

***** PRESS RELEASE *****

THE 5TH ANNUAL GLOBAL UNIVERSITY EMPLOYABILITY SURVEY AND RANKING

The Branding of Universities:

How employability fostered by stronger integration of universities, their students and the corporate world is becoming the main factor behind the branding of universities in a globalized higher education market :

-
- *75% of recruiters see higher education as a globalized market*
 - *48% of respondents have recruited candidates due to qualifications they acquired via MOOCs*
 - *Global survey conducted by Trendence reveals Top 150 universities in the world for employability*
 - *Rated by more than 4600 recruiters and managing directors in large businesses around the world*
-

London, 12 November 2015: The *Times Higher Education*, the world's most authoritative source of information on higher education, reveals today the fifth annual Global University Employability Survey, based on research commissioned by HR consultancy *Emerging*.

What are the criteria used by recruiters to select young graduates? What are the main areas for improvement in graduate education? Which universities stand out in preparing graduates for the job market? Those are some of the questions answered by the top recruiters who participated in the study.

The formation of a global market place for higher education:

Nowadays students, whatever their nationality, are increasingly choosing to apply to universities with strong brands over electing a university because its in their own country or a specific other . That is to say a student will choose for instance Harvard (US) or McGill (Canada) because they have become strong international brands recognised everywhere by recruiters, thus guaranteeing employability. They will then move on to work for a multinational or a company from yet another country wherever that company may be located.

Three factors drive this globalization:

- A shared language - English – which has become the shared lingua franca at most universities
- Digitalization: meaning localisation of knowledge is not an issue anymore
- The growing cost of higher education means that people will seek the optimum return on their investment defined by the quality of the university brand and how it guarantees employability

Says **Laurent Dupasquier**, partner at *Emerging*:

« The global marketplace for students, graduates, universities and recruitment means one may expect to study and work anywhere in the world ».

The Global Employability University Ranking - TOP 150

Please link to the full table at:

<https://www.timeshighereducation.com/carousels/global-employability-university-ranking-2015-results>

The Global Employability University Ranking differs from other rankings in that it doesn't take into account academic criteria; it only seeks to represent the point of view of the market. Which is the reason why that although you will tend to find the 'usual suspects' in the top 20, there are some notable differences from other rankings:

As in other rankings the US with 39 establishments and the UK with 12 do particularly well but we might be witnessing a slow decline of second tier American universities.

But we should note the strong performance in proportion to their population of:

- smaller European countries , particularly, Switzerland (7) , The Netherlands (5) and Sweden (4)
- other English speaking markets such as Canada and Australia are seen as offering more value for money

French universities with 10 fare much better ,propped up by the famous « Grandes Écoles » which do well on employability

Finally Chinese universities confirm their strong progress: this ranking was perhaps the first one to report it in its first 2010 edition

For more information, please contact:

Sandrine Belloc Partner at <mailto:sandrine.belloc@emerging.fr>

About *Times Higher Education* magazine:

Times Higher Education is the world's most authoritative source of information about higher education. Designed specifically for professional people working in higher education and research, *THE* was founded in 1971 and has been online since 1995. It is published by TES Global.

About Emerging:

Emerging is a HR consultancy agency based in Paris. We assist companies to optimize their recruitment of young graduates and build a strong employers brand.

Our consultants assist large organizations to establish partnerships with universities for research, teaching and training programs as well as recruitment tools and events.

We also conceive innovative soft skills courses as well as specific campus surveys.

About Trendence:

Trendence is an independent research institute specializing in employer branding and personnel marketing with more than 15 years of experience. Every year, more than 500,000 school-leavers, students and young professionals from all over the world take part in our studies on their career ambitions and employers of choice. By providing authoritative, representative information on potential employees, these study results are the basis for the decisions of HR departments.

The 'Top 100' rankings of the most popular employers, compiled from our studies, are a particular focus of interest, acting as guides and benchmarks for the media, employers and future employees alike. Furthermore, trendence issues both print and online publications in order to facilitate pupils' and students' vocational orientation.

*** Research method used by Trendence**

A long list of universities was established via an online survey conducted between April and August 2015 by 2,200 recruiters in 21 countries. The target interviewee was the manager responsible for recruitment and selection, with experience of working with graduates. Companies participating in the survey covered all major business sectors. Countries included: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Poland, Russia, Singapore, South Korea, Spain, Sweden, Switzerland, The Netherlands, Turkey, the United Kingdom and the United States. A second survey of 2,400 managing directors of international companies or subsidiaries with over 1,000 employees then scored the list to produce the final Top 500.