

THE MOST CRUCIAL ASPECTS INFLUENCING STUDENTS' CHOICE OF EMPLOYER AND CURRENT TENDENCIES

T.N. Antonova

National Research Tomsk Polytechnic University

Management, organization, planning

Language advisor: N.A. Dmitrienko, candidate of science, associate professor

Scientific advisor: I.A. Petinenko, candidate of science, associate professor

Abstract: The paper demonstrates the current tendencies on the young professionals' labor market and investigates the main aspects which define the choice of future employer. The article includes the key findings of local survey of students' opinion.

Аннотация: В статье показаны современные тенденции, существующие на рынке труда молодых специалистов, а также критерии, которыми они руководствуются при выборе будущего места работы. Статья содержит результаты опроса студентов города Томск.

Keywords: young specialists, rankings, employer branding, surveys of students.

Ключевые слова: молодые специалисты, рейтинги, формирование бренда работодателя, опросы студентов.

Nowadays a great attention pays to labor market of young specialists and especially companies are interested in it. So, two issues dominate on this market:

1. Students are searching for the best employer which will meet to all their requirements.
2. Employers are searching for the talents who are the modern competitive advantage for the company. There is a surplus of labor force, but not every employee is able to provide the success and prosperity for the company where he or she works. That is why the competition for the best workers exists between firms.

And this competition induces companies to estimate their ranking as employer. Such rankings are the field of study for Universum which is the global leader in employer branding. Its mission is to be a global meeting place for talent and employers. Company offers services and products that help employers attract, recruit and retain ideal talent while helping talent learn about ideal employers.

I would like to present the findings of the latest studies. Based on the preferences of over 144,000 career seekers, with a business or engineering background, from the world's 12 greatest economies, Universum releases the global talent attraction index: "The World's Most Attractive Employers 2012". The index, split in the business category - preferences of business career seekers - and engineering category - preferences of engineering career seekers - reveals the current level of attractiveness that companies have as employers - and therefore their potential to lead the world of tomorrow.

This is the only global index of employer attractiveness and highlights the world's most powerful employer brands, those companies that excel in talent attraction and retention. The World's Most Attractive Employers Index is based on the employer preferences of students from Brazil, Canada, China, France, Germany, India, Italy, Japan, Russia, Spain, U.K., and U.S.

Table 1 Global Index "The World's Most Attractive Employers 2012", [1]

| World's Top 10 – Business | | World's Top 10 – Engineering | |
|---------------------------|--------------|------------------------------|--------------|
| Company | Ranking 2012 | Company | Ranking 2012 |
| Google | 1 | Google | 1 |
| KPMG | 2 | IBM | 2 |
| Procter & Gamble | 3 | Microsoft | 3 |
| Microsoft | 4 | BMW | 4 |
| Deloitte | 5 | Intel | 5 |
| Ernst & Young | 6 | General Electric | 6 |
| PwC | 7 | Siemens | 7 |
| J.P. Morgan | 8 | Apple | 8 |

| | | | |
|-----------------------|----|------------------|----|
| The Coca-Cola Company | 9 | Sony | 9 |
| Goldman Sachs | 10 | Procter & Gamble | 10 |

In the business category, Google wins for the fourth consecutive year, KPMG keeps the second place and Procter & Gamble are new on the third position. “Students are still attracted by Google’s relaxed and creative work environment, international atmosphere and innovative products. Google allow the students know that they offer great benefits that are hard for other companies to match.” says Petter Nylander, Universum’s Chief Executive Officer, [2].

Also in the engineering category, Google takes the first position, followed by IBM and Microsoft. The giants in the software industry are considered as great places for the launch of engineering or IT career. They offer training, networking and future career possibilities.

“Attracting top students into our firms enables us to bring the best talent, expertise and knowledge to our clients. We are proud that students globally are recognizing our employment offer and have ranked us so highly. What makes the ranking especially meaningful is that it is based on the opinions of those who represent the future of KPMG and our clients.” says Michael Andrew, Chairman of KPMG International, [2].

Recent years have been quite dramatic for business. While there is an increasing supply of talent and unemployment has remained relatively high in many economies, competition for top talent is stiff. With aging populations in some countries, and a growing young generation in others, it is interesting to look at both shifts in demographics (what is the work force composed of?) and access (who will own this work force?). The global rankings also take into account the greater influence of China, India, and Russia in the global economy.

The index reveals some dramatic trends:

1. The automotive industry is becoming increasingly popular. Overall, companies within the automotive industry are climbing on the rankings. On the engineering ranking, seven of the top 50 companies belong to this group. The students are searching for companies with attractive products and services which these companies clearly have. Furthermore, they are global and represent strong brands.

2. Oil, gas and energy attracts engineering students. Several of the energy companies gain positions on the engineering ranking. General Electric is the highest ranked and is up from place 8 to 6. Shell takes a big leap on 5 positions and also ExxonMobil and BP are climbing. The energy question and companies get a lot of attention in media. They are also assumed as financially strong.

3. Management consulting rise in the Business index. The management consulting firms McKinsey & Company, The Boston Consulting Group and Brain & Company are all climbing on the Business index. Few other industries can match management consulting when it comes to the diversity of challenges and possibilities. Many of the world’s top leaders have started their careers at one of the well-known firms.

4. Students want an international career. Opportunities for international travel and relocation are considered as attractive among both business and engineering students. Generation Y is used to interact with friends and like-minded from all over the world on social networks every day. They have a global perspective and want to have possibilities to go abroad in their working life.

5. More media is consumed. 14% of all students visit online communities every hour and 57% a couple of times per day. The average time spent per visit is 23 minutes and 71% believe that employers visit their personal profile after interacting with employers on online communities. Today we have more devices than ever and several media channels are consumed at the same time. Employers have to understand where to find and communicate with their target group of potential candidates.

In such way global situation is presented. But we should to review the status individually for Russia. The table 2 demonstrates the findings of the same research conducted by Group of companies “Akzia” Russia. The ranking in 2012 was compared with the ranking in 2009 in order to find out Russian tendencies.

Table 2 Ranking “50 employers of the dream for young specialists - 2012”, [3]

| Ranking | 2012 | 2009 |
|---------|------|------|
|---------|------|------|

| | | |
|----|--------------|-------------------------------|
| 1 | Gazprom | Gazprom |
| 2 | Google | Lukoil |
| 3 | JTI | MTS |
| 4 | MTS | Sberbank |
| 5 | PwC | Microsoft |
| 6 | Adidas Group | Rosneft |
| 7 | Unilever | Presidential Executive Office |
| 8 | Own business | Google |
| 9 | Microsoft | Procter&Gamble |
| 10 | Lukoil | VimpelCom |

Traditionally the leader of this ranking is Gazprom – the symbol of prosperity in Russia. Within the context of an innovative economy it is not a good feature. Work in such company does not give perspective to creative and technological development.

In general among the listed companies there are a large number of active ones on the young specialists' labor market. They do many things to attract students, so they are known for young professionals. Activity of such companies is often discussed in press and graduates assume them as a good stepping stone.

“Own business” has lost the second position and has fallen to the eight one. Despite on the fact that there are a great number of programs for development of young entrepreneurship in Russia, the quantity of start-ups increases very slowly. Business environment might be called as unfavorable. But other experts said that the top should be occupied by companies forming the industrial standards, companies with high-paid positions for creative people.

Survey presents that students do not pay attention to the ethic side of the companies' activity. And the appearance in the ranking of British America Tobacco, Japan Tobacco International, SUN InBev, Bacardi, BMW, Mercedes and etc. proves it.

“Google located on the second position is the bright employer created principally new working style for office. In several steps behind Yandex took its place. On the 27 position social network “Vkontakte” is. Good place was gained by ABBYY and in general, companies - innovative leaders are widely presented in the list. It is believed as very positive tendency and it means that new economy, Internet-economy is approaching to the top and becoming the standard.

However, in recent years young people are losing interest in the public service. Only 11% of respondents considered public service an attractive for career building, while in 2009 this figure was 16%, [4]. 3 years ago Russian youth often associated chances of personal success not with productive activity and entrepreneurship, but with the proximity to the state. These priorities are clearly contrasted with the results of similar surveys of European students, where the highest positions are occupied by high-tech sector.

During the crisis young people assumed about career growth less than stability. After the crisis graduates are primarily interested in long-term investment in own professional development, personal effectiveness and competitiveness.

We conducted our own survey and create ranking. Our respondents were presented by 50 students of Tomsk State University and Tomsk Polytechnic University both liberal education and engineering one.

Table 3 “The ideal employers”

| Рейтинговая позиция | Компания |
|---------------------|--------------|
| 1 | Gazprom |
| 2 | Google |
| 3 | KPMG |
| 4 | Schlumberger |
| 5 | Own business |
| 6 | Microsoft |
| 7 | Apple |

| | |
|----|-----------|
| 8 | Rosneft |
| 9 | Sberbank |
| 10 | Tomskneft |

In general, this ranking confirms national trends of preference oil and gas companies. There is solid representation of technology companies. Among companies is not included in the top ten companies have been named Ernst & Young, PwC, P & G, Universal Pictures, BMW, Sony, Federal Grid Company of United Energy System, SAG, Pharmstandard, Tomsk House-Building Company, TSU, TUSUR, and others. In this context, it should be noted that Tomsk youth is very ambitious.

Our review of the range of studies allows distinguishing three main factors that determine the choice of employer:

1. The structure of the economy and its development
2. The company's brand
3. Recruitment campaign

Another line of research worth pursuing further is to study the requirements of employers and career seekers to each other.

A choice of a future job is difficult for a young professional. On the one hand, they have a lot of opportunities, on another hand – they are a lot of problems. As experience shows, new solutions and new forms of interaction between companies and young professionals are permanently created.

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