



# Universum Talent Research 2016

Partner Report | Hanken - School of Economics, Helsinki  
Finnish Edition | Students | Business



# 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 2015 to February 2016



Total number of  
respondents in the survey

11 444

## THIS REPORT

Number of respondents

### GROUP 1

Your students

102

### GROUP 2

All students

3 751

# Agenda

1

## EXECUTIVE SUMMARY

Find a summary of your university brand perception and 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. Internationally acclaimed
1. Prestige
3. Highly ranked within its field



### CULTURE & STUDENT LIFE

1. Attractive geographic location
1. Friendly and open environment
3. Heritage and tradition



### EMPLOYABILITY & FUTURE OPPORTUNITIES

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



### EDUCATIONAL OFFERING

1. International focus
2. Study abroad program
3. Quality and variety of courses



## TOP OF MIND ASSOCIATIONS



# Summary of your University Brand Perception (2/2)

## CONTINUE COMMUNICATING

### REPUTATION & IMAGE

- ✓ Prestige
- ✓ Internationally acclaimed
- ✓ Highly ranked within its field



### CULTURE & STUDENT LIFE

- ✓ Social and recreational activities
- ✓ Secure campus environment
- ✓ Friendly and open environment
- ✓ Attractive geographic location



### EMPLOYABILITY & FUTURE OPPORTUNITIES

- ✓ Opportunities to network with employers
- ✓ High employment among graduates
- ✓ Good reference for future career and/or education



### EDUCATIONAL OFFERING

- ✓ Quality and variety of courses
- ✓ Attractive/exciting programs and fields of study



### AVERAGE SATISFACTION

Hanken - School of  
Economics, Helsinki

8,2

All universities

7,6

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

Hanken - School of  
Economics, Helsinki

94%

All universities

91%

# General profile and summary of career preferences



## Your students



### TOP CAREER GOALS

1. To be competitively or intellectually challenged
1. To have work/life balance
3. To be dedicated to a cause or to feel that I am serving a greater good



### STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Balancing behaviours
1. Seeing the bigger picture
3. Continuous renewal of yourself



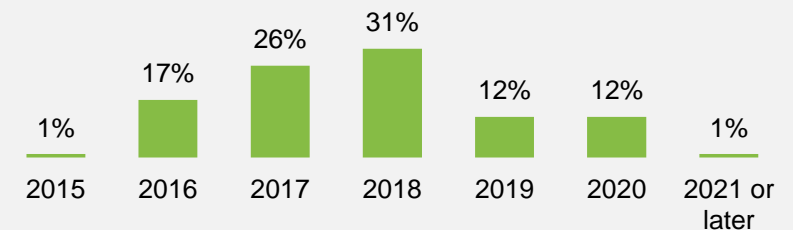
### TOP 3 MOST PREFERRED INDUSTRIES

1. Banks and other Financial services
2. Management and Strategy Consulting
3. Media and Advertising

### TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. Good reference for future career
2. Variety of assignments
3. High future earnings
4. Leadership opportunities
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 dedicated to a cause or to feel that I am serving a greater good
3. To be competitively or intellectually challenged



### STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Future-Oriented
2. Seeing the bigger picture
3. Balancing behaviours



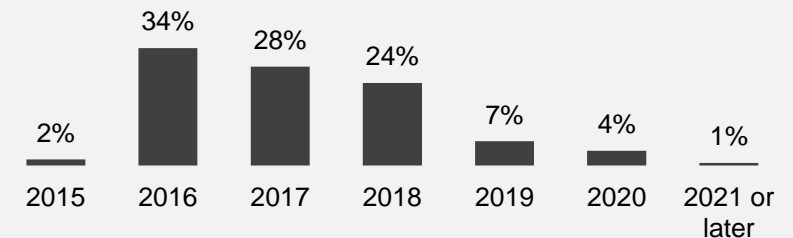
### TOP 3 MOST PREFERRED INDUSTRIES

1. Banks and other Financial services
2. Management and Strategy Consulting
3. Media and Advertising

### TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. Variety of assignments
2. Leadership opportunities
3. Good reference for future career
4. High future earnings
5. A friendly work environment

### YEAR OF GRADUATION DISTRIBUTION:



# Agenda

1

EXECUTIVE SUMMARY

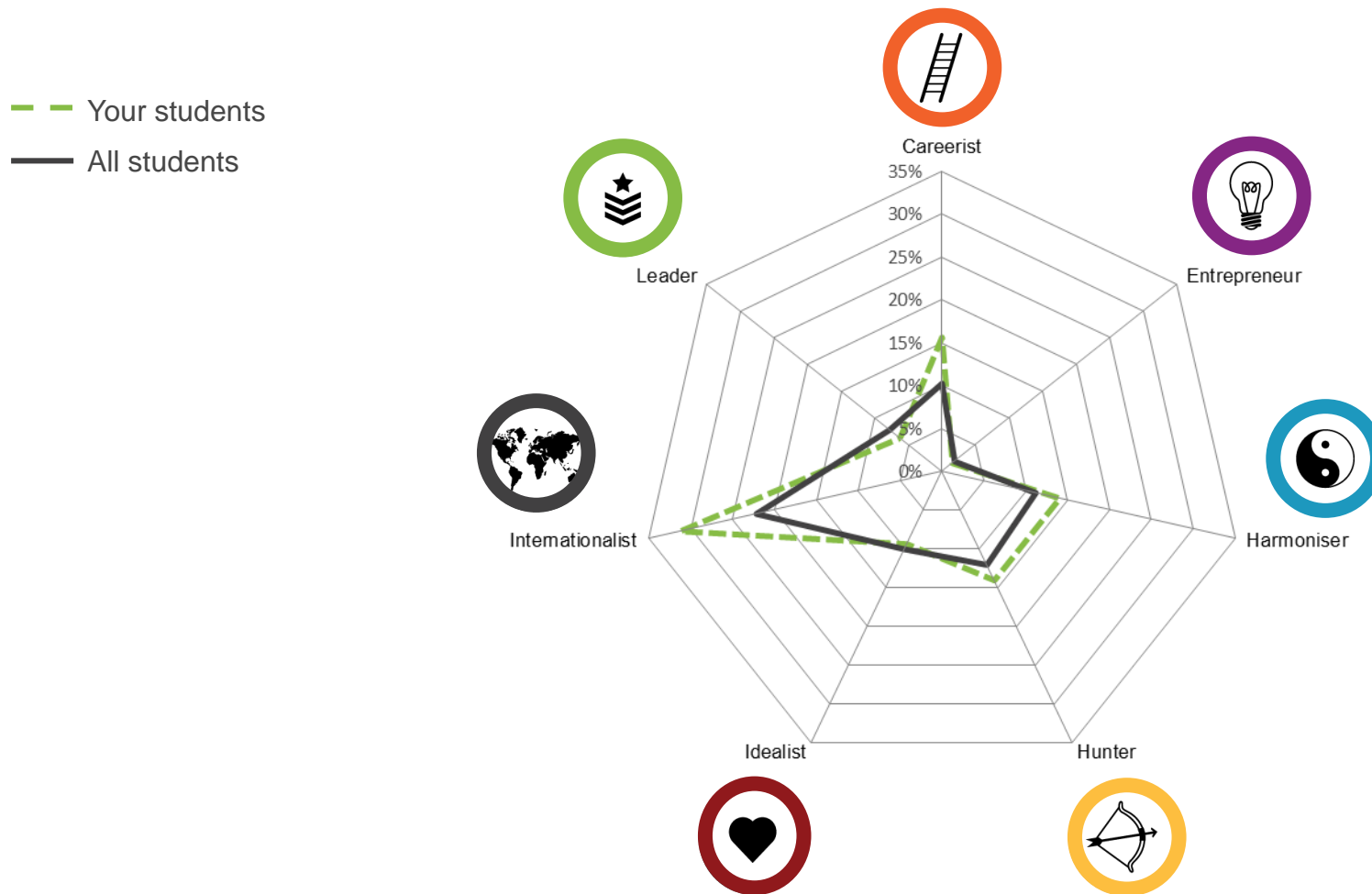
2

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.

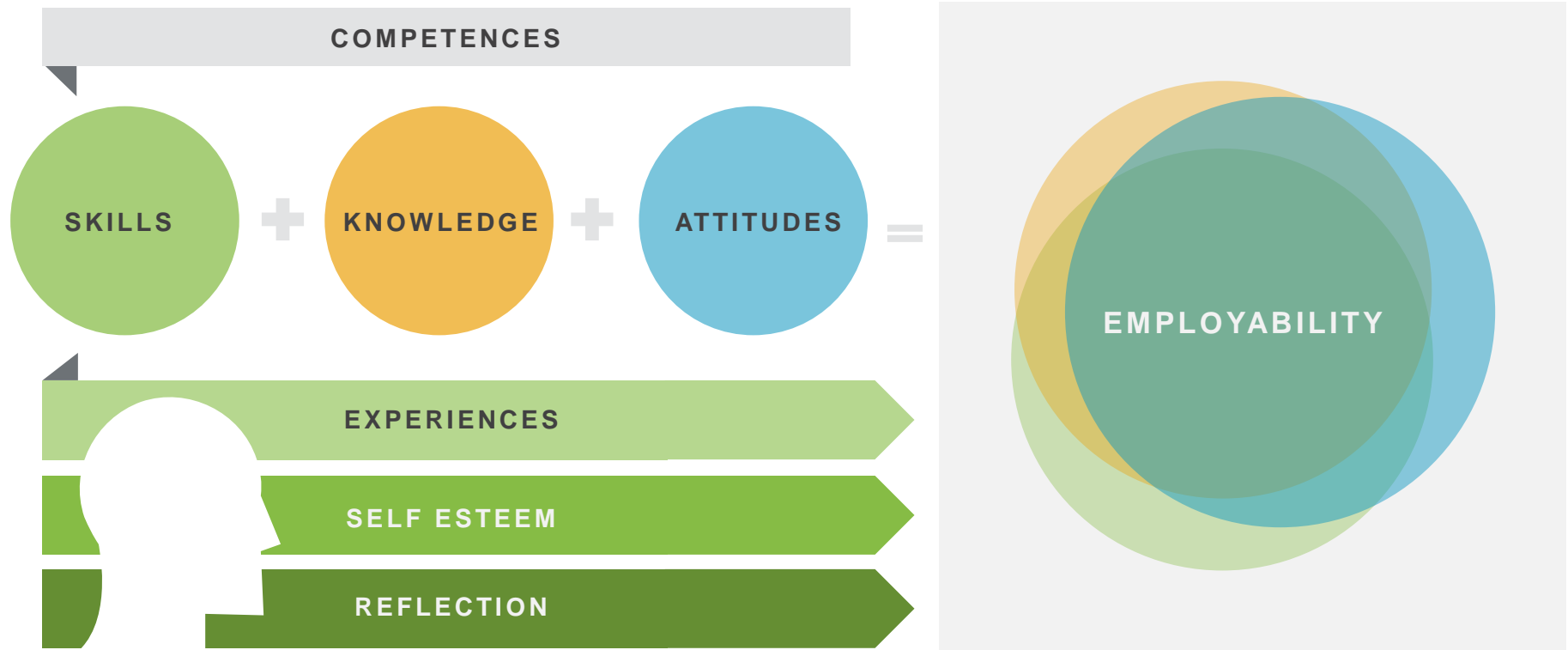
# The Universum Career Profiles

Distribution per target group





# How we operationalize Employability in the Universum Talent Survey



# 31% of your students have an International Mindset

Internationalists



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

Your students



31%

All students



22%

*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*

# 6% of your students are particularly interested in Leadership

Leaders



Share of talent with  
Leadership Potential  
within the target group:

Your students



6%

All students



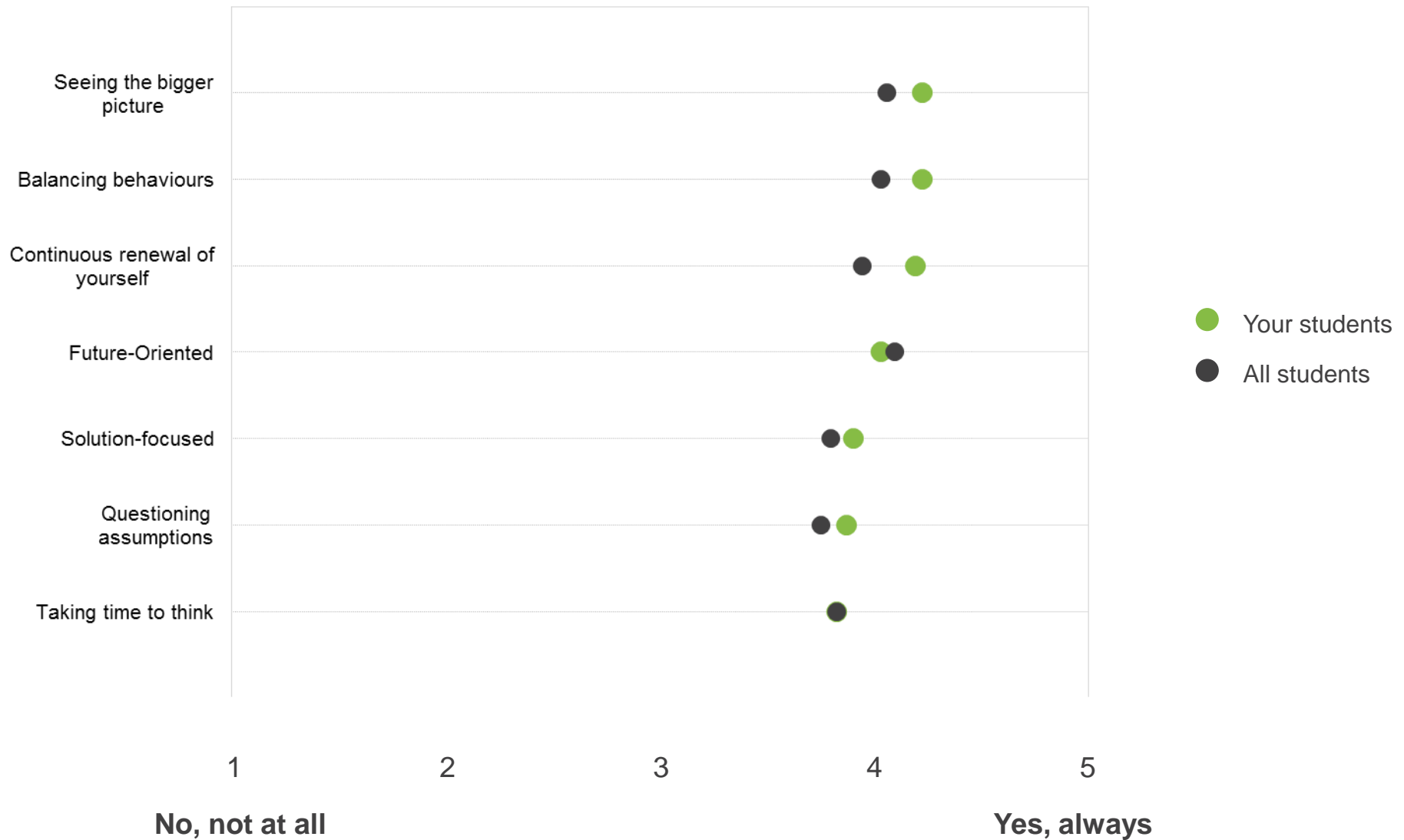
8%

*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*

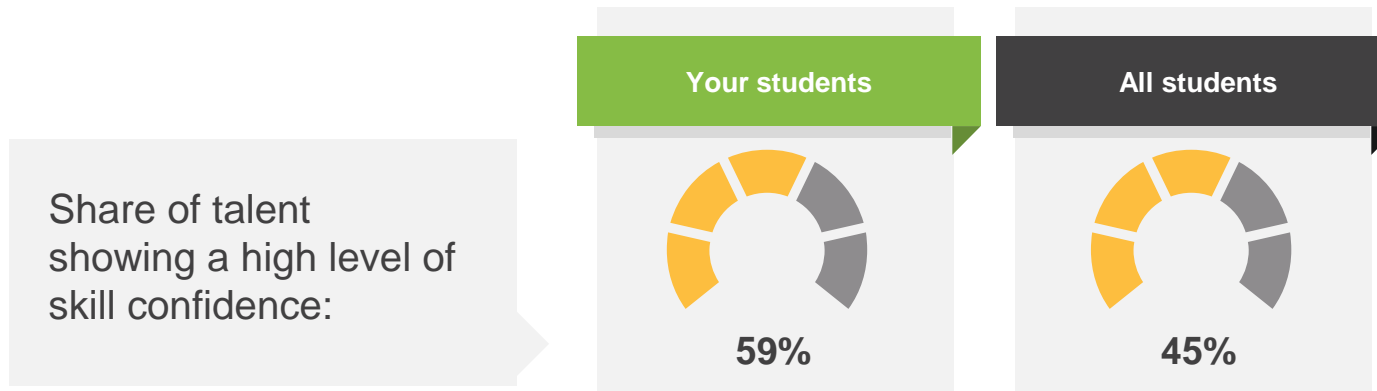


# How talent's mindset differs between the target groups



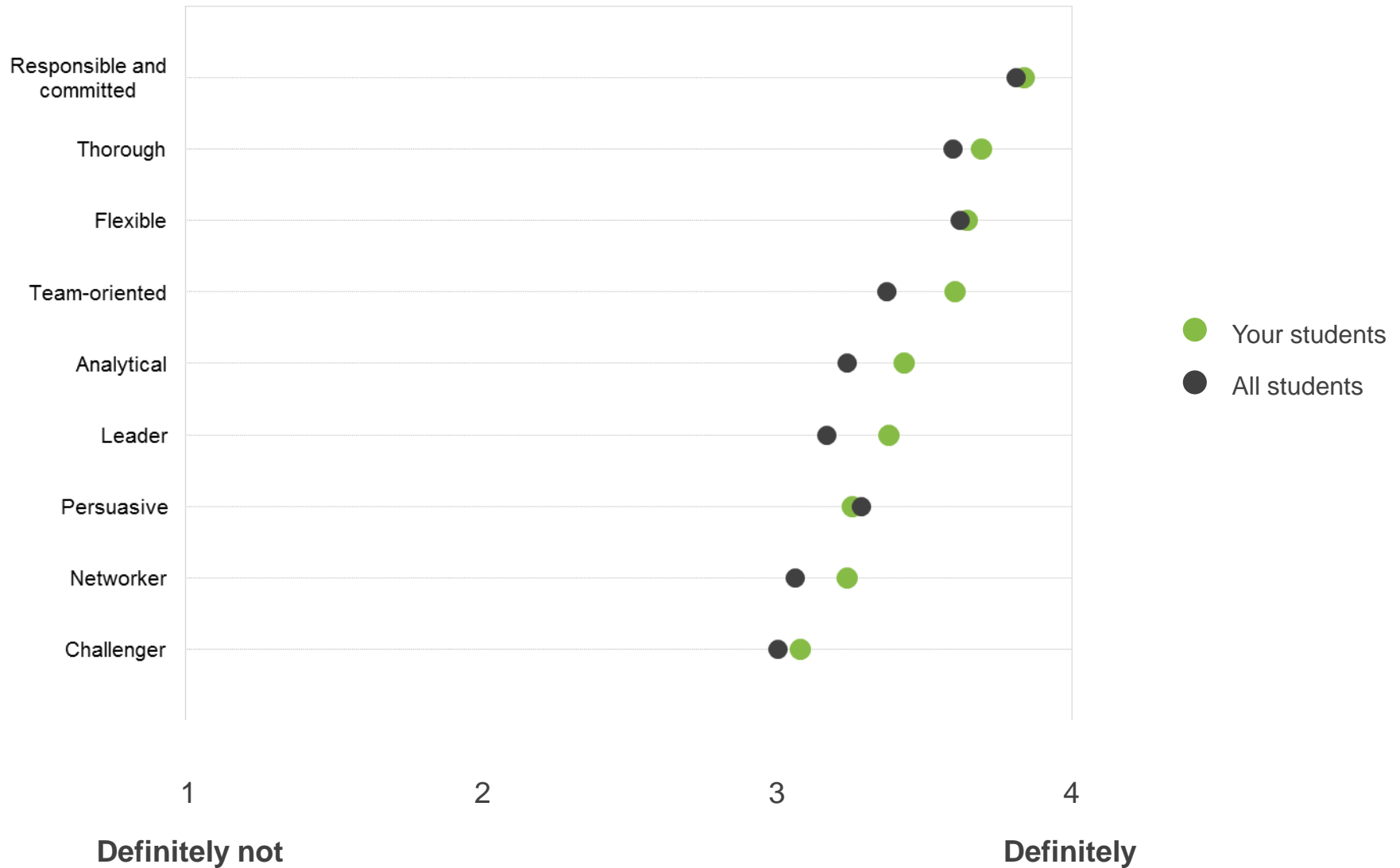
# 59% of your students are confident in their personality skills

## Skill confidence



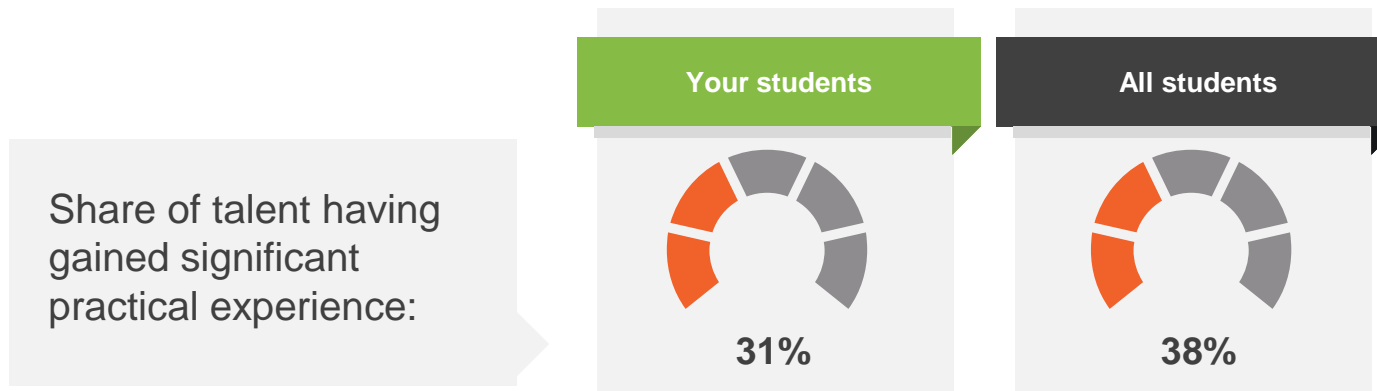
*Self-esteem and having confidence into their own personality, soft-skills and experience is important for the employability of talent. Especially in presenting it to potential employers to gain, keep or find new employment when needed. See details on next slide.*

# Which personality skills describe each target group?



# 31% of your students have gained significant practical experience

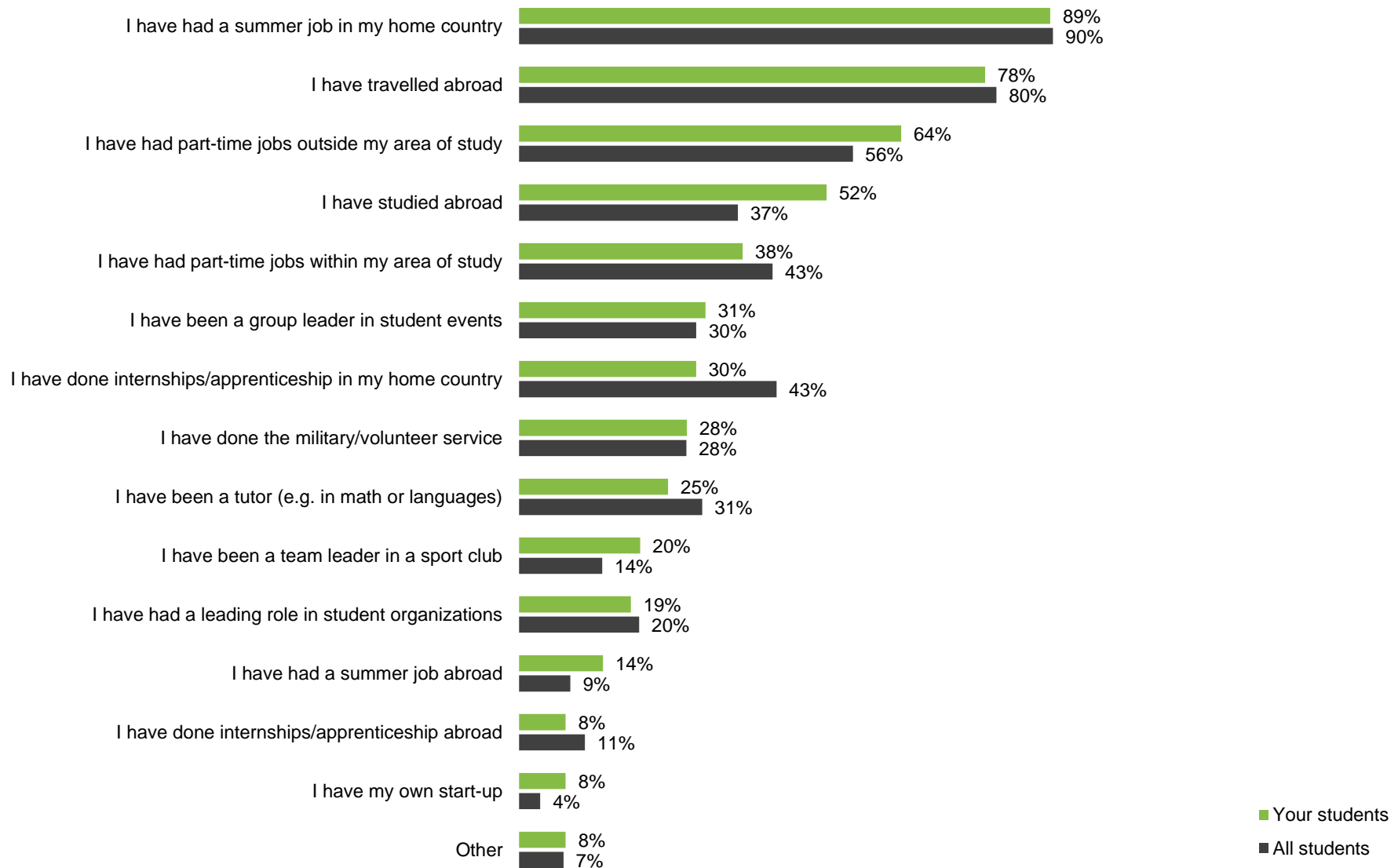
## Practical Experience



*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

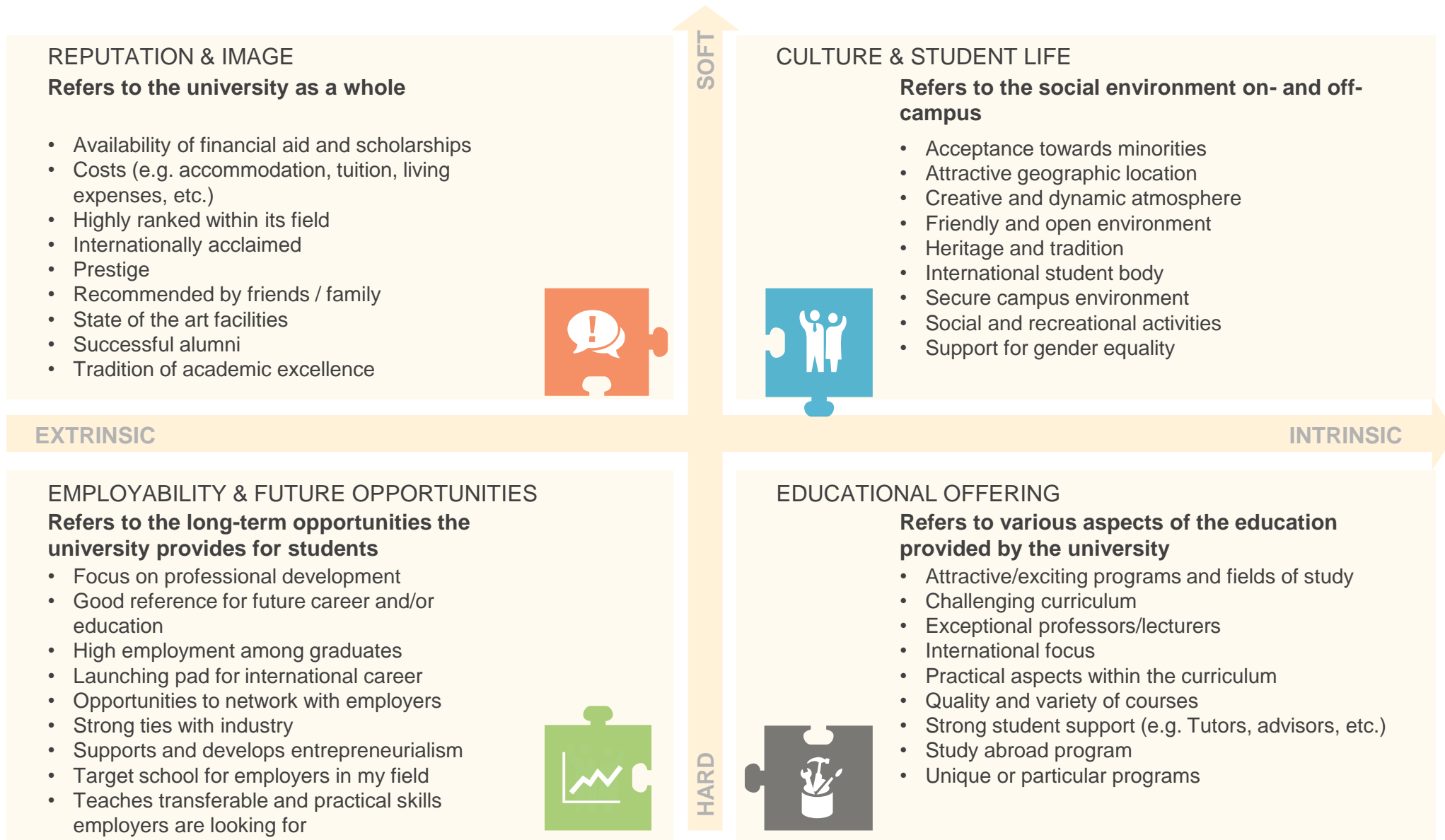
UNIVERSITY BRAND PERCEPTION

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 Hanken - School of Economics, Helsinki



# The Universum Drivers of University Attractiveness



# Most attractive attributes

## Hanken - School of Economics, Helsinki

### REPUTATION & IMAGE

1. Highly ranked within its field
2. Internationally acclaimed
3. Prestige



### CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Social and recreational activities
3. Attractive geographic location



### EMPLOYABILITY & FUTURE OPPORTUNITIES

1. High employment among graduates
2. Good reference for future career and/or education
3. Launching pad for international career



### EDUCATIONAL OFFERING

1. International focus
1. Quality and variety of courses
3. Study abroad program



## All universities

### REPUTATION & IMAGE

1. Prestige
2. Highly ranked within its field
3. Internationally acclaimed



### CULTURE & STUDENT LIFE

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



### EMPLOYABILITY & FUTURE OPPORTUNITIES

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

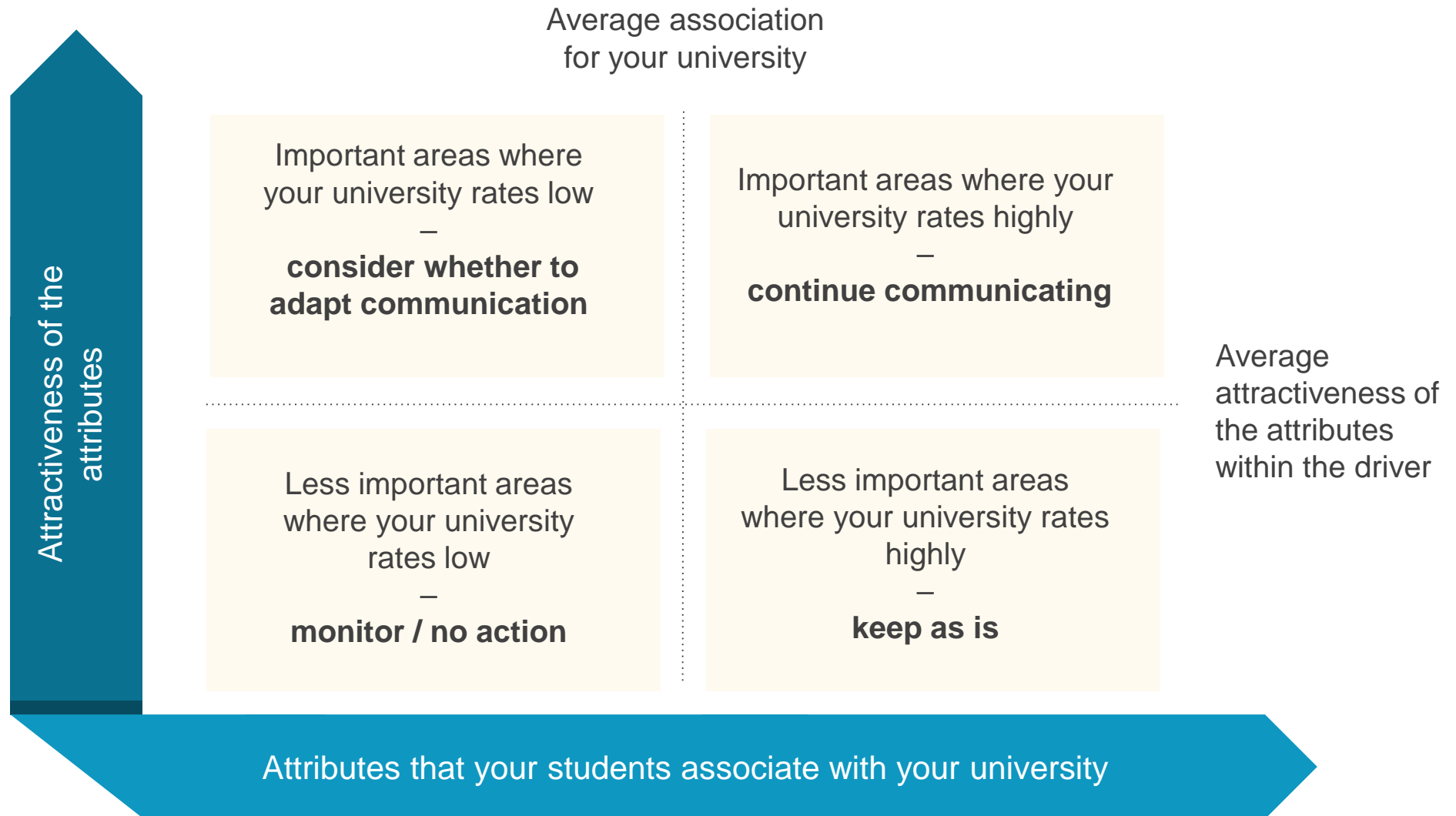


### EDUCATIONAL OFFERING

1. Quality and variety of courses
2. Attractive/exciting programs and fields of study
3. Exceptional professors/lecturers



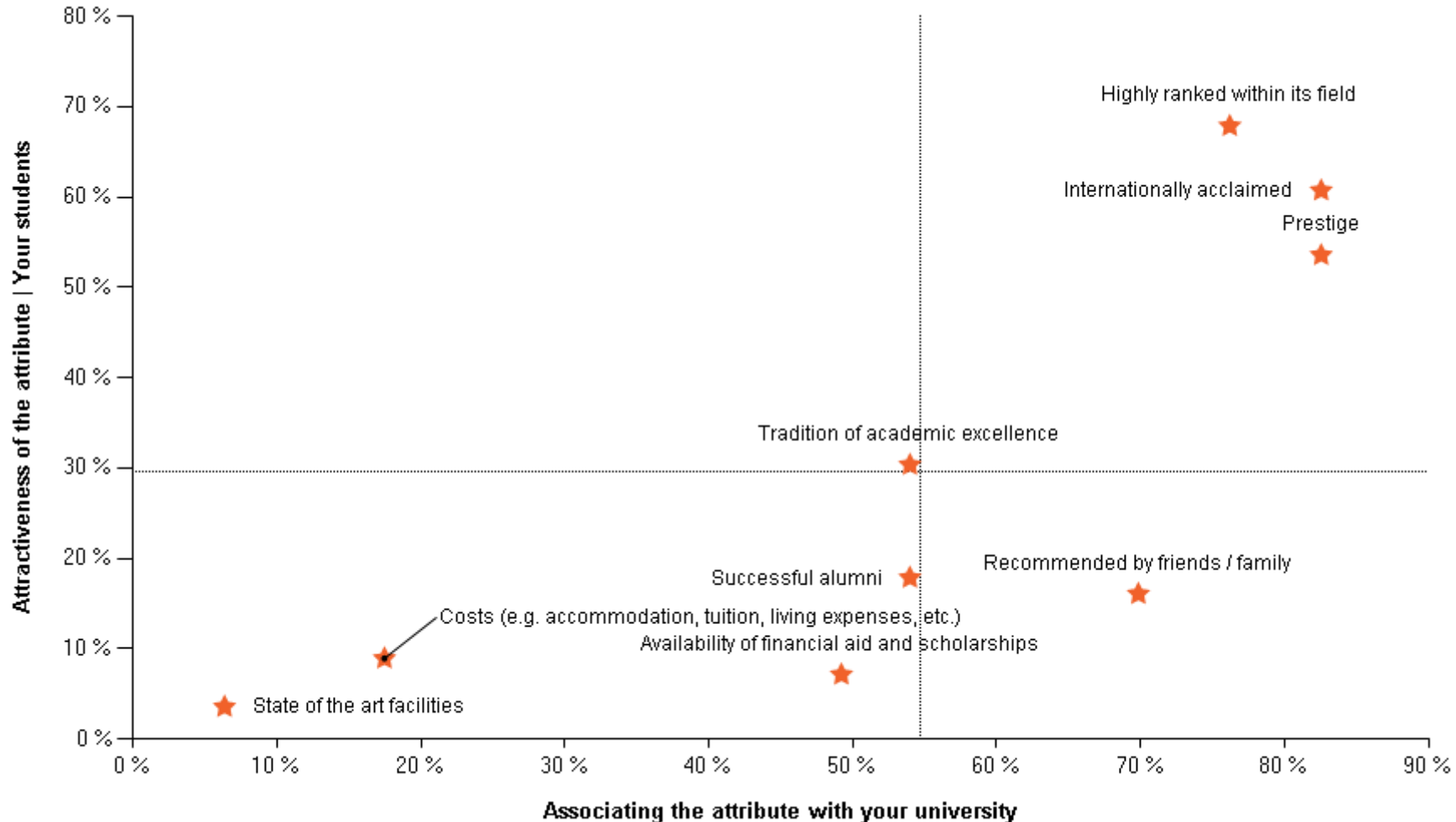
# Attractiveness vs. Associations





# Reputation & Image

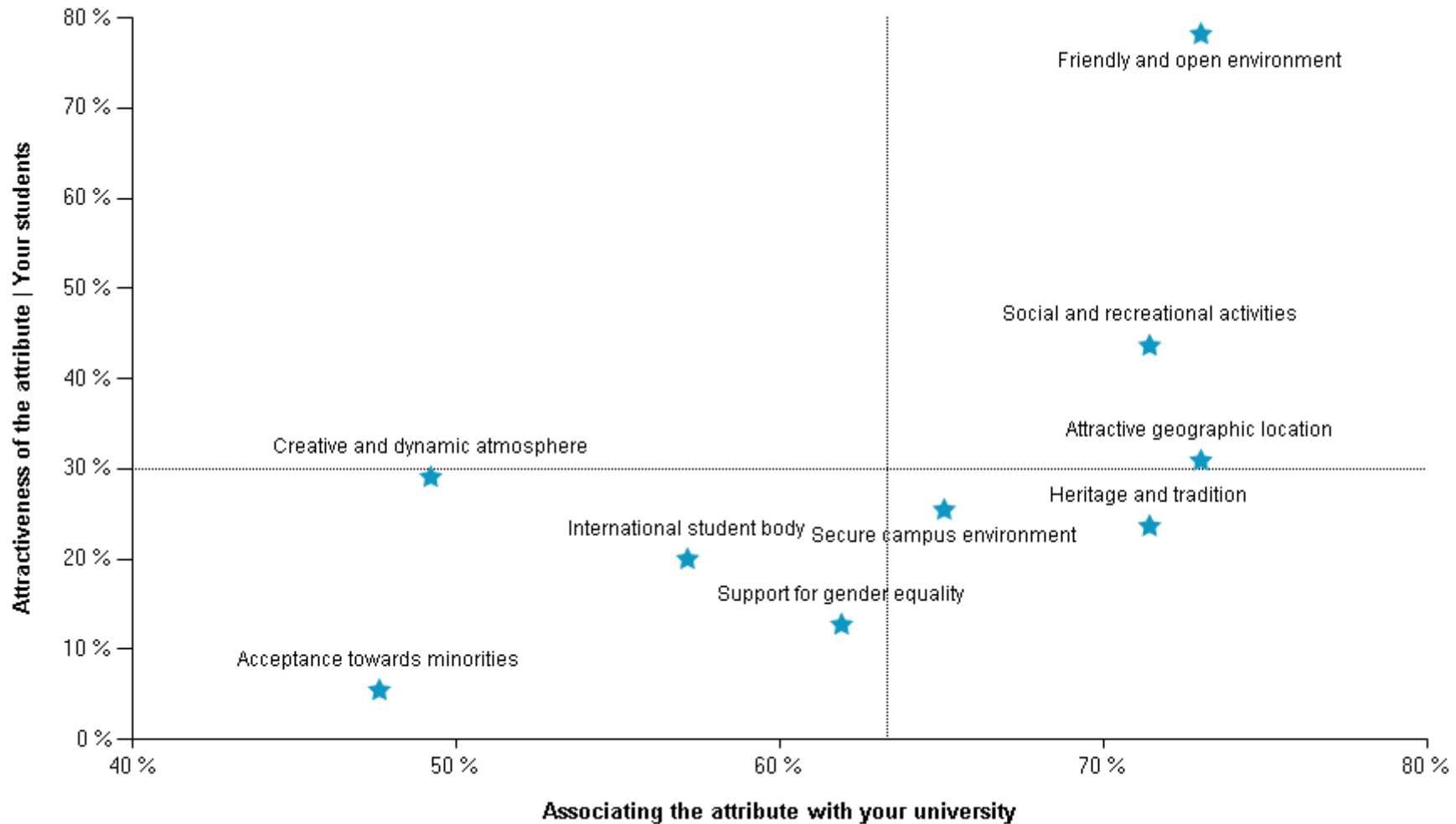
## Attractiveness vs. Associations with Hanken - School of Economics, Helsinki



- ? 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)

# Culture & Student Life

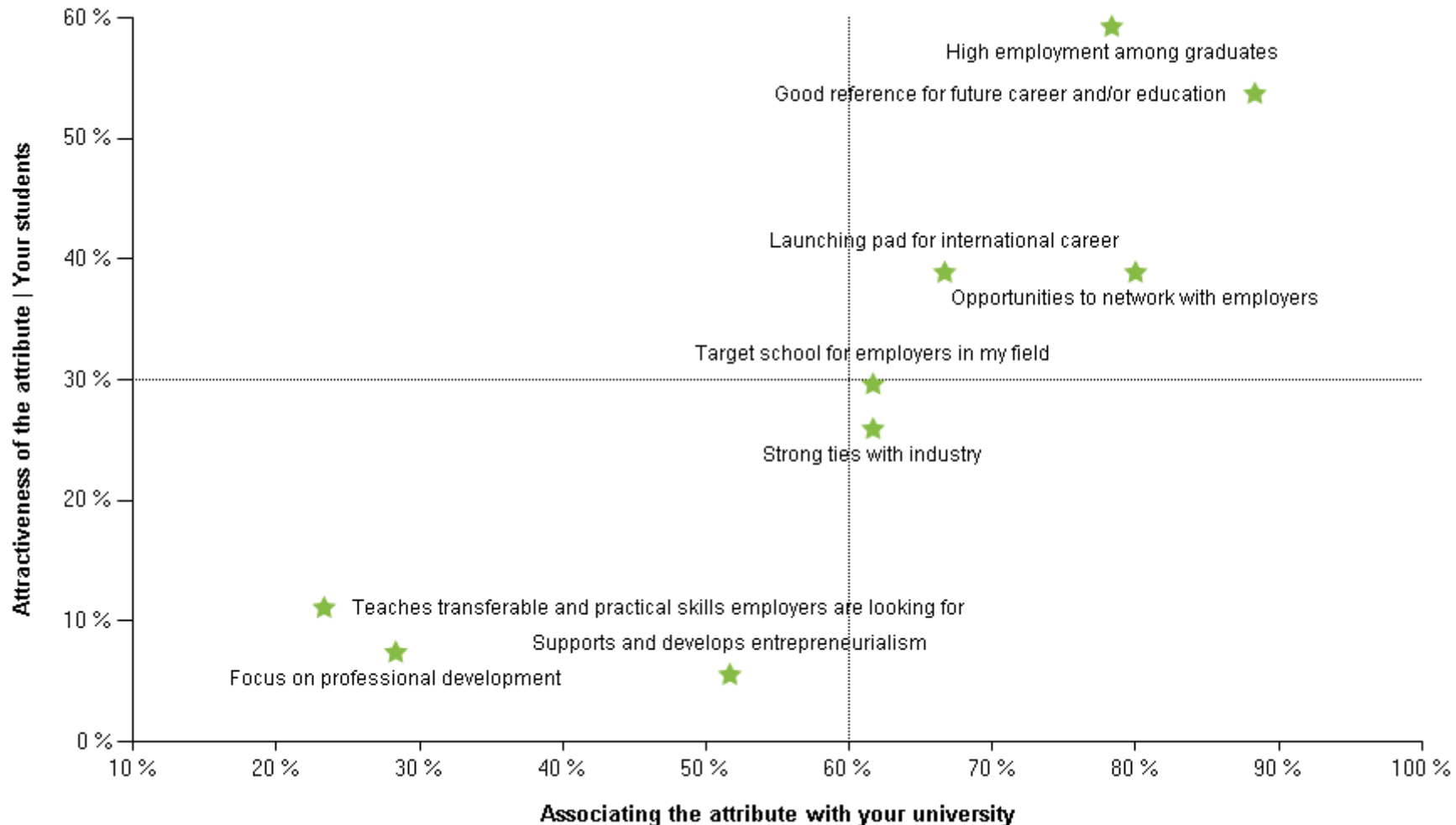
## Attractiveness vs. Associations with Hanken - School of Economics, Helsinki



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

# Employability & Future Opportunities

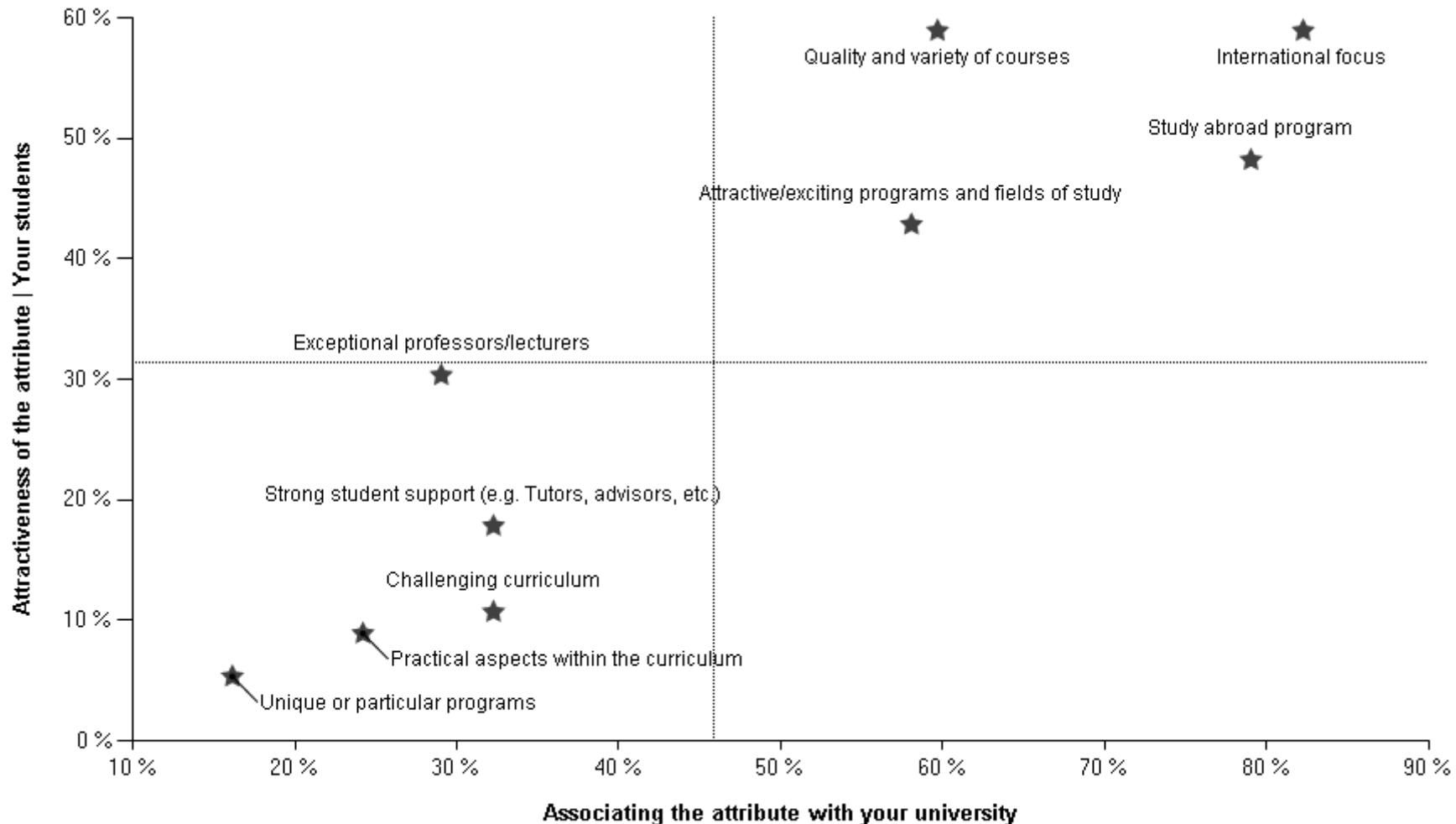
Attractiveness vs. Associations with Hanken - School of Economics, Helsinki



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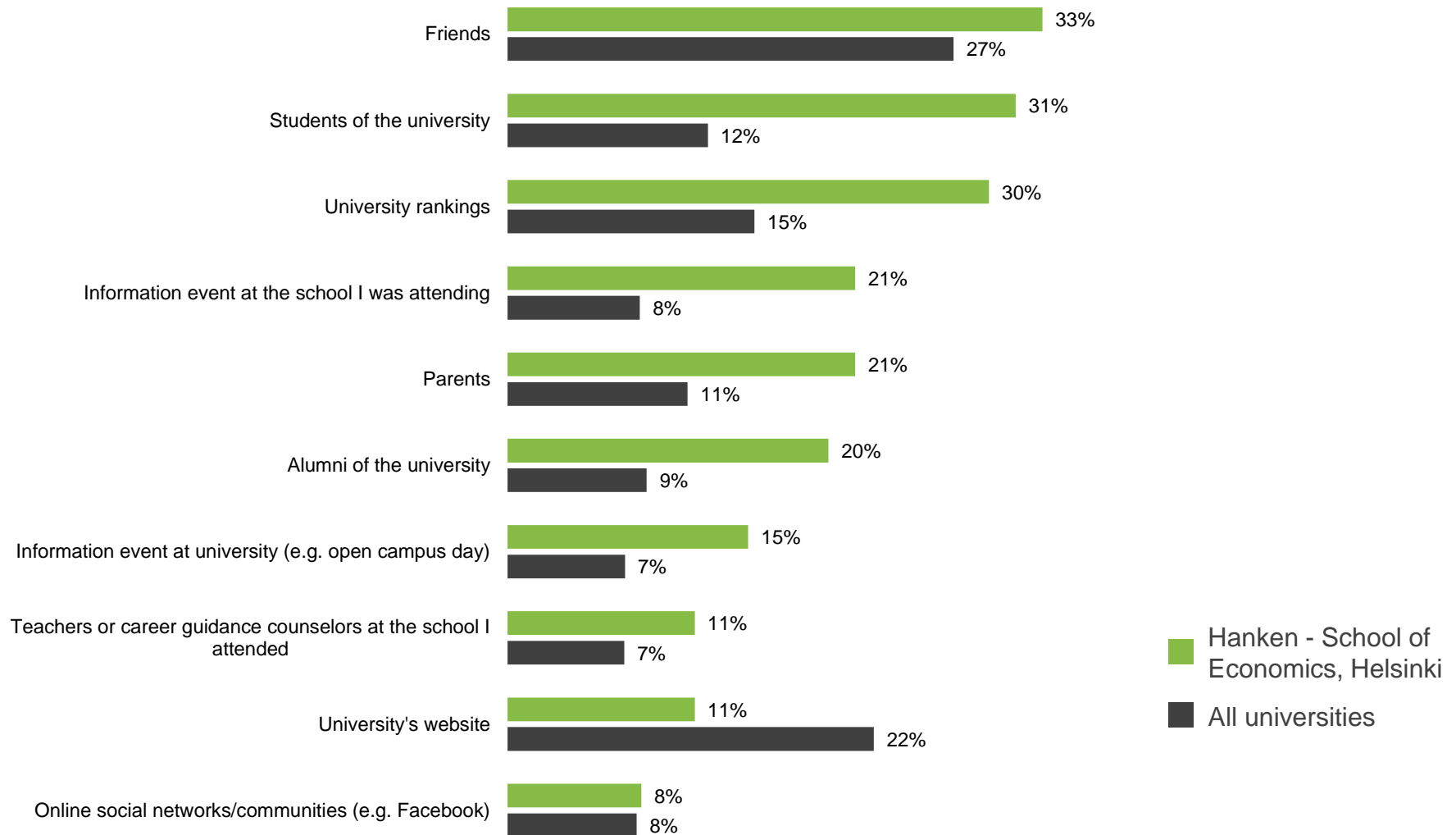
# Educational Offering

Attractiveness vs. Associations with Hanken - School of Economics, Helsinki



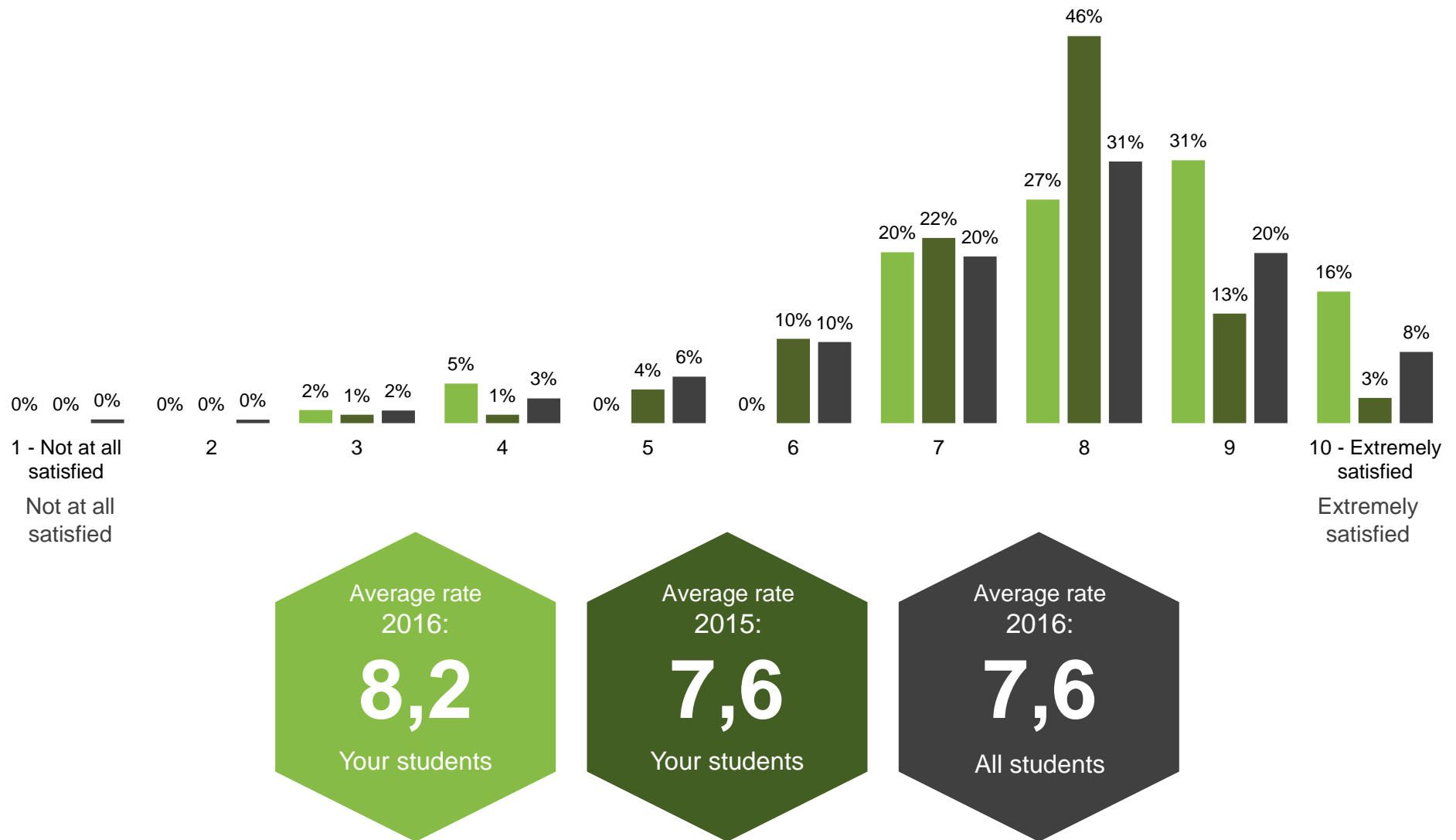
- ? Which of the following attributes do you associate with your college or university? Select as many as applicable.
- Which of these are most important to you? (Max. 3)

# Who influenced your students the most when choosing your university?

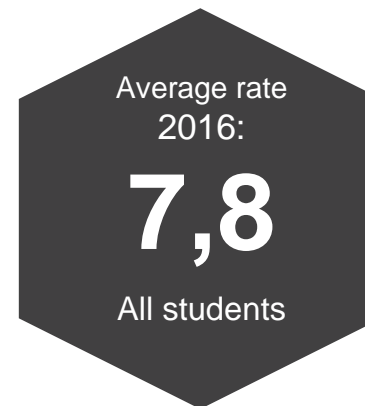
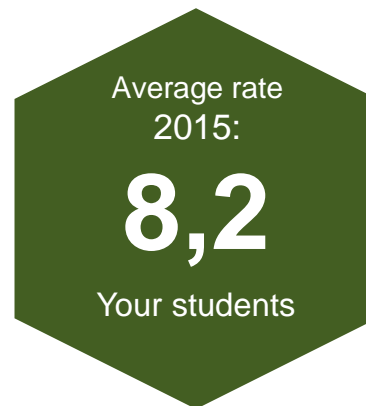
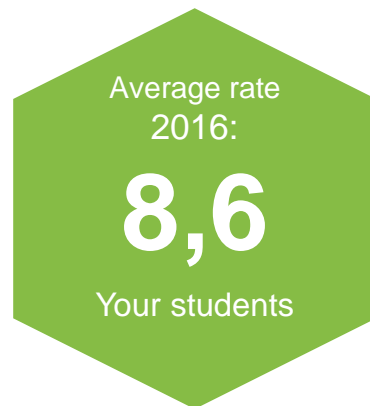
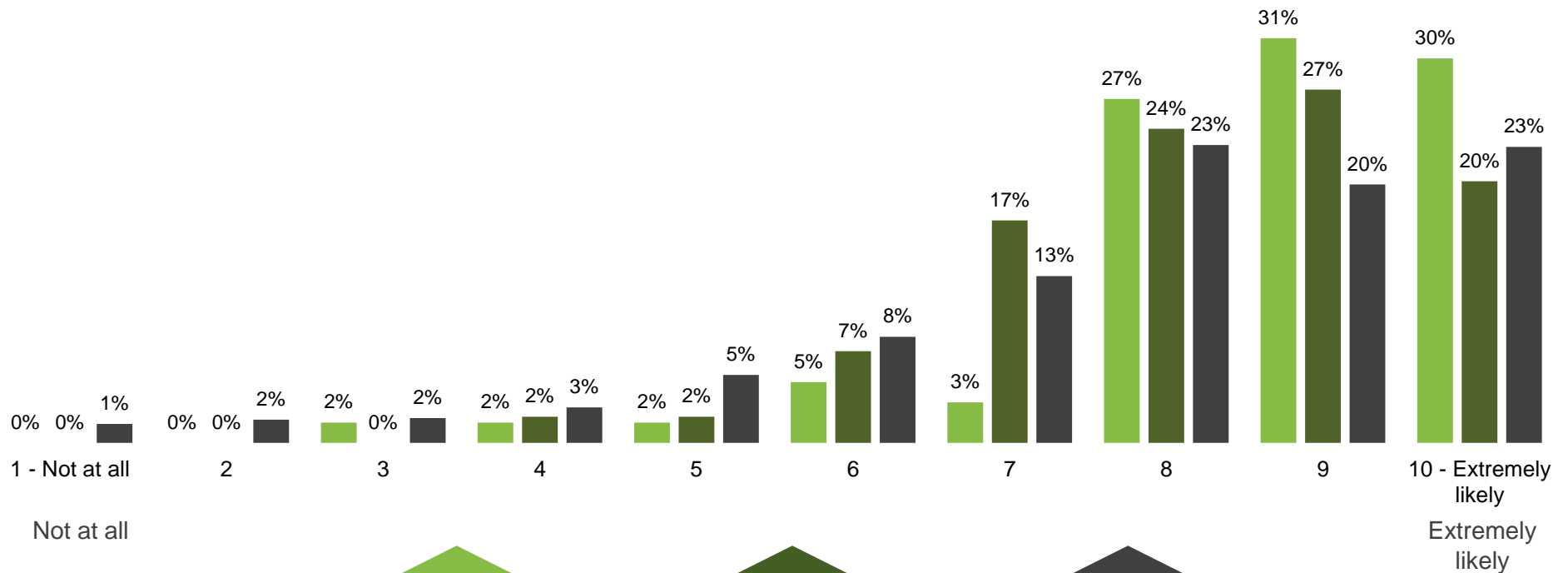




# How satisfied are your students with you?

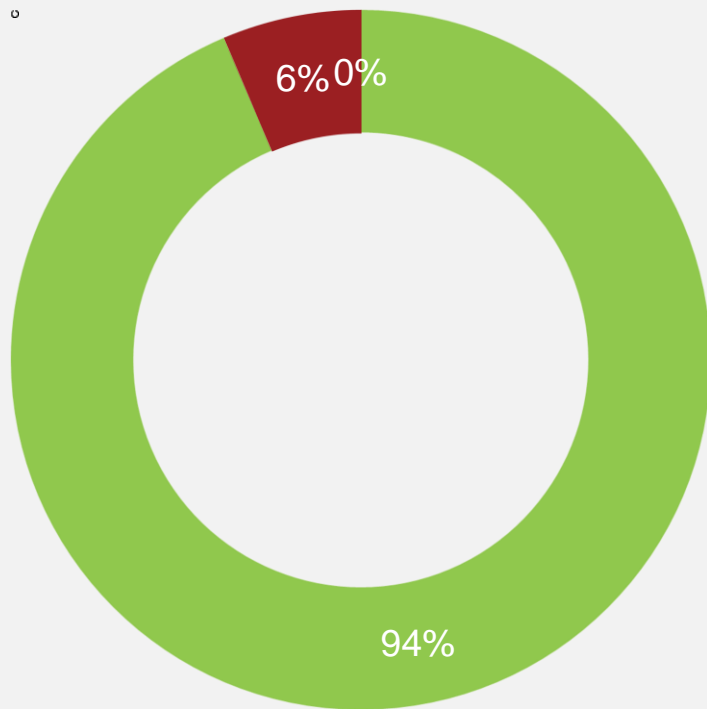


# Would your students recommend Hanken - School of Economics, Helsinki to a friend or family member?



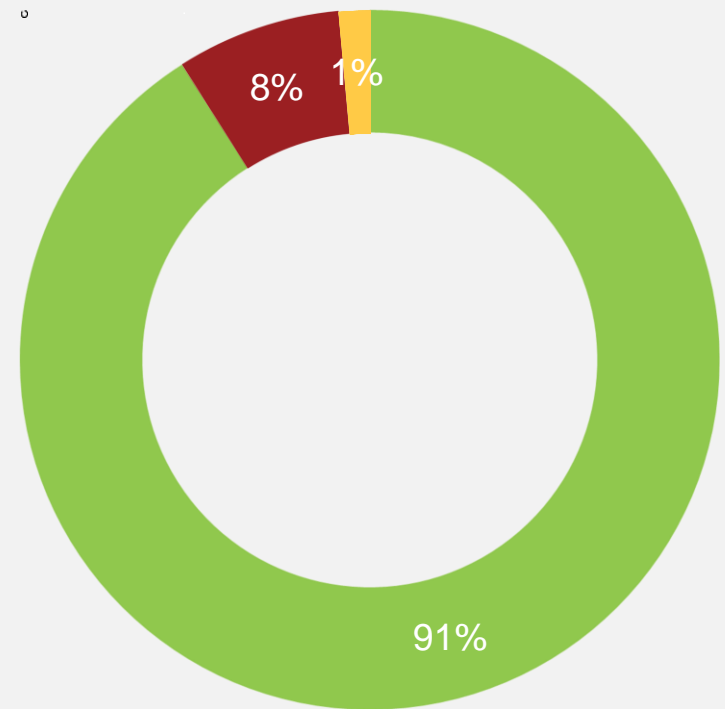
# If your students could begin their studies again, would they choose Hanken - School of Economics, Helsinki?

## Your students



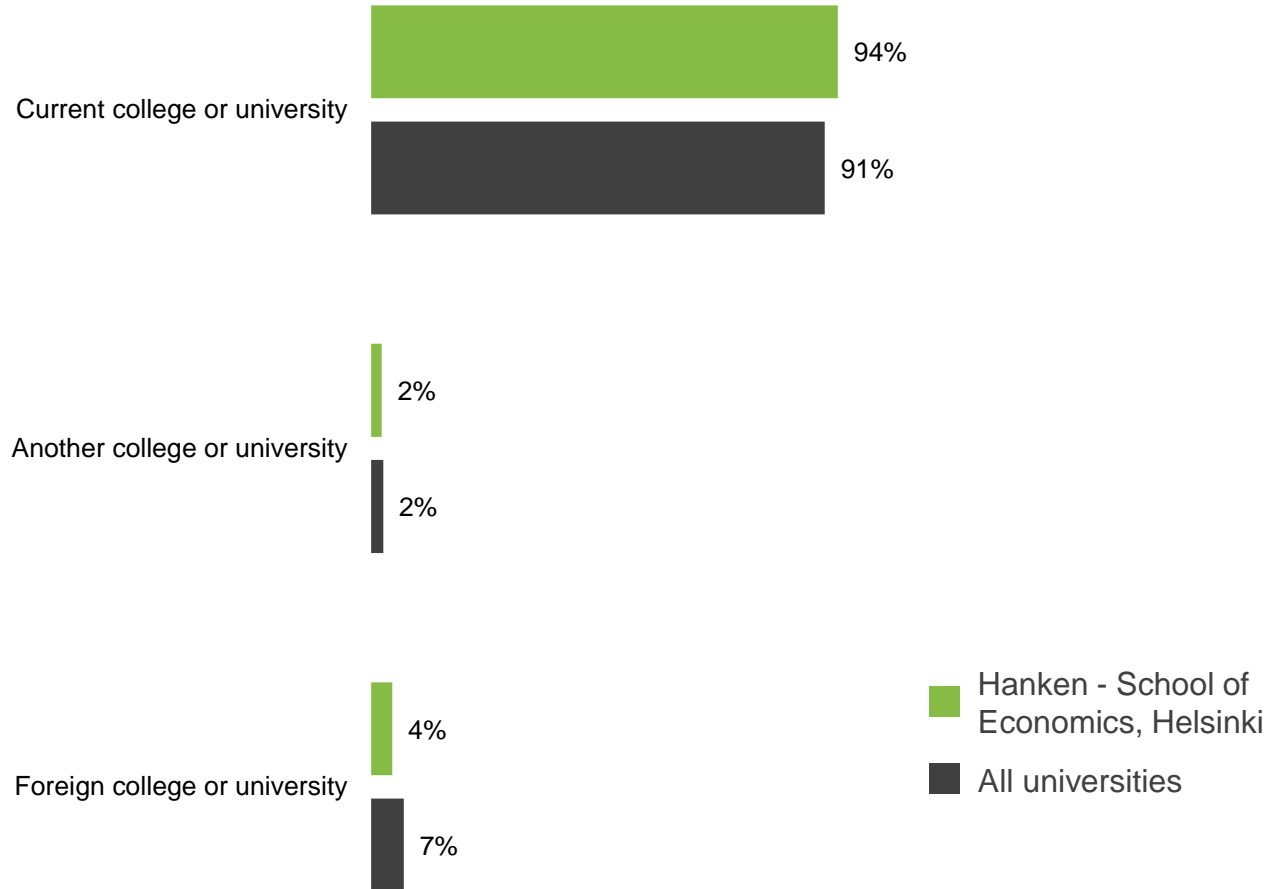
■ Yes, definitely   ■ Maybe   ■ No, not at all

## All universities

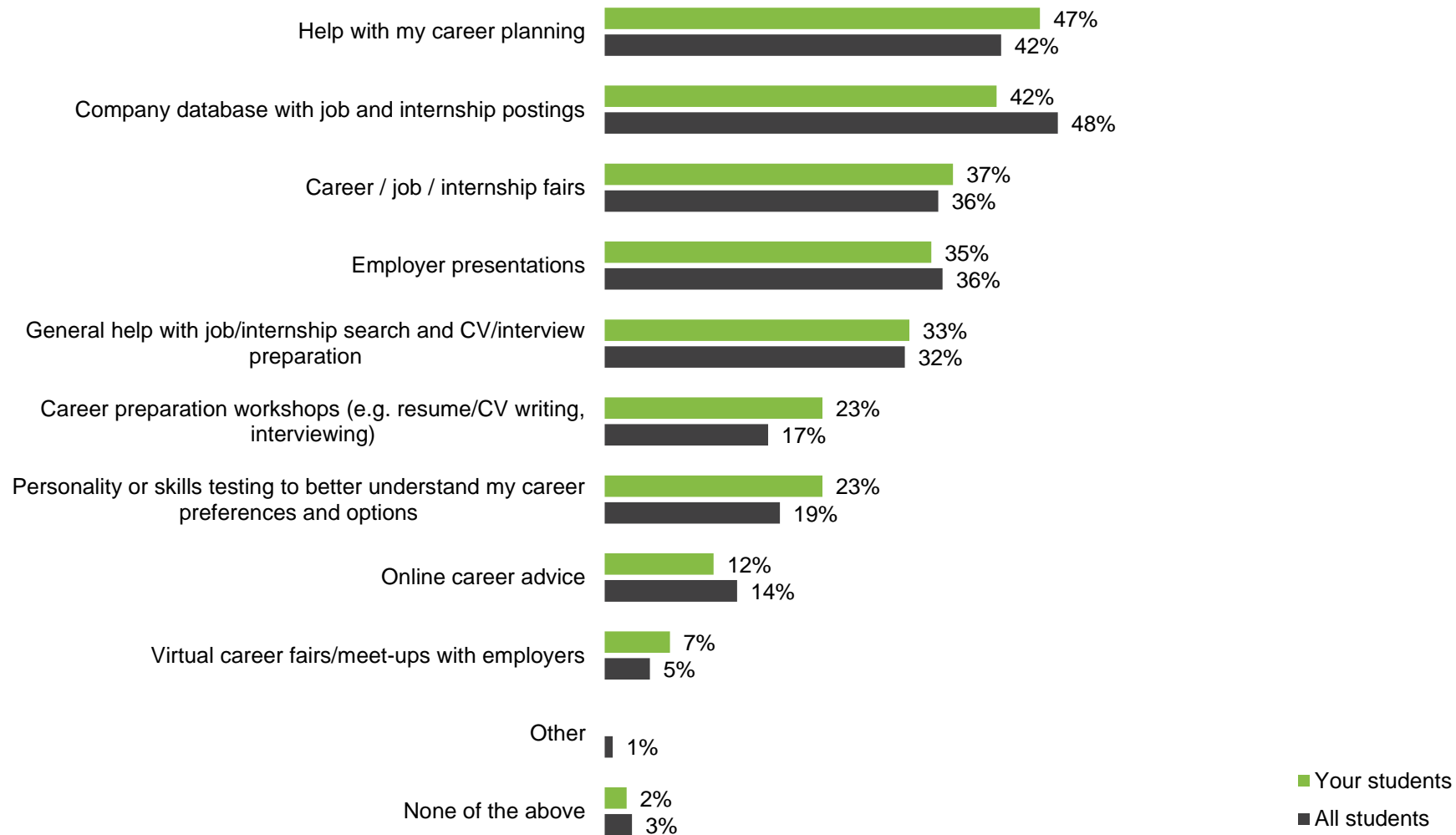


■ Yes, definitely   ■ Maybe   ■ No, not at all

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



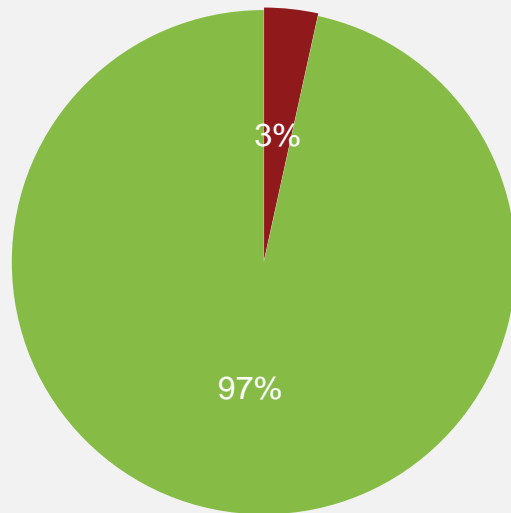
# Which are the most important career services to your students?



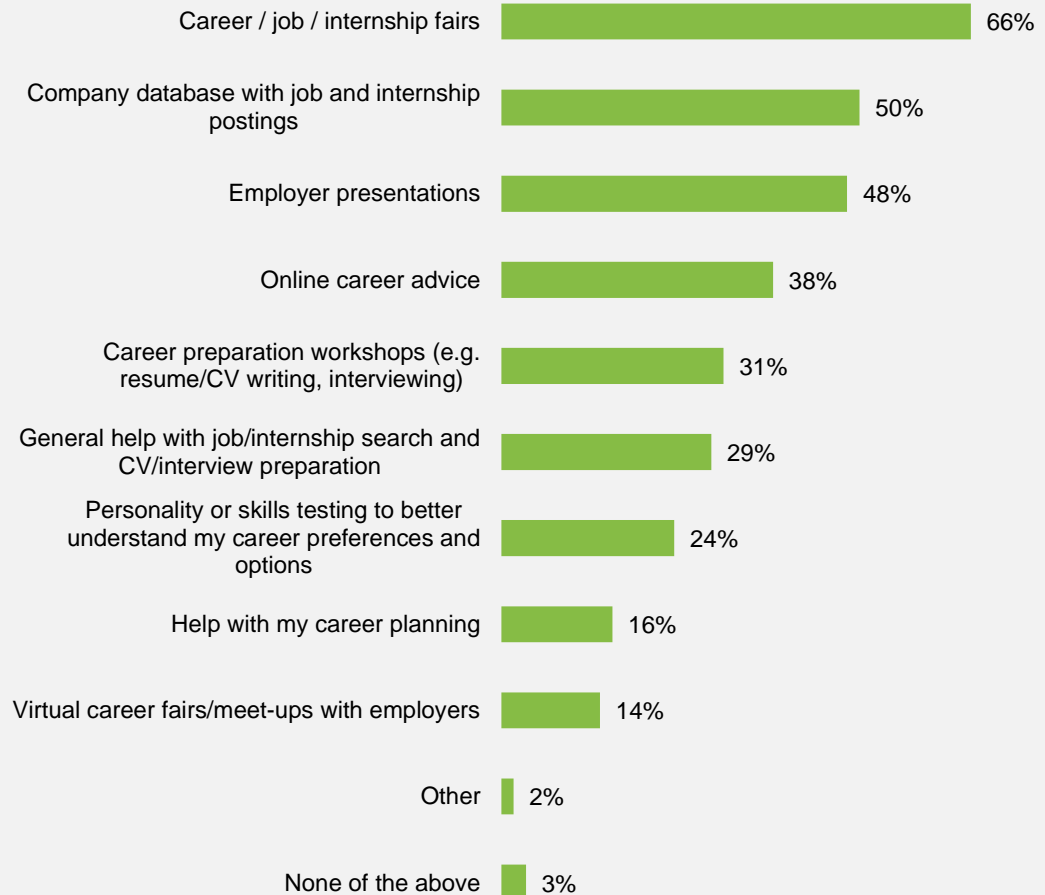


# To what extent are students using the career services you offer?

## Hanken - School of Economics, Helsinki

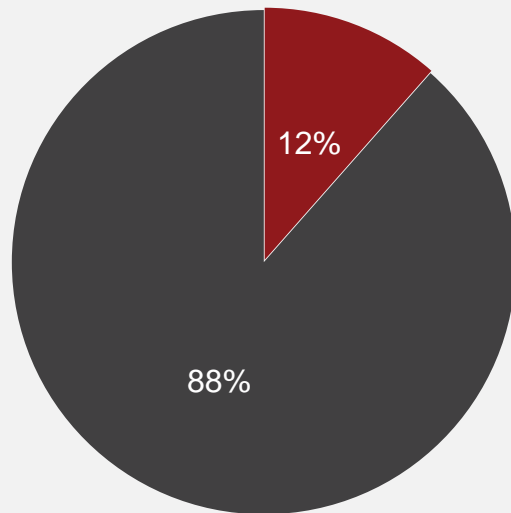


- Share of students using one or more career services at their university
- Share of students not using any career service at their university

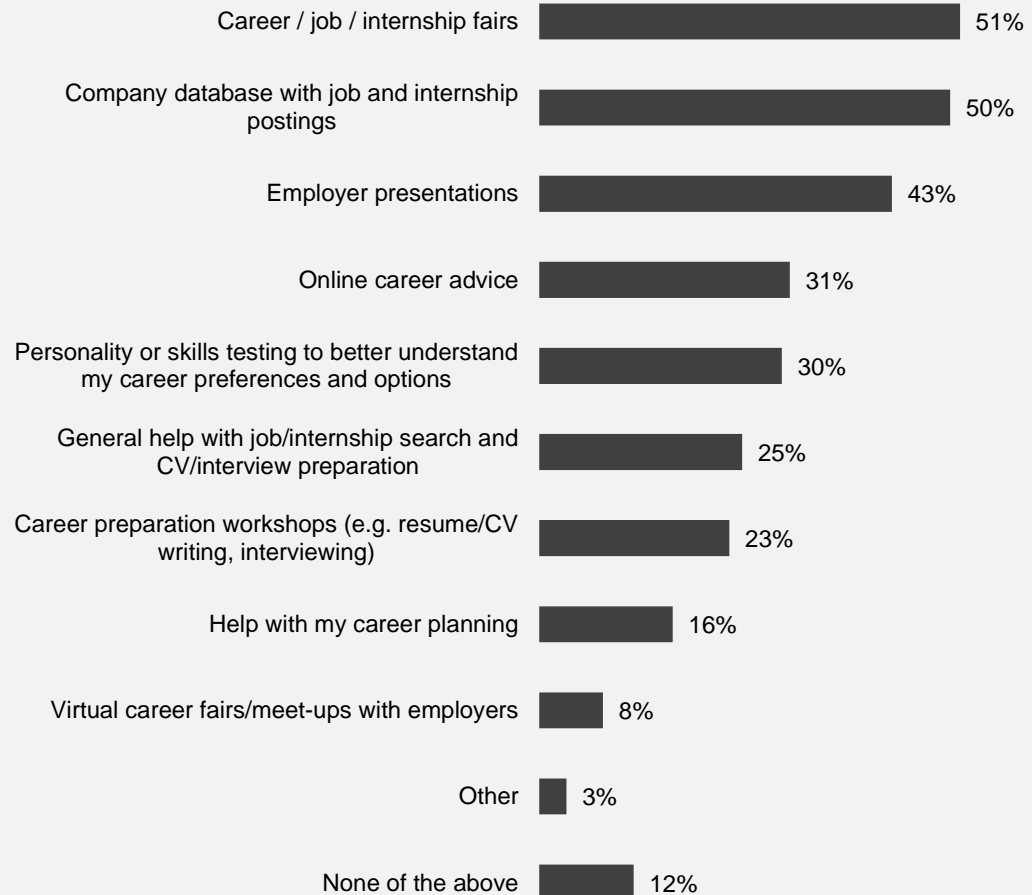


# General usage of career services

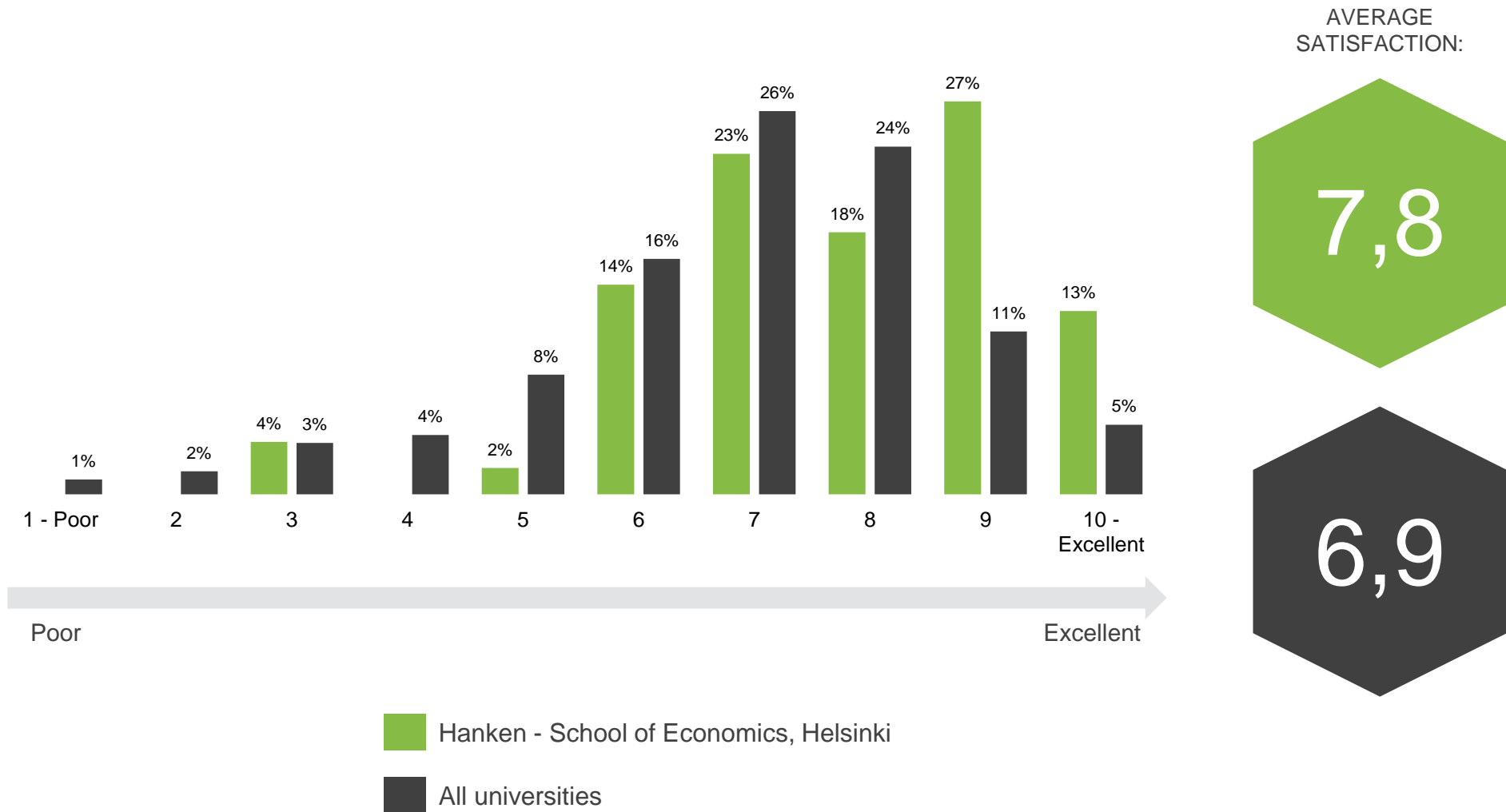
## All universities



- 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?

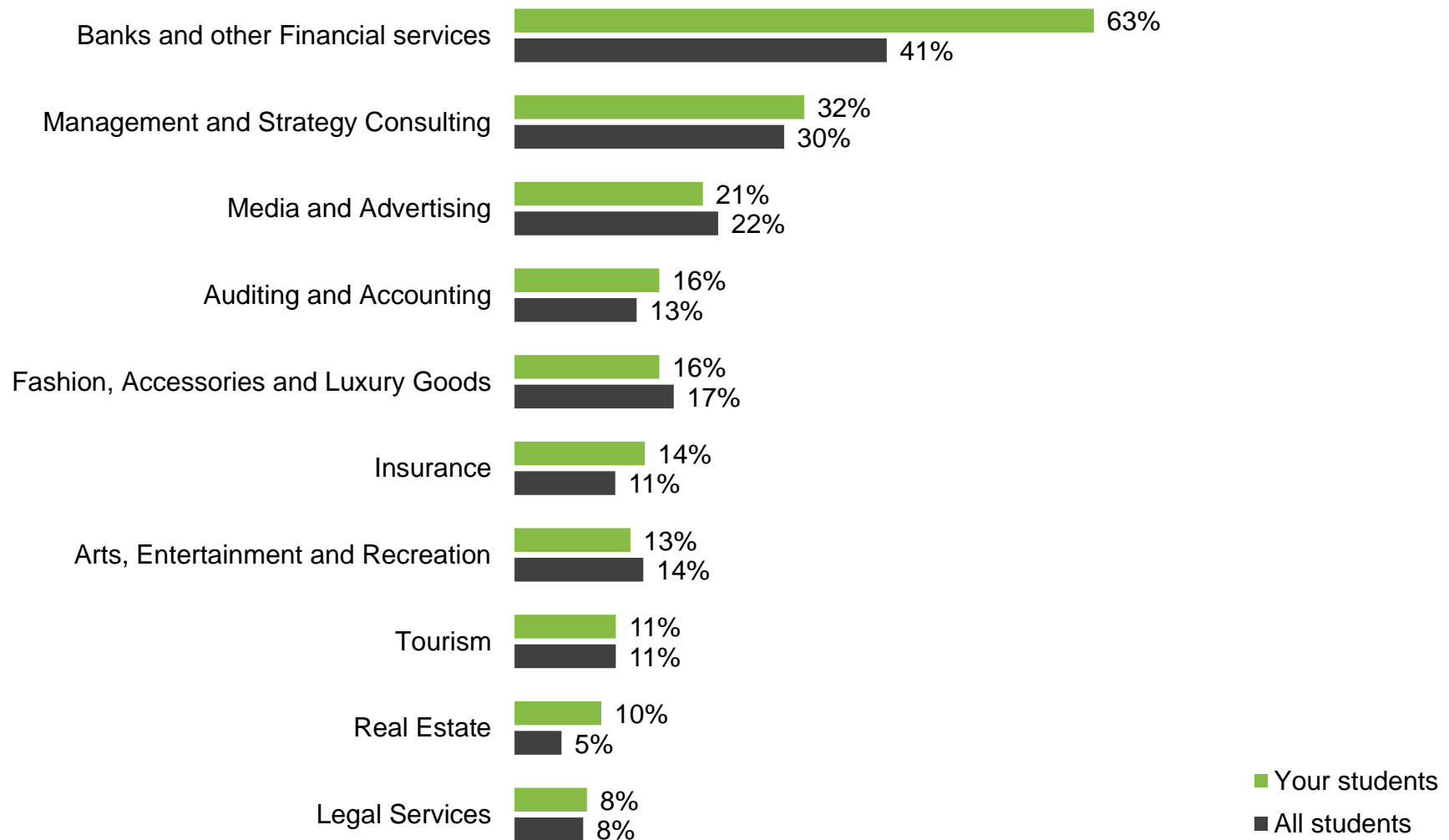


# Agenda

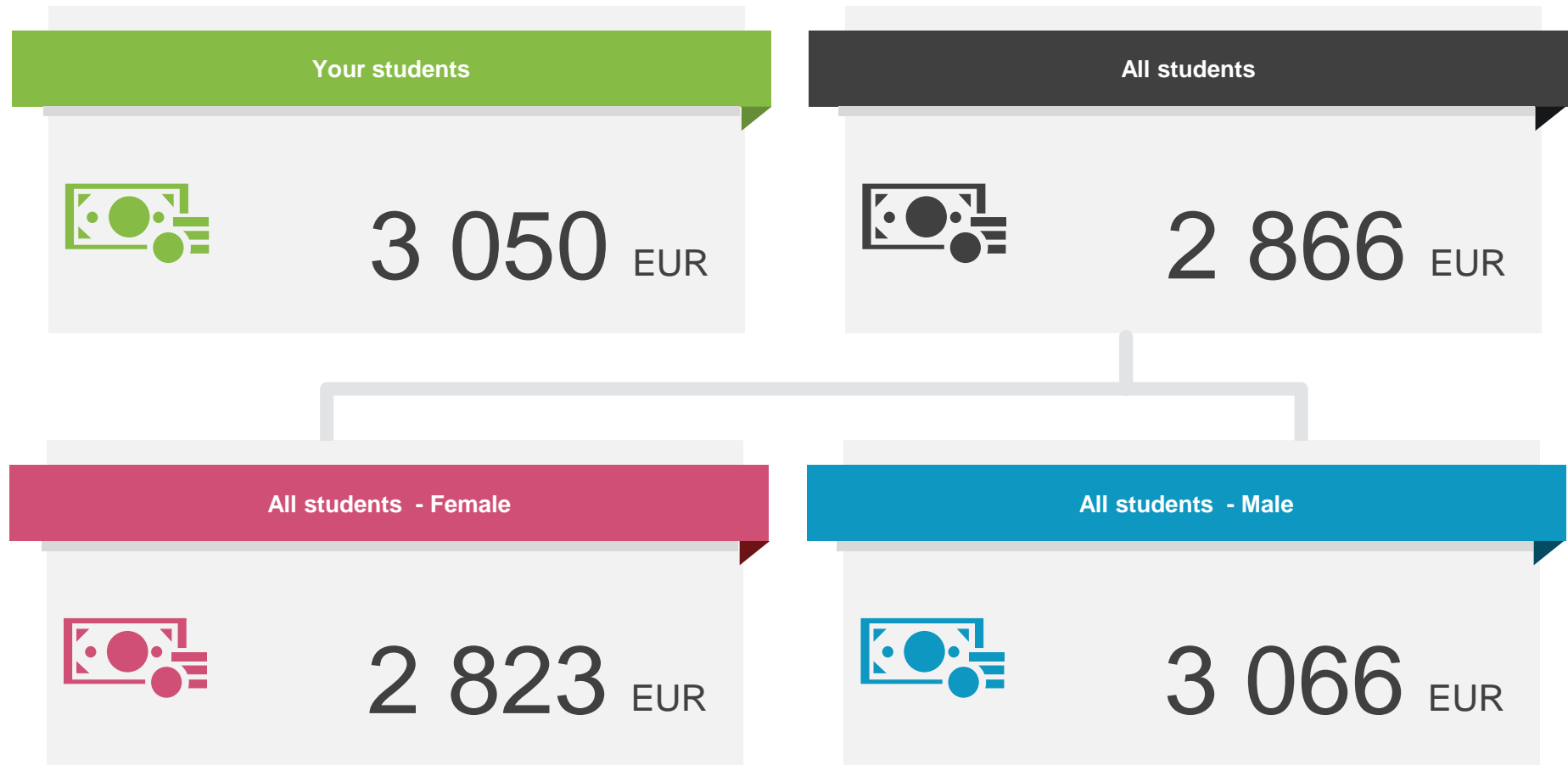
- 1 EXECUTIVE SUMMARY
- 2 TALENT PROFILE
- 3 UNIVERSITY BRAND PERCEPTION
- 4 CAREER & EMPLOYER PREFERENCES

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

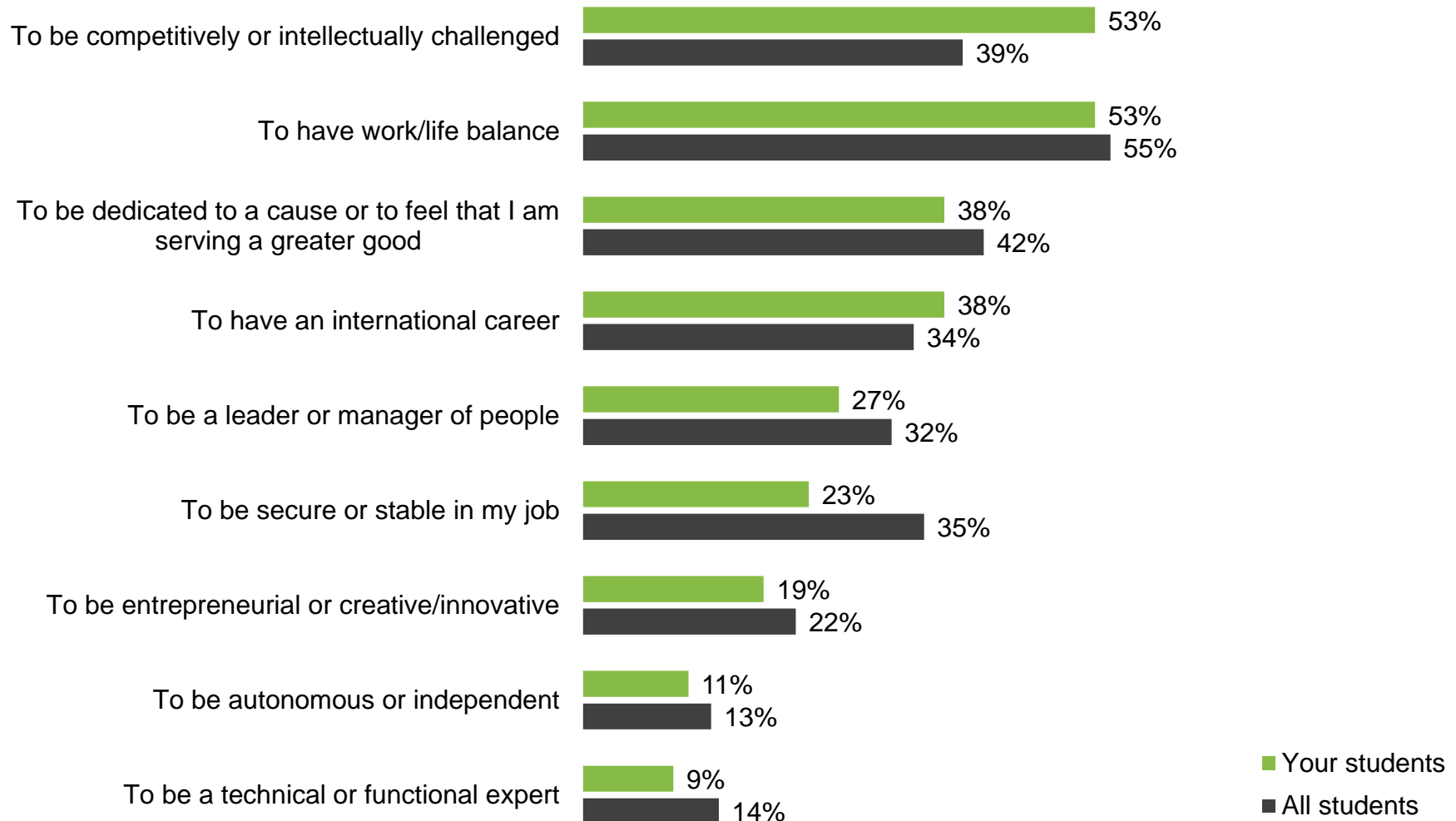


# Students' expected monthly salary



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

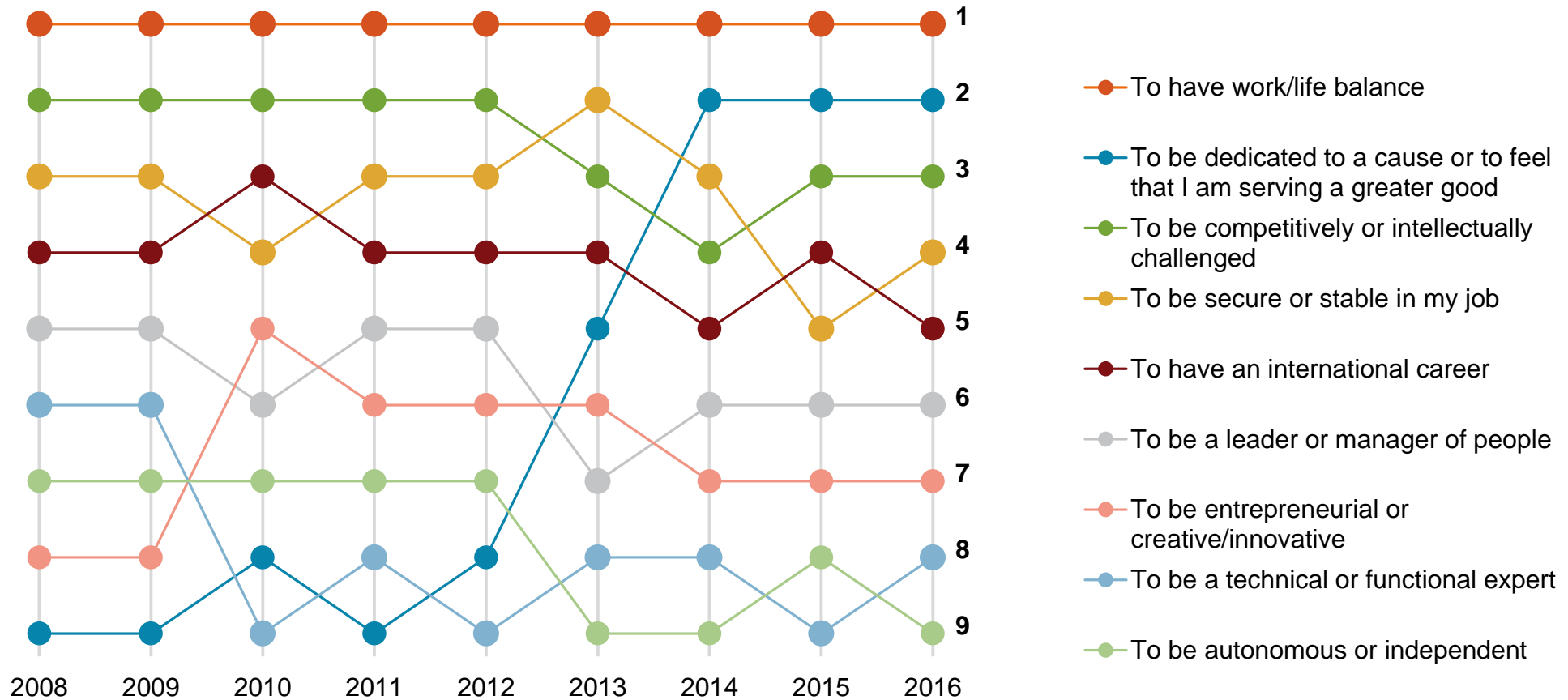
# “To be competitively or intellectually challenged” is the most important long term career goal





# Career goals over time

All students

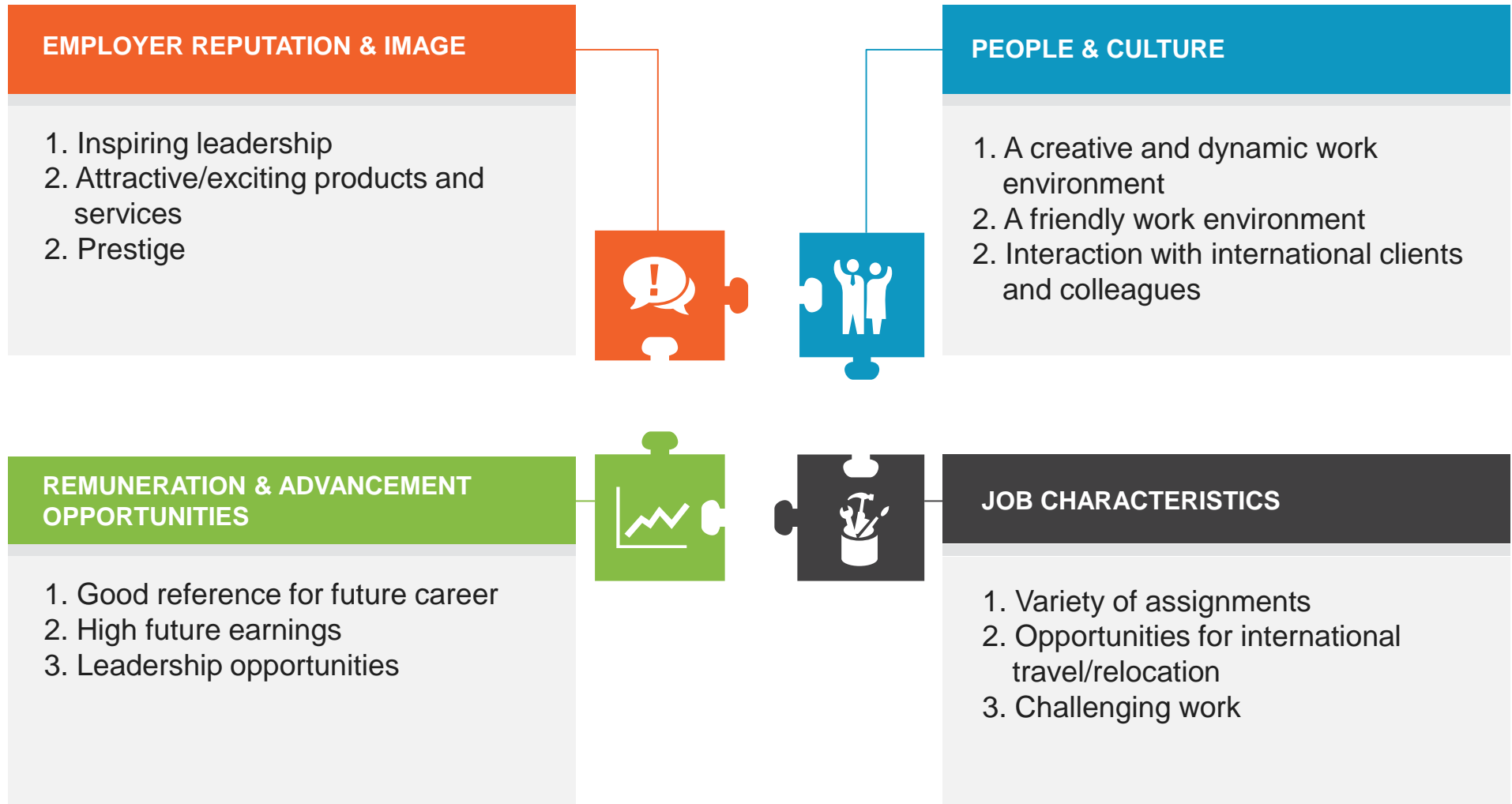


# The Universum Drivers of Employer Attractiveness



# What is attractive?

## Your students



# “Good reference for future career” is the overall most important attribute to your students

## Your students

1. Good reference for future career
2. Variety of assignments
3. High future earnings
4. Leadership opportunities
5. Opportunities for international travel/relocation
6. Inspiring leadership
7. Interaction with international clients and colleagues
8. A creative and dynamic work environment
9. Leaders who will support my development
10. Competitive base salary

Employer Reputation & Image

Remuneration & Advancement Opportunities

## All students

1. Variety of assignments
2. Leadership opportunities
3. Good reference for future career
4. High future earnings
5. A friendly work environment
6. Leaders who will support my development
7. Competitive base salary
8. Attractive/exciting products and services
9. Prestige
10. Respect for its people

People & Culture

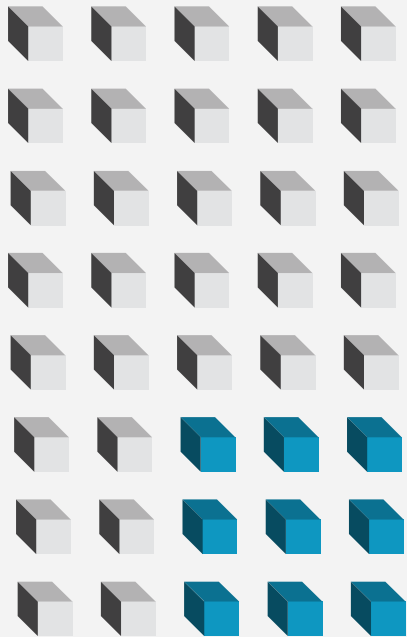
Job Characteristics

• 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**  
(50-115 employers within each  
main field of study)



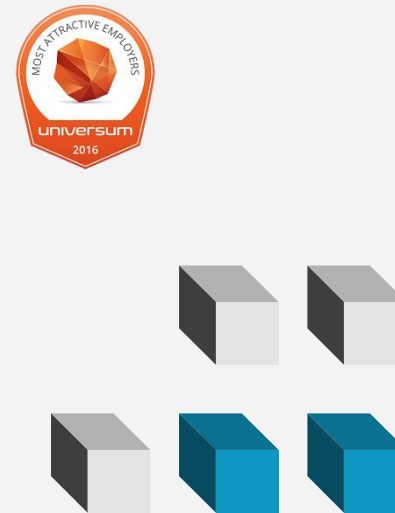
"Below is a list of companies and organisations. For which of these employers would you consider working?"

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



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

**IDEAL EMPLOYER RANKING**  
(maximum five employers)

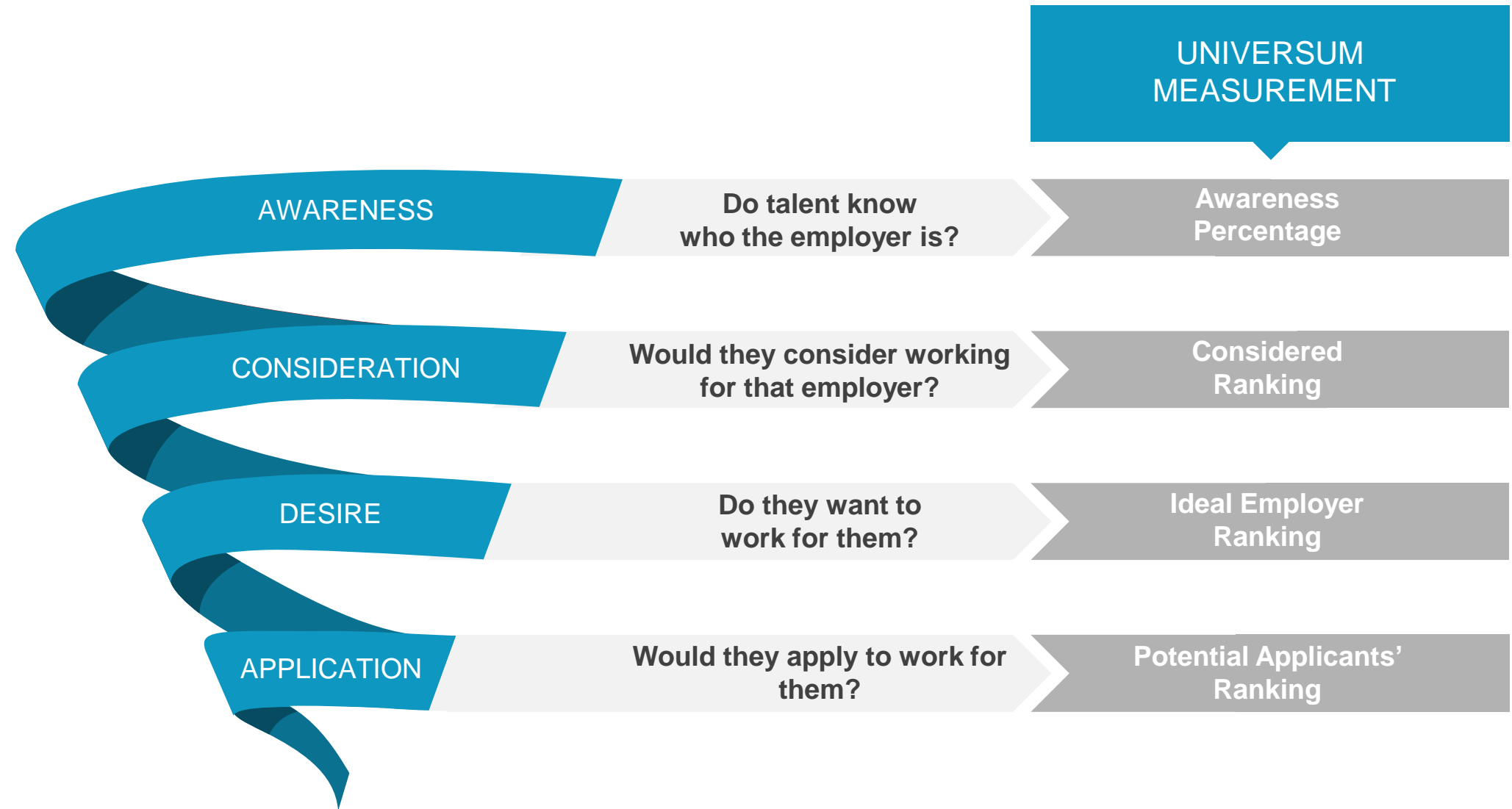


"Have you applied or will you apply to these employers?"

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



# The Universum Recruitment Funnel



# Considered Employer Ranking | Top 20

Your students | Business

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Nordea	1	67,33%	↑ 3	Aktia	11	50,50%	↑ 9
Handelsbanken	2	59,41%	↑ 11	Nordic Investment Bank	12	47,52%	↑ 9
KONE	3	57,43%	↓ -2	SEB	12	47,52%	↓ -2
Danske Bank	4	56,44%	↑ 8	McKinsey & Company	14	45,54%	↑ 3
KPMG	5	54,46%	↑ 8	L'Oréal	15	44,55%	↓ -6
Fazer	6	53,47%	↓ -4	Lumene	16	41,58%	↑ 10
Google	6	53,47%	NEW -	Stockmann	16	41,58%	↓ -9
PwC	6	53,47%	→ 0	EY (Ernst & Young)	18	40,59%	↓ -15
Finnair	9	51,49%	↑ 4	Accenture	19	37,62%	↓ -9
The Boston Consulting Group (BCG)	9	51,49%	↓ -4	Hartwall	19	37,62%	↓ -1



# Ideal Employer Ranking | Top 20

Your students | Business

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
The Boston Consulting Group (BCG)	1	23,76%	↑	1	Aktia	11	11,88%	↑	6
Nordea	2	21,78%	↑	5	EY (Ernst & Young)	11	11,88%	↓	-6
KONE	3	18,81%	→	0	Lumene	11	11,88%	↑	6
McKinsey & Company	3	18,81%	↑	1	Unilever	14	10,89%	↓	-3
Google	5	17,82%	NEW	-	Finnair	15	9,90%	↓	-8
L'Oréal	5	17,82%	↓	-4	Mandatum Life	15	9,90%	↑	35
Danske Bank	7	15,84%	↑	6	Marimekko	15	9,90%	↓	-5
Handelsbanken	8	14,85%	↑	9	Nordic Investment Bank	15	9,90%	↓	-4
KPMG	8	14,85%	↑	14	PwC	15	9,90%	↓	-2
SEB	10	13,86%	↑	3	Stockmann	15	9,90%	↑	9

# Potential Applicants' Ranking | Top 20

## Your students | Business

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Aktia	1	5,29%	↑ 16	PwC	10	3,53%	↓ -1
KONE	1	5,29%	↑ 3	Bain & Company	12	2,94%	↑ 17
The Boston Consulting Group (BCG)	1	5,29%	→ 0	Finnair	12	2,94%	↑ 5
EY (Ernst & Young)	4	4,71%	↑ 2	Google	12	2,94%	NEW -
McKinsey & Company	4	4,71%	↓ -3	Handelsbanken	12	2,94%	↑ 2
Nordea	4	4,71%	↓ -1	Accenture	16	2,35%	↑ 13
Danske Bank	7	4,12%	↓ -1	IKEA	16	2,35%	↑ 1
KPMG	7	4,12%	↑ 6	Nordic Investment Bank	16	2,35%	↑ 1
SEB	7	4,12%	↑ 2	Unilever	16	2,35%	↓ -7
L'Oréal	10	3,53%	↓ -6	Mandatum Life	20	1,76%	NEW -

- ?
- 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

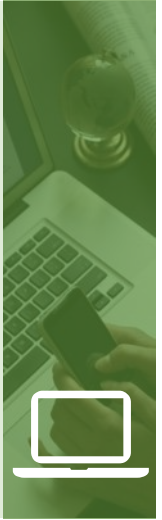
## PRINT

- 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 in social media
- Employer advertisements on news/business-related websites
- 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

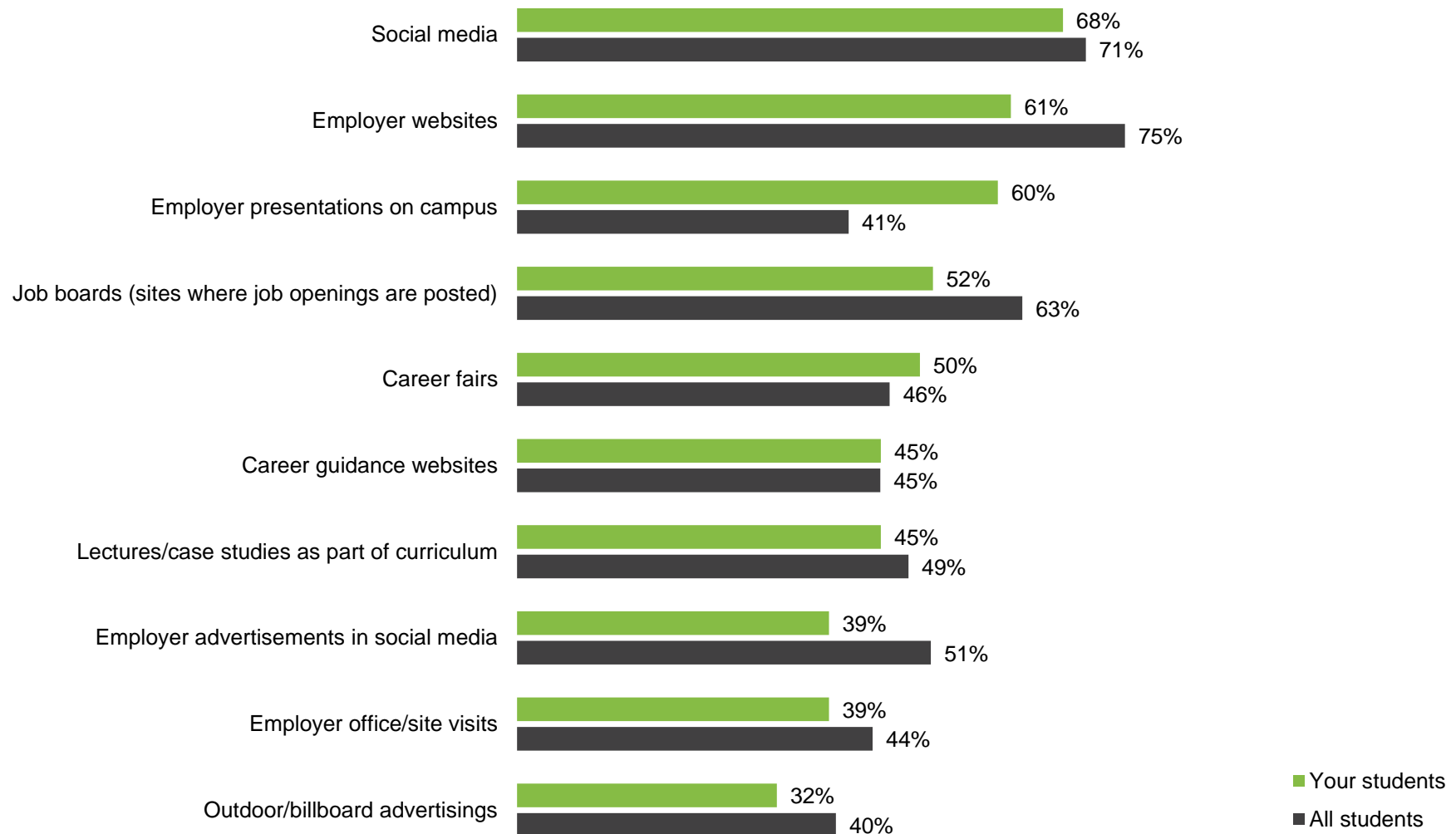


## OTHER CHANNELS

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



# Which communication channels do your students use the most?



# Next steps for your strategy?

## The top five most attractive attributes for your students

- High employment among graduates
- Good reference for future career and/or education
- Launching pad for international career
- Opportunities to network with employers
- Target school for employers in my field

## The top five most attractive attributes of Hanken - School of Economics, Helsinki according to your students

- Good reference for future career and/or education
- Opportunities to network with employers
- High employment among graduates
- Launching pad for international career
- Strong ties with industry

## FOCUS

ARE YOU CURRENTLY FOCUSING ON THE RIGHT ATTRIBUTES?

IF NOT, WHICH ATTRIBUTES SHOULD YOU FOCUS ON IN THE NEXT YEAR?

## DIFFERENTIATING

DO THESE ATTRIBUTES DIFFERENTIATE YOU FROM YOUR COMPETITORS?

THANK YOU!

Are you INTERESTED  
In getting MORE insights about  
students, alumni or employers?

# APPENDIX

- About the Universum Talent Research
- Highest qualification
- Main field of study
- Educational institutions
- Area of study
- Employer rankings among Students | Business
- 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



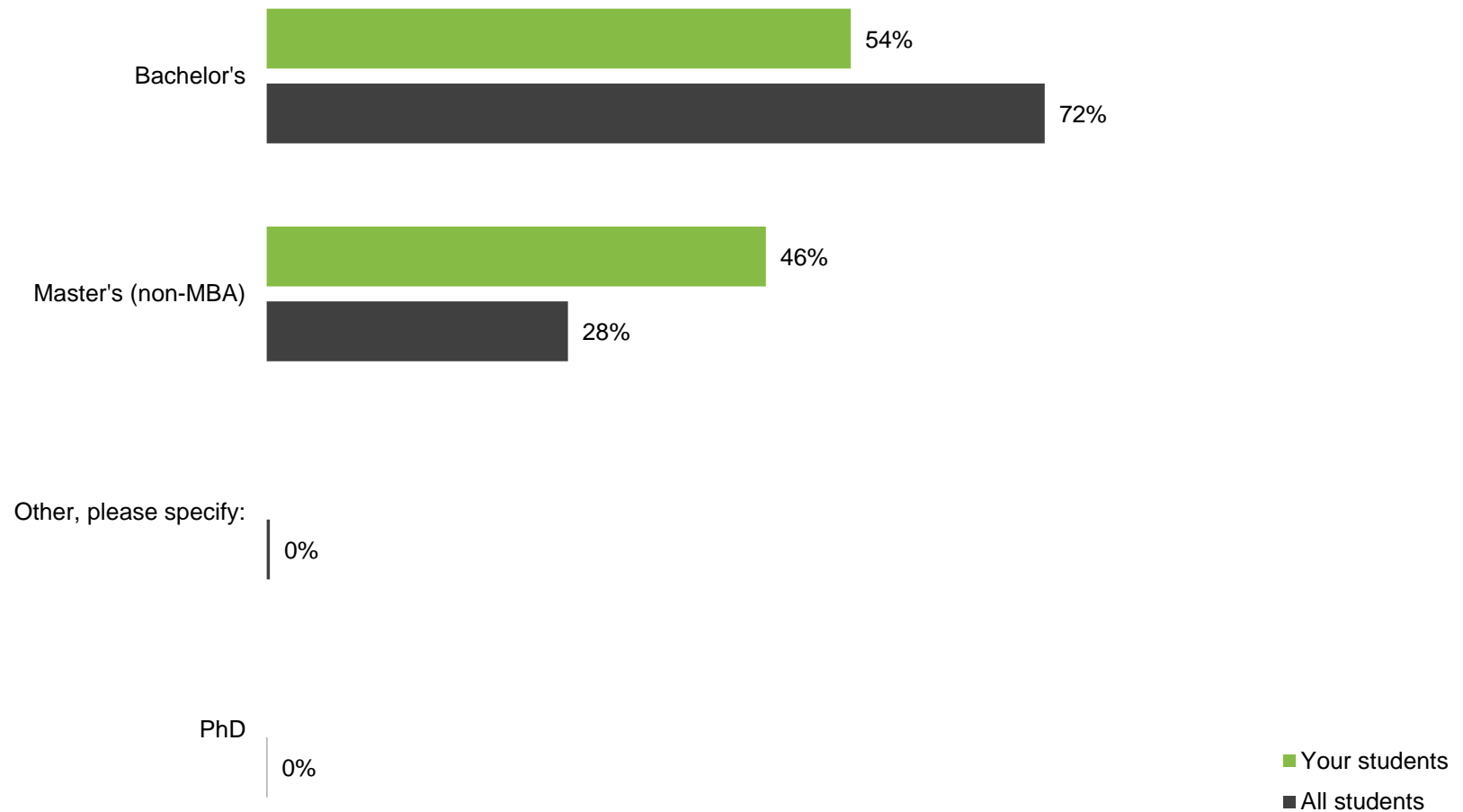
WE HAVE CONDUCTED THE  
UNIVERSUM TALENT SURVEY  
FOR OVER 25 YEARS



Total number of respondents  
in the survey 2016:

1.300.000+

# Highest qualification



# Educational institutions (1/1)

## All students

University	All students	University	All students
Aalto University	9%	Savonia University of Applied Sciences	2%
Haaga-Helia University of Applied Sciences	8%	Kymenlaakso University of Applied Sciences	2%
University of Vaasa	7%	Vaasa University of Applied Sciences	2%
University of Turku	7%	Seinäjoki University of Applied Sciences	2%
University of Jyväskylä	5%	Åbo Akademi University	2%
Laurea University of Applied Sciences	5%	Centria University of Applied Sciences	2%
University of Oulu	4%	Hanken - School of Economics, Vasa	2%
Hanken - School of Economics, Helsinki	4%	HAMK - University of Applied Sciences	2%
Lappeenranta University of Technology	3%	Lapin AMK, Lapland University of Applied Sciences	2%
University of Tampere	3%	Saimaa University of Applied Sciences	1%
JAMK - Jyväskylä University of Applied Sciences	3%	Karelia University of Applied Sciences	1%
Metropolia University of Applied Sciences	3%	Arcada University of Applied Sciences	1%
SAMK - Satakunta University of Applied Sciences	3%	Mikkeli University of Applied Sciences	1%
TAMK - Tampere University of Applied Sciences	3%	Novia University of Applied Sciences	1%
Turku University of Applied Sciences	3%	KAMK - Kajaani University of Applied Sciences	1%
University of Eastern Finland	2%	University of Lapland	0%
Oulu University of Applied Sciences	2%	Other	3%
Lahti University of Applied Sciences	2%		

- ?
- 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
Commercial Economics	25%	Industrial Engineering	2%
Marketing	22%	International Business Communication	2%
Accounting	19%	Supply Management	1%
Management	18%	Information and Service Management	1%
International Business	16%	Strategy Research	1%
Finance	13%	Creative Sustainability	1%
Economics	7%	Mathematics and Statistics	1%
Sales	6%	International Design Business Management	1%
Entrepreneurship	6%	Politics and Business	1%
Commercial Law	6%	Business Sociology	0%
Logistics	3%	Business Geographics	0%
Management Assistant	3%	Other Business	6%
Information Systems Science	2%		

# Considered Employer Ranking | Top 30

All students | Business

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Finnair	1	51,87%	↑ 2	LähiTapiola	16	34,92%	↑ 5
Nordea	2	50,54%	→ 0	IKEA	17	34,76%	↓ -2
Fazer	3	48,21%	↓ -2	Valio	18	34,40%	↓ -6
OP Ryhmä	4	45,46%	↑ 3	Marimekko	19	34,34%	↑ 1
Google	5	45,35%	NEW -	Samsung	20	34,32%	NEW -
KONE	6	44,73%	↓ -2	Handelsbanken	21	33,76%	↑ 1
Stockmann	7	42,24%	↓ -2	MTV	22	31,82%	↓ -8
Danske Bank	8	41,57%	↓ -2	If	23	31,17%	↑ 4
Suomen Pankki	9	40,08%	↑ 4	Paulig Group	24	31,01%	↓ -5
Lumene	10	38,53%	→ 0	Kesko	25	30,93%	↑ 3
Fiskars	11	36,86%	↑ 7	EY (Ernst & Young)	26	30,25%	↓ -3
Microsoft	12	36,85%	↓ -4	YLE	27	29,86%	↓ -3
L'Oréal	13	36,50%	↓ -2	Nordic Investment Bank	28	29,63%	↓ -3
Hartwall	14	35,70%	↓ -5	Aktia	29	29,51%	↑ 3
S-Ryhmä	15	35,36%	↑ 2	Supercell	30	29,33%	NEW -

# Ideal Employer Ranking | Top 30

All students | Business

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Finnair	1	16,95%	↑	3	MTV	16	7,70%	↓	-8
Google	2	16,85%	NEW	-	Supercell	17	7,54%	NEW	-
Nordea	3	15,58%	↓	-1	Danske Bank	18	7,46%	→	0
OP Ryhmä	4	15,01%	↑	2	PwC	19	7,30%	↑	2
KONE	5	14,24%	↓	-4	KPMG	20	7,26%	↑	3
Lumene	6	12,59%	↑	1	The Boston Consulting Group (BCG)	21	7,20%	↓	-4
Fazer	7	12,17%	↓	-4	Fiskars	22	6,45%	↑	5
L'Oréal	8	10,90%	↓	-3	IKEA	23	6,30%	↓	-4
Suomen Pankki	9	10,56%	↑	6	Valtiovarainministeriö	24	6,15%	↓	-2
Marimekko	10	9,72%	↑	1	Samsung	25	5,82%	NEW	-
EY (Ernst & Young)	11	9,06%	↑	1	Nordic Investment Bank	26	5,69%	→	0
Ulkoasiainministeriö	12	8,95%	↑	2	McKinsey & Company	27	5,67%	↑	3
Microsoft	13	8,68%	↓	-3	YLE	28	5,34%	↓	-8
Stockmann	14	8,60%	↓	-1	Accenture	29	5,34%	↑	4
S-Ryhmä	15	8,04%	↑	1	Verohallinto	30	5,22%	↑	10

# Potential Applicants' Ranking | Top 30

All students | Business

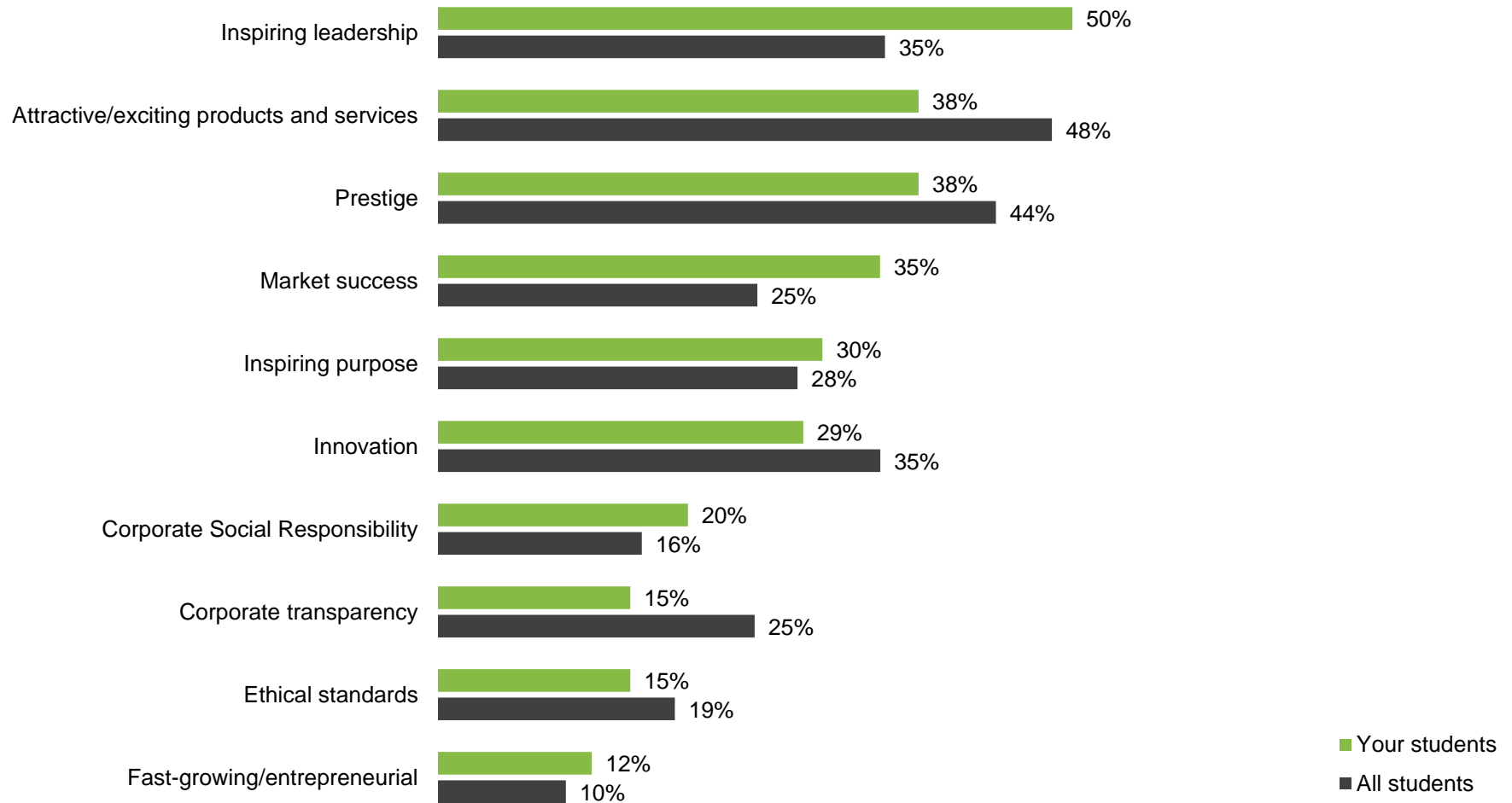
Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
OP Ryhmä	1	6,03%	↑ 1	L'Oréal	16	1,74%	↓ -8
Nordea	2	5,41%	↓ -1	Wärtsilä	17	1,68%	↓ -5
KONE	3	3,65%	→ 0	The Boston Consulting Group (BCG)	18	1,62%	↓ -2
S-Ryhmä	4	3,23%	↑ 1	LähiTapiola	19	1,57%	↑ 2
EY (Ernst & Young)	5	2,94%	↓ -1	Microsoft	20	1,46%	↑ 8
KPMG	6	2,57%	↑ 1	Verohallinto	21	1,44%	↑ 17
PwC	7	2,46%	↓ -1	McKinsey & Company	22	1,41%	↓ -2
Finnair	8	2,42%	↑ 7	Marimekko	23	1,40%	↓ -10
Danske Bank	9	2,42%	→ 0	Kesko	24	1,39%	↑ 3
Google	10	2,02%	NEW -	ABB	25	1,38%	↓ -3
Stockmann	11	1,88%	→ 0	Lumene	26	1,37%	↓ -2
Accenture	12	1,80%	↑ 13	Deloitte	27	1,37%	↓ -9
Suomen Pankki	13	1,80%	↑ 6	IKEA	28	1,36%	↓ -2
Ulkoasiainministeriö	14	1,78%	→ 0	UPM	29	1,16%	↑ 3
Fazer	15	1,77%	↓ -5	Unilever	30	1,10%	↓ -13

- ?
- 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)



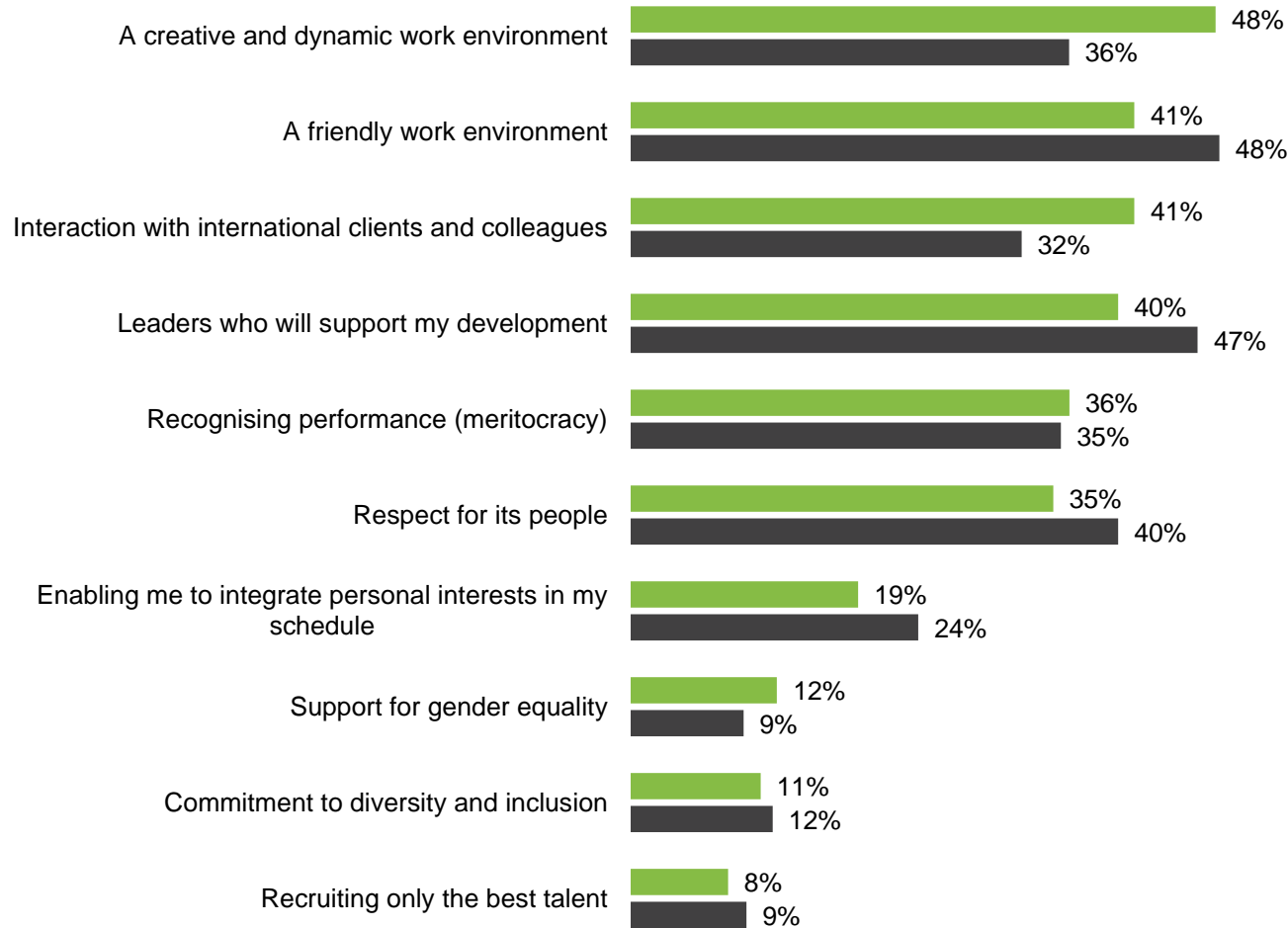
# Employer Reputation & Image

## Attractive attributes



# People & Culture

## Attractive attributes

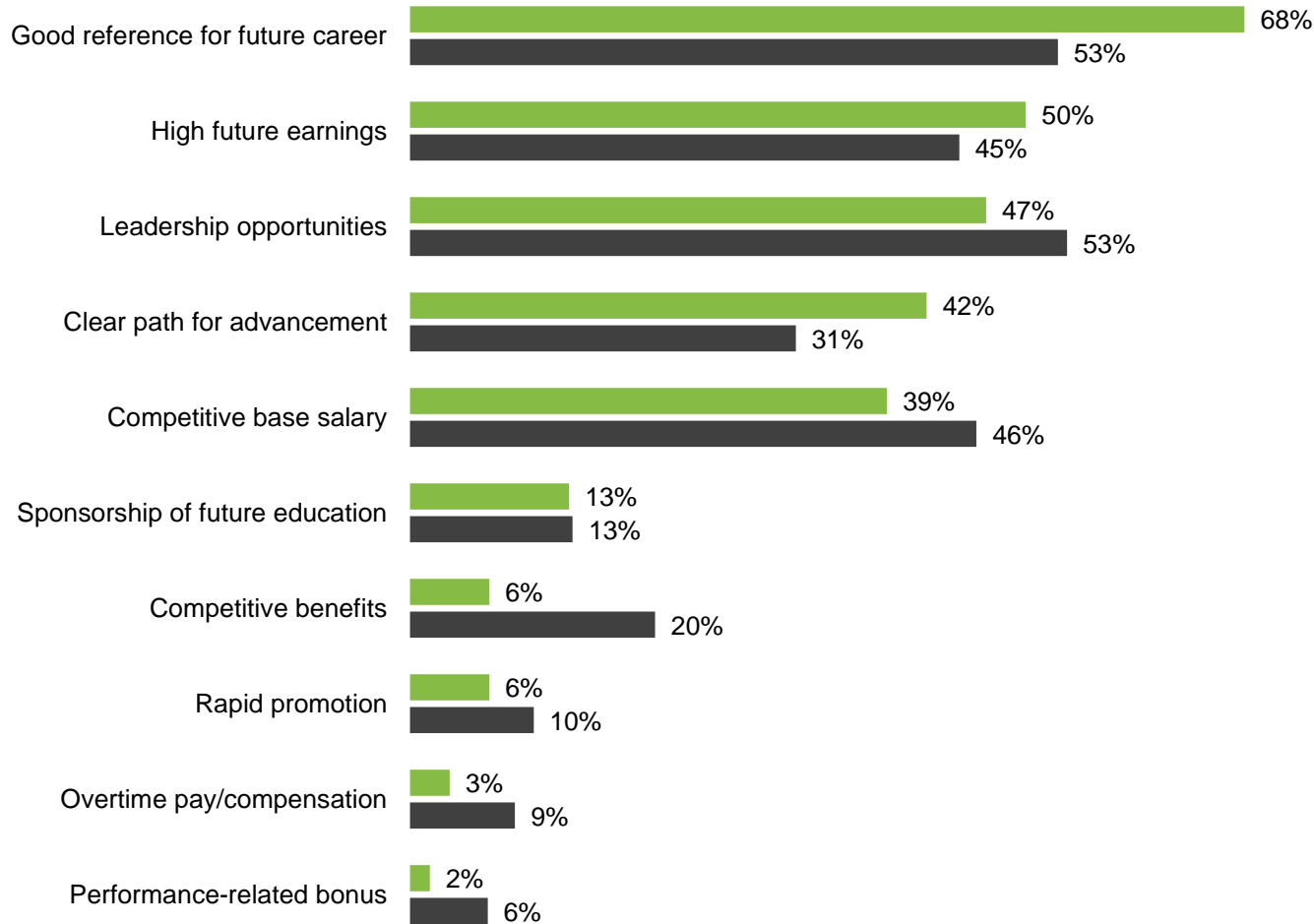


■ Your students

■ All students

# Remuneration & Advancement Opportunities

## Attractive attributes

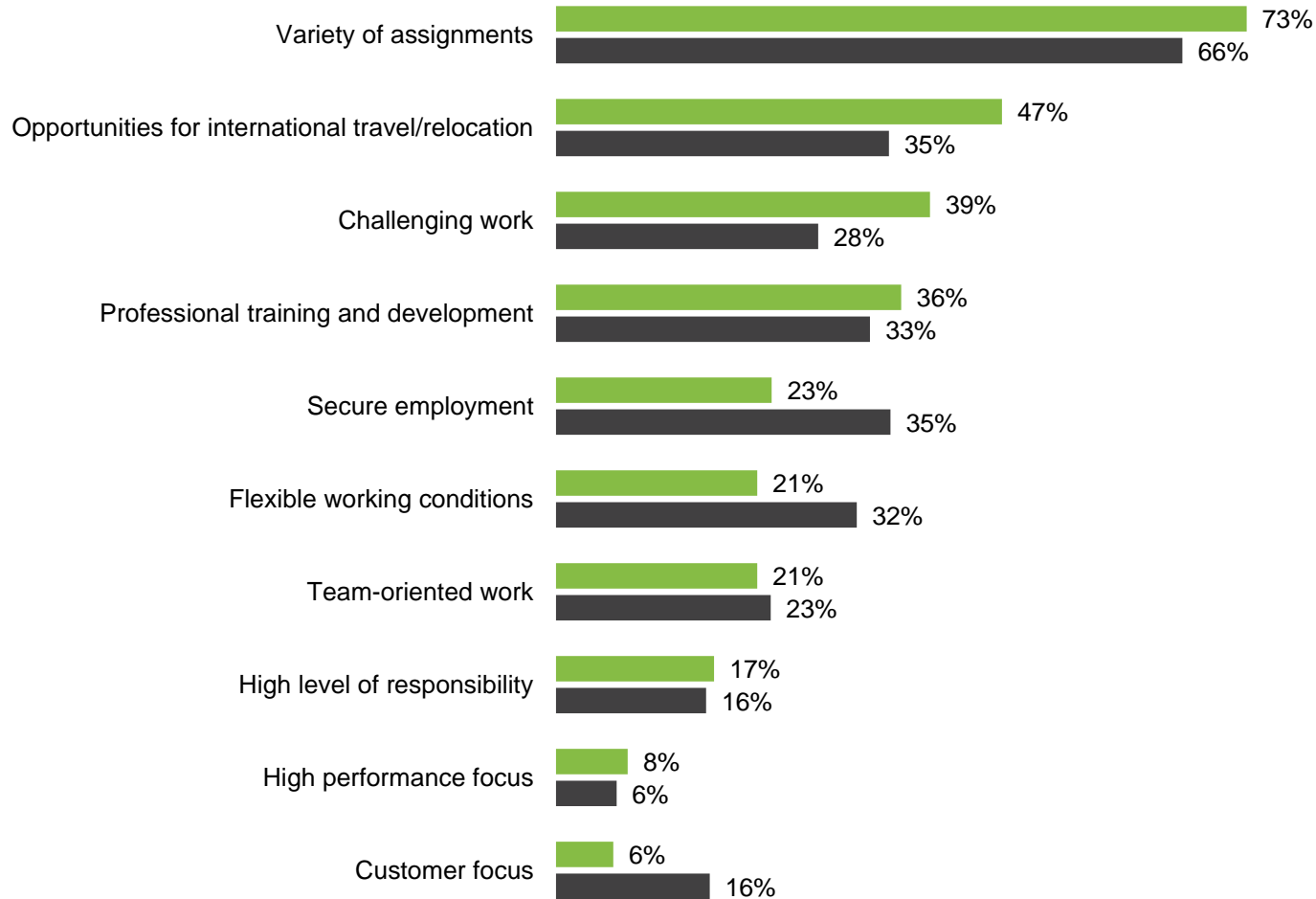


■ Your students

■ All students

# Job Characteristics

## Attractive attributes



■ Your students

■ All students

# 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.

THANK YOU!

Are you INTERESTED  
In getting MORE insights about  
students, alumni or employers?