



Universum Talent Research 2017

Partner Report | Lebanese American University
Lebanese Edition | All main fields of study

Who We Are



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



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



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



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



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



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



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

Sample client list

Some of the world's most attractive employers



Universum in the Media

Universum Rankings and Thought leadership Publishers



We help higher educational institutions

Universum is the global leader in the field of employer branding and talent research. Through our market research, consulting and media solutions we aim to close the gap between the expectations of employers and talent, as well as support Higher Education Institutions in their roles.

Through our unique insight into the recruitment challenges of employers and the dynamics of the talent market, we help nearly 2,000 colleges and universities worldwide to:

UNDERSTAND

The career preferences and expectations of students and alumni

IDENTIFY

The readiness for professional life of your students and alumni

ATTRACT

Relevant employers to visit campus

MANAGE

The brand perception and attractiveness of your college/university

What we cover in the report

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

About the Universum Talent Research and the target groups



THE QUESTIONNAIRE

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



RESPONDENTS

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



FIELD PERIOD

November 2016 to July 2017



Total number of
respondents in the survey

4 696

THIS REPORT

Number of respondents

GROUP 1

Your students

953

GROUP 2

All students

4 696

Agenda

1

EXECUTIVE SUMMARY

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

Summary of your University Brand Perception (1/2)

ASSOCIATIONS BASED ON THE UNIVERSUM DRIVERS OF UNIVERSITY ATTRACTIVENESS

REPUTATION & IMAGE

1. Highly ranked within its field
2. Availability of financial aid and scholarships
3. Internationally acclaimed



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Secure campus environment
3. Social and recreational activities



EMPLOYABILITY & FUTURE OPPORTUNITIES

1. Good reference for future career and/or education
2. High employment among graduates
3. Focus on professional development



EDUCATIONAL OFFERING

1. Strong student support (e.g. tutors, advisors, etc.)
2. Quality and variety of courses
3. Exceptional professors/lecturers



TOP OF MIND ASSOCIATIONS



Summary of your University Brand Perception (2/2)

CONTINUE COMMUNICATING

REPUTATION & IMAGE

- ✓ Availability of financial aid and scholarships
- ✓ Highly ranked within its field
- ✓ Internationally acclaimed
- ✓ Prestige
- ✓ Successful alumni



CULTURE & STUDENT LIFE

- ✓ Commitment to diversity and inclusion
- ✓ Creative and dynamic atmosphere
- ✓ Friendly and open environment
- ✓ Secure campus environment
- ✓ Social and recreational activities



EMPLOYABILITY & FUTURE OPPORTUNITIES

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



EDUCATIONAL OFFERING

- ✓ Attractive/exciting programs and fields of study
- ✓ Exceptional professors/lecturers
- ✓ Quality and variety of courses
- ✓ Strong student support (e.g. tutors, advisors, etc.)



AVERAGE SATISFACTION

Your students

8,1

All students

7,5

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

Your students

52%

All students

49%

General profile and summary of career preferences



Your students



TOP CAREER GOALS

1. To be entrepreneurial or creative/innovative
1. To have work/life balance
3. To be a leader or manager of people



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Future-Oriented
2. Solution-focused
3. Taking time to think



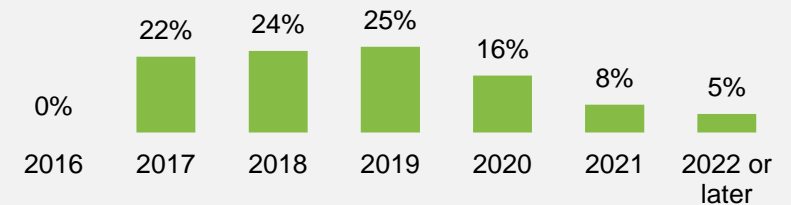
TOP 3 MOST PREFERRED INDUSTRIES

1. Management and Strategy Consulting
2. Health Care Services
3. Media and Advertising

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. High future earnings
2. Professional training and development
3. Leadership opportunities
4. Innovation
5. Opportunities for international travel/relocation

YEAR OF GRADUATION DISTRIBUTION:



General profile and summary of career preferences



All students



TOP CAREER GOALS

1. To have work/life balance
2. To be entrepreneurial or creative/innovative
3. To be secure or stable in my job



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Future-Oriented
2. Solution-focused
3. Continuous renewal of yourself



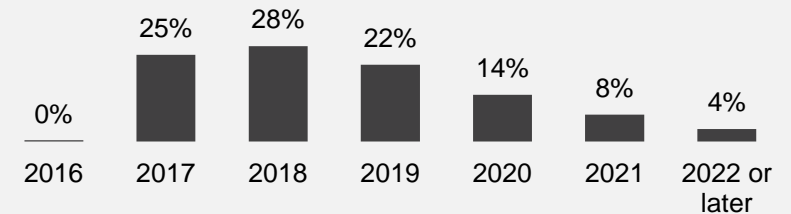
TOP 3 MOST PREFERRED INDUSTRIES

1. Management and Strategy Consulting
2. Media and Advertising
3. Banks

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. High future earnings
2. Professional training and development
3. Recognising performance (meritocracy)
4. Respect for its people
5. Innovation

YEAR OF GRADUATION DISTRIBUTION:



Agenda

1

EXECUTIVE SUMMARY

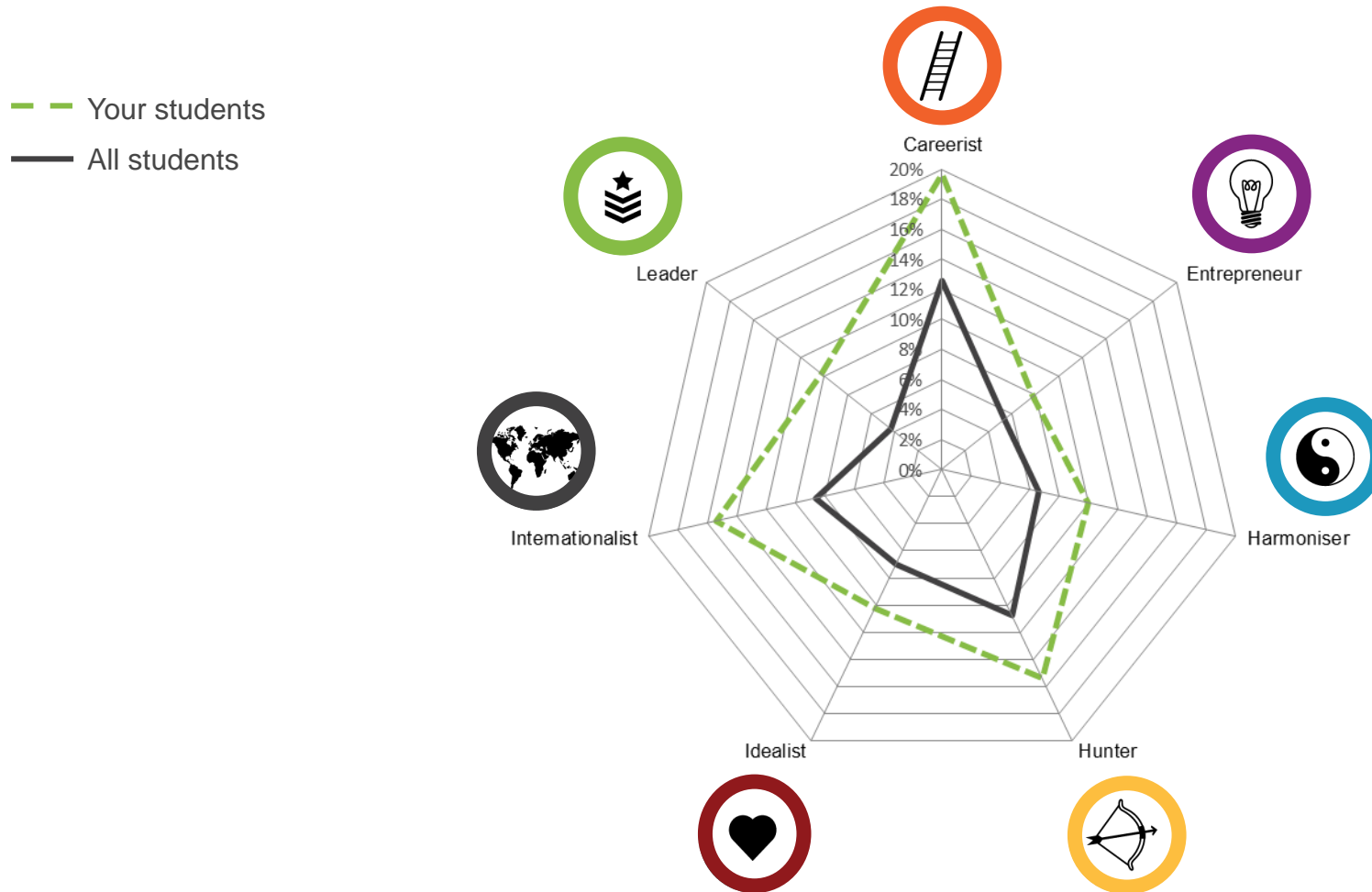
2

TALENT PROFILE

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

The Universum Career Profiles

Distribution per target group



The Universum Career Profiles



CAREERISTS

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



ENTREPRENEURS

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



HARMONISERS

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



HUNTERS

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



IDEALISTS

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



INTERNATIONALISTS

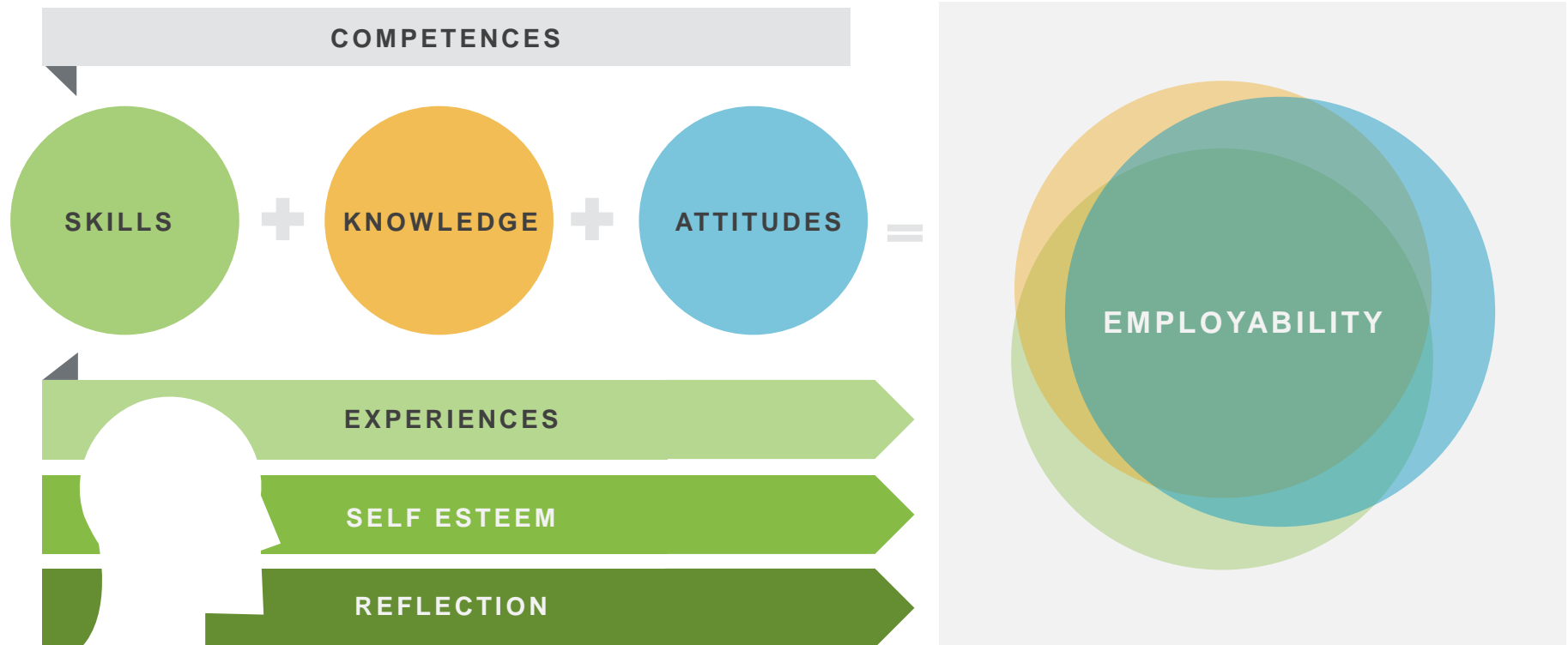
tend to be “big-picture” individuals who focus primarily on the future instead of day-to-day or historical situations. They usually (but not always) know relatively early on in their lives that they want to have an international career and are usually interested in building international connections.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



LEADERS

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

How we operationalise Employability in the Universum Talent Survey



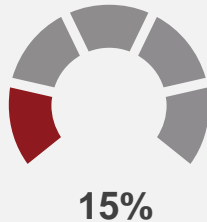
15% of your students have an International Mindset

Internationalists

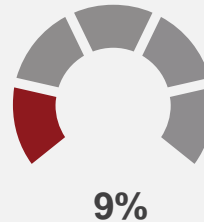


Share of talent with an international mindset within the target group:

Your students



All students

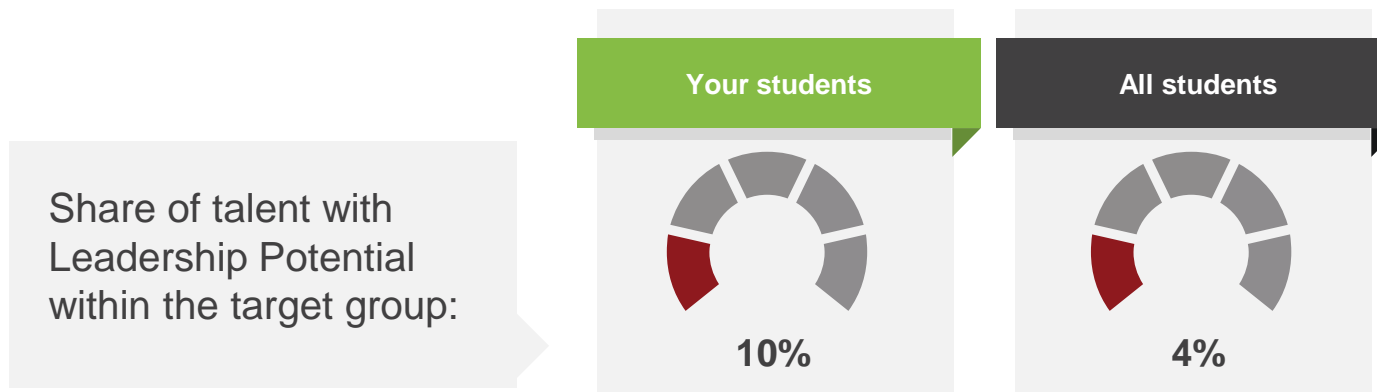


Being an Internationalist is not only an experience on a CV, but:

- *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.*

10% of your students are particularly interested in Leadership

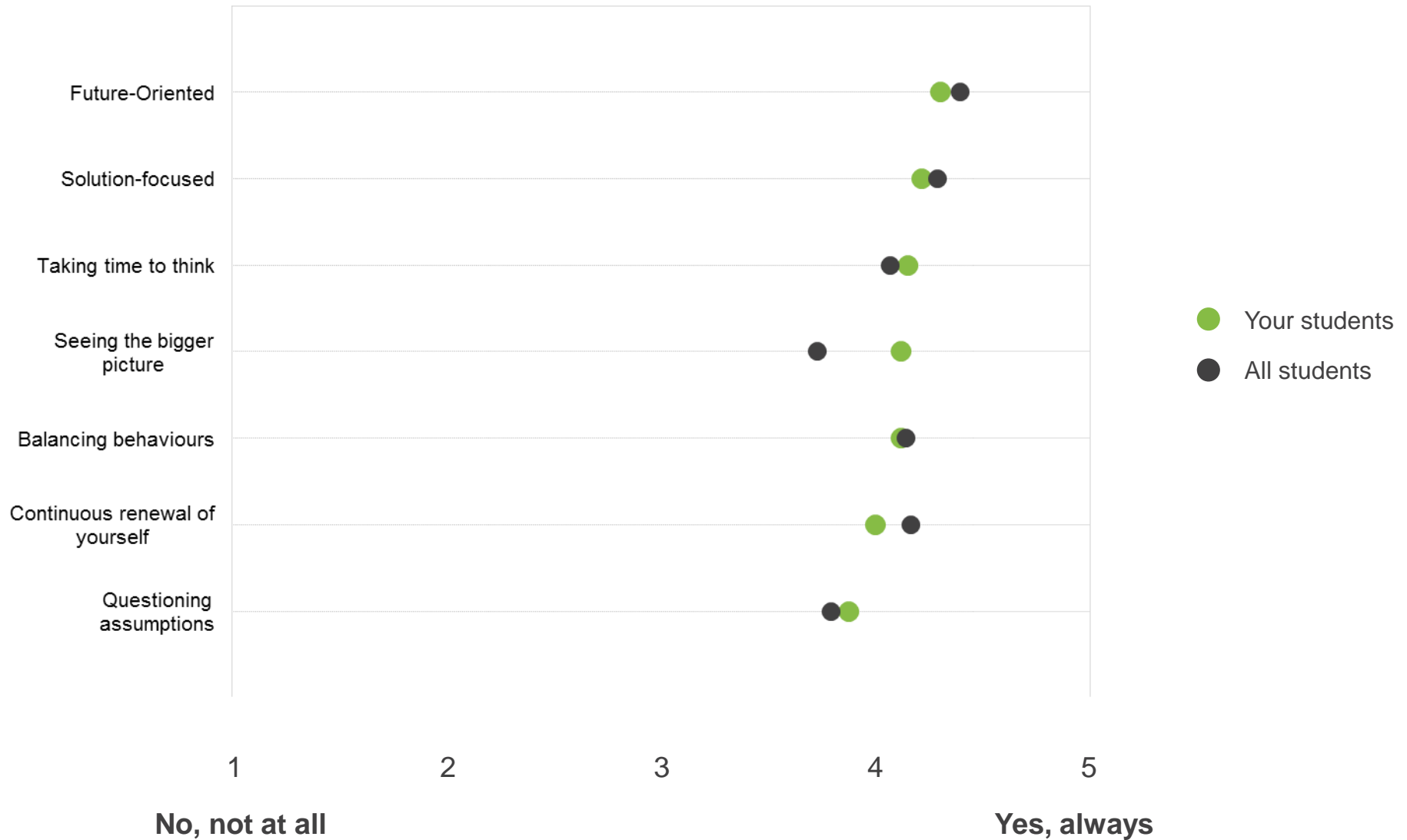
Leaders



Having a large share of future leaders in the population is important, as those will be the individuals who have the chance to influence business, governments and society in the future. Leaders combine:

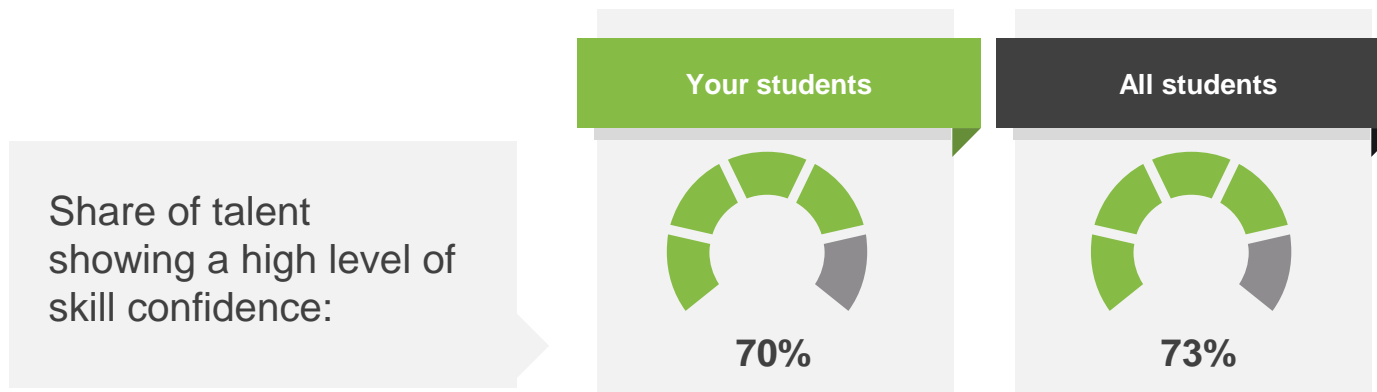
- *An ability to see the big picture in any situation, which helps them inspire both their teams and themselves.*
- *They prefer the benefits of working with others in a team environment, rather than being a “lone-wolf”.*
- *They understand responsibility as something to be desired and sought after.*

How talent's mindset differs between the target groups



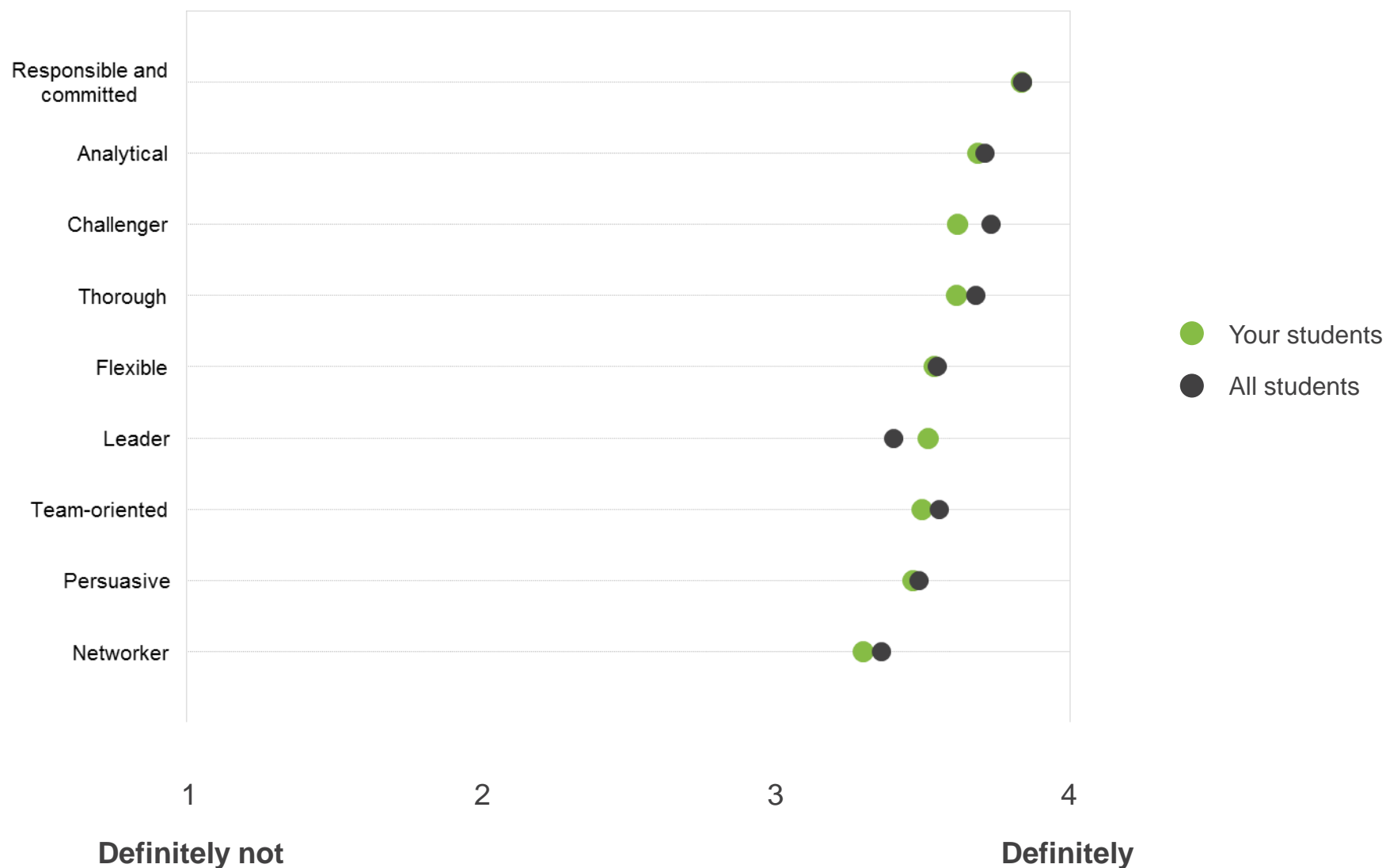
70% of your students are confident in their personality skills

Skill confidence



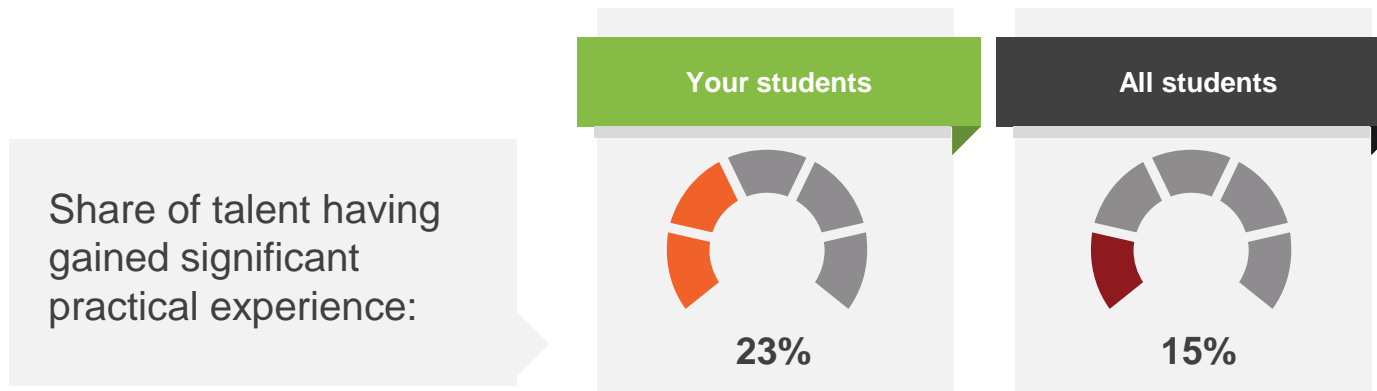
Self-esteem and having confidence into their own personality, soft-skills and experience is important for the employability of talent. Especially in presenting it to potential employers to gain, keep or find new employment when needed. See details on next slide.

Which personality skills describe each target group?



23% of your students have gained significant practical experience

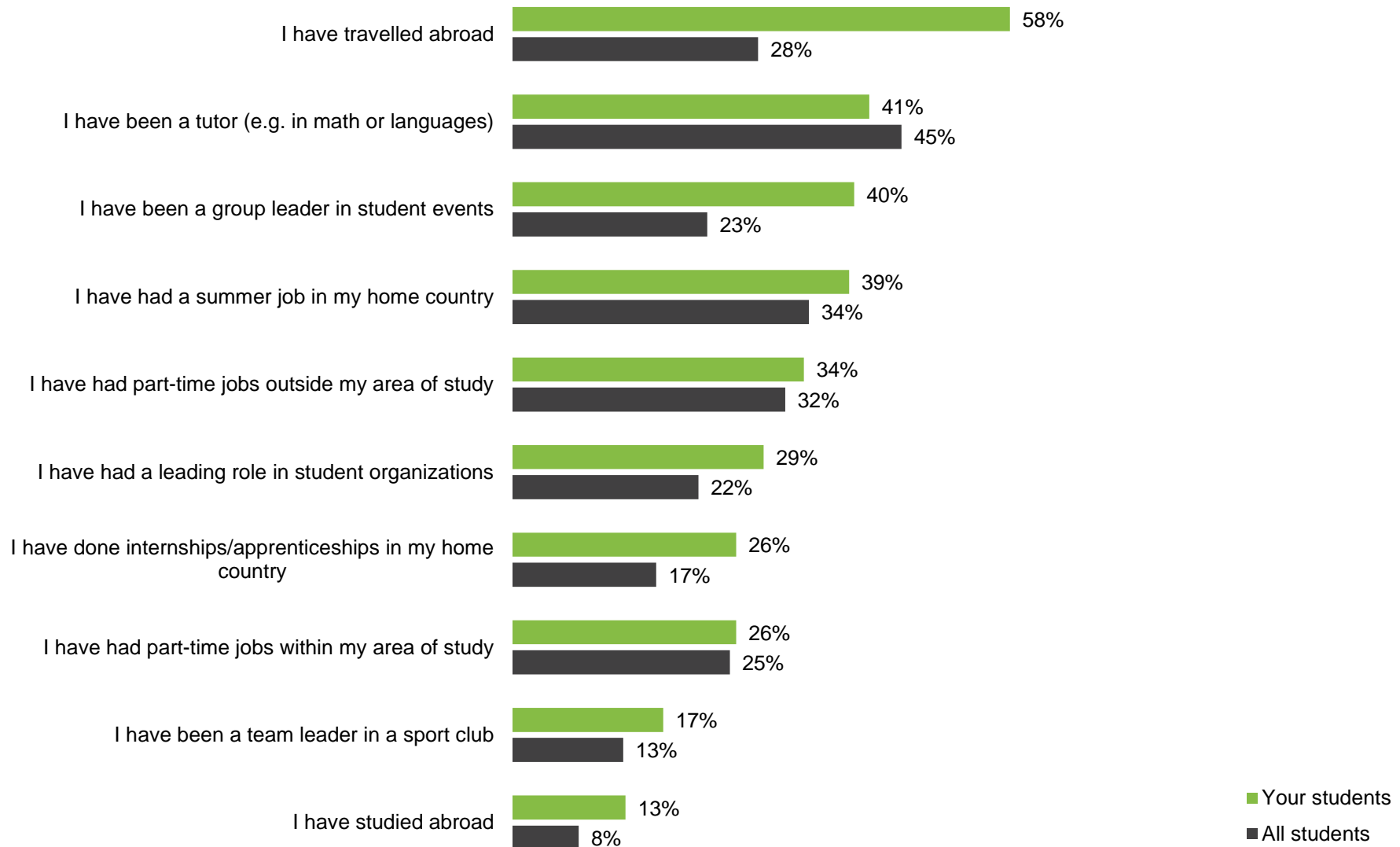
Practical Experience



Academic qualifications are not the only important requirement. Employers will also expect talent to have hands-on experience, to have taken on positions of leadership and responsibility, and to show real initiative before they graduate. Practical experience will:

- *Provide talent with an insight into the workplace.*
- *Help to develop key skills.*
- *Provide opportunities to put one's knowledge into practice.*

What kind of practical experiences do students have?



Agenda

1

EXECUTIVE SUMMARY

2

TALENT PROFILE

3

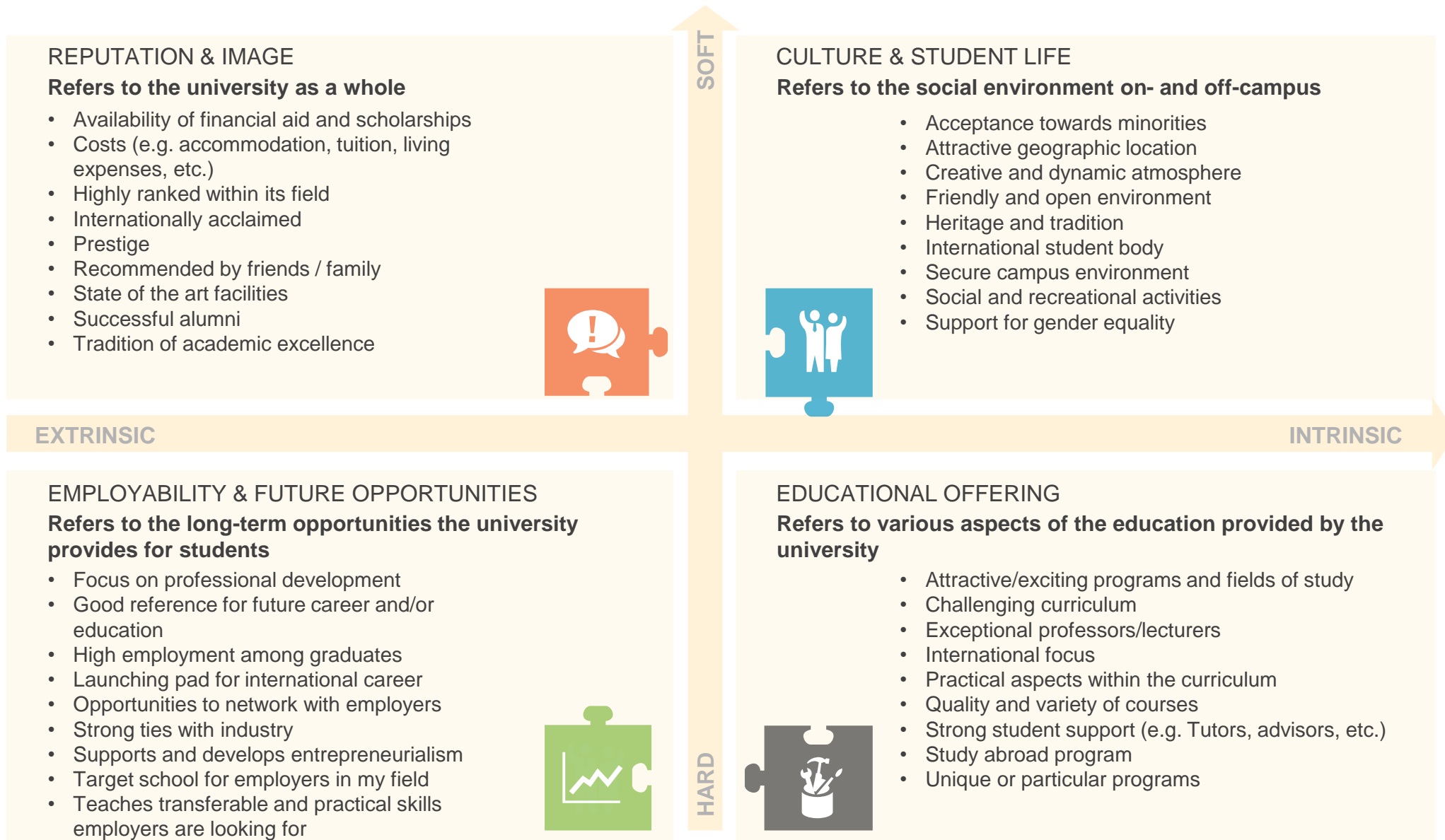
UNIVERSITY BRAND PERCEPTION

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

Top of mind associations with Lebanese American University



The Universum Drivers of University Attractiveness



Most attractive attributes

Your students

REPUTATION & IMAGE

1. Highly ranked within its field
2. Internationally acclaimed
3. Availability of financial aid and scholarships



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. Secure campus environment



EMPLOYABILITY & FUTURE OPPORTUNITIES

1. High employment among graduates
2. Good reference for future career and/or education
3. Focus on professional development



EDUCATIONAL OFFERING

1. Exceptional professors/lecturers
2. Strong student support (e.g. tutors, advisors, etc.)
3. Attractive/exciting programs and fields of study



All students

REPUTATION & IMAGE

1. Highly ranked within its field
2. Successful alumni
3. Availability of financial aid and scholarships



CULTURE & STUDENT LIFE

1. Secure campus environment
2. Friendly and open environment
3. Creative and dynamic atmosphere



EMPLOYABILITY & FUTURE OPPORTUNITIES

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

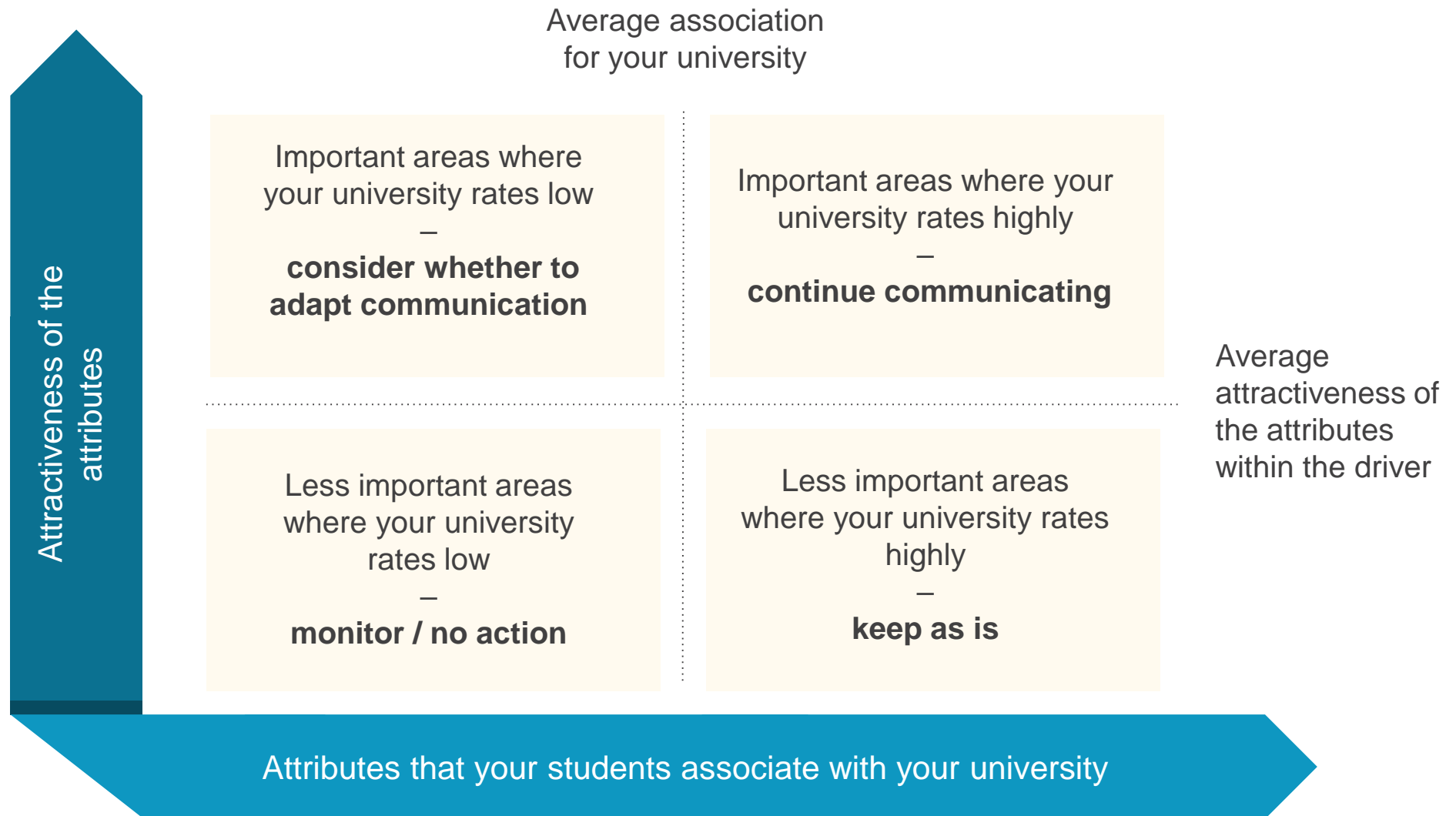


EDUCATIONAL OFFERING

1. Strong student support (e.g. tutors, advisors, etc.)
2. Exceptional professors/lecturers
3. Attractive/exciting programs and fields of study

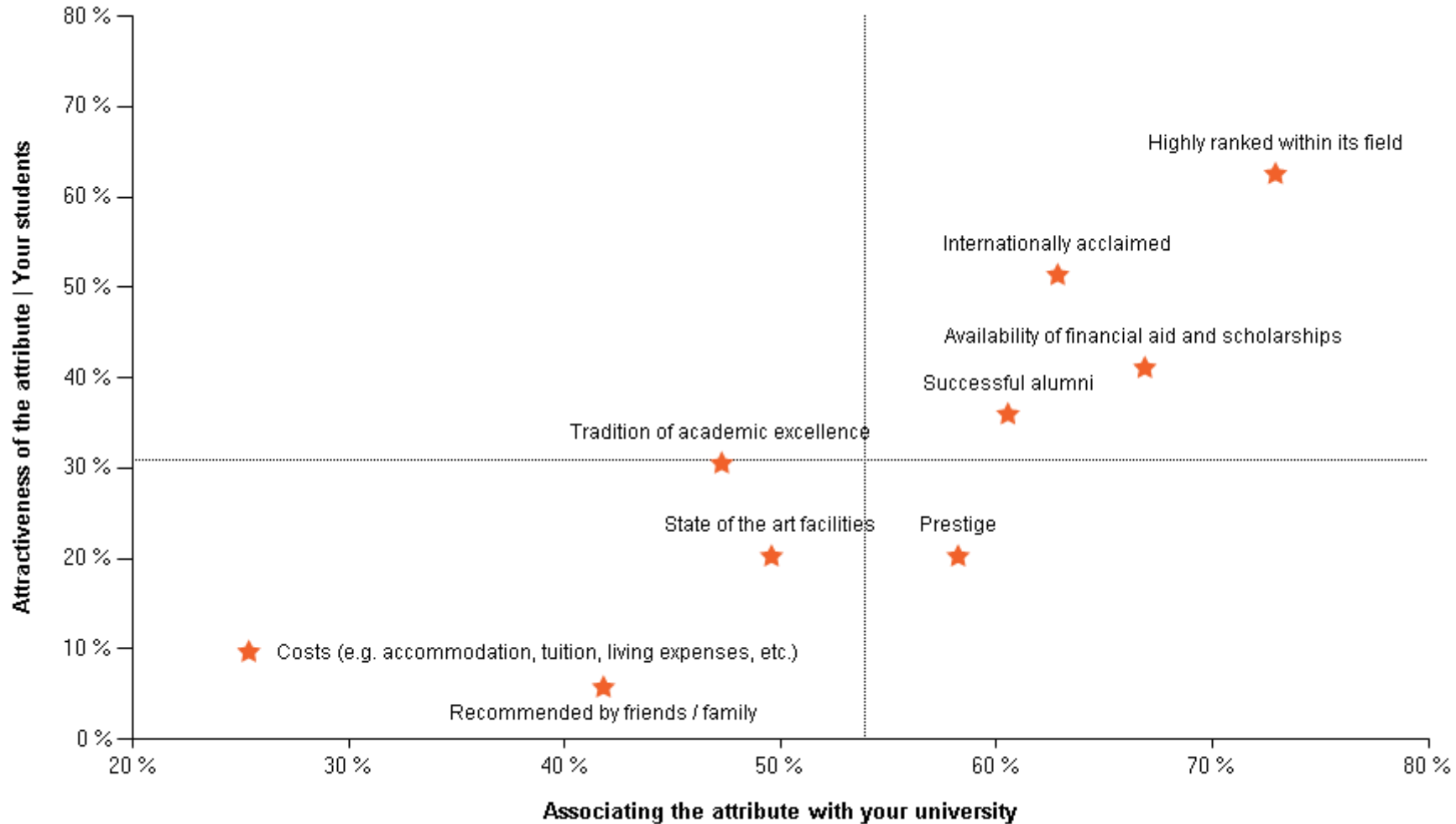


Attractiveness vs. Associations



Reputation & Image

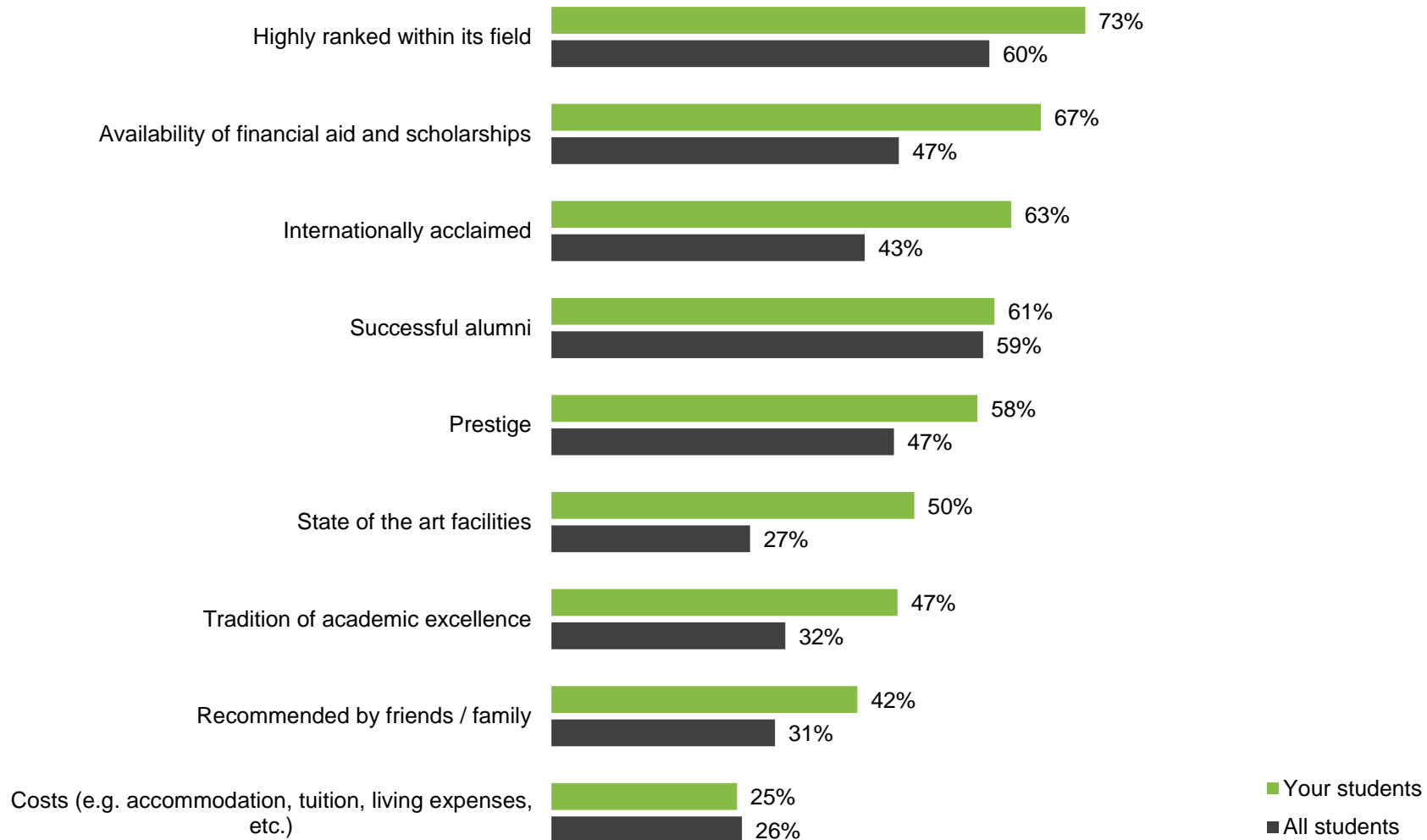
Attractiveness vs. Associations with Lebanese American University



- 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)

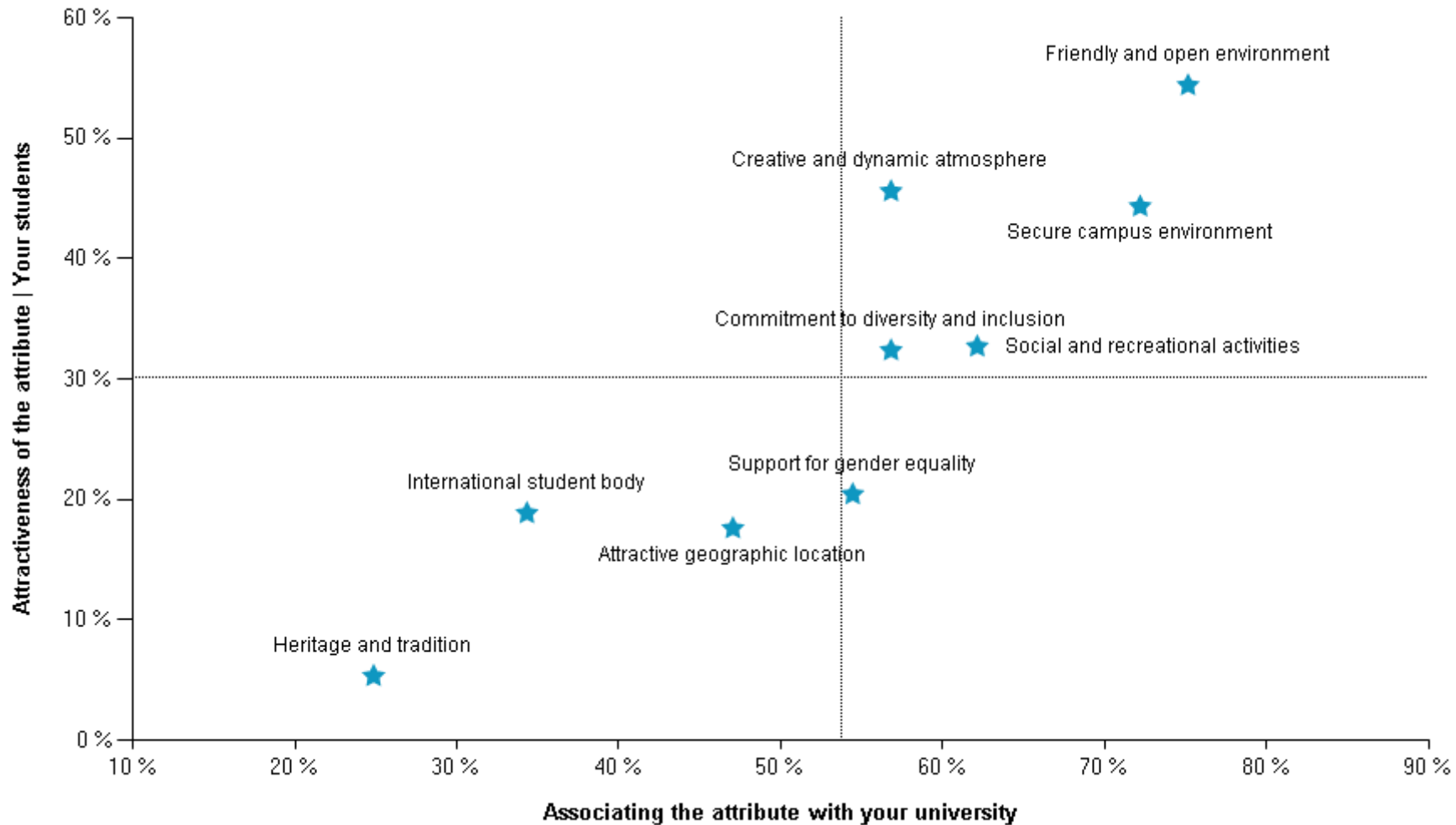
Reputation & Image

Most frequent associations



Culture & Student Life

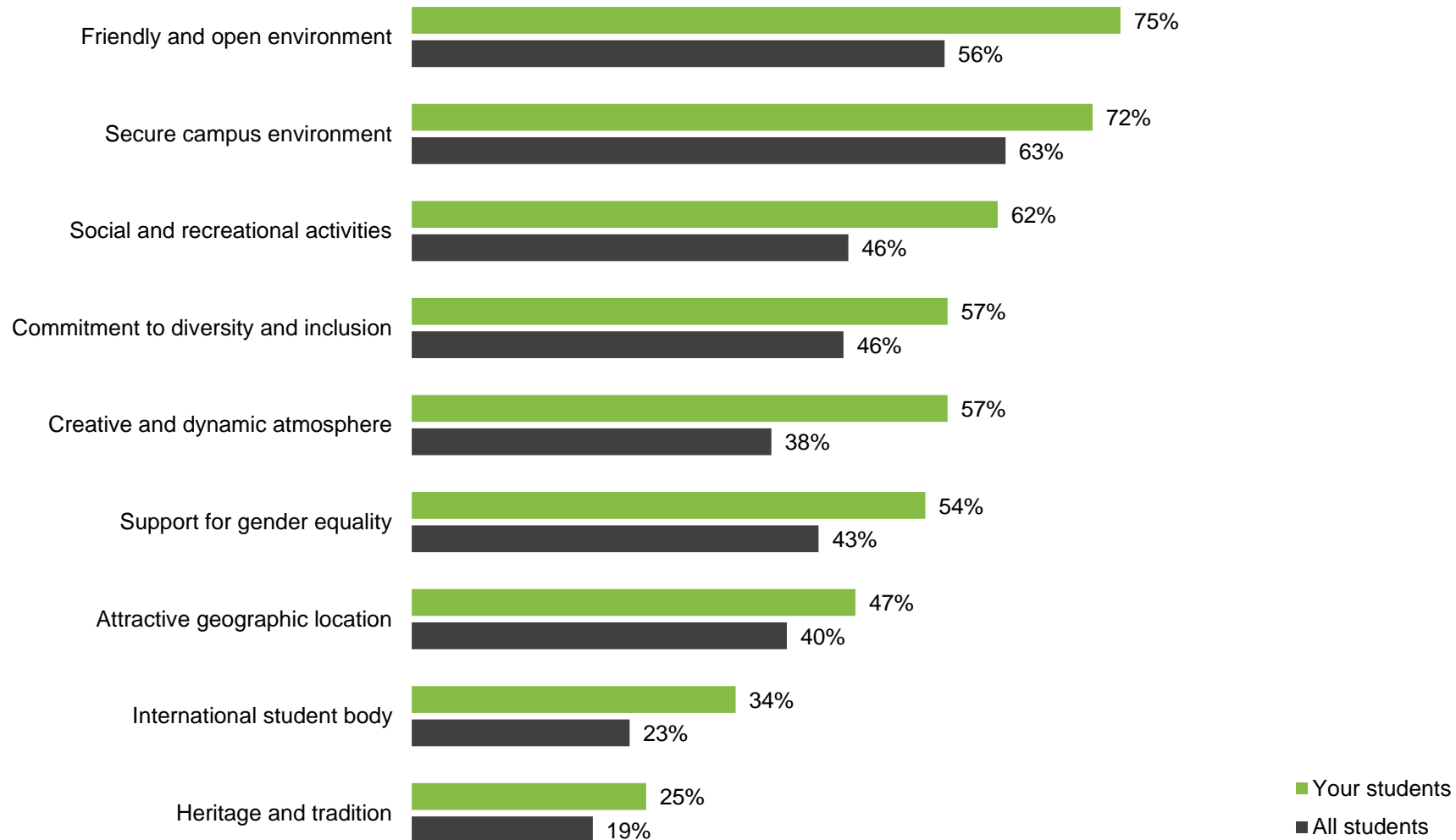
Attractiveness vs. Associations with Lebanese American University



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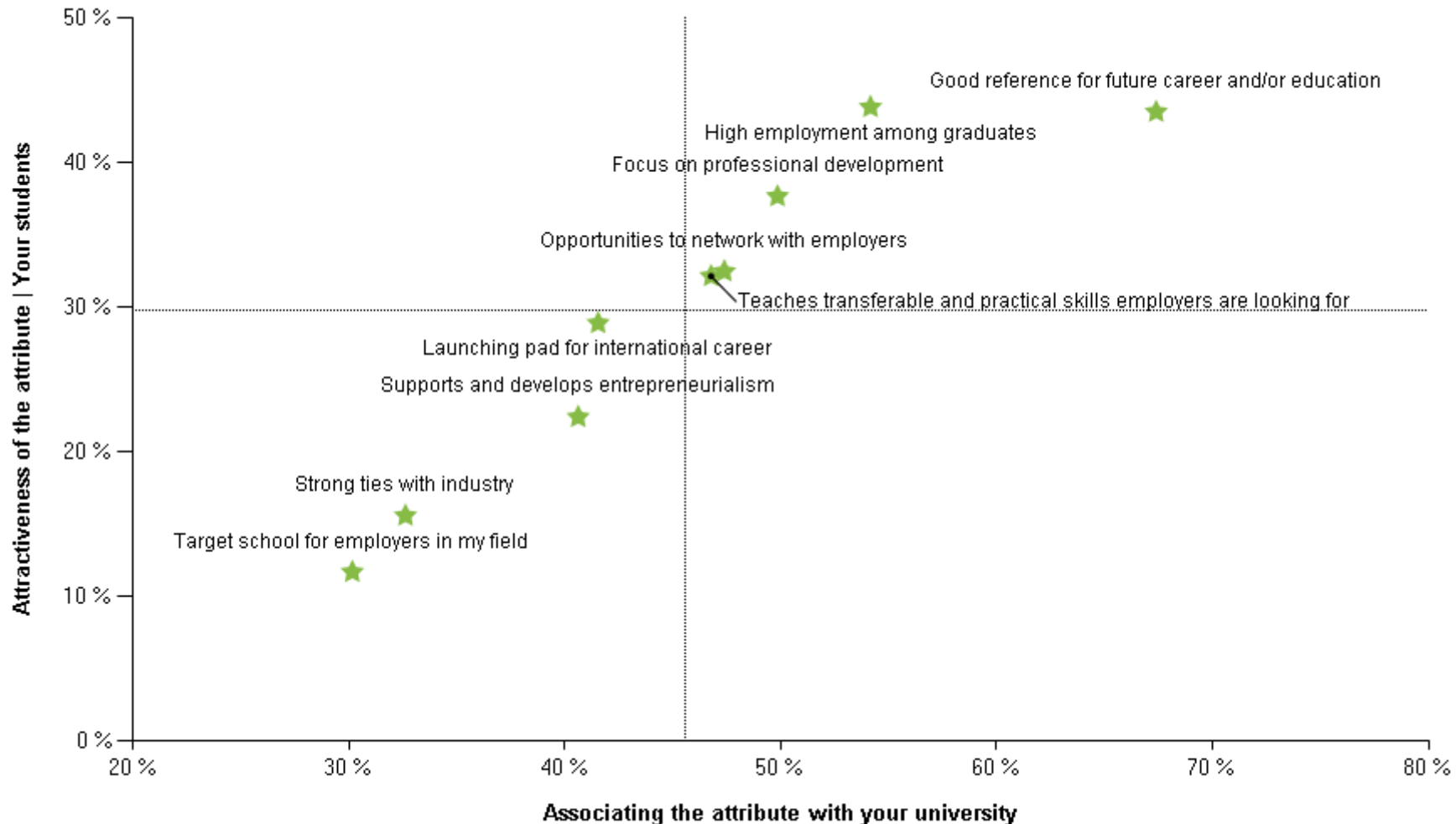
Culture & Student Life

Most frequent associations



Employability & Future Opportunities

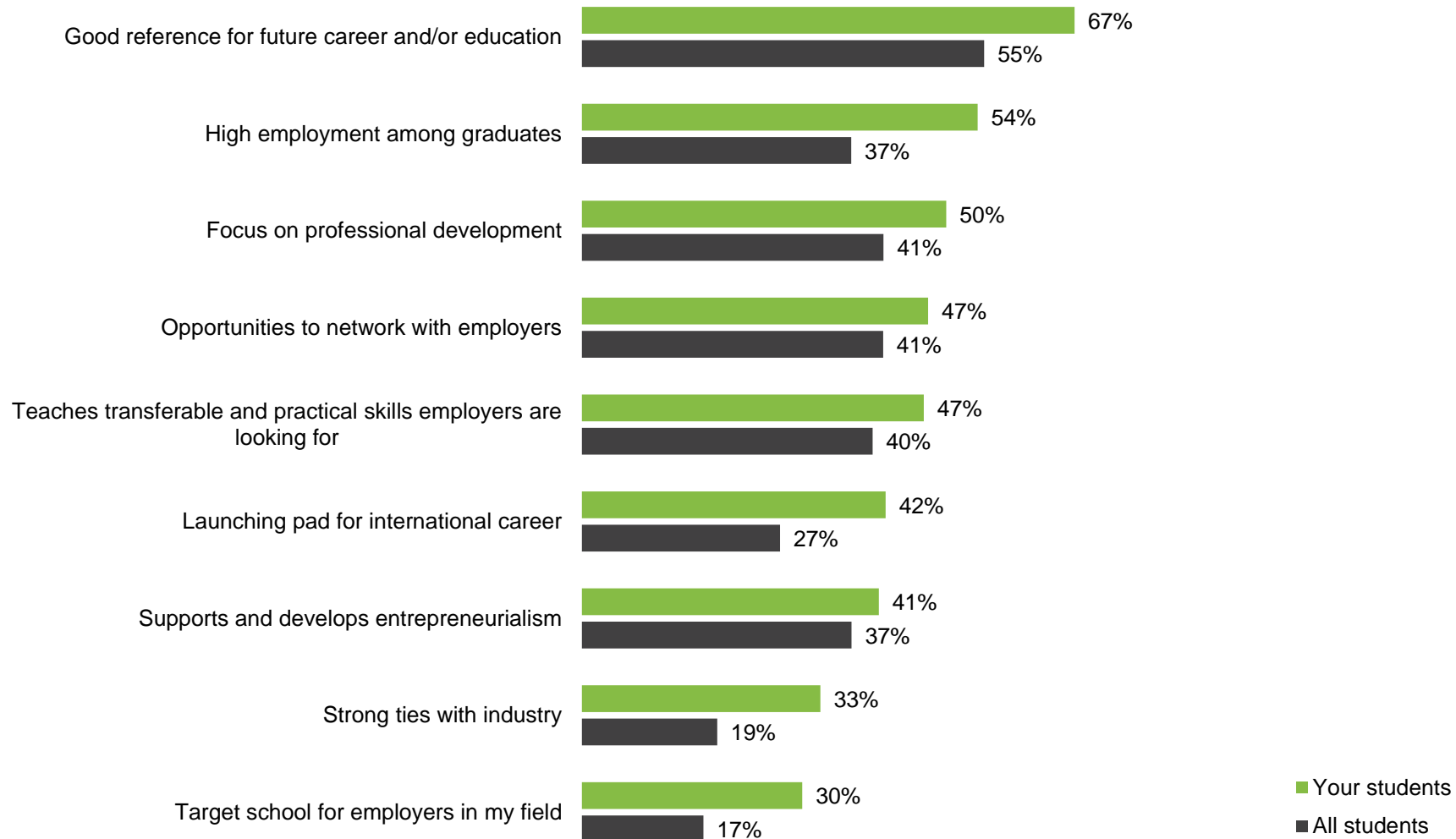
Attractiveness vs. Associations with Lebanese American University



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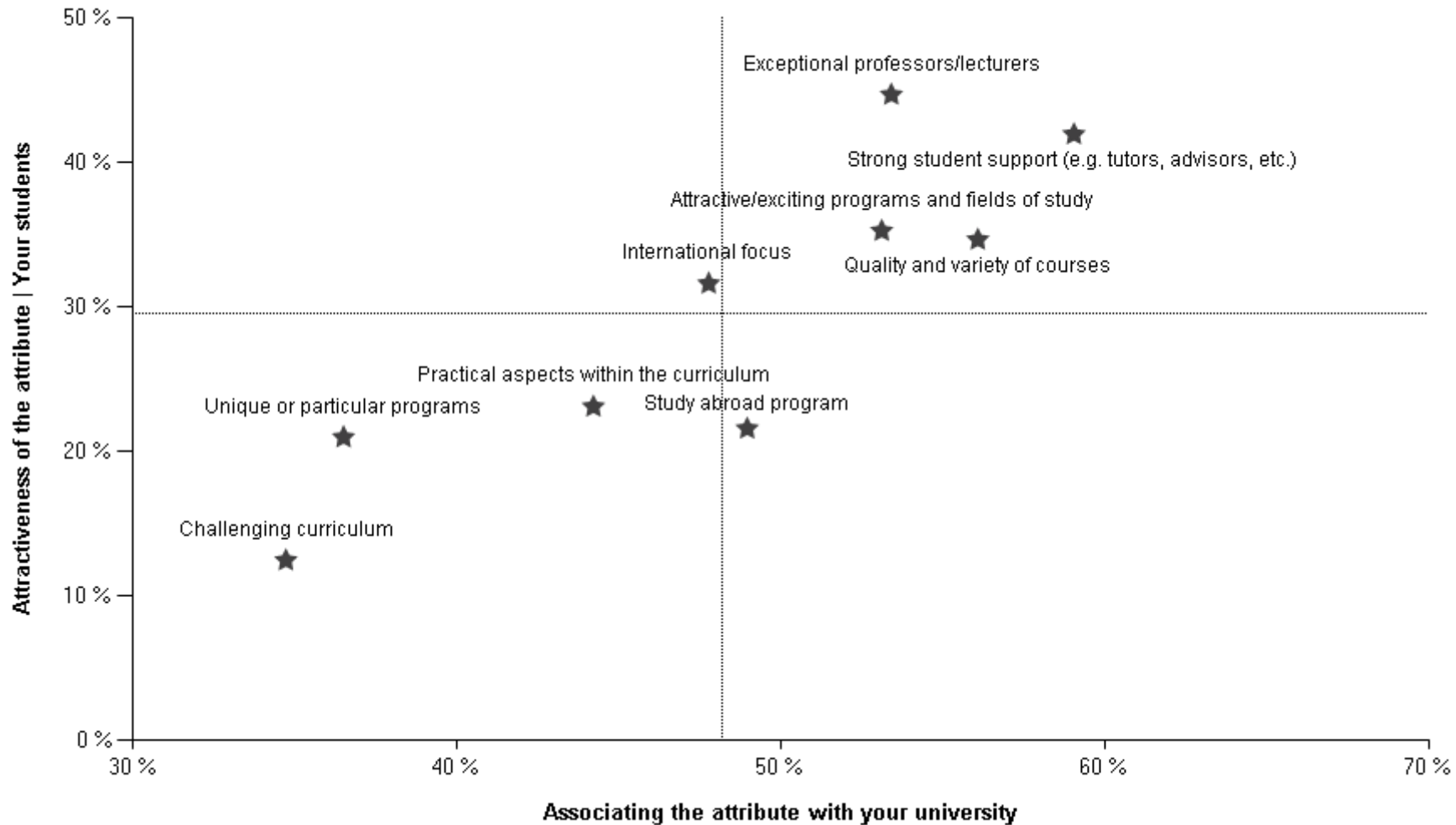
Employability & Future Opportunities

Most frequent associations



Educational Offering

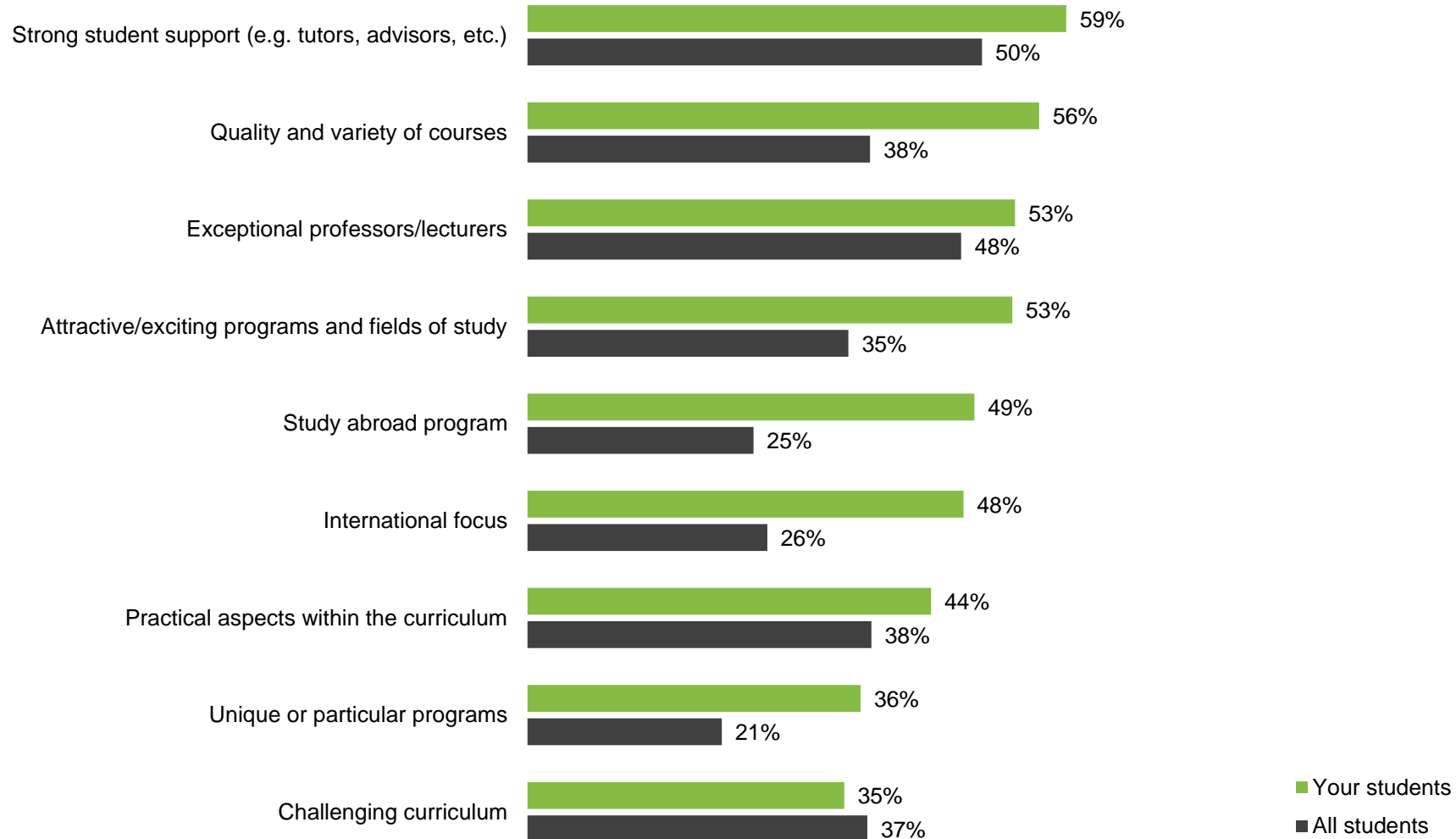
Attractiveness vs. Associations with Lebanese American University



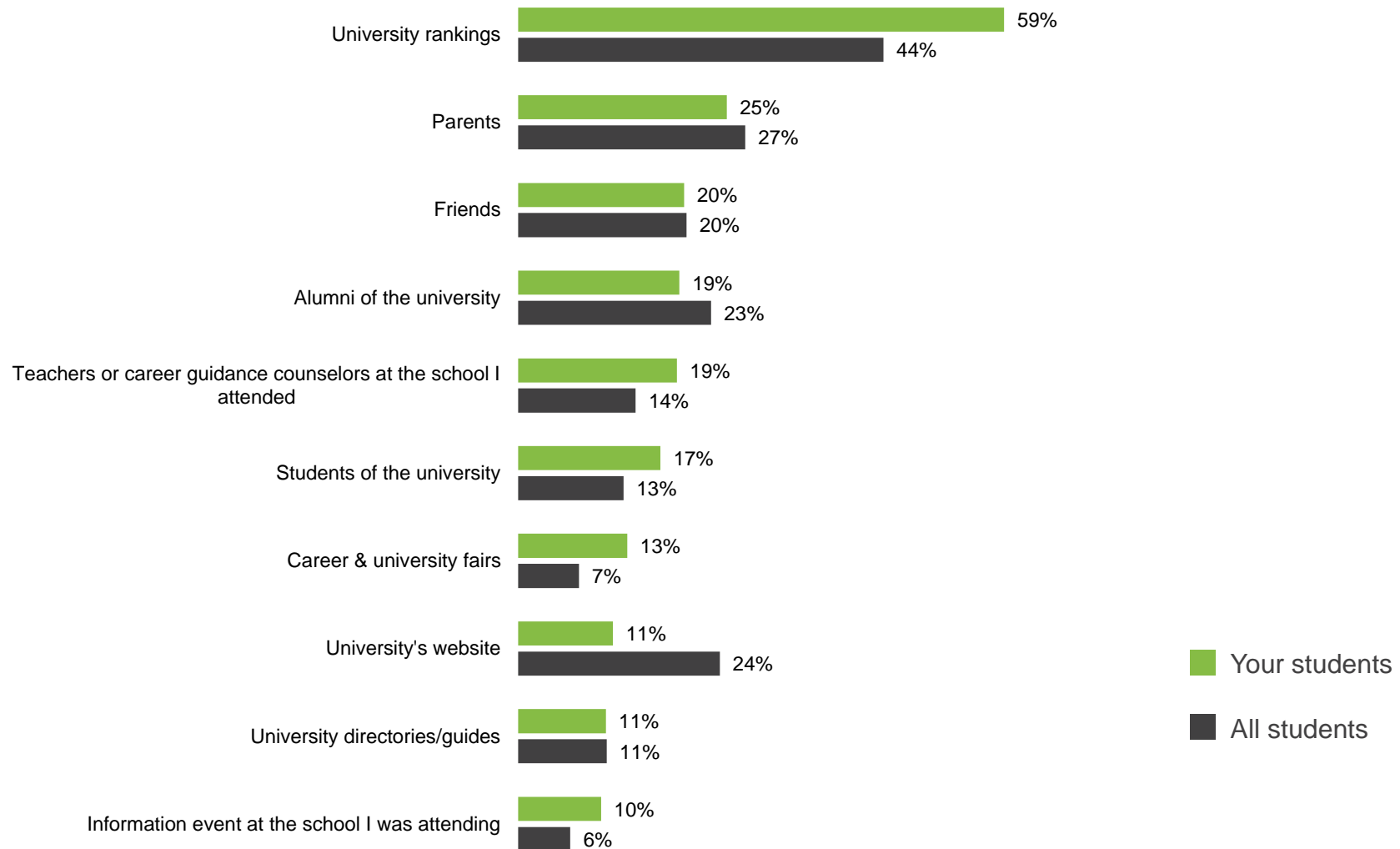
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Educational Offering

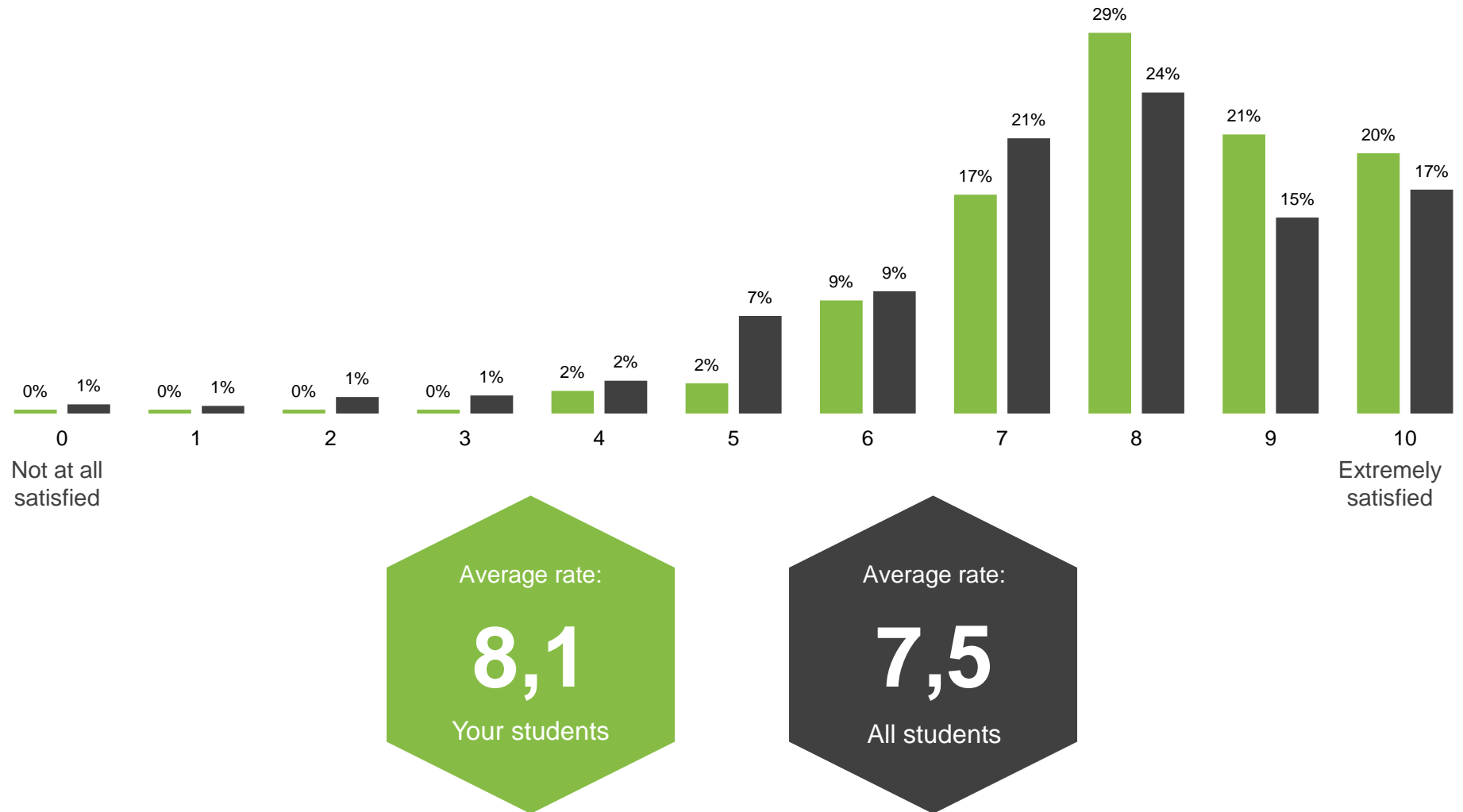
Most frequent associations



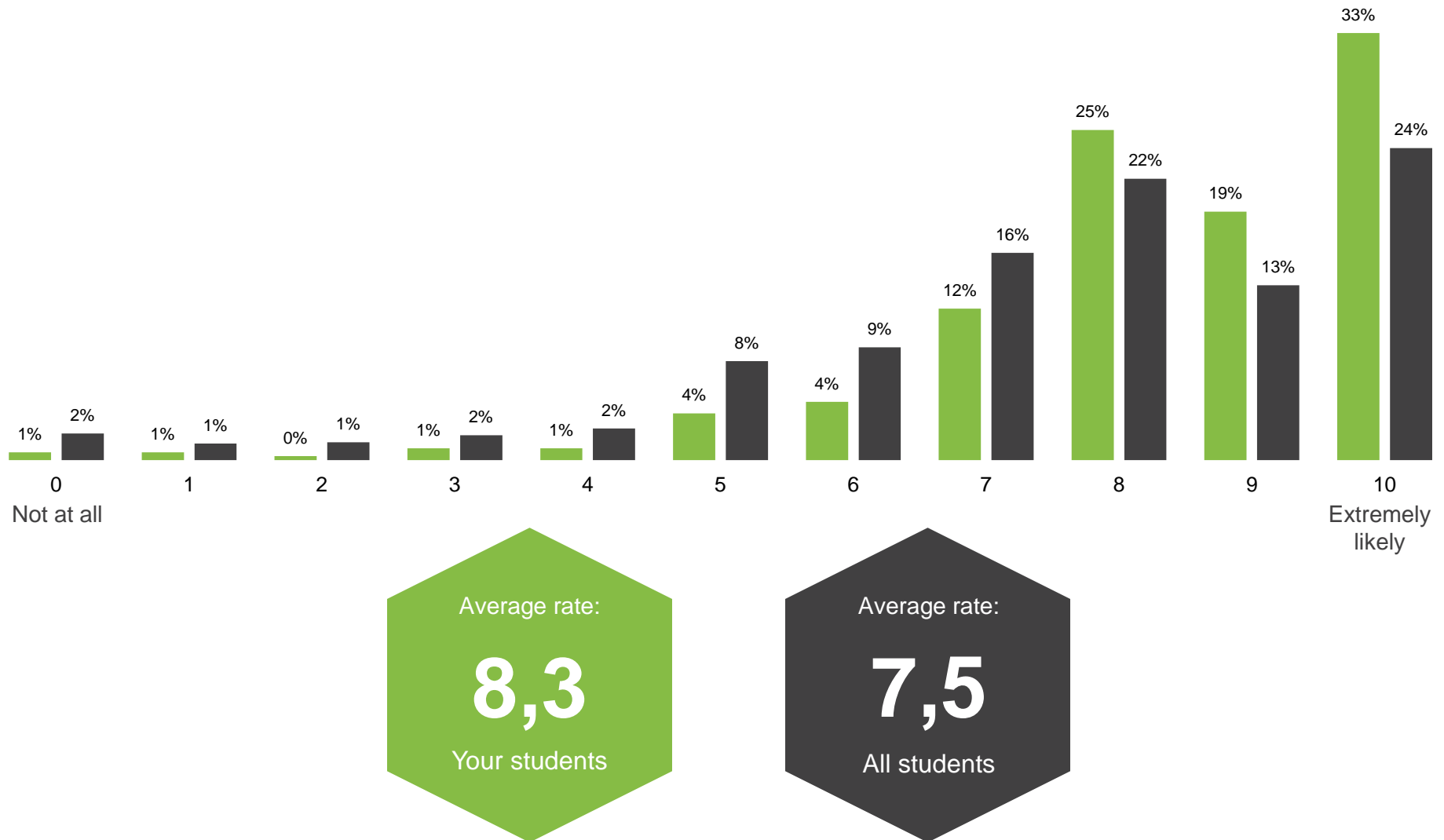
Who influenced your students the most when choosing your university?



How satisfied are your students with you?

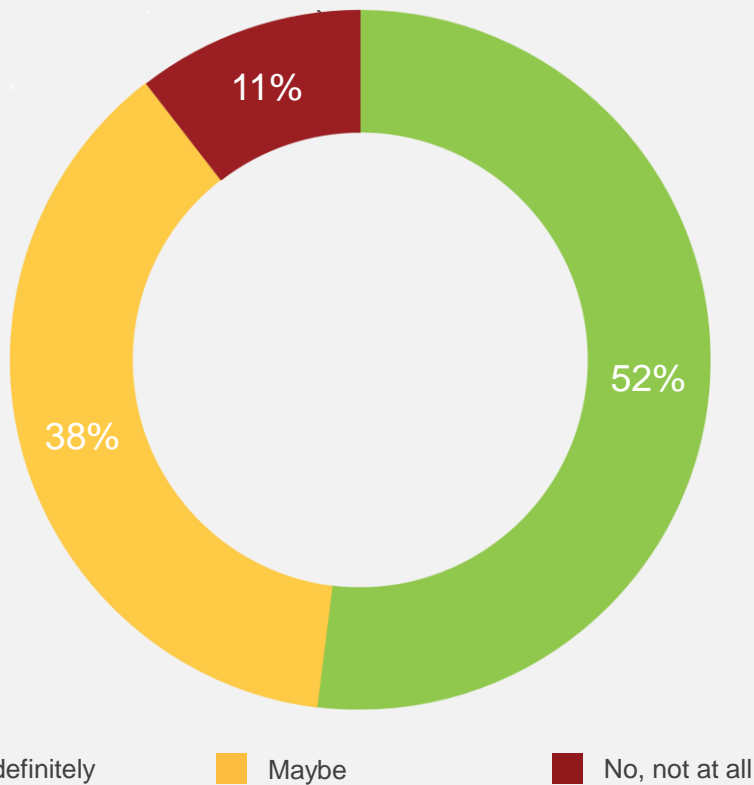


Would your students recommend Lebanese American University to a friend or family member?

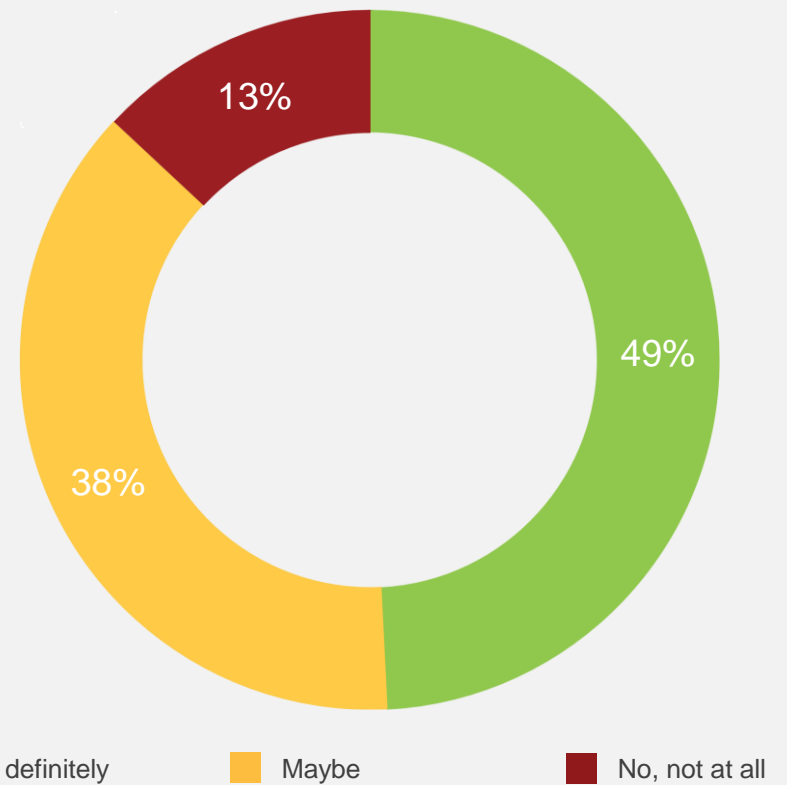


If your students could begin their studies again, would they choose Lebanese American University?

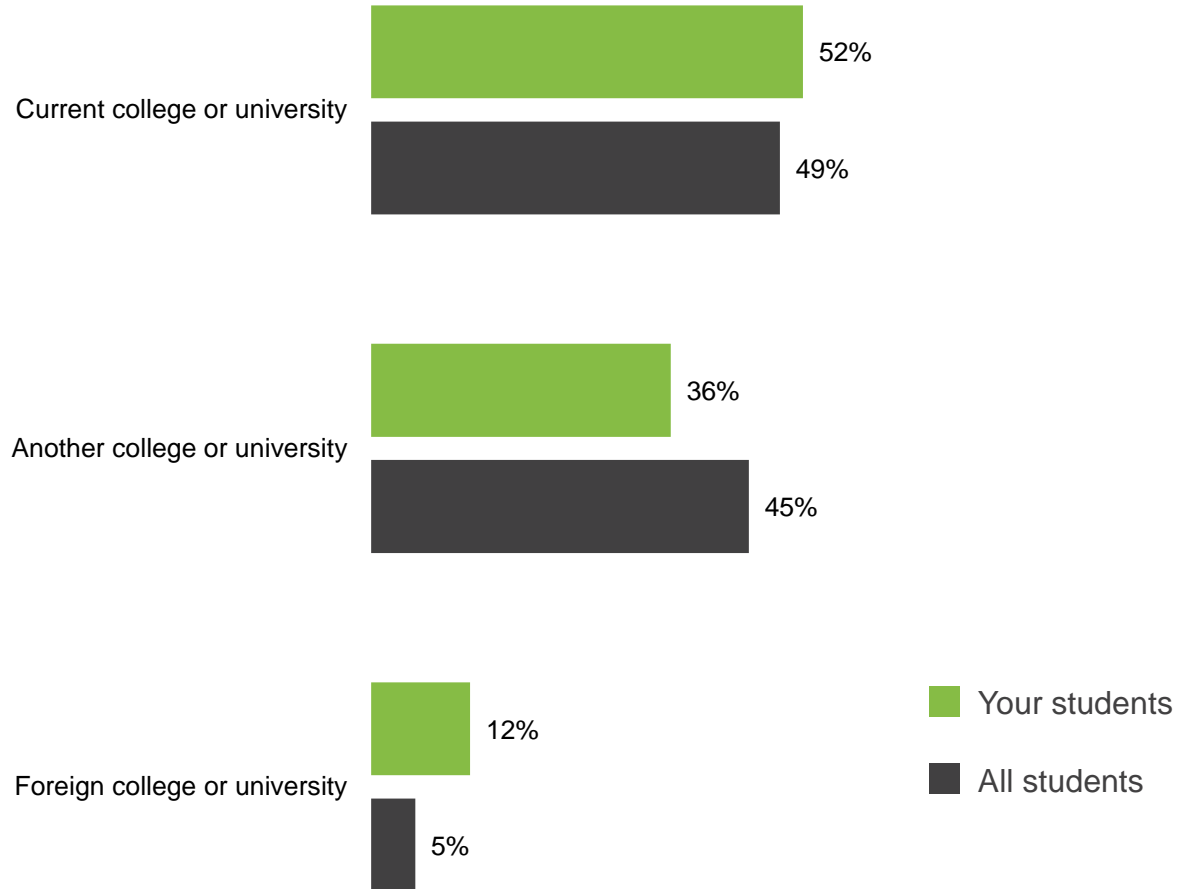
Your students



All students



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



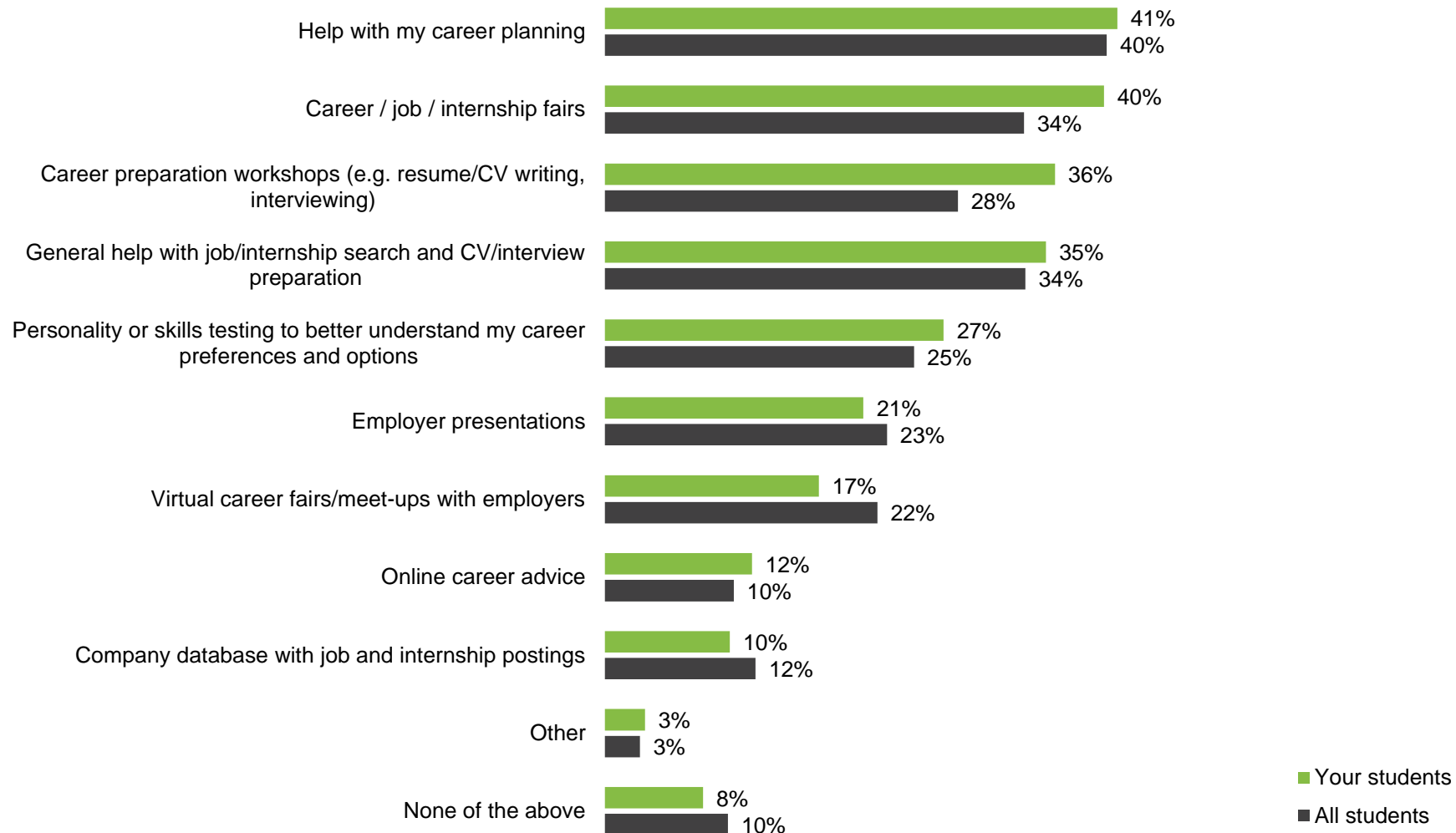
If your students could begin their studies again, they would choose...

University	Rank	Percent
American University of Beirut	1	49%
Foreign college or university	2	25%
Lebanese University	3	3%
Beirut Arab University	4	1%
Lebanese International University (LIU)	4	1%
Saint Joseph University	4	1%
Ecole Supérieure des Affaires (ESA)	7	1%

48%

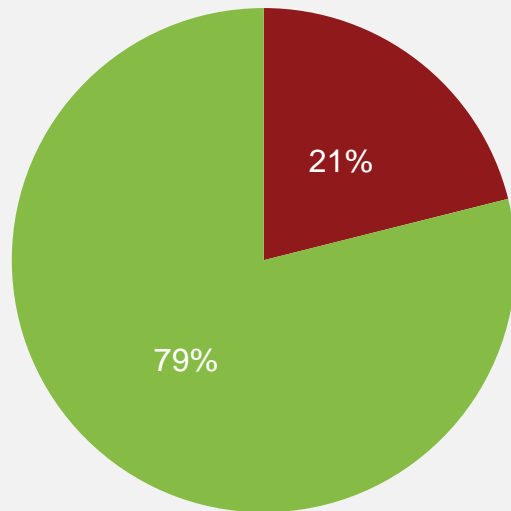
of your students would choose another university if they were to restart their studies at any college or university.
The most preferred are presented in the table.

Which are the most important career services to your students?



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

Your students

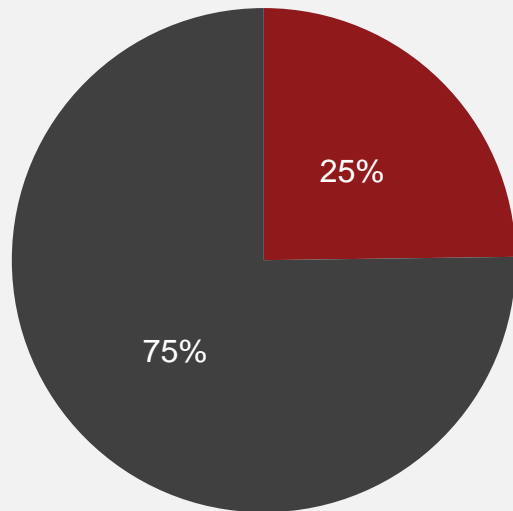


- Share of students using one or more career services at their university
- Share of students not using any career service at their university

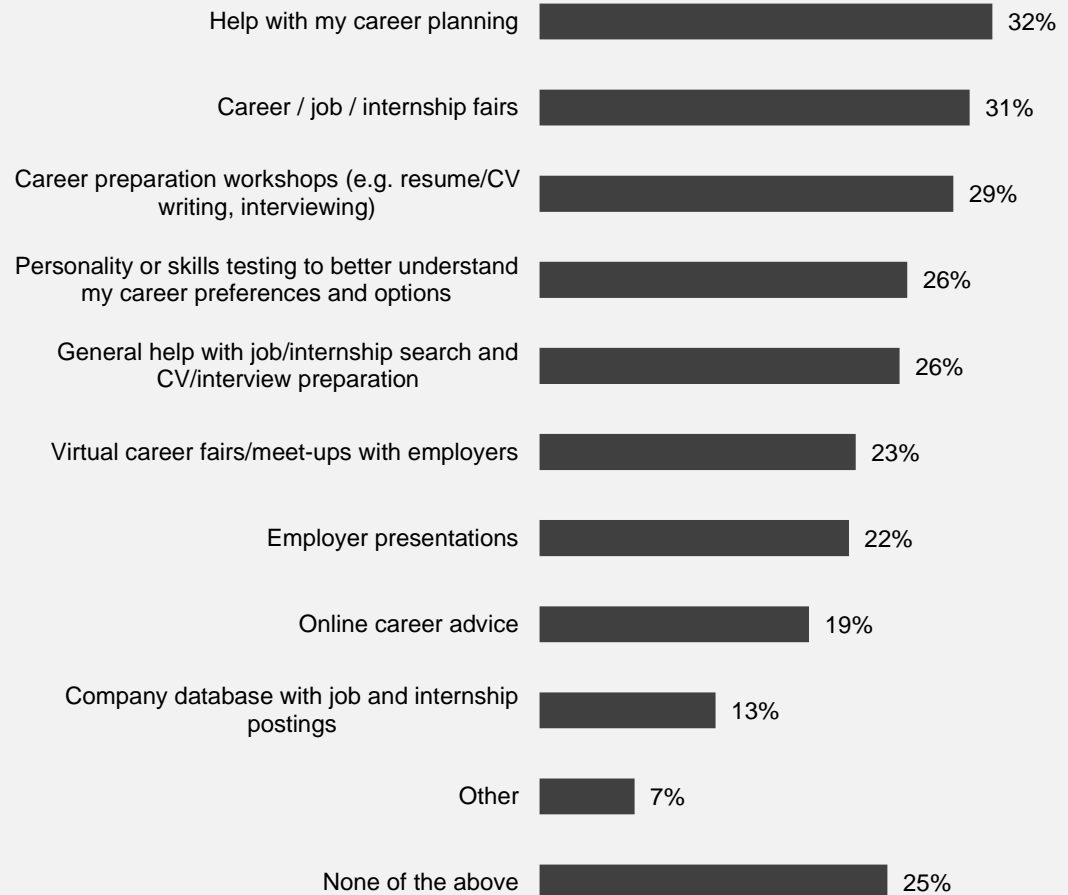


General usage of career services

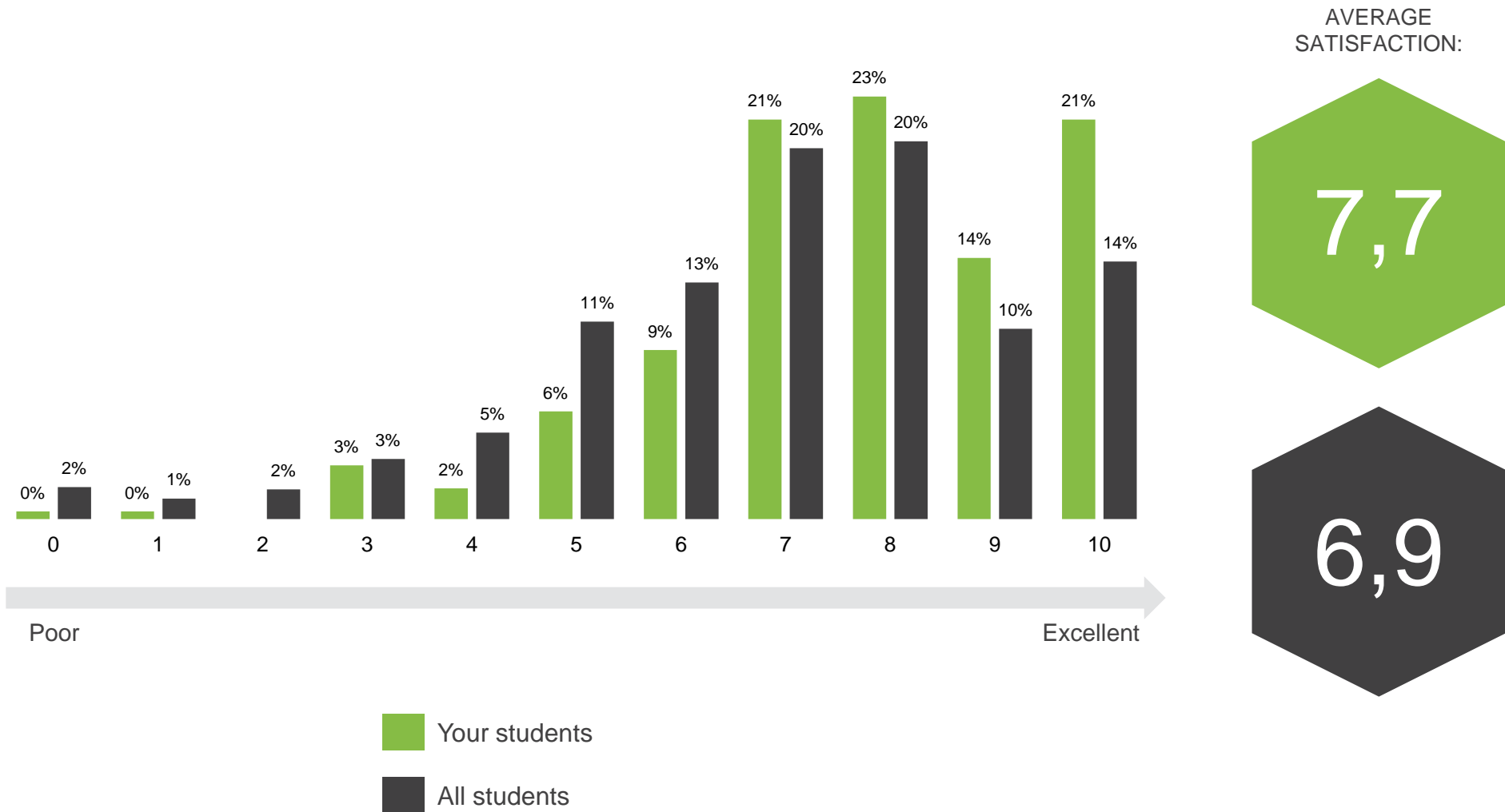
All students



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



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

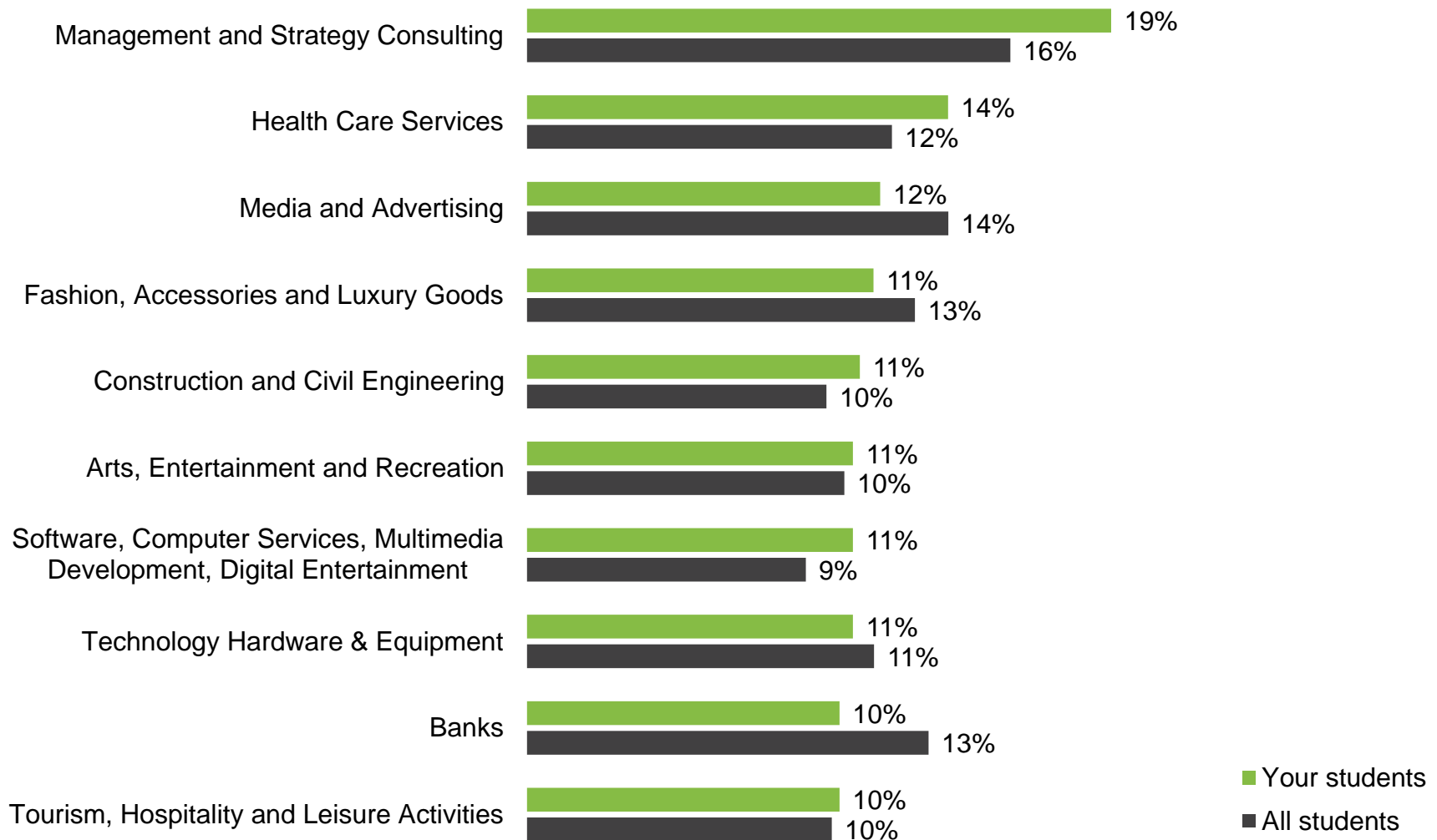


Agenda

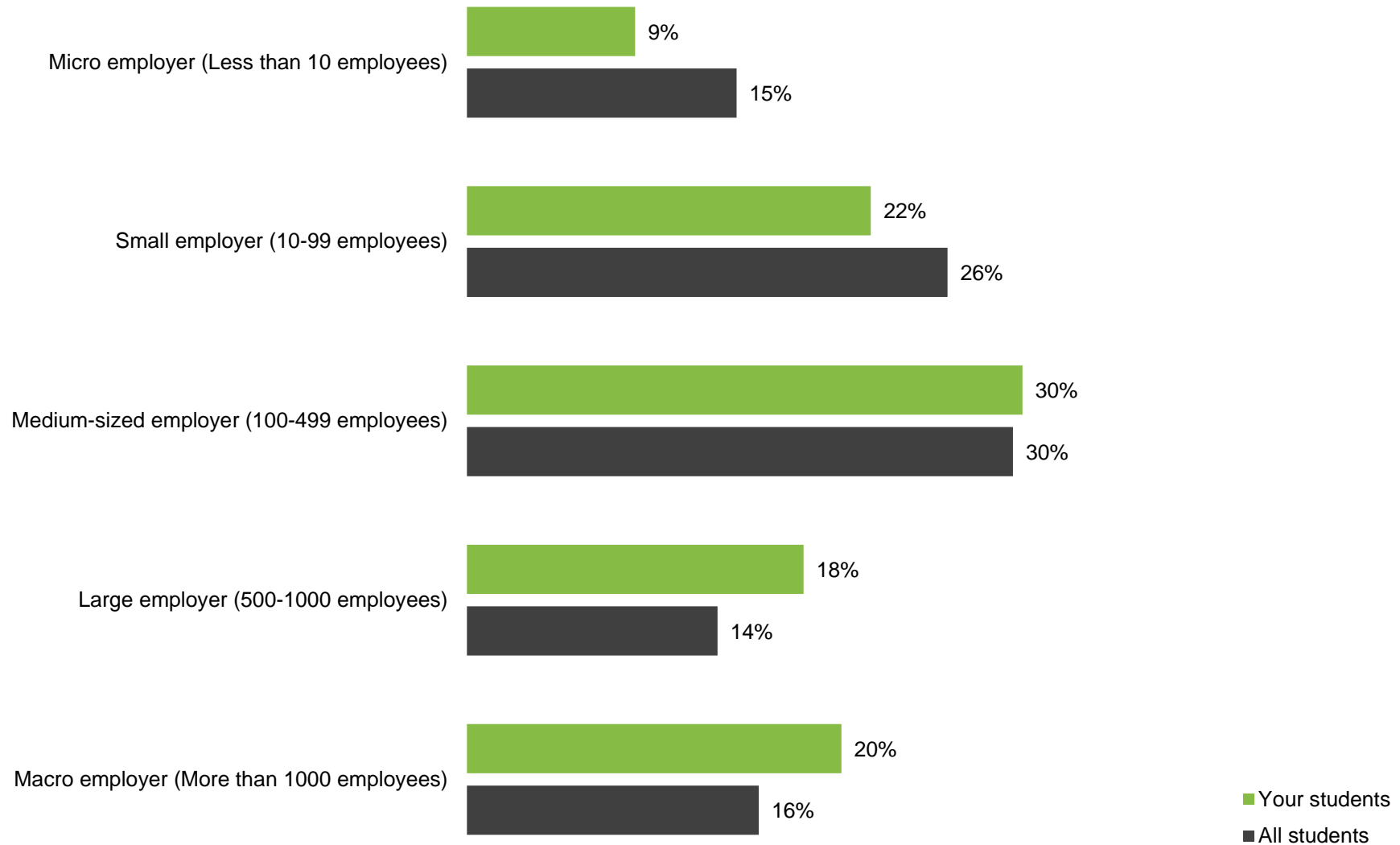
- 1 EXECUTIVE SUMMARY
- 2 TALENT PROFILE
- 3 UNIVERSITY BRAND PERCEPTION
- 4 CAREER & EMPLOYER PREFERENCES

Find out which are students' most preferred employers and get insight into the career preferences and expectations of your students in comparison to the overall population. Also, understand how your institution has shaped the career path of your students and alumni.

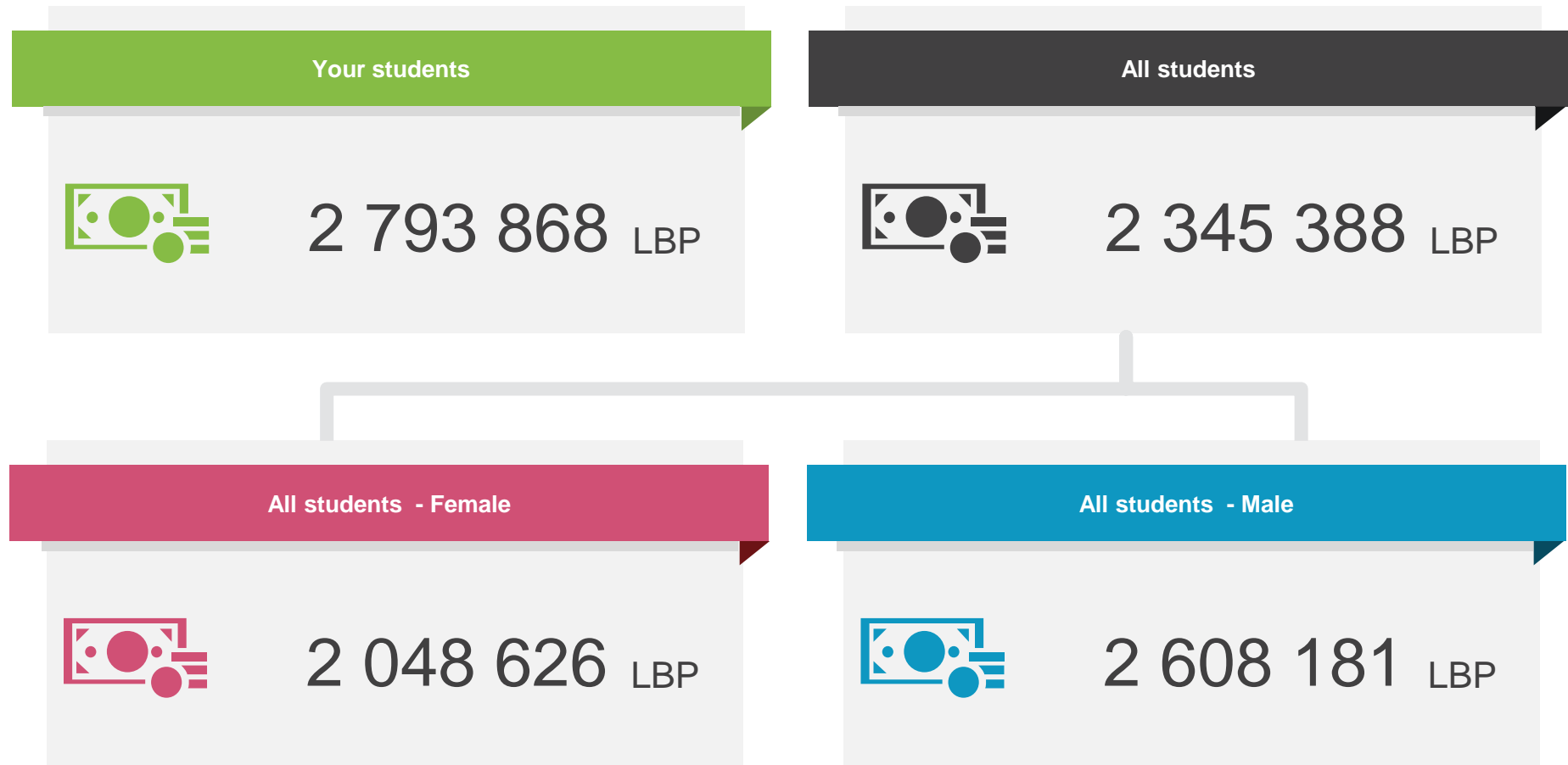
Students' most preferred industries



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

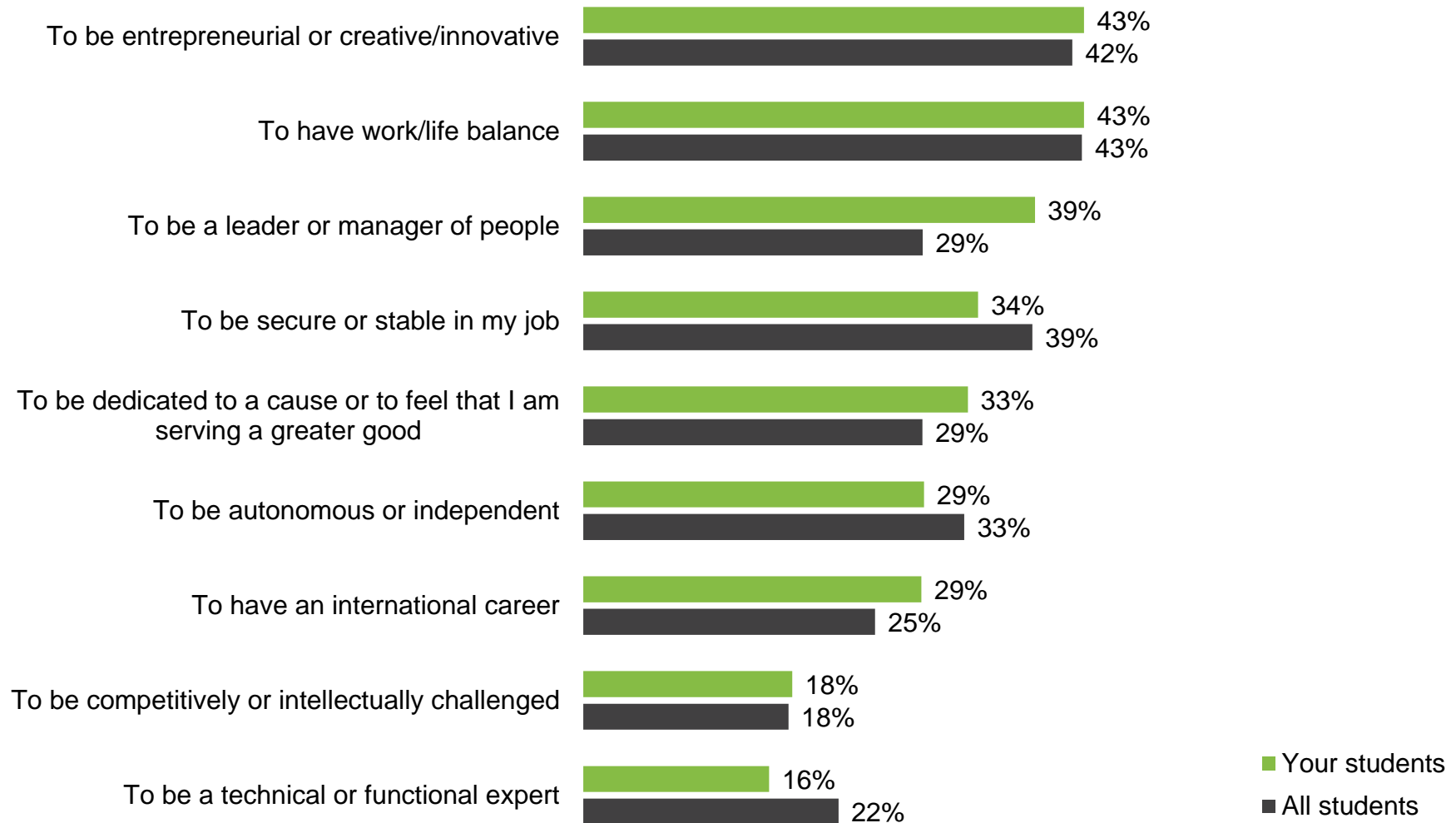


Students' expected monthly salary



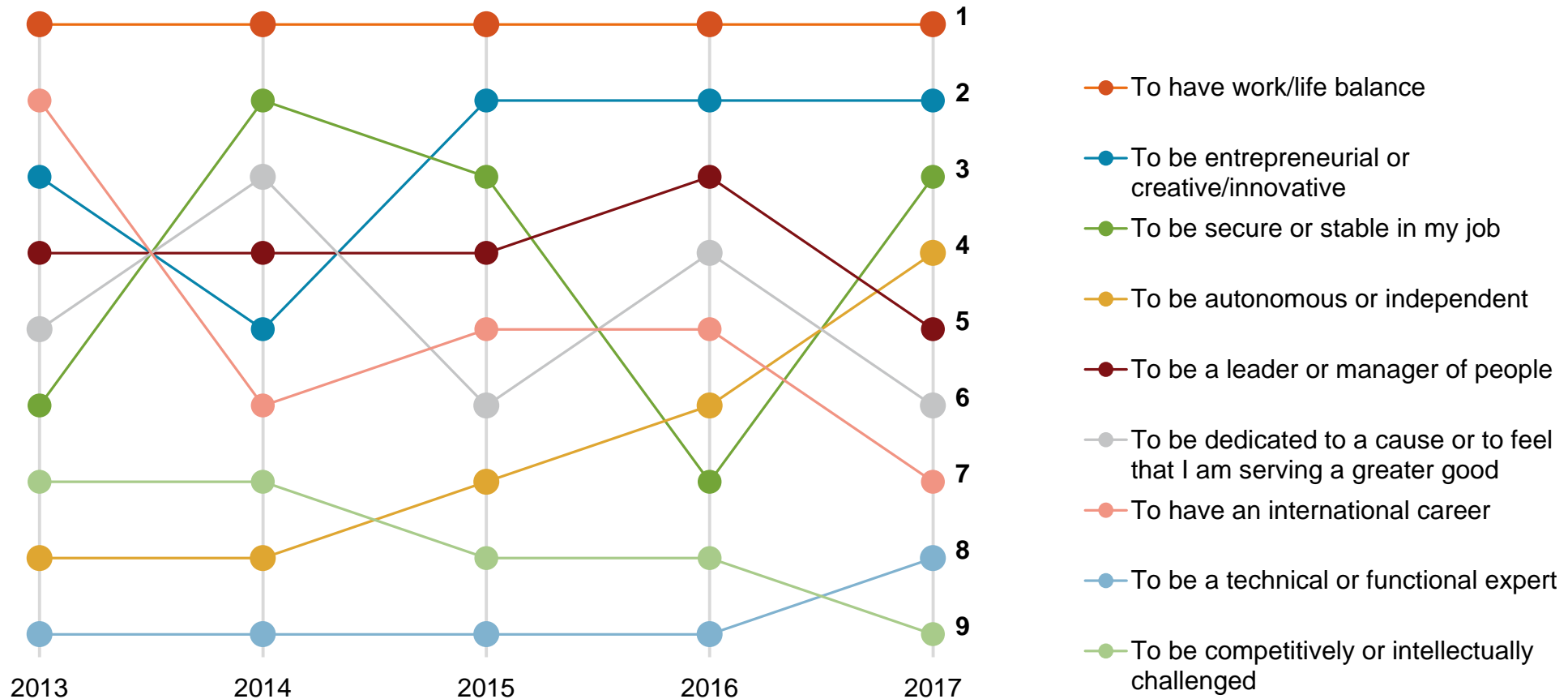
• What is your expected salary before taxes (excluding commission and bonus) at your first employment after graduation?

“To be entrepreneurial or creative/innovative” is the most important long term career goal



Career goals over time

All students

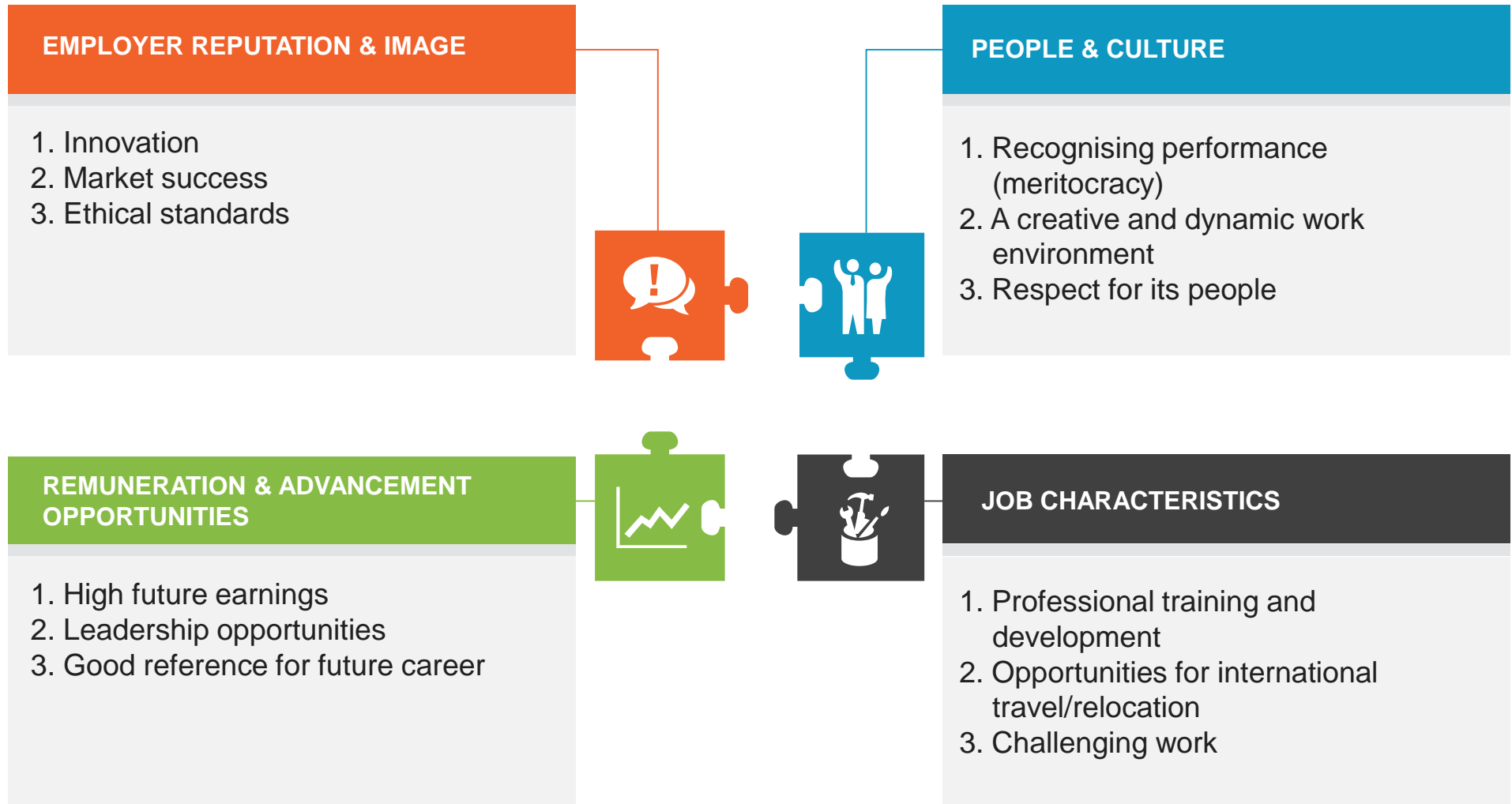


The Universum Drivers of Employer Attractiveness



What is attractive?

Your students



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

Your students

1. High future earnings
2. Professional training and development
3. Leadership opportunities
4. Innovation
5. Opportunities for international travel/relocation
6. Recognising performance (meritocracy)
7. Respect for its people
8. Market success
9. Good reference for future career
10. A creative and dynamic work environment

Employer Reputation & Image

Remuneration & Advancement Opportunities

All students

1. High future earnings
2. Professional training and development
3. Recognising performance (meritocracy)
4. Respect for its people
5. Innovation
6. Secure employment
7. Market success
8. Ethical standards
9. Opportunities for international travel/relocation
10. Leadership opportunities

People & Culture

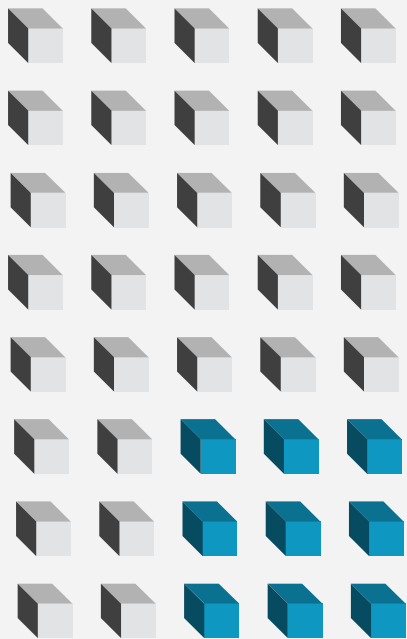
Job Characteristics

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

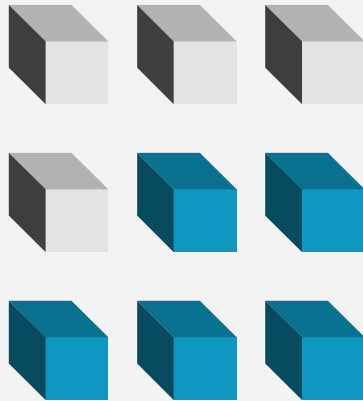
- This is the attractiveness of the 40 attributes in relation to how important respondents think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

The Universum Rankings

FULL COMPANY LIST
(121 employers within each
main field of study)

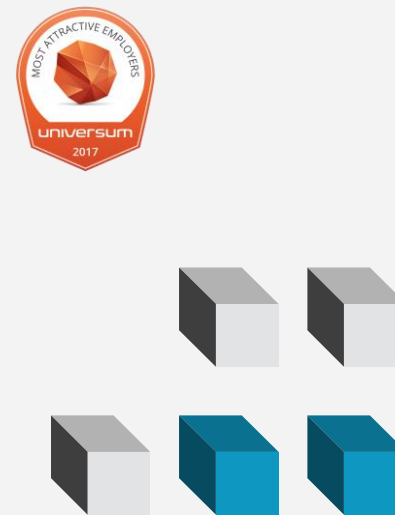


**CONSIDERED EMPLOYER
RANKING**
(as many as applicable)



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

IDEAL EMPLOYER RANKING
(maximum five employers)



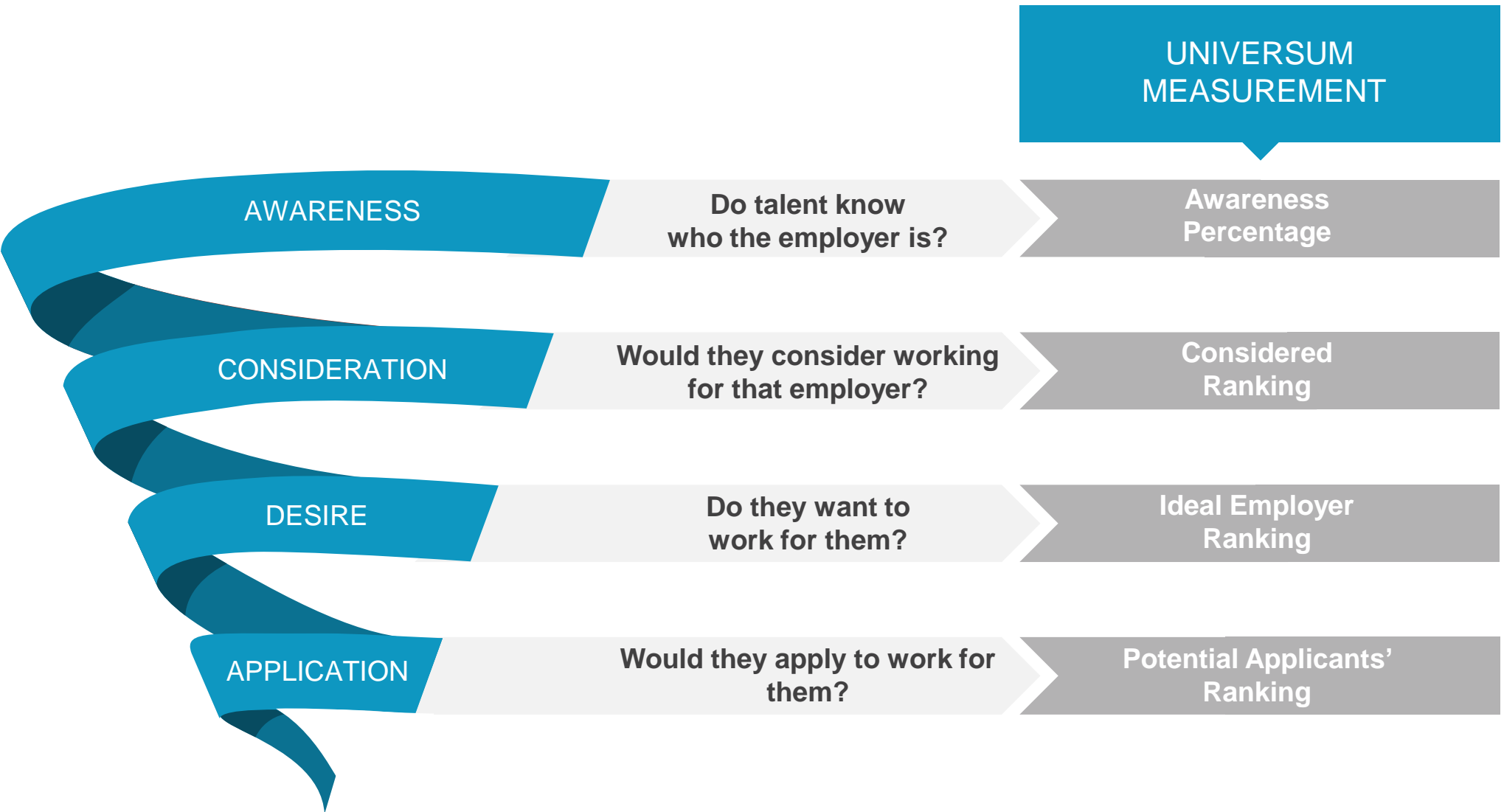
"Now choose the five (5) employers you most want to work for, your five Ideal Employers."

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



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

The Universum Recruitment Funnel



Considered Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Apple	1	46,06%	→ 0	Emirates (Airline)	11	20,08%	↑ 10
Google	2	42,13%	→ 0	EY (Ernst & Young)	11	20,08%	↑ 5
Microsoft	3	30,71%	↑ 2	MBC	11	20,08%	↑ 1
Procter & Gamble (P&G)	3	30,71%	↑ 3	Azadea Group	14	18,90%	↑ 2
PepsiCo	5	26,77%	↑ 2	The Boston Consulting Group (BCG)	15	18,50%	↑ 10
The Coca-Cola Company	5	26,77%	↑ 3	General Motors	16	17,72%	↓ -2
Nestlé	7	25,59%	↓ -4	IKEA	16	17,72%	↓ -1
L'Oréal Group	8	24,80%	↓ -4	J.P. Morgan	16	17,72%	↑ 6
Bank Audi	9	24,41%	→ 0	Johnson & Johnson	19	17,32%	↓ -8
Samsung	10	23,23%	→ 0	Sony	20	16,93%	↓ -7

Considered Employer Ranking | Top 20

Your students | Engineering/IT

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
Apple	1	36,86%	↑	1	Emirates (Airline)	11	18,09%	↑	25
Dar Al-Handasah (Home of Engineering)	2	35,84%	↓	-1	LG Electronics	11	18,09%	↓	-4
Google	3	33,79%	→	0	Intel	13	14,33%	↓	-2
Microsoft	4	26,62%	→	0	Consolidated Contractors Company (CCC)	14	13,99%	↓	-6
Samsung	5	23,55%	→	0	Etihad Airways	15	13,65%	↑	3
Oracle	6	19,80%	↑	2	IKEA	15	13,65%	↑	2
General Motors	7	19,45%	↑	6	Qatar Airways	15	13,65%	→	0
Sony	7	19,45%	↓	-1	Total	15	13,65%	↑	16
Ford Motor Company	9	19,11%	↑	1	Cisco Systems	19	13,31%	↑	5
IBM	10	18,77%	↑	2	Emaar	19	13,31%	↓	-1

Considered Employer Ranking | Top 20

Your students | Natural Sciences

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
American University of Beirut Medical Center (AUBMC)	1	61,54%	→	0	Microsoft	9	9,23%	↓	-1
Nestlé	2	24,62%	→	0	Etihad Airways	12	7,69%	↑	33
Sidra Medical and Research Center	3	20,00%	↑	1	Anghami	13	6,15%	↑	32
Google	4	13,85%	↑	1	Azadea Group	13	6,15%	↑	22
L'Oréal Group	4	13,85%	↓	-1	Dar Al-Handasah (Home of Engineering)	13	6,15%	↑	32
Apple	6	12,31%	↓	-1	Henkel	13	6,15%	↑	22
International Rescue Committee (IRC)	6	12,31%	NEW	-	Intel	13	6,15%	↑	1
PepsiCo	8	10,77%	↓	-3	Kraft Heinz	13	6,15%	NEW	-
Emirates (Airline)	9	9,23%	↑	26	Mars	13	6,15%	↑	16
Johnson & Johnson	9	9,23%	↓	-1	Samsung	13	6,15%	↓	-3

Ideal Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Google	1	28,92%	↑ 1	The Coca-Cola Company	10	8,43%	→ 0
Apple	2	26,51%	↓ -1	MBC	12	8,03%	↓ -1
Procter & Gamble (P&G)	3	19,68%	↑ 2	PwC (PricewaterhouseCoopers)	12	8,03%	↑ 2
Microsoft	4	16,06%	↑ 2	Samsung	14	7,63%	↑ 12
L'Oréal Group	5	12,05%	↓ -1	The Boston Consulting Group (BCG)	14	7,63%	↑ 2
Nestlé	6	10,84%	↓ -3	J.P. Morgan	16	6,83%	↓ -4
EY (Ernst & Young)	7	10,04%	→ 0	Philip Morris International	16	6,83%	↑ 5
Emirates (Airline)	8	9,24%	↑ 21	PepsiCo	18	5,62%	↓ -6
Bank Audi	9	8,84%	↓ -1	Azadea Group	19	5,22%	↓ -4
Deloitte	10	8,43%	↓ -1	Qatar Airways	19	5,22%	↑ 3

Ideal Employer Ranking | Top 20

Your students | Engineering/IT

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
Apple	1	25,17%	↑	1	Consolidated Contractors Company (CCC)	11	7,34%	↓	-6
Google	2	24,13%	↓	-1	Emaar	12	6,99%	→	0
Dar Al-Handasah (Home of Engineering)	3	20,28%	→	0	IBM	12	6,99%	↑	9
Microsoft	4	14,69%	→	0	Daimler/Mercedes-Benz	14	6,29%	↓	-4
Emirates (Airline)	5	10,84%	↑	49	IKEA	14	6,29%	→	0
Samsung	6	10,14%	→	0	Cisco Systems	16	5,59%	↑	2
Ford Motor Company	7	8,39%	→	0	Sony	16	5,59%	↓	-3
General Motors	7	8,39%	↑	3	The Boston Consulting Group (BCG)	18	4,55%	↓	-4
Intel	7	8,39%	→	0	Total	18	4,55%	↑	8
Oracle	7	8,39%	→	0	Etihad Airways	20	4,20%	↑	1

Ideal Employer Ranking | Top 20

Your students | Natural Sciences

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
American University of Beirut Medical Center (AUBMC)	1	57,38%	→	0	Johnson & Johnson	8	3,28%	↓	-2
Nestlé	2	14,75%	→	0	PepsiCo	8	3,28%	→	0
Sidra Medical and Research Center	3	13,11%	↑	1	Anghami	13	1,64%	↑	15
Google	4	11,48%	→	0	Azadea Group	13	1,64%	↓	-1
L'Oréal Group	4	11,48%	↓	-1	Bain & Company	13	1,64%	NEW	-
Apple	6	8,20%	→	0	Bank Audi	13	1,64%	↑	2
International Rescue Committee (IRC)	7	6,56%	NEW	-	Bayer	13	1,64%	↑	2
Emirates (Airline)	8	3,28%	NEW	-	Cisco Systems	13	1,64%	NEW	-
Etihad Airways	8	3,28%	NEW	-	Dar Al-Handasah (Home of Engineering)	13	1,64%	NEW	-
GSK - GlaxoSmithKline	8	3,28%	↑	4	Debbané Group	13	1,64%	NEW	-

Potential Applicants' Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
Procter & Gamble (P&G)	1	7,04%	↑	1	The Coca-Cola Company	8	3,23%	↑	7
Google	2	5,28%	↑	4	PwC (PricewaterhouseCoopers)	12	2,93%	↓	-4
Apple	3	4,11%	↑	6	Azadea Group	13	2,35%	↑	3
Deloitte	3	4,11%	↑	1	J.P. Morgan	13	2,35%	↓	-2
Microsoft	3	4,11%	↑	8	The Boston Consulting Group (BCG)	13	2,35%	→	0
EY (Ernst & Young)	6	3,81%	↓	-4	Emirates (Airline)	16	2,05%	↑	25
Nestlé	6	3,81%	↓	-5	Kraft Heinz	16	2,05%	NEW	-
Bank Audi	8	3,23%	↓	-2	MBC	16	2,05%	↑	2
L'Oréal Group	8	3,23%	↓	-3	PepsiCo	16	2,05%	↓	-6
Philip Morris International	8	3,23%	↑	10	BLOM Bank	20	1,47%	↓	-7

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

Potential Applicants' Ranking | Top 20

Your students | Engineering/IT

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
Dar Al-Handasah (Home of Engineering)	1	9,70%	→	0	BP	11	2,34%	↑	36
Google	2	5,69%	↑	1	Consolidated Contractors Company (CCC)	11	2,34%	↓	-6
Apple	3	5,35%	↑	1	Ford Motor Company	11	2,34%	↑	15
Microsoft	4	3,34%	↓	-2	General Motors	11	2,34%	↑	8
Total	4	3,34%	↑	35	The Boston Consulting Group (BCG)	11	2,34%	↓	-3
Emirates (Airline)	6	3,01%	NEW	-	Cisco Systems	16	2,01%	↑	14
Samsung	6	3,01%	↑	10	IBM	16	2,01%	↓	-2
Emaar	8	2,68%	↑	1	Intel	16	2,01%	↑	3
Oracle	8	2,68%	↑	6	Qatar Airways	16	2,01%	↑	14
Shell	8	2,68%	↑	2	Daimler/Mercedes-Benz	20	1,67%	↓	-10

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

Potential Applicants' Ranking | Top 20

Your students | Natural Sciences

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
American University of Beirut Medical Center (AUBMC)	1	78,57%	→	0	L'Oréal Group	2	7,14%	↑	1
Kraft Heinz	2	7,14%	NEW	-	Nestlé	2	7,14%	→	0



- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
- If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

The Universum Communication Channel Framework

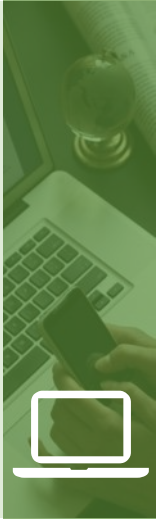
PRINT

- Brochures presenting career possibilities at a company/organisation
- Career magazines/guides/books
- Direct mailings per post
- Employer advertisements in business magazines
- Employer advertisements in lifestyle magazines & other periodicals
- Employer advertisements in newspapers
- University press & student organisation publications



DIGITAL

- Blogs
- Career and job related apps
- Career guidance websites
- Employer advertisements on news/business-related websites
- Employer sponsored posts in social media
- Employer websites
- Job boards
- Live online events with employers
- Social media
- Targeted emails



IN-PERSON

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



OTHER CHANNELS

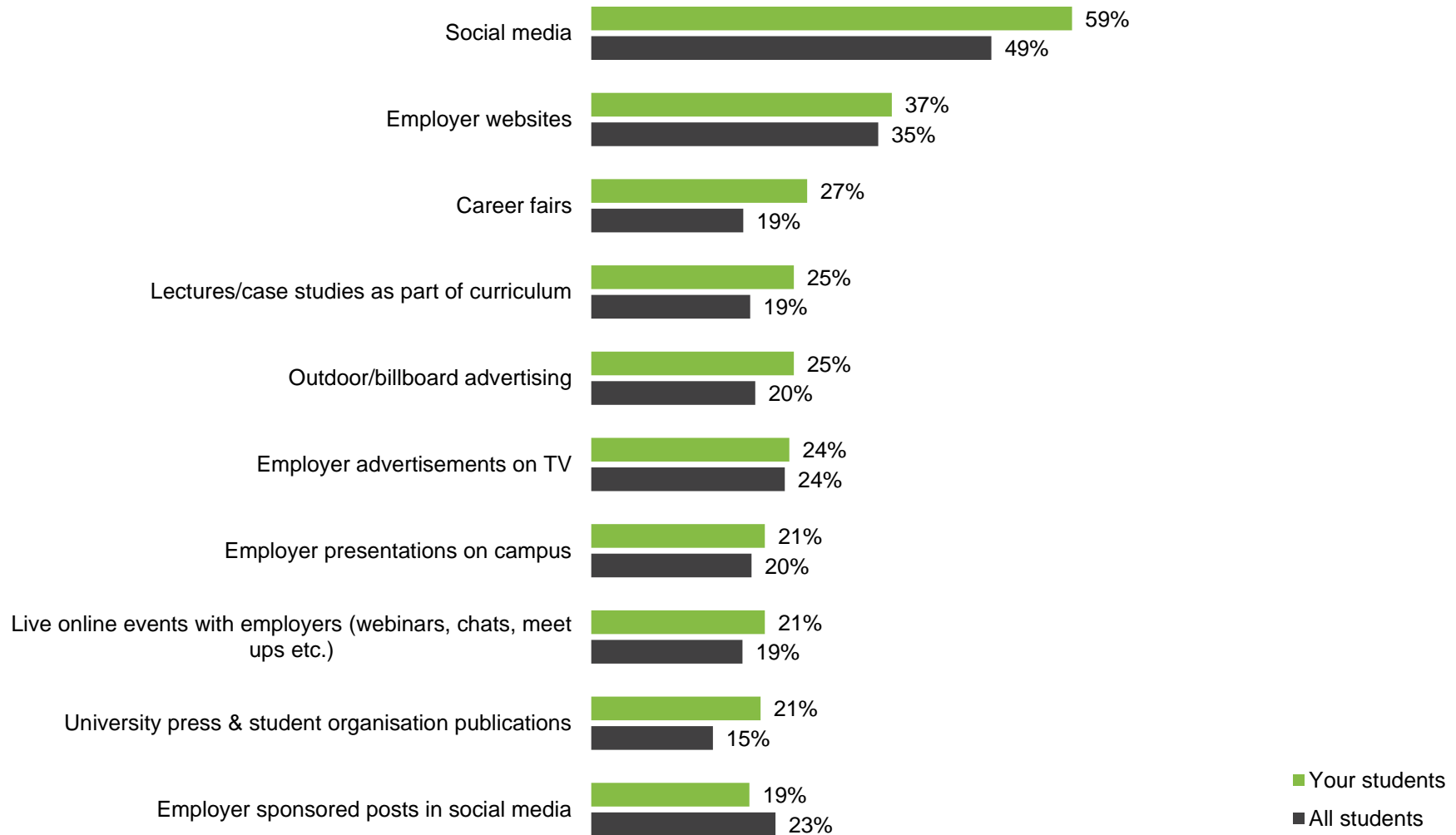
- Employer advertisements on the radio
- Employer advertisements on TV
- Outdoor/billboard advertising



Social media measurement has become more sophisticated



Which communication channels do your students use the most?



APPENDIX

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

About the Universum Talent Research

THE QUESTIONNAIRE

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

DATA COLLECTION

Conducted via an online survey. The online link was distributed via university and alumni-networks, communities, the Universum Panel and different local and global partners.

WEIGHTING

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



2 200

educational institutions



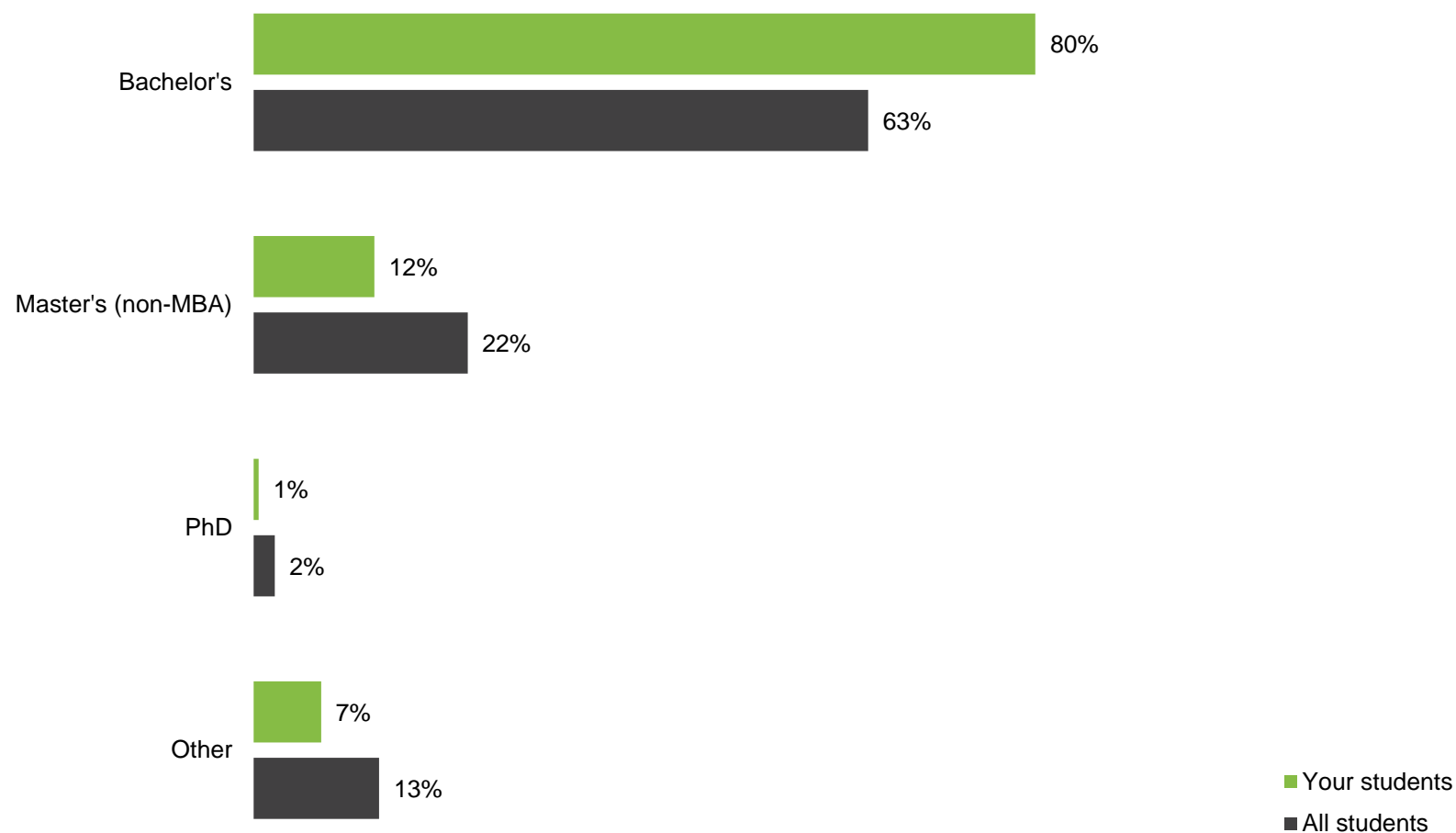
WE HAVE CONDUCTED THE
UNIVERSUM TALENT SURVEY
FOR OVER 25 YEARS



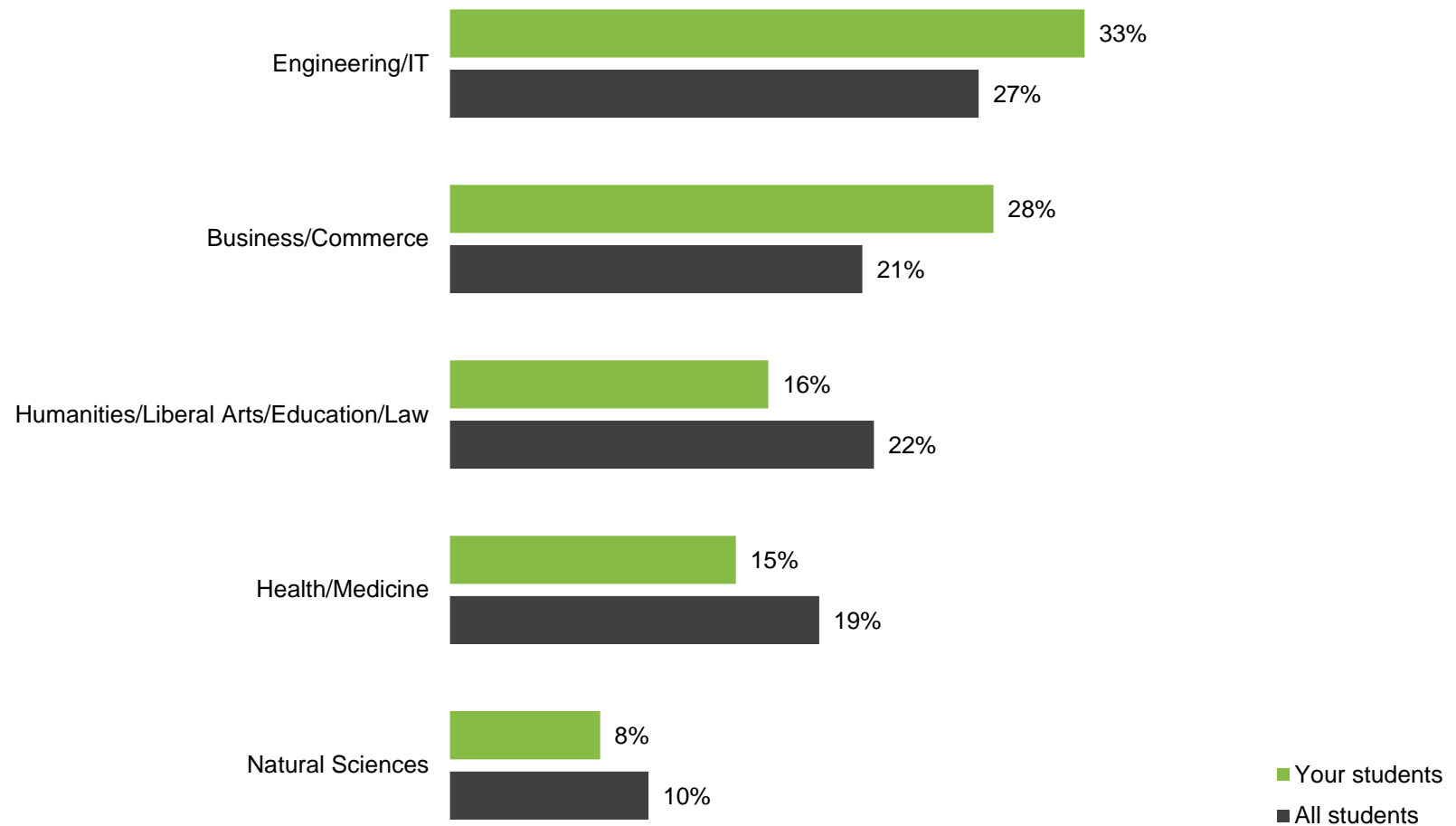
Total number of respondents
in the survey 2017:

1 300 000+

Highest qualification



Main field of study



Educational institutions (1/1)

All students

University	All students	University	All students
Lebanese International University (LIU)	28,5%	Lebanese American University	10,4%
Beirut Arab University	19,3%	Saint Joseph University	6,9%
Lebanese University	16,3%	Ecole Superieure des Affaires (ESA)	0,1%
American University of Beirut	14,2%	Other	4,3%

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

Areas of study

All students | Business (1/1)

Area of study	All students	Area of study	All students
Accounting/Auditing/Taxation	24%	Management Information Systems	5%
Finance	18%	Entrepreneurship	5%
Marketing	17%	International Trade	4%
Management	16%	Communication Studies	3%
Economics	15%	Logistics Management	2%
Public Administration	8%	Labour Economics and Industrial Relations	2%
Tourism Management	6%	Strategy	2%
Human Resources Management	5%	Econometry	2%
International Business	5%	Other Business	5%

Areas of study

All students | Engineering (1/1)

Area of study	All students	Area of study	All students
Civil/Construction Engineering	21%	Mechatronics Engineering	1%
Mechanical Engineering	19%	Robotics	1%
Architectural Engineering	15%	Manufacturing Engineering	1%
Electronic & Communication Engineering	14%	Finance Engineering	0%
Electrical Engineering	10%	Physics Engineering	0%
Computer Engineering/Computer Science	7%	Geophysical Engineering	0%
Software Engineering	3%	Aeronautical / Aerospace Engineering.	0%
Industrial Engineering	3%	Metallurgical and Materials Engineering	0%
Environmental Engineering	3%	Mining Engineering	0%
Agriculture/Food Engineering	3%	Textile Engineering	0%
Petroleum Engineering	3%	Quality Engineering	0%
Urban and Regional Planning	2%	Geomatics Engineering	0%
Chemical Engineering	2%	Mathematics Engineering	0%
Management Engineering	2%	Naval Architecture	0%
Control & Automation Engineering	2%	Other Engineering	5%
Biomedical Engineering	1%		

Areas of study

All students | IT (1/1)

Area of study	All students	Area of study	All students
Software Engineering	47%	Electronic Publishing	13%
Computer Science / Engineering	42%	e-Business Systems	11%
Information Management	25%	Business Computing Systems	8%
Information Systems	23%	Business Systems Analysis and Design	7%
Artificial Intelligence	15%	Other IT	6%

Areas of study

All students | Natural Sciences (1/1)

Area of study	All students	Area of study	All students
Molecular Biology & Genetics	27%	Geology/Earth Sciences	4%
Mathematical Sciences	17%	Human Sciences	4%
Chemistry	16%	Statistics	2%
Biochemistry	12%	Physical Science	2%
Physics	11%	Other Natural Sciences	15%
Nutrition	6%		

Areas of study

All students | Humanities (1/1)

Area of study	All students	Area of study	All students
Linguistics/Foreign Languages	16%	Communication	6%
Teaching/Education	16%	International Relations	5%
Design	15%	Social Sciences	3%
Creative Arts	13%	Music	2%
Psychology	12%	History/Philosophy	2%
Literature	11%	Philosophy	2%
Western Languages & Literature	7%	Other Humanities	13%
Political Science	7%		

Areas of study

All students | Law (1/1)

Area of study	All students	Area of study	All students
International Law	41%	Commercial Law	15%
Criminal Litigation	38%	International Commercial Law	13%
Media Law	22%	Other Law	21%
Law and Property Valuation	18%		

Areas of study

All students | Health/Medicine (1/1)

Area of study	All students	Area of study	All students
Medical Laboratory Sciences	23%	Medical Diagnostic Imaging	3%
Pharmacy	22%	Environmental Health Sciences	2%
Clinical Nutrition and Dietetics	14%	Health Services Administration	1%
Nursing	9%	Other Health/Medicine	26%
Physiotherapy	4%		

Considered Employer Ranking | Top 30

All students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Apple	1	34,51%	↑ 1	Procter & Gamble (P&G)	16	16,34%	↓ -8
Bank Audi	2	34,02%	↑ 7	Qatar Airways	17	15,25%	↑ 12
Google	3	29,61%	↓ -2	IKEA	18	13,73%	↑ 1
BLOM Bank	4	24,36%	↑ 21	LG Electronics	19	13,68%	↑ 29
Microsoft	5	23,44%	→ 0	Solidere	20	13,60%	↑ 11
Samsung	6	22,93%	↑ 9	The Boston Consulting Group (BCG)	21	13,60%	↓ -7
Emirates (Airline)	7	21,40%	↑ 23	Azadea Group	22	12,73%	↓ -10
Nestlé	8	20,35%	↓ -5	Etihad Airways	23	12,55%	↑ 12
MBC	9	19,73%	↑ 11	Sony	24	12,55%	↓ -2
Bank of Beirut	10	19,71%	↑ 22	Deloitte	25	12,09%	↓ -15
Byblos Bank	11	19,59%	↑ 30	Johnson & Johnson	26	11,99%	↓ -10
The Coca-Cola Company	12	18,81%	↓ -5	Daimler/Mercedes-Benz	27	11,80%	↑ 12
Ford Motor Company	13	17,63%	↑ 13	HSBC	28	11,75%	↓ -1
PepsiCo	14	17,55%	↓ -8	IBM	29	11,71%	↑ 8
L'Oréal Group	15	16,38%	↓ -11	MTC group	30	11,71%	↑ 14

Considered Employer Ranking | Top 30

All students | Engineering/IT

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Dar Al-Handasah (Home of Engineering)	1	39,38%	→ 0	Emirates (Airline)	16	11,57%	↑ 35
Apple	2	26,44%	↑ 1	IBM	17	11,14%	↓ -2
Google	3	24,10%	↓ -1	Daimler/Mercedes-Benz	18	9,95%	↑ 2
Microsoft	4	21,20%	→ 0	General Electric (GE)	19	9,73%	↓ -12
Samsung	5	17,54%	→ 0	Qatar Airways	20	9,50%	↑ 2
Consolidated Contractors Company (CCC)	6	13,99%	↑ 6	Nokia	21	9,42%	↑ 26
LG Electronics	7	13,16%	↑ 7	Etisalat	22	9,20%	↑ 32
Ford Motor Company	8	12,86%	↑ 1	MBC	23	9,17%	↑ 33
Emaar	9	12,84%	↑ 23	Huawei	24	9,12%	↑ 35
Alfa	10	12,70%	↑ 30	Saudi Aramco	25	8,55%	↓ -1
Sony	11	12,33%	↓ -5	Ericsson	26	8,43%	↑ 9
Intel	12	12,32%	↓ -4	Total	27	8,18%	↓ -8
MTC group	13	12,09%	↑ 35	Etihad Airways	28	8,10%	↑ 10
General Motors	14	12,00%	↑ 2	Bank Audi	29	7,72%	↑ 24
Oracle	15	11,77%	↑ 16	Cisco Systems	30	7,53%	↓ -3

Considered Employer Ranking | Top 30

All students | Natural Sciences

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
American University of Beirut Medical Center (AUBMC)	1	40,65%	→ 0	Emirates (Airline)	16	5,49%	↑ 31
Sidra Medical and Research Center	2	18,86%	↑ 2	Sony	16	5,49%	↓ -2
Nestlé	3	17,65%	↓ -1	Arla Kallassi Foods	18	5,26%	NEW -
Google	4	14,67%	↓ -1	Mars	18	5,26%	↓ -1
Apple	5	11,67%	→ 0	MTC group	20	5,03%	→ 0
L'Oréal Group	6	11,31%	→ 0	Bank of Beirut	21	4,51%	↑ 1
Microsoft	7	10,78%	↑ 3	Saudi Aramco	22	4,22%	↑ 20
PepsiCo	8	10,23%	↓ -1	Bank Audi	23	4,12%	↓ -5
The Coca-Cola Company	9	9,48%	↓ -1	Etihad Airways	23	4,12%	↑ 9
Samsung	10	7,78%	↑ 2	Qatar Airways	25	3,89%	↓ -12
MBC	11	7,55%	↑ 8	Byblos Bank	26	3,82%	↓ -6
Johnson & Johnson	12	7,32%	↓ -3	Huawei	27	3,66%	↑ 66
International Rescue Committee (IRC)	13	6,73%	NEW -	LG Electronics	27	3,66%	↓ -2
Dar Al-Handasah (Home of Engineering)	14	6,57%	↑ 17	General Electric (GE)	29	3,59%	↑ 15
Total	15	5,82%	↓ -4	Intel	29	3,59%	↓ -5

Ideal Employer Ranking | Top 30

All students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Apple	1	20,60%	↑ 1	PwC (PricewaterhouseCoopers)	16	5,88%	↓ -10
Google	2	19,11%	↓ -1	L'Oréal Group	17	5,83%	↓ -14
Bank Audi	3	18,65%	↑ 7	EY (Ernst & Young)	18	5,44%	↓ -9
Microsoft	4	10,82%	↑ 4	The Boston Consulting Group (BCG)	19	4,96%	↓ -8
BLOM Bank	5	10,81%	↑ 17	PepsiCo	20	4,61%	↓ -7
Emirates (Airline)	6	9,85%	↑ 28	Azadea Group	21	4,33%	↓ -5
Samsung	7	9,46%	↑ 20	Daimler/Mercedes-Benz	22	4,27%	↑ 6
Procter & Gamble (P&G)	8	9,03%	↓ -3	The Coca-Cola Company	23	4,10%	↓ -11
Bank of Beirut	9	8,28%	↑ 22	Solidere	24	3,93%	↑ 11
Byblos Bank	10	7,93%	↑ 41	MTC group	25	3,70%	↑ 24
MBC	11	7,68%	↑ 4	IKEA	26	3,57%	↓ -6
Nestlé	12	6,84%	↓ -8	General Motors	27	3,50%	↑ 10
Deloitte	13	6,37%	↓ -6	HSBC	28	3,36%	↓ -4
Qatar Airways	14	6,23%	↑ 9	American University of Beirut Medical Center (AUBMC)	29	3,08%	↑ 1
Ford Motor Company	15	5,97%	↑ 27	J.P. Morgan	30	3,06%	↓ -16

Ideal Employer Ranking | Top 30

All students | Engineering/IT

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Dar Al-Handasah (Home of Engineering)	1	25,75%	↑ 1	MBC	16	4,01%	↑ 31
Apple	2	17,67%	↑ 1	Oracle	17	3,99%	↑ 8
Google	3	15,95%	↓ -2	General Electric (GE)	18	3,34%	↓ -5
Microsoft	4	13,11%	→ 0	Sony	19	3,24%	↑ 1
Samsung	5	8,64%	→ 0	Petrofac	20	3,22%	↓ -9
Consolidated Contractors Company (CCC)	6	7,64%	↑ 1	American University of Beirut Medical Center (AUBMC)	21	3,13%	→ 0
Ford Motor Company	7	6,07%	↑ 3	Bank Audi	22	3,09%	↑ 26
Emaar	8	5,75%	↑ 7	The Boston Consulting Group (BCG)	23	3,05%	↓ -17
Emirates (Airline)	9	5,36%	↑ 40	Qatar Airways	24	3,03%	↓ -2
IBM	10	4,93%	↑ 9	Total	25	2,94%	↑ 14
Intel	11	4,80%	↓ -2	Solidere	26	2,82%	↑ 9
Daimler/Mercedes-Benz	12	4,73%	↓ -4	Saudi Aramco	27	2,71%	↓ -10
General Motors	13	4,61%	↑ 1	Cisco Systems	28	2,70%	↓ -4
Alfa	14	4,40%	↑ 29	Etihad Airways	29	2,63%	↑ 7
MTC group	15	4,05%	↑ 26	Shell	30	2,60%	↓ -12

Ideal Employer Ranking | Top 30

All students | Natural Sciences

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
American University of Beirut Medical Center (AUBMC)	1	38,21%	→ 0	Etihad Airways	16	2,68%	↑ 20
Sidra Medical and Research Center	2	11,81%	↑ 1	Ford Motor Company	17	2,19%	↑ 19
Nestlé	3	10,34%	↓ -1	GSK - GlaxoSmithKline	17	2,19%	↓ -6
Google	4	9,13%	→ 0	Mars	17	2,19%	↑ 1
Apple	5	7,56%	↑ 1	The Coca-Cola Company	17	2,19%	↓ -5
L'Oréal Group	5	7,56%	→ 0	Bank of Beirut	21	2,12%	↑ 10
Microsoft	7	6,20%	↑ 2	Petrofac	22	2,05%	↑ 19
MBC	8	4,39%	↑ 15	Bank Audi	23	1,95%	↑ 5
Dar Al-Handasah (Home of Engineering)	9	4,32%	↑ 18	Emirates (Airline)	23	1,95%	↑ 49
International Rescue Committee (IRC)	10	4,25%	NEW -	Procter & Gamble (P&G)	25	1,95%	↓ -11
PepsiCo	11	3,66%	↓ -1	Saudi Aramco	26	1,81%	↑ 4
Samsung	11	3,66%	↑ 8	Bayer	27	1,64%	↓ -5
Johnson & Johnson	13	3,17%	↓ -5	Shell	27	1,64%	↓ -7
MTC group	13	3,17%	↑ 31	Arla Kallassi Foods	29	1,46%	NEW -
Total	15	3,10%	↓ -8	BLOM Bank	29	1,46%	↓ -6

Potential Applicants' Ranking | Top 30

All students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Bank Audi	1	8,50%	↑ 5	Daimler/Mercedes-Benz	16	1,88%	↑ 12
Apple	2	4,93%	↑ 7	The Boston Consulting Group (BCG)	17	1,81%	↓ -6
Google	3	4,36%	↑ 1	HSBC	18	1,75%	↑ 3
BLOM Bank	4	4,00%	↑ 19	Qatar Airways	19	1,75%	↑ 8
Procter & Gamble (P&G)	5	3,65%	↑ 2	Azadea Group	20	1,61%	↓ -10
PwC (PricewaterhouseCoopers)	6	3,63%	↓ -5	Strategy& (former Booz & Company)	21	1,57%	↓ -6
Byblos Bank	7	3,51%	↑ 25	MBC	22	1,54%	↑ 3
Bank of Beirut	8	3,32%	↑ 21	The Coca-Cola Company	23	1,54%	↑ 1
Emirates (Airline)	9	3,24%	↑ 27	PepsiCo	24	1,49%	↓ -11
Nestlé	10	3,12%	↓ -5	Philip Morris International	25	1,35%	↓ -8
Deloitte	11	2,99%	↓ -8	Al Futtaim Group	26	1,19%	↑ 45
Microsoft	12	2,86%	↑ 2	Mars	27	1,13%	↑ 19
EY (Ernst & Young)	13	2,80%	↓ -5	American University of Beirut Medical Center (AUBMC)	28	1,07%	↓ -6
L'Oréal Group	14	2,05%	↓ -12	MTC group	29	1,06%	↑ 28
Samsung	15	1,94%	↑ 30	J.P. Morgan	30	1,05%	↓ -14



- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
- If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

Potential Applicants' Ranking | Top 30

All students | Engineering/IT

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Dar Al-Handasah (Home of Engineering)	1	10,83%	→ 0	Shell	16	1,52%	↓ -3
Google	2	6,14%	→ 0	Oracle	17	1,52%	↑ 19
Apple	3	5,80%	↑ 2	Bank Audi	18	1,49%	↑ 41
Microsoft	4	5,52%	↓ -1	Emirates (Airline)	19	1,42%	↑ 21
Consolidated Contractors Company (CCC)	5	3,64%	↑ 1	American University of Beirut Medical Center (AUBMC)	20	1,41%	↑ 29
Alfa	6	3,01%	↑ 31	Total	21	1,40%	↑ 20
Samsung	7	2,86%	↑ 8	McKinsey & Company	22	1,38%	↓ -15
The Boston Consulting Group (BCG)	8	2,69%	↓ -4	Intel	23	1,33%	↓ -11
Ford Motor Company	9	2,59%	↑ 8	Petrofac	24	1,27%	↓ -16
MTC group	10	2,06%	↑ 23	MBC	25	1,21%	↑ 71
Daimler/Mercedes-Benz	11	1,99%	→ 0	Cisco Systems	26	1,20%	↑ 1
General Electric (GE)	12	1,94%	↓ -3	Qatar Airways	27	1,14%	↑ 25
General Motors	13	1,78%	↑ 18	IBM	28	1,14%	↓ -3
PwC (PricewaterhouseCoopers)	14	1,62%	↑ 4	Etihad Airways	29	1,05%	↑ 18
Emaar	15	1,58%	↑ 4	Damac Properties	30	0,95%	↑ 36

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

Potential Applicants' Ranking | Top 30

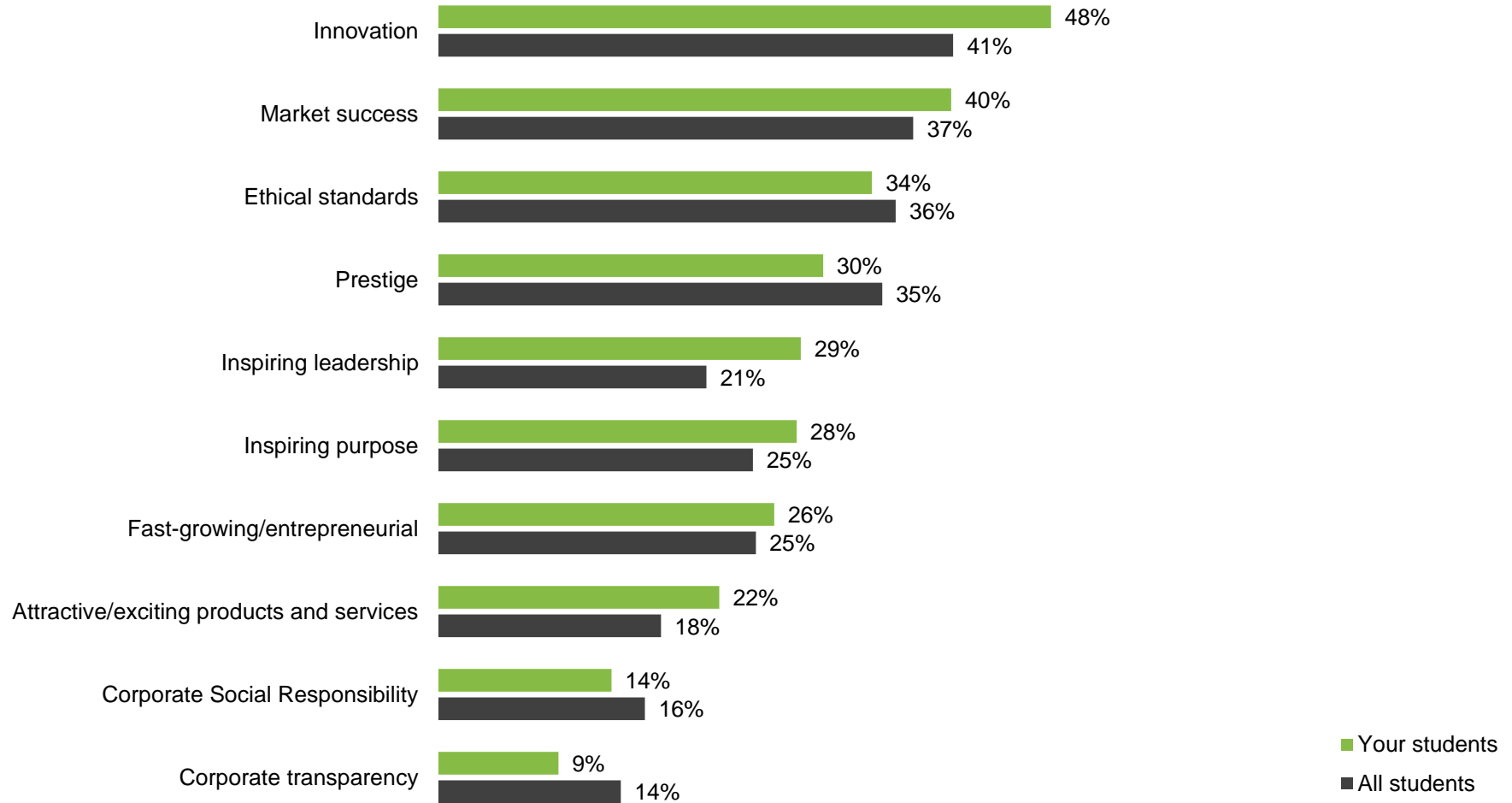
All students | Natural Sciences

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
American University of Beirut Medical Center (AUBMC)	1	31,38%	→ 0	Bayer	15	2,02%	→ 0
L'Oréal Group	2	5,21%	↑ 2	General Electric (GE)	15	2,02%	NEW -
Google	3	4,25%	↑ 10	IBM	15	2,02%	NEW -
Petrofac	4	3,51%	↑ 19	Intel	15	2,02%	↑ 8
Nestlé	5	2,98%	↓ -3	Bank Audi	20	1,49%	↓ -5
Microsoft	6	2,77%	↑ 17	BLOM Bank	20	1,49%	↑ 3
Total	6	2,77%	↓ -3	Byblos Bank	20	1,49%	NEW -
Unilever	6	2,77%	↑ 17	Dar Al-Handasah (Home of Engineering)	20	1,49%	↑ 3
Etihad Airways	9	2,23%	↑ 6	Etisalat	20	1,49%	NEW -
International Rescue Committee (IRC)	9	2,23%	NEW -	Ford Motor Company	20	1,49%	NEW -
Johnson & Johnson	9	2,23%	↑ 1	MBC	20	1,49%	NEW -
Mars	9	2,23%	↑ 14	Alfa	27	0,74%	NEW -
Procter & Gamble (P&G)	9	2,23%	↓ -5	Apple	27	0,74%	↓ -20
Sidra Medical and Research Center	9	2,23%	↓ -5	averda	27	0,74%	NEW -
Batco Group	15	2,02%	NEW -	Bank of Beirut	27	0,74%	↓ -4

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

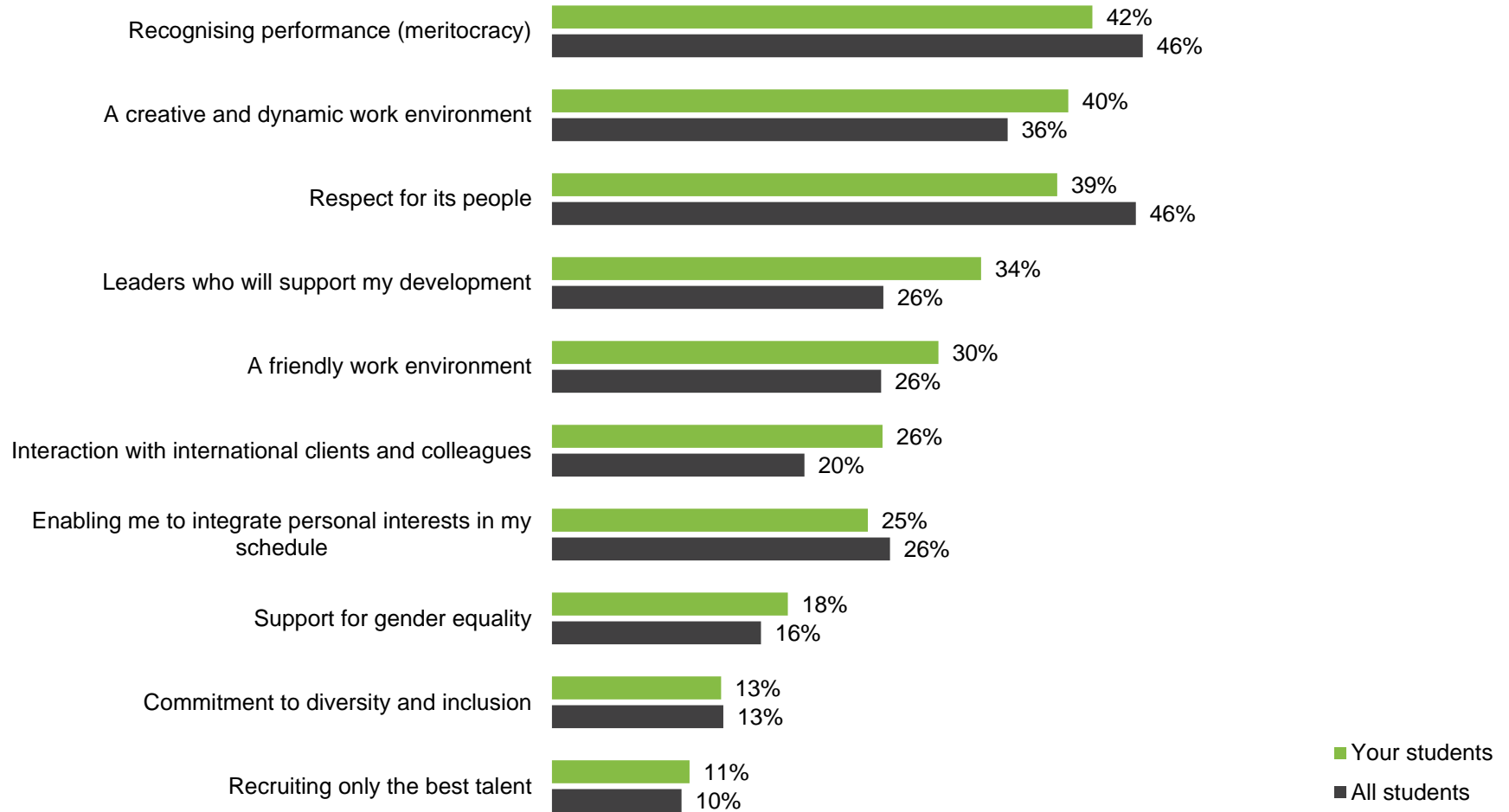
Employer Reputation & Image

Attractive attributes



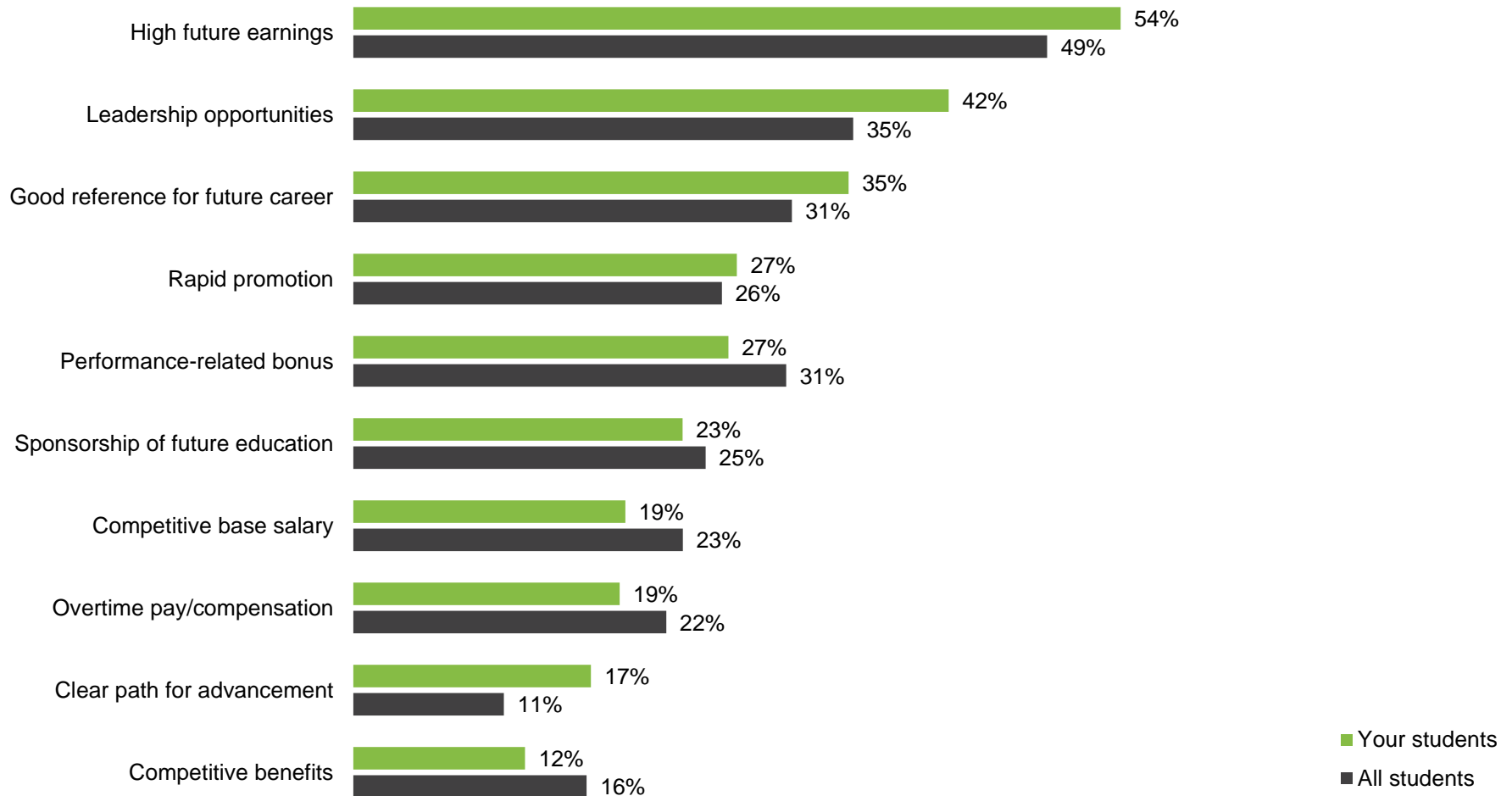
People & Culture

Attractive attributes



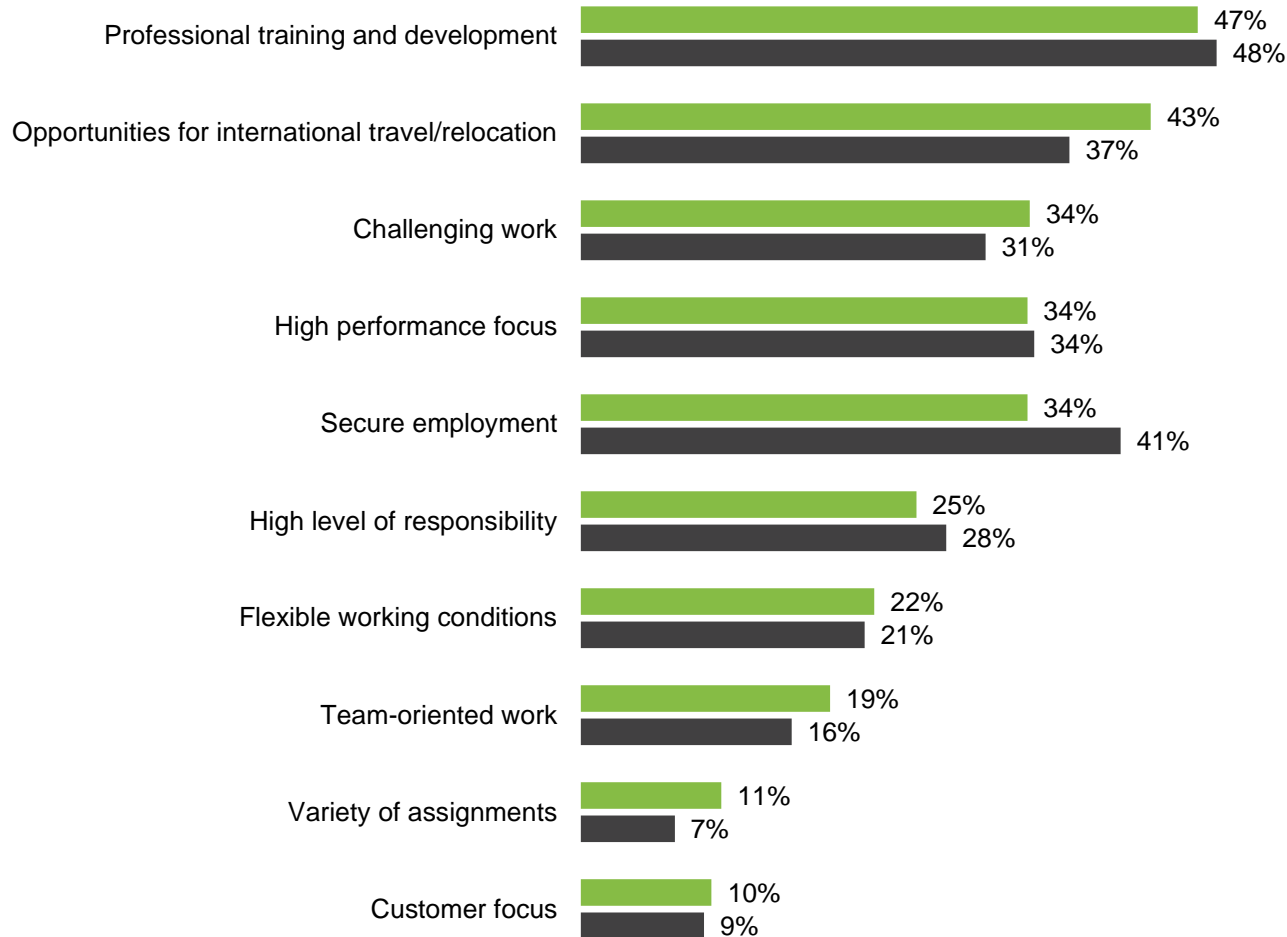
Remuneration & Advancement Opportunities

Attractive attributes



Job Characteristics

Attractive attributes



■ Your students

■ All students

THANK YOU!

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in getting MORE insights about
students, alumni or employers?