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

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
LinkedIn profile
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

Location*

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

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

Which broad sector best describes your organization?

Please select the sector that most closely matches your organisation's primary area of activity

Which subsector best describes your organization?

Based on your selected sector, please choose the subsector that most closely reflects your organisation's primary business activity.

- ○ Business Products
- ○ Business Services
- ○ Business Software
- ○ Apparel and Accessories
- ○ Consumer Non-Durables
- ○ Consumer Services (Non-Financial)
- ○ Media
- ○ Restaurants, Hotels and Leisure
- ○ Retail
- ○ Defense
- ○ National Intelligence
- ○ Space
- ○ Early Childhood Education
- ○ Basic Education / Primary and Secondary
- ○ Post-Secondary Education
- ○ Workforce Training & Development
- ○ Mining & Metals
- ○ New Energy
- ○ Oil and Gas
- ○ Utilities
- ○ Agriculture

- Air Quality
- Chemicals and Gases
- Environmental Services
- Forestry & Fishing
- Oceans & Water
- Textiles
- Wood & Paper
- Capital Markets & Institutions
- Commercial Banks
- Financial Services
- Insurance
- Investment Management
- Advisory and Research
- Executive Bodies
- Judicial Bodies
- Legislative Bodies
- Political Organizations
- Public Service Delivery
- Regulatory and Supervisory Agencies
- Biotechnology
- Hardware and Devices
- Health Wellness
- Healthcare Services
- Pharmaceuticals
- Buildings
- Energy Infrastructure
- Social Infrastructure
- Transport Infrastructure
- Mobility
- Air Mobility
- Mobility Management
- Rail Mobility
- Sea Mobility
- Surface Mobility
- Communications and Networking
- Computer Hardware
- IT Services
- Semiconductors
- Software

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 decisions 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

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 & Caribbean
- ☐ 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.

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

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

- [ ] Fashion
- [ ] Geography
- [ ] History
- [ ] History of: Art; Architecture; Design
- [ ] Hospitality & Leisure Management
- [ ] Theology
- [ ] Tourism
- [ ] Veterinary Science
- [ ] Any Discipline
- [ ] Other

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

Comprehensive skills & International recruitment

Skills & Forecast

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

	Not important	Important	Very important
Active learning	○	○	○
Project Management	○	○	○
Problem-solving	○	○	○
Interpersonal skills	○	○	○
Entrepreneurship	○	○	○
AI literacy	○	○	○
Critical thinking	○	○	○

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

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
Leadership	○	○	○
Critical thinking	○	○	○
Emotional Intelligence	○	○	○
Active learning	○	○	○
Organizational skills	○	○	○

	Not satisfied	Satisfied	Very satisfied
Analytical / quantitative skills	○	○	○
Business Management	○	○	○
Ability to work in a team	○	○	○
Interpersonal skills	○	○	○
Resilience & Flexibility	○	○	○
Systems Thinking	○	○	○
Ethics & Social Responsibility	○	○	○
AI literacy	○	○	○
Communication	○	○	○
Creativity	○	○	○
Project Management	○	○	○
Depth of knowledge in subject	○	○	○
Problem-solving	○	○	○
Entrepreneurial mindset	○	○	○
Negotiating skills & Sales	○	○	○
Language skills	○	○	○
Sustainability mindset	○	○	○

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
Project Management	○	○	○
Negotiating skills & Sales	○	○	○
Leadership	○	○	○
Ethics & Social Responsibility	○	○	○
AI literacy	○	○	○
Systems Thinking	○	○	○
Organizational skills	○	○	○
Analytical / quantitative skills	○	○	○
Communication	○	○	○
Critical thinking	○	○	○
Problem-solving	○	○	○
Active learning	○	○	○
Creativity	○	○	○
Ability to work in a team	○	○	○
Language skills	○	○	○
Sustainability mindset	○	○	○
Interpersonal skills	○	○	○
Resilience & Flexibility	○	○	○
Entrepreneurial mindset	○	○	○
Emotional Intelligence	○	○	○
Depth of knowledge in subject	○	○	○
Business Management	○	○	○

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

- ○ Yes
- ○ No

In your opinion, what is the most challenging aspect of people management?

AI Impact

To what extent do you agree or disagree with the following statements about the impact of artificial intelligence on your organisation?

Please use a scale where 1 = Strongly Disagree and 5 = Strongly Agree.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 3	Strongly agree 4	Not Applicable 5	
The adoption of AI has fundamentally changed how work is performed in my organisation.						☐	
AI has increased the productivity of employees in my organisation.						☐	
AI has created demand for new skills among our workforce.						☐	
AI has changed the types of roles and responsibilities in my organisation.						☐	
AI has enhanced the company ability to innovate.						☐	

Optins

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