

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.

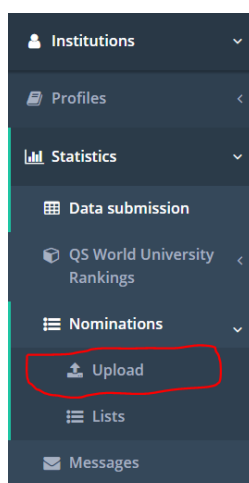
Each year, QS requires universities to invite academics and employers to participate in our reputation surveys. The procedure of participation is outlined on our support website, [here](#).

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

1. Nomination List:

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

- 1.1. Download the nomination 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. Nomination 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 → Nominations → 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 nomination list. Check the box for consent and then proceed to save your submission.

2. Instructions to fill Nomination List:

For each of the contacts filled in the nomination 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,

- 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. Location

QS uses a list of locations/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 location, please refrain from using street, city, or state address under location. It is suggested that a country or territory name is used.

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	Laos	Saint Kitts and Nevis
Andorra	of 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	Gibraltar	Morocco	Taiwan SAR
Herzegovina	Greece	Mozambique	Tajikistan
Botswana	Greenland	Myanmar	Tanzania
Brazil	Grenada	Namibia	Thailand
British Indian Ocean	Guatemala	Nepal	Timor - Leste
Territory	Guernsey	Netherlands	Tonga
Brunei Darussalam	Guinea	Netherlands Antilles	Trinidad and Tobago
Bulgaria	Guyana	New Zealand	Tunisia
Burkina Faso	Haiti	Nicaragua	Turkey
Burundi	Honduras	Niger	Turkmenistan
Cambodia	Hong Kong SAR	Nigeria	Turks and Caicos Islands
Cameroon	Hungary	North Korea	Uganda
Canada	Iceland	Norway	Ukraine
Cape Verde	India	Oman	United Arab Emirates
Cayman Islands	Indonesia	Pakistan	United Kingdom
Central African	Iran	Palestine (State of)	United States
Republic	Iraq	Panama	Uruguay
Chad	Ireland	Papua New Guinea	Uzbekistan
Chile	Israel	Paraguay	Venezuela
China Mainland	Italy	Peru	Vietnam
Colombia	Ivory Coast	Philippines	Virgin Islands [British]
Comoros	Jamaica	Poland	Yemen
Costa Rica	Japan	Portugal	Zambia
Crimea	Jordan	Puerto Rico	Zimbabwe
Croatia	Kazakhstan	Qatar	Other
Cuba	Kenya	Romania	
Curaçao	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, admissions@xyz.com, or 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. 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

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

- i. Add 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.