

## GUIDELINES FOR QS GLOBAL ACADEMIC AND EMPLOYER SURVEY

The QS Global Academic and Employer Surveys inform the [academic and employer reputation](#) metrics that are used in the QS Rankings as an indicator.

For this purpose, QS invites academics and employers from across the globe to participate and share their opinion through these surveys.

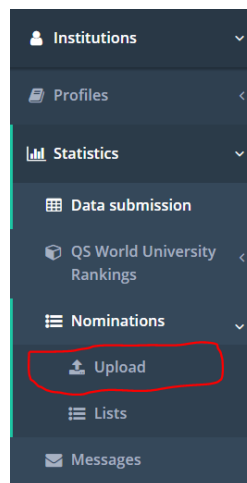
Each year, QS requires universities to invite academics and employers to participate in our reputation surveys. The procedure of participation is outlined on our support website, [here](#).

The consent email templates for sign-up invitations and for supplying contact information via contact lists can be found [here](#).

### 1. Contact List:

For a university to submit their contact lists to QS, the following steps must be followed:

- 1.1. Download the contact list template in CSV format from [here](#).
- 1.2. After seeking consent from their contacts, the contact details must be filled in the template as per the instructions given in
- 1.3. Contact lists must then be saved in CSV UTF-8 format for safe uploading to Hub.
- 1.4. Log in to Hub by entering your login credentials at [QS Hub 2.0 • Log In](#)
- 1.5. Go to Institutions → Statistics → Contacts → Upload



- 1.6. Select Academic/Employer from the drop-down menu. You can download the template and instructions for upload from the buttons as shown in the screenshot below.

Please Upload Nomination Lists ⓘ

Select document type  
Maximum size 10MB

Academic

Upload

Download template

Download instructions

I confirm that I have the consent of those contacts to share their information with QS.

Save

- 1.7. Click on upload to browse to the file that must be uploaded as the contact list. Check the box for consent and then proceed to save your submission.

## 2. Instructions to fill Contact List:

For each of the contacts filled in the contact list, the columns are to be filled as per the following specifications:

### 2.1. Source

Source of a contact would be the institution that is submitting the nomination list to QS. The name of your institution must be written in its official formats with no acronyms or abbreviations.

### 2.2. Title

This is the formal salutation the contact prefers to use with their name.

### 2.3. First and Last Name

The first and last name are to be entered in separate boxes in proper text format and with no spaces at the end or beginning.

### 2.4. Job Title

For the function of uniformity, QS employs a list of designations for both academic and employers. It is requested that you fill the contact's designation within these roles. However, if a contact does not fall under the given categories, feel free to use "others" and proceed to mention the role in brackets.

E.g., Others (xyz)

#### 2.4.1.–

Academic Designations	
i.	President/Vice-Chancellor
ii.	Vice-President/Deputy Vice-Chancellor
iii.	Senior Administrator
iv.	Head of Department
v.	Professor/Associate Professor
vi.	Assistant Professor
vii.	Senior Lecturer
viii.	Lecturer
ix.	Research Specialist
x.	Administrator/Functional Manager
xi.	Research Assistant
xii.	Teaching Assistant
xiii.	Admissions Officer
xiv.	Librarian/Library Assistant
xv.	Other

#### 2.4.2. –

Employer Designations	
i.	CEO/President/Managing Director
ii.	COO/CFO/CTO/CIO/CMO
iii.	Director/Partner/Vice President
iv.	Senior Human Resources/Recruitment
v.	Other Human Resources/Recruitment
vi.	Manager/Executive
vii.	Consultant/Advisor
viii.	Coordinator/Officer
ix.	Analyst/Specialist
x.	Assistant/Administrator
xi.	Other

## 2.5. Department / Industry

As the departments (academic) and their names vary from institution to institution, it is requested that name of the department of any contact be mentioned in full form.

For employers, QS uses a set list of industries that most organizations fall under. Please find the list below,

List of Industries	
i.	Agriculture/Fishing/Forestry
ii.	Construction/Real Estate
iii.	Consulting/Professional Service
iv.	Consumer Goods
v.	Defence/Security/Rescue
vi.	Education
vii.	Engineering
viii.	Entertainment/Leisure
ix.	Finance/Banking
x.	Government/Public Sector
xi.	Health/Medical
xii.	Hospitality/Travel/Tourism
xiii.	HR/Recruitment/Training
xiv.	Law
xv.	Logistics/Transportation
xvi.	Manufacturing
xvii.	Media/Advertising
xviii.	Metals/Mining
xix.	Non-profit/Charity
xx.	Oil & Gas
xxi.	Pharma/Biotech
xxii.	R&D/Science
xxiii.	Renewable Energy
xxiv.	Retail/Wholesale
xxv.	Technology
xxvi.	Telecoms
xxvii.	Utilities
xxviii.	Other

If your organization happens to fall into an industry that does not belong to the given list, please use the “*other*” option and specify the industry in brackets ().

## 2.6. Institution / Company Name

Institution (for academics) and company name (for employers) is that of the contact person whose details are being shared. Please make sure these are written in the same format as in an official document.

## 2.7. Country or Territory

QS uses a list of countries/territories to classify institutions. Therefore, it is imperative that the contact details filled in specify the same regional distribution. Thus, it is requested that when filling in the country or territory, please refrain from using street, city, or state address.

Please check below for the list of locations that show on the QS Academic and Employer surveys,

Afghanistan	Cyprus	Kuwait	Rwanda
Albania	Czech Republic	Kyrgyzstan	Saint Barthelemy
Algeria	Democratic Republic of	Laos	Saint Kitts and Nevis
Andorra	the Congo	Latvia	Saint Lucia
Angola	Denmark	Lebanon	Saint Vincent and the
Anguilla	Djibouti	Liberia	Grenadines
Antarctica	Dominica	Libya	Samoa
Antigua and Barbuda	Dominican Republic	Liechtenstein	Saudi Arabia
Argentina	Ecuador	Lithuania	Senegal
Armenia	Egypt	Luxembourg	Serbia
Aruba	El Salvador	Macau SAR	Sierra Leone
Australia	Equatorial Guinea	Macedonia	Singapore
Austria	Estonia	Madagascar	Slovakia
Azerbaijan	Eswatini	Malawi	Slovenia
Bahamas	Ethiopia	Malaysia	Somalia
Bahrain	Fiji	Maldives	South Africa
Bangladesh	Finland	Malta	South Korea
Barbados	France	Mauritius	South Sudan
Belarus	French Guiana	Mayotte	Spain
Belgium	French Polynesia	Mexico	Sri Lanka
Belize	Gabon	Moldova	Sudan
Benin	Georgia	Monaco	Sweden
Bhutan	Germany	Mongolia	Switzerland
Bolivia	Ghana	Montenegro	Syria
Bosnia and Herzegovina	Gibraltar	Morocco	Taiwan SAR
Botswana	Greece	Mozambique	Tajikistan
Brazil	Greenland	Myanmar	Tanzania
British Indian Ocean	Grenada	Namibia	Thailand
Territory	Guatemala	Nepal	Timor - Leste
Brunei Darussalam	Guernsey	Netherlands	Tonga
Bulgaria	Guinea	Netherlands Antilles	Trinidad and Tobago
Burkina Faso	Guyana	New Zealand	Tunisia
Burundi	Haiti	Nicaragua	Turkey
Cambodia	Honduras	Niger	Turkmenistan
Cameroon	Hong Kong SAR	Nigeria	Turks and Caicos Islands
Canada	Hungary	North Korea	Uganda
Cape Verde	Iceland	Norway	Ukraine
Cayman Islands	India	Oman	United Arab Emirates
Central African Republic	Indonesia	Pakistan	United Kingdom
Chad	Iran	Palestine (State of)	United States
Chile	Iraq	Panama	Uruguay
China Mainland	Ireland	Papua New Guinea	Uzbekistan
Colombia	Israel	Paraguay	Venezuela
Comoros	Italy	Peru	Vietnam
Costa Rica	Ivory Coast	Philippines	Virgin Islands [British]
Crimea	Jamaica	Poland	Yemen
Croatia	Japan	Portugal	Zambia
Cuba	Jordan	Puerto Rico	Zimbabwe
Curaçao	Kazakhstan	Qatar	Other
	Kenya	Romania	
	Kosovo	Russia	

## 2.8. Email

It is suggested that professional/official email addresses are submitted for both academics and employers. Please note the following for submission of email address:

- i. Try to not use generic or team email addresses such as [team@xyz.com](mailto:team@xyz.com), [admissions@xyz.com](mailto:admissions@xyz.com), or [info@xyz.com](mailto:info@xyz.com).
- ii. Please note that email field contains only one email per cell. In case there are 2 emails in one cell, please duplicate the whole row and enter the second (third etc.) email into the appropriate cell.
- iii. Please note that two or more people submitting the same email address will only receive the survey invitation once. Thus, it is important to use distinct IDs.
- iv. Please make sure that email cell does not contain the following characters: [ ] { } ( ) ; : , < > ' # ~ = + ! " " \_ `
- v. Please check that email addresses do not contain spaces before, after or in between the ID itself.

## 2.9. Subject (Academics only)

For the function of uniformity, QS employs a list of subjects for academic contacts.

It is requested that you fill in the academic contact's subjects within the provided list. However, if a contact does not fall under the given categories, feel free to use "others" and proceed to mention the subject in brackets.

E.g., Others (xyz)

List of subjects	
i.	Accounting & Finance
ii.	Agriculture & Forestry
iii.	Anatomy & Physiology
iv.	Anthropology
v.	Archaeology
vi.	Architecture & Built Environment
vii.	Art & Design
viii.	Astronomy
ix.	Biological Sciences
x.	Business & Management Studies
xi.	Chemistry
xii.	Classics & Ancient History
xiii.	Communication & Media Studies
xiv.	Computer Science
xv.	Cultural Studies
xvi.	Dentistry
xvii.	Development Studies
xviii.	Drama; Dance & Performing Arts
xix.	Earth Sciences
xx.	Economics & Econometrics
xxi.	Education
xxii.	Engineering - Aeronautical & Aerospace
xxiii.	Engineering - Chemical
xxiv.	Engineering - Civil & Structural
xxv.	Engineering - Electrical & Electronic
xxvi.	Engineering - Mechanical & Manufacturing
xxvii.	Engineering - Mineral & Mining
xxviii.	Engineering - Other
xxix.	English Language & Literature
xxx.	Environmental Sciences
xxxi.	European Studies

xxxii.	Geography
xxxiii.	History
xxxiv.	History of: Art; Architecture; Design
xxxv.	Hospitality & Leisure Management
xxxvi.	Law
xxxvii.	Library & Information Management
xxxviii.	Linguistics
xxxix.	Marine Sciences
xl.	Marketing
xli.	Materials Science
xlii.	Mathematics
xliii.	Medicine
xliv.	Modern Languages
xlv.	Music
xlvi.	Nursing
xlvii.	Pharmacology
xlviii.	Pharmacy
xlix.	Philosophy
l.	Physics
li.	Politics & International Studies
lii.	Psychology
liii.	Social Policy & Administration
liv.	Social Work
lv.	Sociology
lvi.	Sports-related Subjects
lvii.	Statistics & Operational Research
lviii.	Theology; Divinity & Religious Studies
lix.	Veterinary Science
lx.	Other

### 2.10. Phone (Optional)

Submitting phone numbers of the academic or employer contact is optional and can be opted out of in case of privacy concerns. However, please use the international code of the location when sharing a phone number.

### 3. Survey Invitation:

QS sends out invitations for participation in the Academic and Employer reputation surveys from the month of February to March. Each contact receives a maximum of three emails (one invitation and two reminders). These emails are sent by [rankings@qs.com](mailto:rankings@qs.com)

Following steps can be taken to be certain that the emails are received in your inbox:

- i. Add [rankings@qs.com](mailto:rankings@qs.com) to your safe sender or whitelist to ensure that the emails do not bounce or get sent to your spam/junk folder.
- ii. In case where the email address is connected to a central server, please ensure through your IT support that the email ID has been whitelisted and does not get blocked by your organization.
- iii. During the survey invitation time period (February-March), please check your spam/junk folder on a weekly basis to ensure that the invitations have not been missed out.