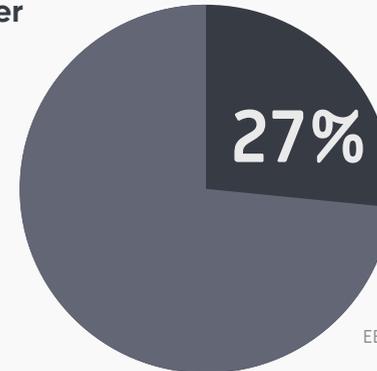
Add to that, Chinese students are showing a much stronger interest in staying home and working for high-growth companies such as Alibaba, Baidu and Tencent. In a report for Bloomberg, Andy Chun, an AI researcher

and professor at City University of Hong Kong, explains, "I think overseas Chinese students will be more than eager to return due to the tremendous potential for career growth."¹⁵

Generation Z Job security



Generation Z International Career



Source:
Universum
EB Now Survey 2019
Sample: WMAE

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

¹³ <https://www.cnbc.com/2017/05/10/90-of-millennials-will-stay-in-a-job-for-10-years-if-two-needs-met.html>

¹⁴ "The Retreat of the Global Company." The Economist; Jan 28, 2017

¹⁵ "China in push to lure overseas tech talent back home." Bloomberg; February 11, 2018

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM



A company with 10,000 employees could be spending as much as **US\$7.6 million** in additional wages to make up for a poor reputation.

Harvard Business Review Employer Brand Study, March 2016¹⁷

¹⁷ <https://www.pwc.com/gx/en/ceo-survey/2017/pwc-ceo-20th-survey-report-2017.pdf>

¹⁷ <https://hbr.org/2016/03/a-bad-reputation-costs-company-at-least-10-more-per-hire>

Country-level Forces Exert Influence Over WMAE Rankings in 2019

Economic downturns in parts of Europe, plus global trade wars, affect companies' ability to attract talent in certain markets.

This year many companies were battered by forces outside of their control. US and European employer brands fared poorly among young, Chinese university students. In response to rising trade wars between the US and China, Chinese students signalled a growing desire to work for Chinese companies – the trend was even felt by European companies.

Chinese students' growing rejection of US and European companies was also due to growing efforts by the Chinese government and top companies to bring high-value Chinese nationals home, particularly those with skills in AI. A report in the Financial Times explains, "Private and state-backed investors in China have set up venture capital funds to target executives and senior researchers at companies such as Google, Apple, Airbnb and Facebook, betting on the rapid development of the domestic tech sector to produce high returns on the investments."¹⁸

The economic downturn in Europe also affected recruiting, increasing the desire for job stability and making it less likely that companies could woo talented young workers away from stable jobs.¹⁹

In the US, low unemployment and competition for specific skill sets means US companies are more and more looking abroad for job candidates, particularly in red-hot markets such as AI and machine learning.²⁰ India is the biggest source of employees for US companies in tech and AI; India now accounts for half of foreign workers in the U.S. with H-1B visas.

¹⁸ <https://www.ft.com/content/84d27f6a-04bc-11e8-9650-9c0ad2d7c5b5>

¹⁹ <https://www.wsj.com/articles/europes-stalling-economy-sounds-alarm-for-global-growth-11564563688?mod=searchresults&page=1&pos=10>

²⁰ <https://www.wsj.com/articles/talent-war-at-home-prompts-u-s-employers-to-take-another-look-abroad-11559257791?mod=searchresults&page=1&pos=8>



World's
Most Attractive
Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST
ATTRACTIVE EMPLOYERS:
RANKINGS

YOUNG WOMEN
AT WORK: A DECADE OF
INVESTMENT PAYS OFF

ASSESSING STUDENTS'
CAREER GOALS

GLOBAL - LOCAL
PREFERENCES

PREFERRED
COMMUNICATION
CHANNELS

UNIVERSUM



Global-Local Preferences

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

universum

Which Brand Attributes Do Young People Seek?

High Future Earnings Score Big, but Employers Must Take a Holistic Look at Employer Brand Attributes

Students again chose “high future earnings” as a top employer brand attribute. Roughly 1 in 2 respondents chose it, regardless as to whether they study business or IT/engineering.

With regards to “high future earnings,” it’s important for employers to understand that salaries – even high salaries – must develop in tandem with a host of other worker priorities. A study by Harvard Business Review found that while pay is a top consideration, salary alone can’t make up for an employer with a negative reputation. The study found: “Nearly half of the people we surveyed would entirely rule out taking a job with a company that exhibited the top three negative employer brand factors, regardless of any pay increase. Even a 10% raise

²¹ <https://hbr.org/2016/03/a-bad-reputation-costs-company-at-least-10-more-per-hire>

²² <https://hbr.org/2017/02/the-most-desirable-employee-benefits>

²³ <https://www2.deloitte.com/insights/us/en/focus/human-capital-trends/2018/introduction.html>

Nearly half of the people we surveyed would **entirely rule out** taking a job with a company that exhibited the top three negative employer brand factors, **regardless of any pay increase**. Even a 10% raise would only tempt 28% of them to join such a company.

– Harvard Business Review

would only tempt 28% of them to join such a company.”²¹

What’s more, “earnings” don’t just mean pay. For young workers, non-pay benefits can have an outsized effect on the employer they choose. Another study by HBR examined the issue and found “80% of employees would choose additional benefits over a pay raise.”²²

Professional training and development is another top consideration for business students, with 44% choosing it as a top priority. Employers must take care that their development programs mirror the ways young professionals prefer to learn. Many companies are using a self-service model for skills development with programs that look more like a Netflix menu of options and channels (complete with “reviews” from colleagues) rather than a traditional, linear curriculum. Engineering/IT students favor a focus on

innovation, with 45% prioritizing this quality in a potential employer. “Innovation” as an employer brand proposition can be challenging – even risky – for a company to communicate to job candidates. How should a company embody innovation, and even more, show how a young person will participate in that culture?

59%

say their organizations are **“not effective”** or just **“somewhat effective”** at empowering people to manage their own careers²³

Deloitte’s Global Human Capital report says “people enablement is the key. It reports, “In a 21st-century career, the individual and his or her experiences take center stage. Instead of a steady progression along a job-based pathway, leading organizations are shifting toward a model that empowers individuals to acquire valuable experiences, explore new roles, and continually reinvent themselves.”

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

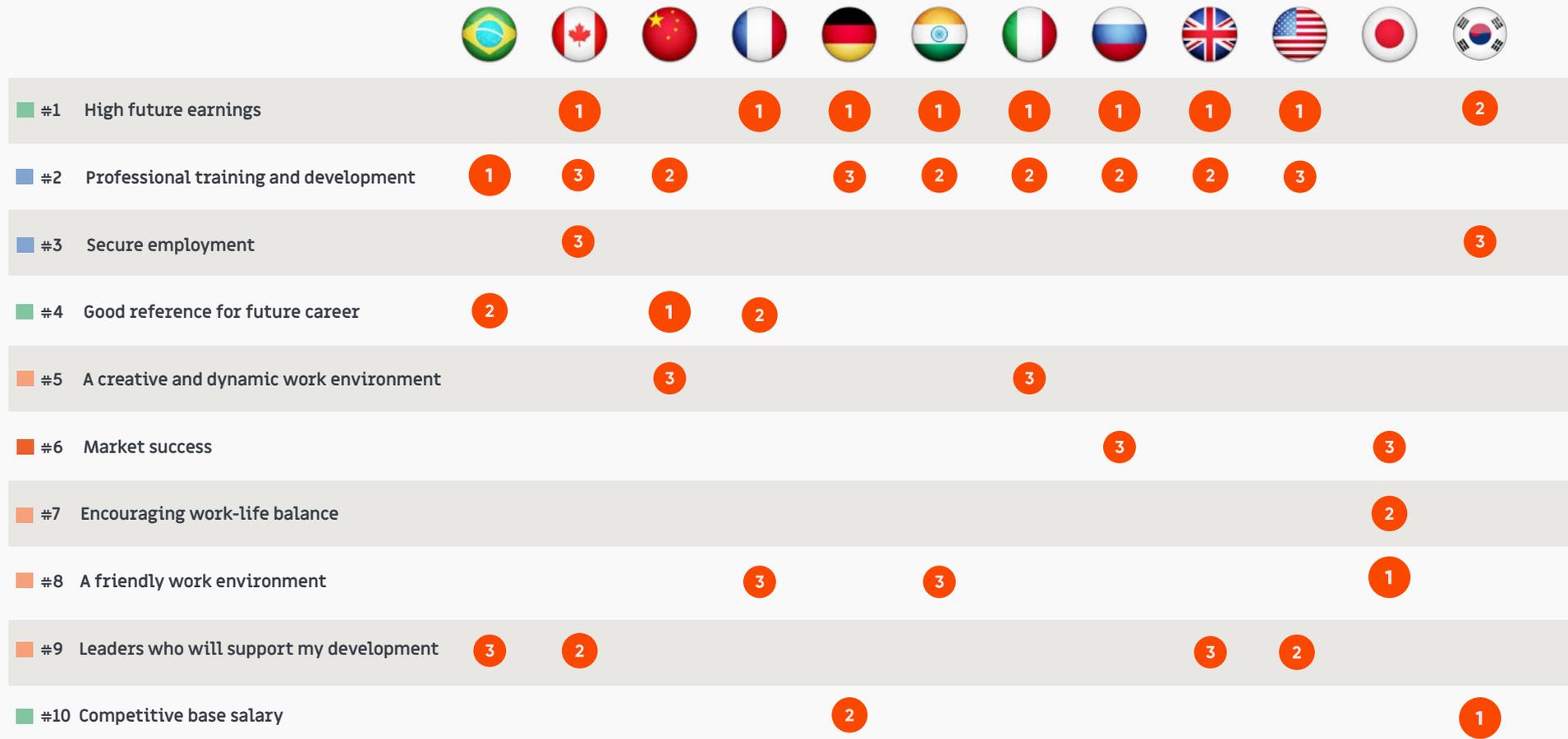
ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

UNIVERSUM

Top 10 Preferences Business Students



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

Top 10 preferences for Business students + top 3 attributes per country

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

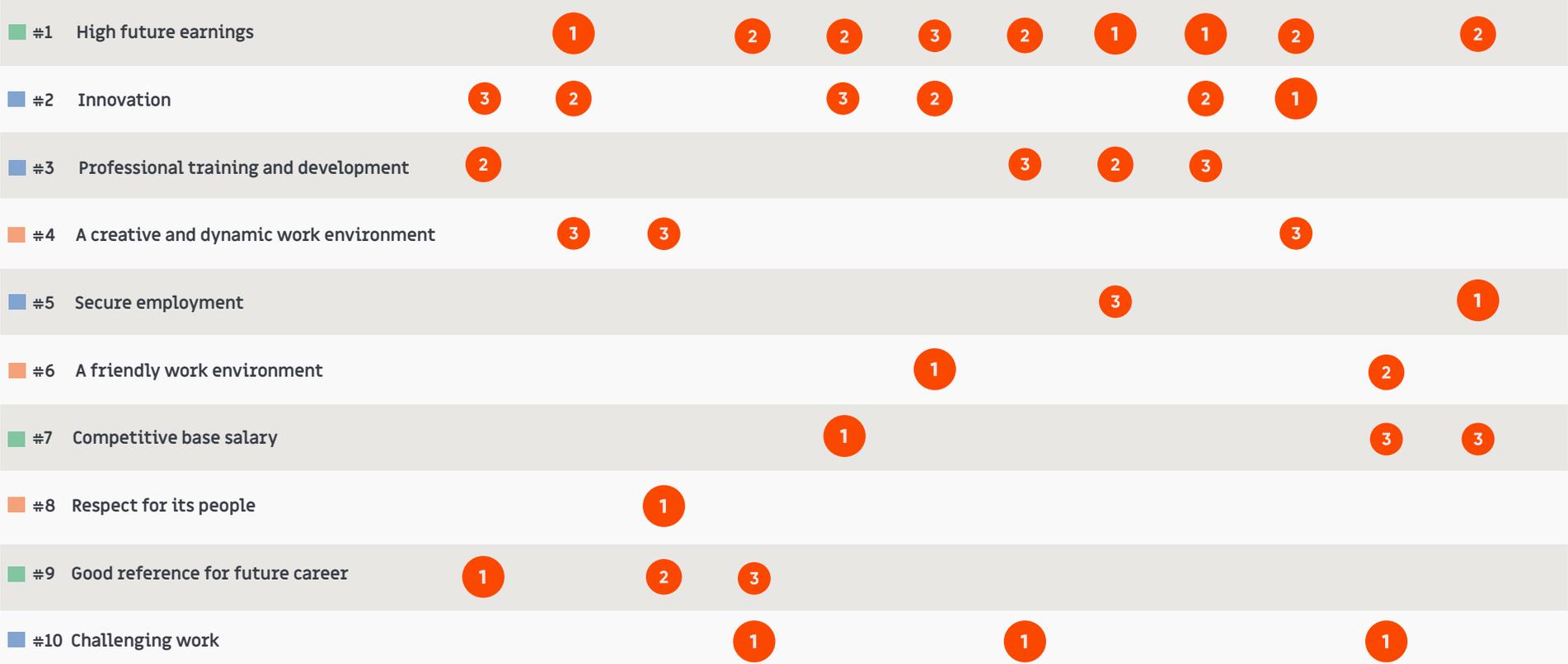
YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

Top 10 Preferences Engineering/IT Students



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

Top 10 preferences for Engineering/IT students + top 3 attributes per country

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS



Preferred Communication Channels

World's
Most Attractive
Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST
ATTRACTIVE EMPLOYERS:
RANKINGS

YOUNG WOMEN
AT WORK: A DECADE OF
INVESTMENT PAYS OFF

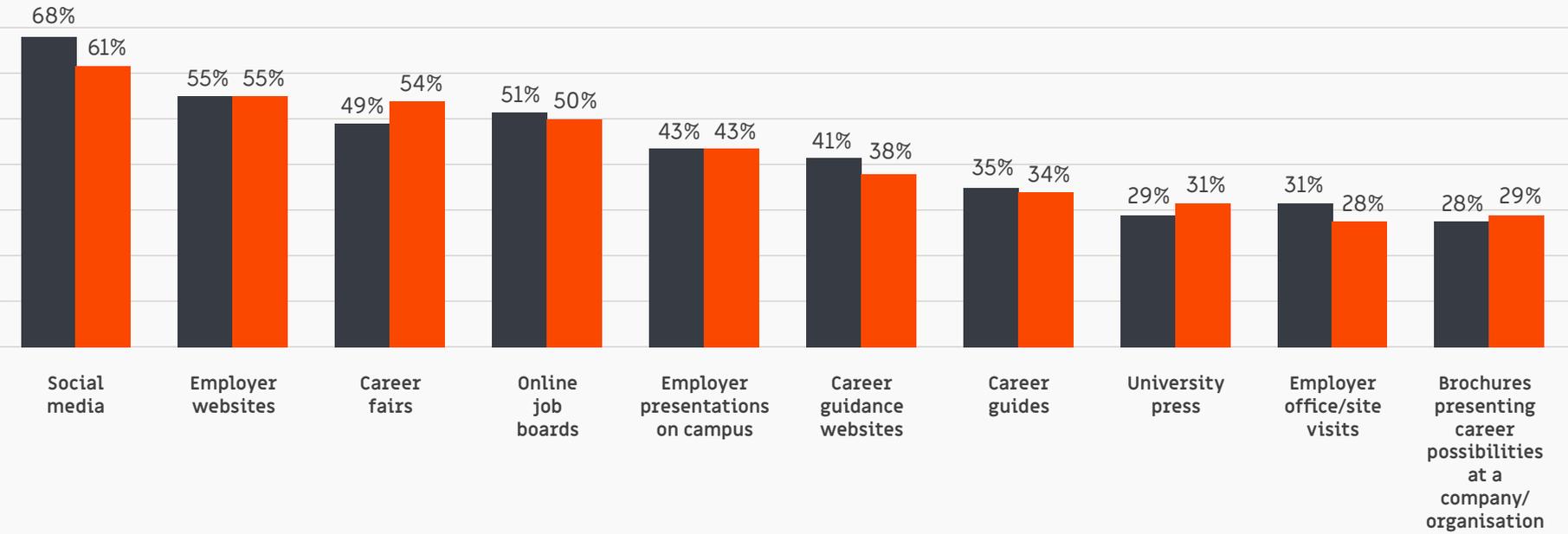
ASSESSING STUDENTS'
CAREER GOALS

GLOBAL - LOCAL
PREFERENCES

PREFERRED
COMMUNICATION
CHANNELS

universum

Top 10 Communication Channels **Where students learn about employers**



■ Business students ■ Engineering/IT students

World's Most Attractive Employers 2019

KEY FINDINGS

STUDY DETAILS

PREFERRED INDUSTRIES

WORLD'S MOST ATTRACTIVE EMPLOYERS: RANKINGS

YOUNG WOMEN AT WORK: A DECADE OF INVESTMENT PAYS OFF

ASSESSING STUDENTS' CAREER GOALS

GLOBAL - LOCAL PREFERENCES

PREFERRED COMMUNICATION CHANNELS

About Universum

Universum, part of the StepStone Group, is a global thought leader in Employer Branding. With over 30 years of valuable experience in the field of employer branding, we have established ourselves in 60 markets globally, and our diverse workforce is physically present in 20 countries. We are uniquely positioned through our talent surveys to deliver key insights to recruiters about what future talent is looking for in a company. Our data-led, human and meaningful output has attracted more than 1,700 clients, including many Fortune 500 companies, as well as global media partners that publish our annual rankings and trend reports.

Find out more at
www.universumglobal.com

