English

Demographics

Thank you for taking part in the annual QS Global Employer Survey. Each year over 20,000 employers take part in the largest survey of its kind. Forming part of the **QS World University Rankings®** your views are crucial to the future of universities and graduates.

In this edition, we have a special section dedicated to skills development with the aim of helping universities and employers in bridging the skills gaps.

We thank you in advance for taking the time to share your views.

Demographics

Not mandatory. Personal information will not be shared with third parties and your responses will only ever be used in de-identifiable form.

First Name

Last Name

Company/Organisation

Email Address

Organisation Website

Please select the category that best reflects your role

- C-level (eg. CEO, CFO, CTO, COO, etc)
- Director
- Human Resources / Recruitment
- Manager
- Consultant / Advisor
- Analyst / Specialist

- ○ Administrator / Coordinator

Does your current role involve managing or supervising staff?

- ○ Yes
- ○ No

Location*

Please select the country/territory you are most familiar with in terms of Higher Education:

[ ]

Please specify the country / territory name:

[ ]

Gender

Answers to this question are for additional demographic information purpose and will be published in aggregate form only.

Female ○ Male ○

Other ○

Prefer not to say ○

Please indicate your highest educational attainment:

- ○ Secondary
- ○ Undergraduate degree
- ○ Masters degree
- ○ Doctoral degree
- ○ [ ] Other
- ○ None

Please type in the institution from which you most recently graduated

Start typing and select from

Typing in the box should return a number of matching institutions - click on the one you are looking for to define your choice. Try and choose a unique part of the name for best results. If no match is found, hit [Enter] to add your institution. Please skip this question in case you have not completed a degree course.

How long ago did you finish your last **${q://QID382/ChoiceGroup/SelectedChoices}** course?

- Less than 1 year
- Between 1 and 5 years
- Between 6 and 10 years
- Between 11 and 15 years
- Between 16 and 20 years
- More than 20 years

Main Industry

How large is your organisation?

- Micro business (1-9 employees)
- Small business (10 – 99 employees)
- Medium sized business (100 – 499 employees)
- Mid-Large sized business (500 - 999 employees)
- Enterprise business (1000 - 2499 employees)
- Large Enterprise (more than 2500 employees)

Please identify the levels of hiring decision you have been involved with in the last five years

- [ ] First Degree / Undergraduate graduates
- [ ] Masters graduates (non-business)
- [ ] Masters graduates (graduate business school, including MBA)
- [ ] Doctoral Degree graduates (PhD, DBA)
- [ ] I am not involved in any hiring decision

Please identify the types of graduate business programs you have or would consider recruiting talent from:

Please tick all that apply

- [ ] MBA
- [ ] Executive MBA
- [ ] Online MBA
- [ ] Masters of Accountancy
- [ ] Masters in Business Analytics
- [ ] Masters in Finance
- [ ] Masters in Healthcare
- [ ] Masters in Human Resources Management
- [ ] Masters in Innovation / Entrepreneurship
- [ ] Masters in Management / International Management
- [ ] Masters in Marketing
- [ ] Masters in Supply Chain Management
- [ ] Masters in Sustainability
- [ ] [ ] Other

Regional Experience

Please specify the regions from which you will recruit this year or have experience of recruiting from in the last five years*

Regions you specify now will define your array of choices when nominating International Universities.

- [ ] US & Canada
- [ ] Western & Northern Europe
- [ ] Middle East & Africa
- [ ] All Regions
- [ ] Latin America
- [ ] Central & Eastern Europe
- [ ] Asia, Australia & New Zealand

Nominations

Top Universities

From your experience please select up to 10 domestic (${q://QID35/ChoiceGroup/SelectedChoices}) universities and up to 30 international universities that produce the best graduates.

These questions form the heart of your contribution to the **QS World University Rankings®**. Typing in to each *red* box should return a number of matching institutions - select the one you are looking for and type again for your next choice. Try and choose a unique part of the name for best results and please be patient - we have a big list to search through and it may take a few seconds.

Leading Domestic Universities - ${q://QID35/ChoiceGroup/SelectedChoices}*

Start typing and select from filtered list

Leading International Universities*

Start typing and select from filtered list

NOTE: Universities beyond the regions you specified earlier may not be listed here. For reference, you selected: ${q://QID15/ChoiceGroup/SelectedChoices}

Please list any universities your company prefers to recruit from that did not appear in our list

Start typing and select from

From which of the following disciplines does your company prefer to recruit?

- [ ] Accounting & Finance
- [ ] Agriculture & Forestry
- [ ] Anatomy & Physiology
- [ ] Anthropology
- [ ] Law
- [ ] Library & Information Management
- [ ] Linguistics
- [ ] Marine Sciences

- [ ] Archaeology
- [ ] Architecture & Built Environment
- [ ] Art & Design
- [ ] Astronomy
- [ ] Biological Sciences
- [ ] Business & Management Studies
- [ ] Chemistry
- [ ] Classics & Ancient History
- [ ] Communication & Media Studies
- [ ] Computer Science & Info Systems
- [ ] Dentistry
- [ ] Development Studies
- [ ] Earth Sciences
- [ ] Economics & Econometrics
- [ ] Education
- [ ] Engineering
- [ ] English Language & Literature
- [ ] Environmental Sciences
- [ ] European studies
- [ ] Geography
- [ ] History
- [ ] History of: Art; Architecture; Design
- [ ] Hospitality & Leisure Management
- [ ] Marketing
- [ ] Materials Science
- [ ] Mathematics
- [ ] Medicine
- [ ] Modern Languages
- [ ] Music
- [ ] Nursing
- [ ] Performing Arts
- [ ] Pharmacology
- [ ] Pharmacy
- [ ] Philosophy
- [ ] Physics
- [ ] Politics & International Studies
- [ ] Psychology
- [ ] Social Policy & Administration
- [ ] Social Work
- [ ] Sociology
- [ ] Sports-related Subjects
- [ ] Statistics & Operational Research
- [ ] Theology
- [ ] Veterinary Science
- [ ] Any Discipline
- [ ] Other

From which of the following Engineering specializations does your company prefer to recruit?

- [ ] Aeronautical & Aerospace
- [ ] Chemical
- [ ] Civil & Structural
- [ ] Electrical & Electronic
- [ ] Manufacturing
- [ ] Mechanical
- [ ] Mineral & Mining
- [ ] Any

Please select which of the Drama; Dance & Performing Arts fields does your company prefer to recruit?

- [ ] Dance
- [ ] Drama
- [ ] Film
- [ ] Music
- [ ] [ ] Other
- [ ] None

Please select which of the Art & Design fields does your company prefer to recruit?

- [ ] Fashion design
- [ ] Graphic design
- [ ] Painting
- [ ] Photography
- [ ] Printmaking
- [ ] Sculpture
- [ ] User Experience Design
- [ ] [ ] Other
- [ ] None

From which of the following Computer Science specializations does your company prefer to recruit?

- [ ] Artificial Intelligence
- [ ] Data Analytics
- [ ] Data Science
- [ ] Hardware and Architecture
- [ ] Information Systems
- [ ] Machine Learning
- [ ] Software Engineering
- [ ] User Experience Design
- [ ] Visual Computing & Robotics
- [ ] [ ] Other
- [ ] Any

Please select which of the Business and Administration fields you are specialized in:

- [ ] Accounting
- [ ] Business Analytics
- [ ] Entrepreneurship / Innovation
- [ ] Finance / Economics
- [ ] Healthcare
- [ ] Human Resources
- [ ] International Trade
- [ ] Law
- [ ] Leadership
- [ ] Management
- [ ] Marketing
- [ ] Operations Management
- [ ] Real Estate
- [ ] Strategy
- [ ] Supply Chain
- [ ] Sustainability Management (CSR)
- [ ] Technology
- [ ] None

Please specify the functions which you are engaged in hiring decisions:

Select all that apply

- [ ] Consultancy
- [ ] Customer Service
- [ ] Finance
- [ ] Human Resources
- [ ] Information Technology
- [ ] Legal
- [ ] Management

- [ ] Marketing
- [ ] Operations
- [ ] Procurement
- [ ] Public Relations
- [ ] Quality Assurance
- [ ] Research and Development
- [ ] Sales
- [ ] Supply Chain
- [ ] None

Skills & International recruitment

Skills & Forecast

Please rate the importance of each of the skills when hiring new graduates:

	Not important	Important	Very important
Business Management	○	○	○
Ethics & Social Responsibility	○	○	○
Problem-solving	○	○	○
Emotional Intelligence	○	○	○
Analytical / quantitative skills	○	○	○
Sustainability mindset	○	○	○
Creativity	○	○	○
Entrepreneurship	○	○	○
Negotiating skills & Sales	○	○	○
Language skills	○	○	○
Resilience & Flexibility	○	○	○
Organizational skills	○	○	○
Depth of knowledge in subject	○	○	○
Leadership	○	○	○
Active learning	○	○	○
Ability to work in a team	○	○	○

	Not important	Important	Very important
Interpersonal skills	○	○	○
Communication	○	○	○

For graduates of universities in **${q://QID35/ChoiceGroup/SelectedChoices}** that you nominated in the previous section, please rate your satisfaction level with each of the skills below:

	Not satisfied	Satisfied	Very satisfied
Depth of knowledge in subject	○	○	○
Ethics & Social Responsibility	○	○	○
Business Management	○	○	○
Emotional Intelligence	○	○	○
Communication	○	○	○
Analytical / quantitative skills	○	○	○
Ability to work in a team	○	○	○
Resilience & Flexibility	○	○	○
Leadership	○	○	○
Sustainability mindset	○	○	○
Creativity	○	○	○
Problem-solving	○	○	○
Entrepreneurial mindset	○	○	○
Active learning	○	○	○
Negotiating skills & Sales	○	○	○
Language skills	○	○	○
Organizational skills	○	○	○
Interpersonal skills	○	○	○

Please select the university which you recruit most actively from:

Start typing and select from

Typing in the box should return a number of matching institutions - click on the one you are looking for to define your choice. Try and choose a unique part of the name for best results. If no match is found, hit [Enter] to add your institution.

Rate your satisfaction level with each of the skills below based on the university you most actively recruit from:

	Not satisfied	Satisfied	Very satisfied
Negotiating skills & Sales	○	○	○
Analytical / quantitative skills	○	○	○
Interpersonal skills	○	○	○
Emotional Intelligence	○	○	○
Active learning	○	○	○
Communication	○	○	○
Ability to work in a team	○	○	○
Depth of knowledge in subject	○	○	○
Sustainability mindset	○	○	○
Language skills	○	○	○
Problem-solving	○	○	○
Business Management	○	○	○
Ethics & Social Responsibility	○	○	○
Leadership	○	○	○
Resilience & Flexibility	○	○	○
Entrepreneurial mindset	○	○	○
Creativity	○	○	○
Organizational skills	○	○	○

Please rate the importance of each hard skill when hiring new graduates:

	Not important	Important	Very important
Data Analysis	○	○	○
Cloud Technology	○	○	○
Network Security	○	○	○

	Not important	Important	Very important
Design (user experience; graphic design; etc)	○	○	○
Blockchain	○	○	○
Artificial Intelligence	○	○	○
Machine Learning	○	○	○
App Development & Gaming	○	○	○
Digital Marketing	○	○	○
Advanced Software Engineering	○	○	○
Project Management	○	○	○

For graduates of universities in **${q://QID35/ChoiceGroup/SelectedChoices}** that you nominated in the previous section, please rate how satisfied you are with their skills:

	Not satisfied	Satisfied	Very satisfied
Data Analysis	○	○	○
Cloud Technology	○	○	○
Network Security	○	○	○
Design (user experience; graphic design; etc)	○	○	○
Blockchain	○	○	○
Artificial Intelligence	○	○	○
Machine Learning	○	○	○
App Development & Gaming	○	○	○
Digital Marketing	○	○	○
Advanced Software Engineering	○	○	○
Project Management	○	○	○

Rate your satisfaction level with each of the emerging skills below based on the university you most actively recruit from:

	Not satisfied	Satisfied	Very satisfied
Data Analysis	○	○	○

	Not satisfied	Satisfied	Very satisfied
Cloud Technology	○	○	○
Network Security	○	○	○
Design (user experience; graphic design; etc)	○	○	○
Blockchain	○	○	○
Artificial Intelligence	○	○	○
Machine Learning	○	○	○
App Development & Gaming	○	○	○
Digital Marketing	○	○	○
Advanced Software Engineering	○	○	○
Project Management	○	○	○

Do you actively seek or attribute value to an international study experience when recruiting graduates?

- ○ Yes
- ○ No

Optins questions

Further Information:

Your details will not be passed to any third parties without your consent. Please tick the boxes below if you wish to be contacted by us:

- ☐ Yes, I would like to be contacted for further research
- ☐ Yes, I would like to participate in future editions of this survey
- ☐

Problems? Contact support.qs.com