

**MBA  
WORLD  
SUMMIT  
2015.**

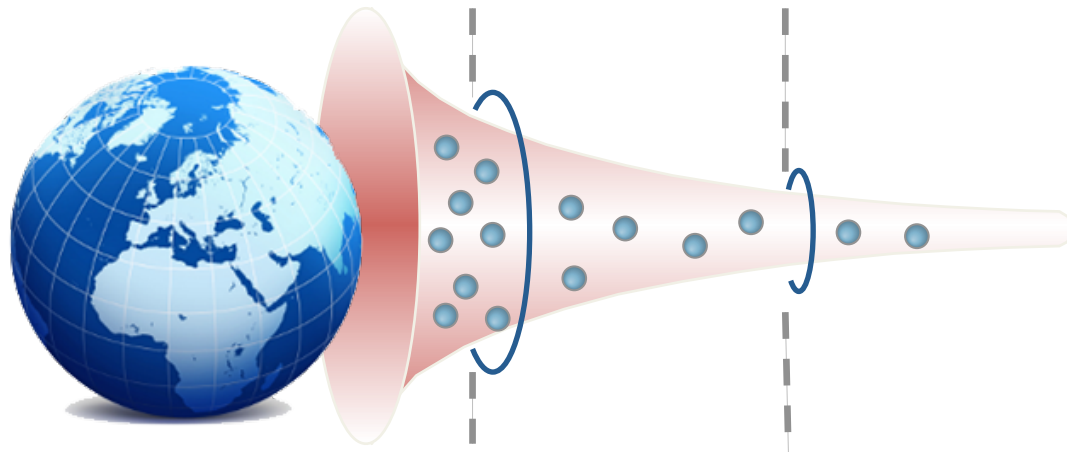
# A Global Initiative in Search of Talent

*25<sup>th</sup> - 27<sup>th</sup> March 2014  
Barcelona, Spain*

**MBA EMPLOYER OF  
CHOICE RANKING 2015**

# Each year we survey the opinion leaders in the top segment of the global MBA community

The survey is conducted among the MBA World Summit applicants who reach the qualifying round of a multi-stage application process



**GLOBAL REACH:**  
**> 45.000 MBAs p.a.**

The MBA World Summit draws the attention of MBAs from over 100 Top- Business Schools worldwide

**APPLICATIONS:**  
**> 3.000 p.a.**

**Applicant-Profile:**

- Top 20 % of all Full-time MBA Students from around the world
- highly motivated, engaged
- global mind-set
- strong interests in local & global leadership careers

**QUALIFYING ROUND:**  
**600 MBAS**

- Outstanding academic achievements
- “Triple-A-Employer(s)” in pre-MBA career
- Extra curricular activities
- High indication of exceptional future leadership potential

## The MBA Employer Of Choice Ranking - In a Nutshell

- ◆ The MBA World Summit Employer Ranking is the annual ranking identifying the worldwide top MBA employers based on the votes of current MBA students
- ◆ It is accompanied by an elaborated survey examining the work preferences, needs and mind-set of this highly interesting and important target group for leading companies
- ◆ The MBA Employer Of Choice Ranking were derived from and developed in the context of the MBA World Summit, it is carried out each year during the application process of the Summit

▶ Compared to conventional surveys, it is based on thoroughly selected participants who have a shaping and lasting impact on their fellow students perceptions on possible future career paths

# The MBA World Summit is the pinnacle summit of the global MBA community

## The MBA World Summit

- Annual congregation of the 100 most exceptional MBA students from the best business schools worldwide
- Three days of **high-impact exchange** and **best-practice sharing**: Discussing crucial global business topics & strategizing for the future
- Partner companies exchange and discuss **exceptional leadership opportunities** with these highly dynamic MBA-students
- As the pinnacle global forum for MBA student exchange **reaching over 45,000 MBA students worldwide** each year
- Participants selection through a **rigorous, multi-stage selection process** to handpick the best fitting out of the most impressive candidates for the Summit from **thousands of applicants**

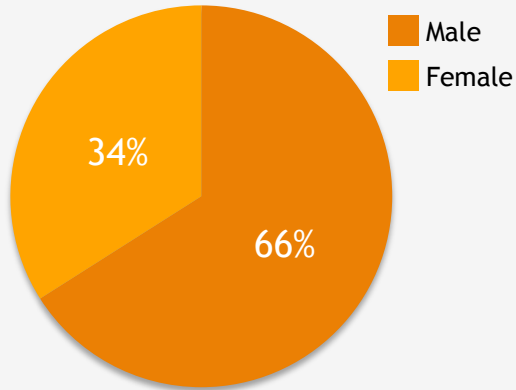




# MBA EMPLOYER OF CHOICE

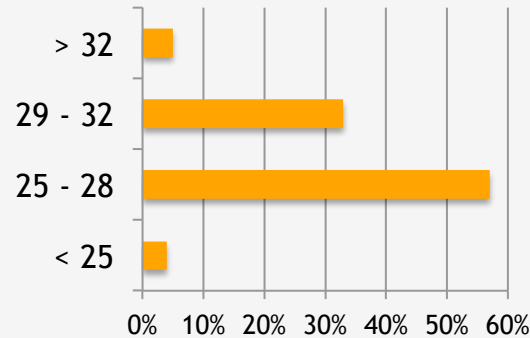
## DEMOGRAPHICS

### Distribution by Gender

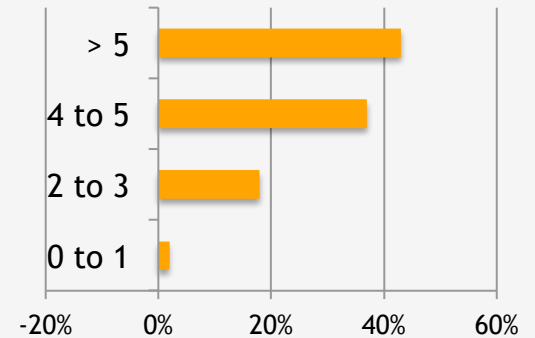


### Age [in years]

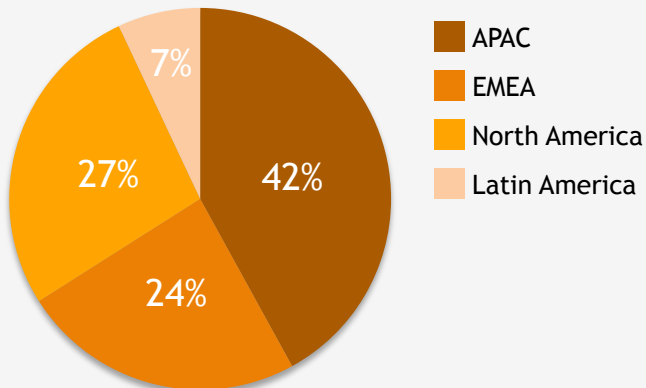
average age = 28 years



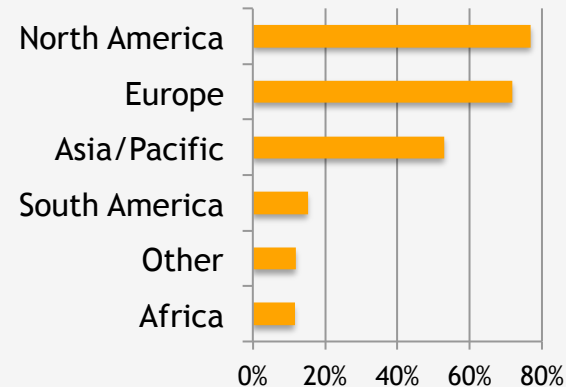
### Working Experience [in years]



### Distribution by Region of Origin



### Preferred Region to Work

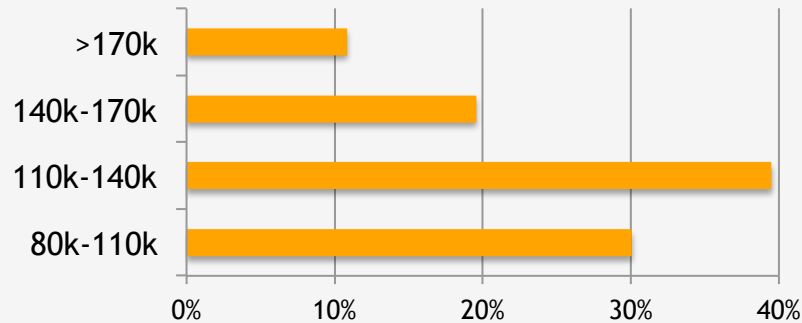


Generally MBAs possess a work permit valid up to 2 years after graduation. In 80% of all cases MBAs make use of this permit before returning to their countries of origin.

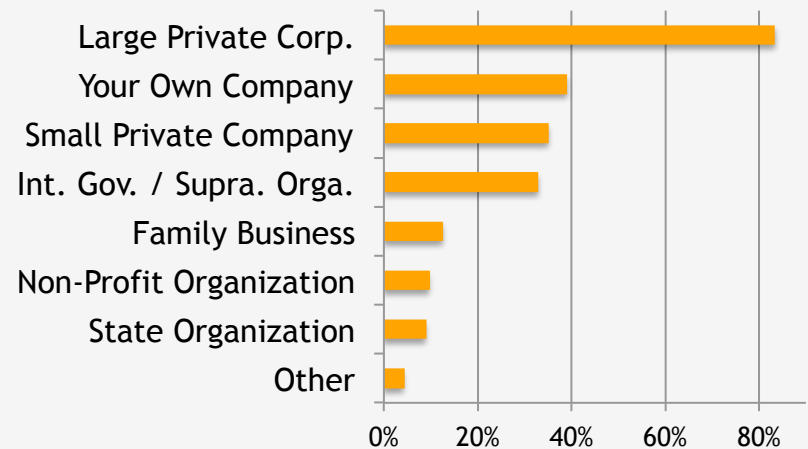
# MBA EMPLOYER OF CHOICE

## WORK PREFERENCES - IN GENERAL

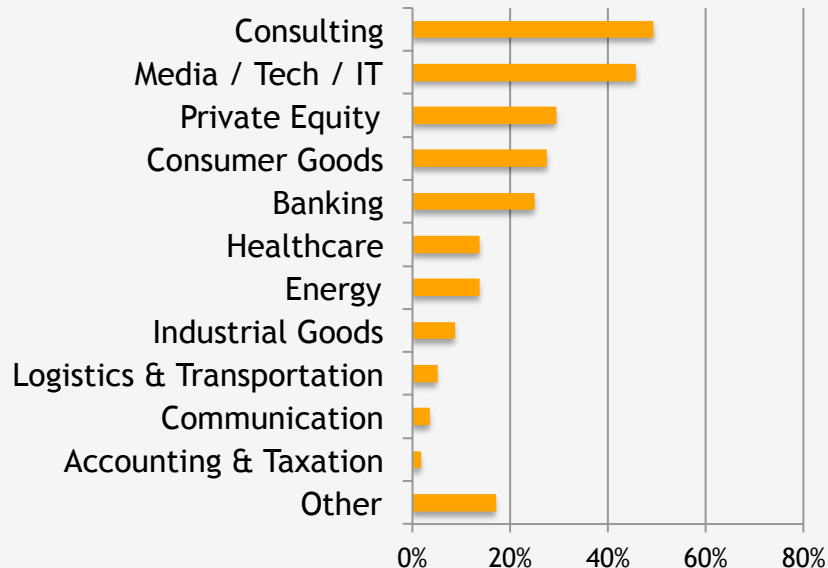
### Expected Salary After Graduation [in \$]



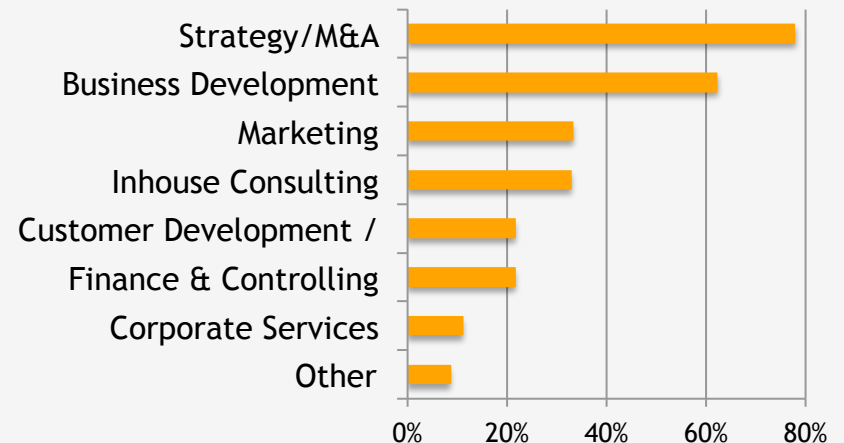
### Preferred Kind of Organization



### Preferred Industries



### Preferred Departments

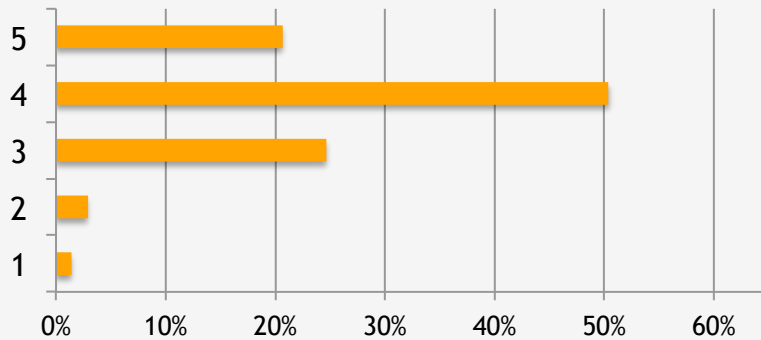


# MBA EMPLOYER OF CHOICE

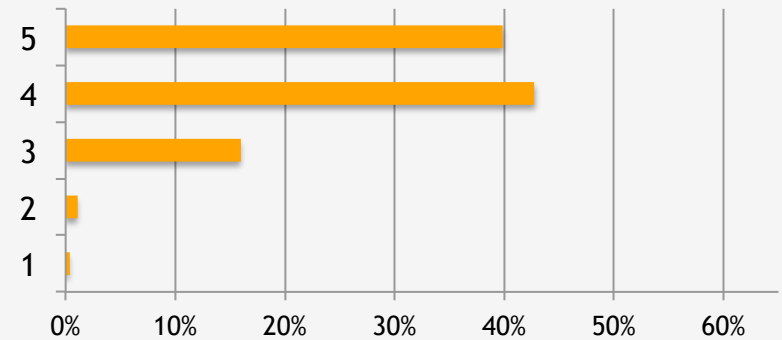
## WORK PREFERENCES - ECONOMIC VALUE FACTORS

[1 - not important, 5 - very important]

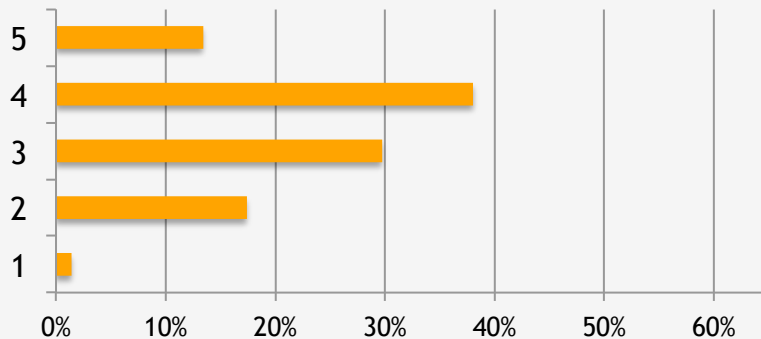
### Above-Range Salary



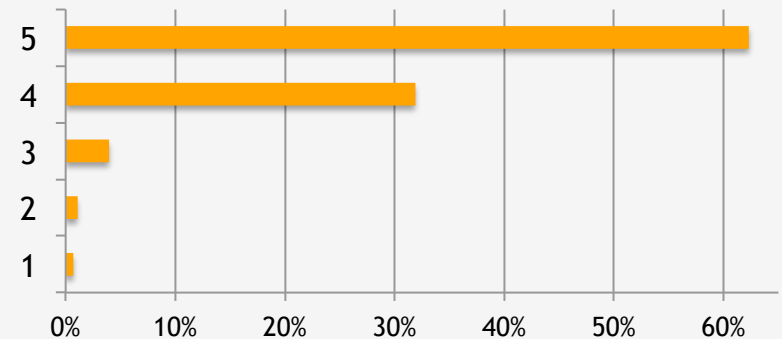
### Performance-Based Rewarding System



### Job Security



### Promotion Opportunities

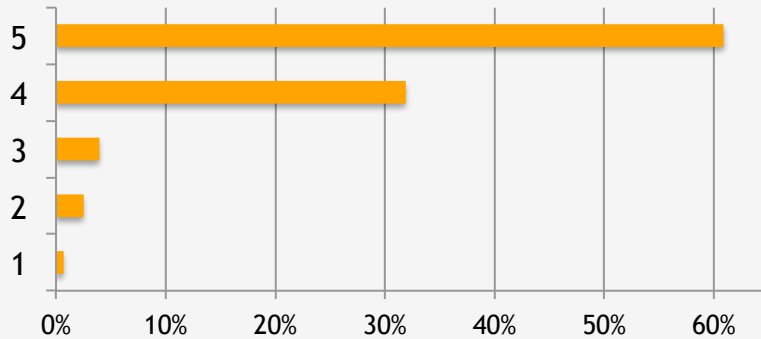


# MBA EMPLOYER OF CHOICE

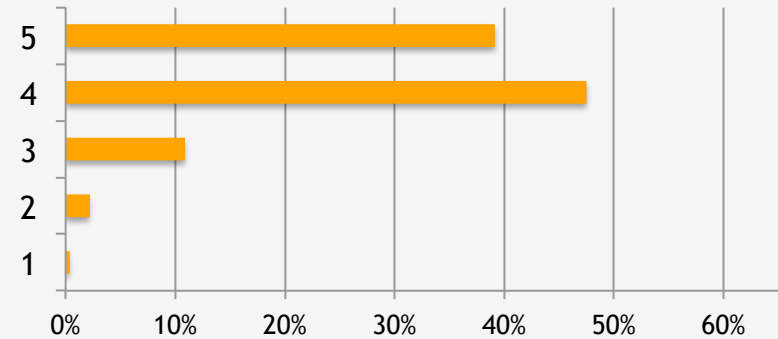
## WORK PREFERENCES - POSITION VALUE FACTORS

[1 - not important, 5 - very important]

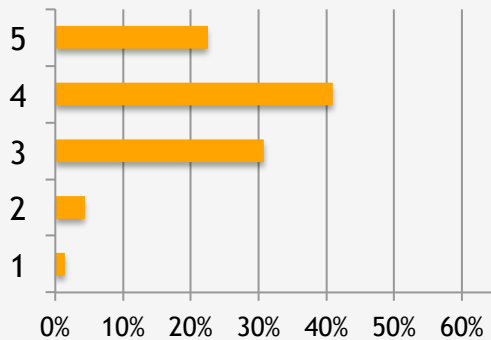
### Impact of Your Work on People & Business



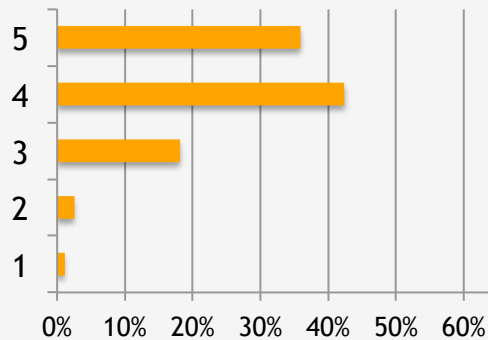
### Lead & Guide Others



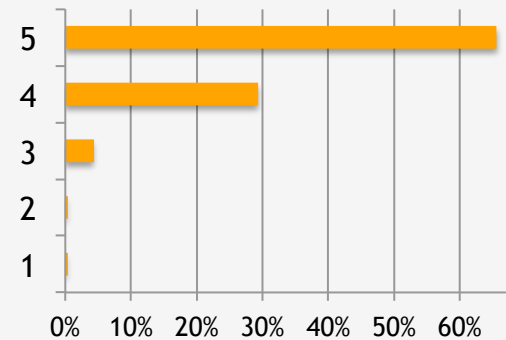
### Direct Reporting to Executive Mgt.



### Cross-Divisional & Cross-Country Working



### Professional Develop. Within Job

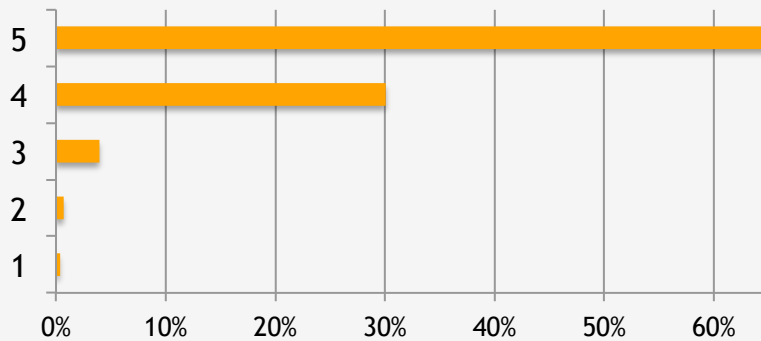


# MBA EMPLOYER OF CHOICE

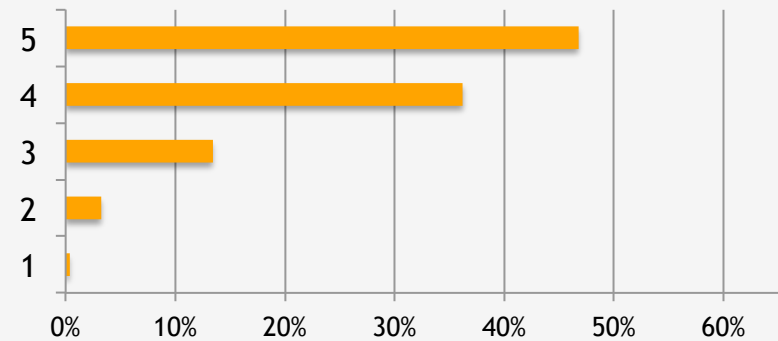
## WORK PREFERENCES - SOCIAL VALUE FACTORS

[1 - not important, 5 - very important]

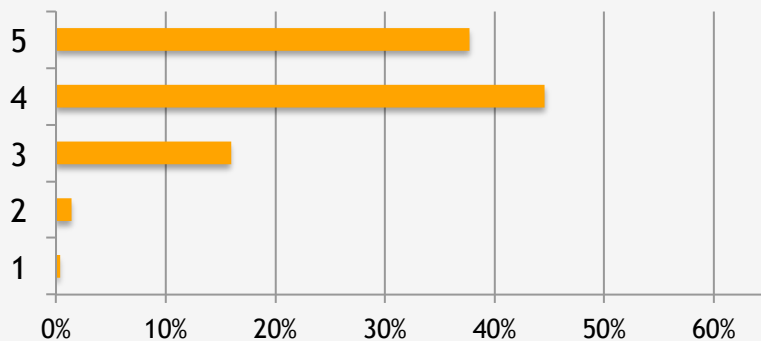
### Exciting Work Environment



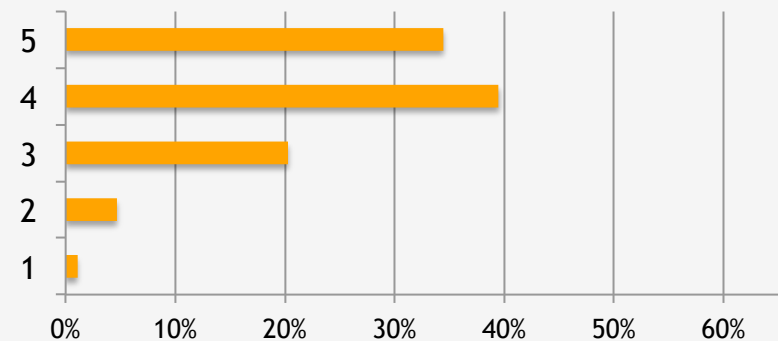
### Collegial Team Atmosphere



### Appreciation by Senior Management



### Work-Life Balance

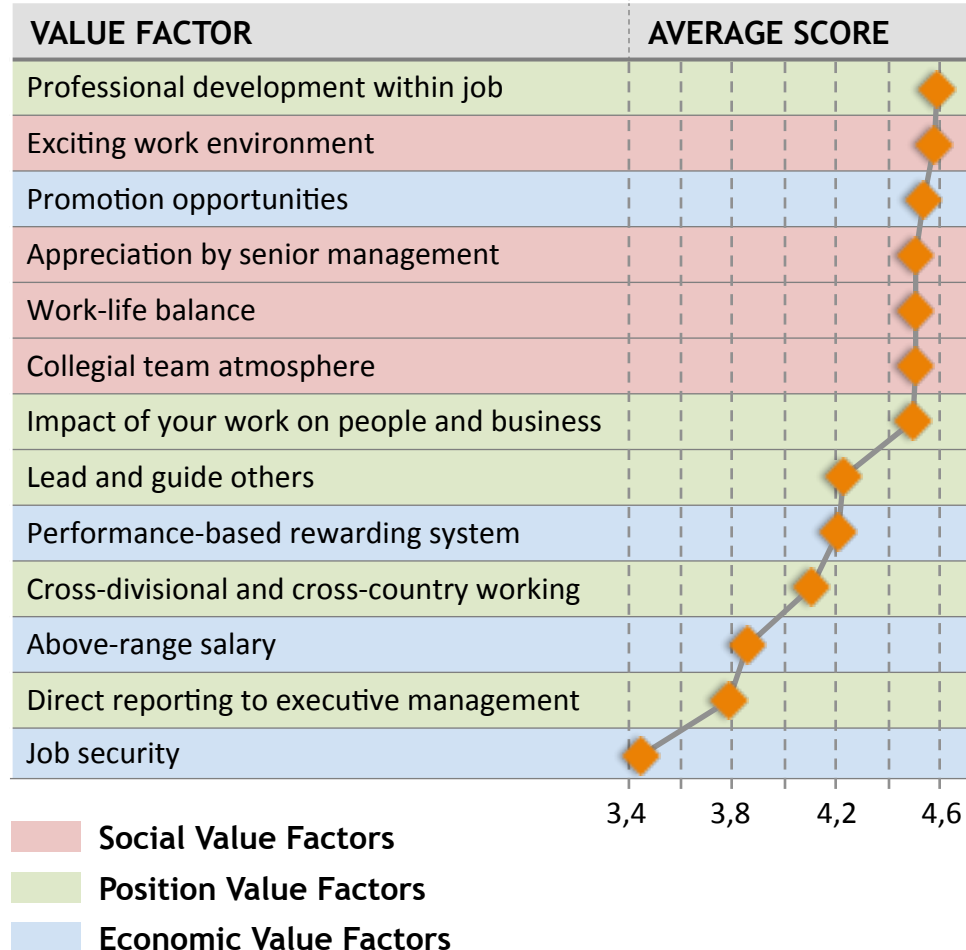




# MBA EMPLOYER OF CHOICE

## WORK PREFERENCES - SUMMARY VALUE FACTORS

[average value; 1 - not important, 5 - very important]



- **Social Values** factors are relatively more important (avg. 4,5), than Position- (avg. 4,2) and Economic (avg. 4,0) Value Factors
- Furthermore the results show that the **professional development** within the job (1) and through new challenges/tasks acquired by a possible promotion (3) are indispensable for MBAs
- Directly followed by the high importance assigned to the arrangement of the **immediate work environment** (cf. 2, 4-8)
- Interesting is that pure Economic Value Factors (financial performance rewarding [9], salary [11], job security [13]), direct contact to executive mgmt. (on a regular basis), and cross-divisional/-country working are comparatively less decisive for MBAs

# MBA EMPLOYER OF CHOICE

## SURVEY RESULTS - ATTRACTING FACTORS

[the word cloud represents the results of an open questions asking the MBAs which factors would make a future employee especially attractive; word size relates to the frequency of likewise answers]



# MBA EMPLOYER OF CHOICE

## RANKING 2015 - Top 80

COMPANY (1-20)	#	COMPANY (21-40)	#	COMPANY (41-60)	#	COMPANY (61-80)	#
Google	1	Deloitte	21	Starwood Hotels & Resorts	41	Goodgame Studios	61
McKinsey & Company	2	Shell Oil Company	22	Barclays	42	Dell	62
Bain & Company	3	Microsoft	23	BMQ Group	43	Estée Lauder	63
The Boston Consulting Group	4	Morgan Stanley	24	A.T.Kearney	44	Gap Inc.	64
Apple	5	Starbucks	25	eBay	45	Henkel	65
Goldman Sachs	6	Citi	26	IBM	46	Marriott	66
Deutsche Bank	7	Johnson & Johnson	27	Bank of America Merrill Lynch	47	Oliver Wyman	67
Amazon	8	Bertelsmann	28	Exxon Mobil Corporation	48	Southwest Airlines	68
IDEO	9	LVMH	29	Genentech	49	Bloomberg L.P.	69
Facebook	10	Nestlé USA	30	Kraft Foods Group	50	KPMG LLP	70
KKR	11	The Coca-Cola Co.	31	PWC	51	Roland Berger	71
Nike	12	Apax Partners	32	Boeing	52	Sony	72
The Blackstone Group	13	Siemens	33	Booz & Company	53	AT&T	73
Procter & Gamble	14	Accentures	34	Wellington Partners	54	General Motors	74
Walt Disney Company	15	L'Oréal	35	Intel	55	AlixPartners	75
J.P. Morgan	16	PepsiCo	36	Porsche AG	56	Deutsche Bahn	76
Unilever	17	Merck	37	Cisco Systems	57	Vodafone	77
General Electric	18	Adidas	38	Ernst & Young	58	Allianz	78
BASF	19	American Express	39	Hilton Hotels Corporation	59	Axel Springer	79
Credit Suisse	20	Salesforce.com	40	Nordstrom	60	Deutsche Post DHL	80

 **MBA World Summit**  
Participating Partner

# MBA EMPLOYER OF CHOICE

Boosting recognition in the global MBA community



- The Ranking shows the “MBA Employers of Choice” of the top-MBA students worldwide in 2015
- MBA World Summit **Participating Partner Companies** are positioned **comparatively high** (e.g. Deutsche Bank #7 cf. #18 Universum 2014, BASF #19 cf. Universum #34, Bertelsmann and Merck did not reach the top 50 of the Universum ranking, Goodgame Studios was not considered)



- MBA World Summit participating Partner Companies **benefit substantially** of being part of this global initiative
- Throughout the year the **global MBA community examines intensively these Partner Companies** and their career opportunities
- Leading to an entirely new dimension of “**Attention**” and a fundamentally increasing “**Recognition**” towards being an international “MBA Employer of Choice”

# **MBA EMPLOYER OF CHOICE**

## **SURVEY & RANKING - QUESTIONNAIRE**

### **DEMOGRAPHICS**

1. Please specify your gender.
2. Please tell us your country of citizenship.
3. Please specify your Age.
4. How many years of working experience do you have (including internships)?
5. Please tell us your expected salary after your graduation (in US-\$)

### **WORK PREFERENCES**

6. In which of the following industries would you like to work the most? (Please select max. 3 including "Other:")
7. In which of the following departments within a company would you like to work the most? (Please select max. 3 including "Other:")
8. What kind of company/organization is most attractive to you as an employer?
9. Please tell us, in which regions of the world you would like to work.
10. If you have any other general preferences towards your future employer, please let us know.
11. If there are any general factors that make you avoid an employer in particular, please let us know.
12. Economic value factors (1 - not important, 5 - extremely important)
13. Position value factors (1 - not important, 5 - extremely important)
14. Social value factors (1 - not important, 5 - extremely important)
15. Please tell us, if there are any other job-specific factors that make an employer attractive to you.
16. If there are any factors that particularly make you avoid an employer, please let us know as well.

### **MBA EMPLOYER OF CHOICE RANKING**

17. Based on your personal experience and the criteria mentioned before, please mark the five companies you find most attractive as an employer.
18. If you are missing any companies on our list, please tell us which ones.



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