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## Wer sind die attraktivsten Arbeitgeber der Welt?



Es ist schwierig genug sich in einem Land oder gar einer ganzen Region als attraktiver Arbeitgeber zu positionieren? Doch wer schafft es sogar als attraktivster Arbeitgeber der Welt wahrgenommen zu werden? Die Universum Studie zu den WMAE - World's Most Attractive Employers 2019 hat genau das herausgefunden.

Alle Highlights und Details dazu finden Sie gleich hier unten oder im Anhang. Wenn Sie immer noch nicht genug haben, dann melden Sie sich. Gerne lasse ich Ihnen exklusiv unser WMAE Ebook zukommen mit vertieften Befunden und Insights!

Ich freue mich von Ihnen zu hören!

Beste Grüsse,

Melanie Outman

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### Are The Economic Winds Of Uncertainty Beginning to Blow?

#### Latest Global Research from Universum Reveals Growing Divide Among Gen Z Students

*Well-regarded Survey Uncovers the Brands and Employment Attributes Most Desired by Business and Engineering/IT Students Across 12 Largest Global Economies*

**NEW YORK - (October 4, 2019)** -Tariffs, trade wars, climate change and more. According to the latest global annual World's Most Attractive Employers (WMAE) research from Universum, the career aspirations of a growing portion of students are being influenced by economic uncertainty. Clearly divided into two segments, the research found 53 percent of Gen Z students are security seekers, followed by 35 percent focused on innovating their way through the disruptive challenges the world is confronting now.

This year, 247,235 business and engineering/IT students located across the 12 largest global economies, participated in the annual research that analyzes those companies, industries and employment attributes in-demand by new grads. The study provides critical insights into this highly desirable talent pool, providing employers with a direct view into expectations and aspirations.

Familiar brands lure Gen Z, with Google taking the top spot for the tenth consecutive year. Google appeals to Gen Z's bifurcation: as an employer, it's dynamic and innovative, as well as large, successful and secure.

Other key findings regarding employers, students and career plans include:

- Given the momentum of Amazon, one industry - e-commerce - gained ground with business students.
- Improved linkage to innovation, creativity and high future earnings have made the auto industry more attractive and competitive.
- A decreasing proportion of students express a desire for an international career, which probably reflects growing economic uncertainty, rising nationalism in many markets and the general shift in preference towards greater job stability.
- For business students, their top three job-related communication channels are social media, employers' career websites and online job boards. The response differs slightly from their engineering/IT counterparts, who rely more on career fairs than online job boards.

#### **WMAE 2019 Business Rankings Top Five:**

1. Google (Non-mover)
2. EY - Ernst & Young (3rd in 2018)
3. PwC - PricewaterhouseCoopers (6th in 2018)
4. Deloitte (Non-mover)
5. Apple (7th in 2018)

#### **WMAE 2019 Engineering/IT Rankings Top Five:**

1. Google (Non-mover)
2. Microsoft (Non-mover)
3. Apple (Non-mover)
4. BMW Group (Non-mover)
5. IBM (7th in 2018)

To download the full rankings, please visit <http://universumglobal.com/wmae-2019>

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