



# Universum Talent Research 2017

Partner Report | Kimep University

Kazakh Edition | Students | All main fields of study

## We help higher educational institutions

Universum is the global leader in the field of employer branding and talent research. Through our market research, consulting and media solutions we aim to close the gap between the expectations of employers and talent, as well as support Higher Education Institutions in their roles.

Through our unique insight into the recruitment challenges of employers and the dynamics of the talent market, we help nearly 2,000 colleges and universities worldwide to:

### UNDERSTAND

The career preferences and expectations of students and alumni

### IDENTIFY

The readiness for professional life of your students and alumni

### ATTRACT

Relevant employers to visit campus

### MANAGE

The brand perception and attractiveness of your college/university

# General profile and summary of career preferences



## Your students



### TOP CAREER GOALS

1. To be competitively or intellectually challenged
2. To have an international career
3. To be a technical or functional expert



### STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH






1. Taking time to think
2. Solution-focused
3. Seeing the bigger picture

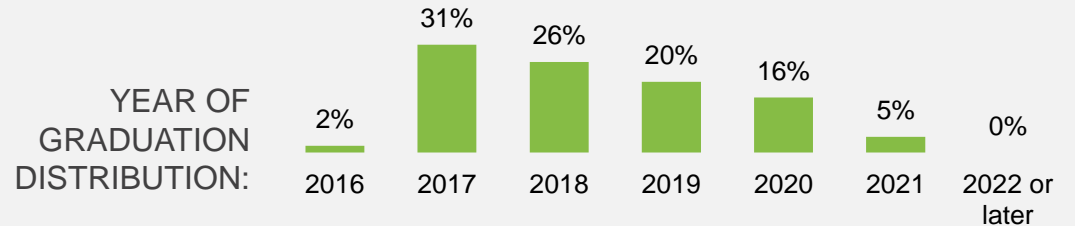


### TOP 3 MOST PREFERRED INDUSTRIES

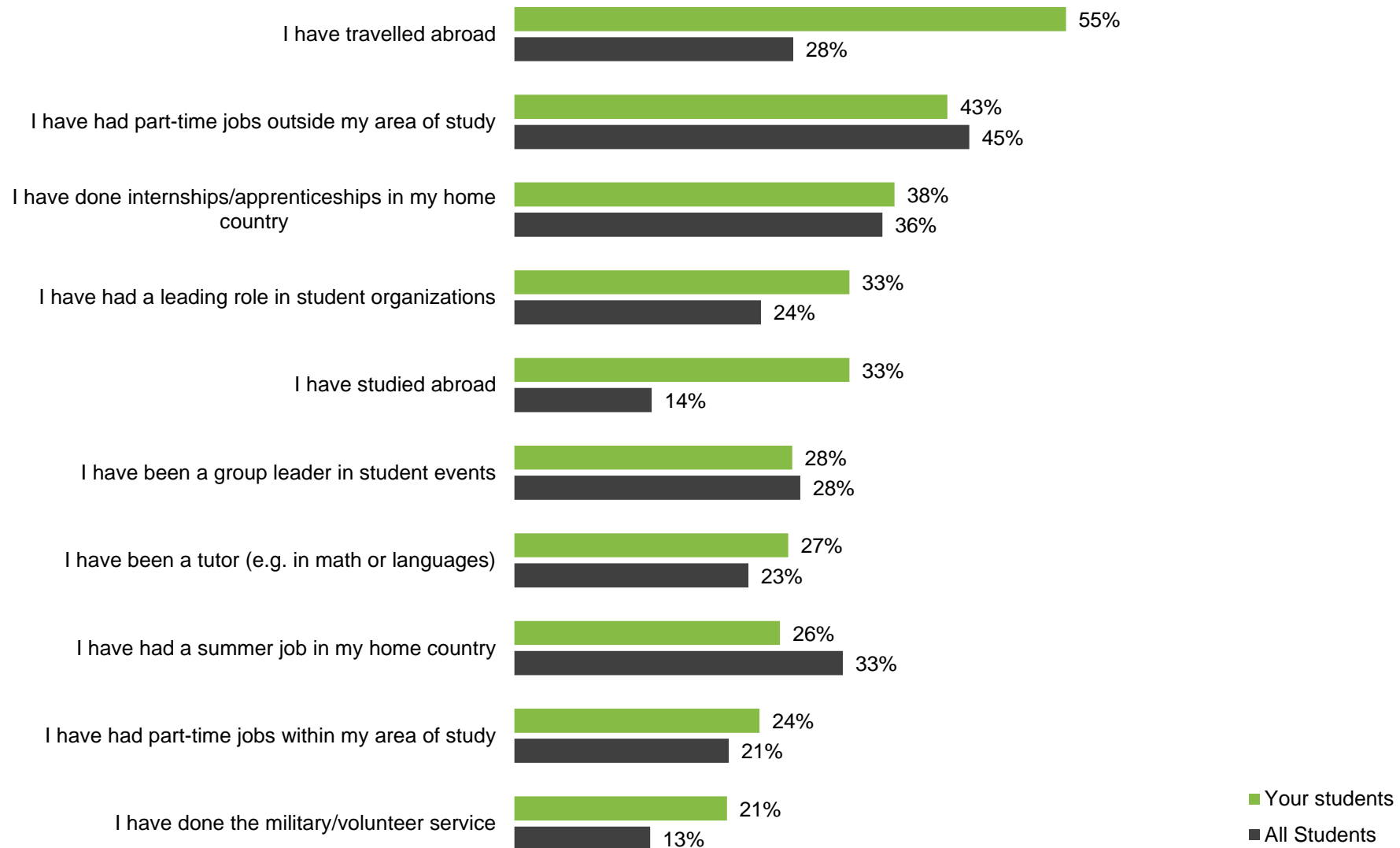
1. Financial Services
2. Auditing and Accounting
3. Management and Strategy Consulting

### TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

-  1. High future earnings
-  2. Professional training and development
-  3. Market success
-  4. Opportunities for international travel/relocation
-  5. Interaction with international clients and colleagues



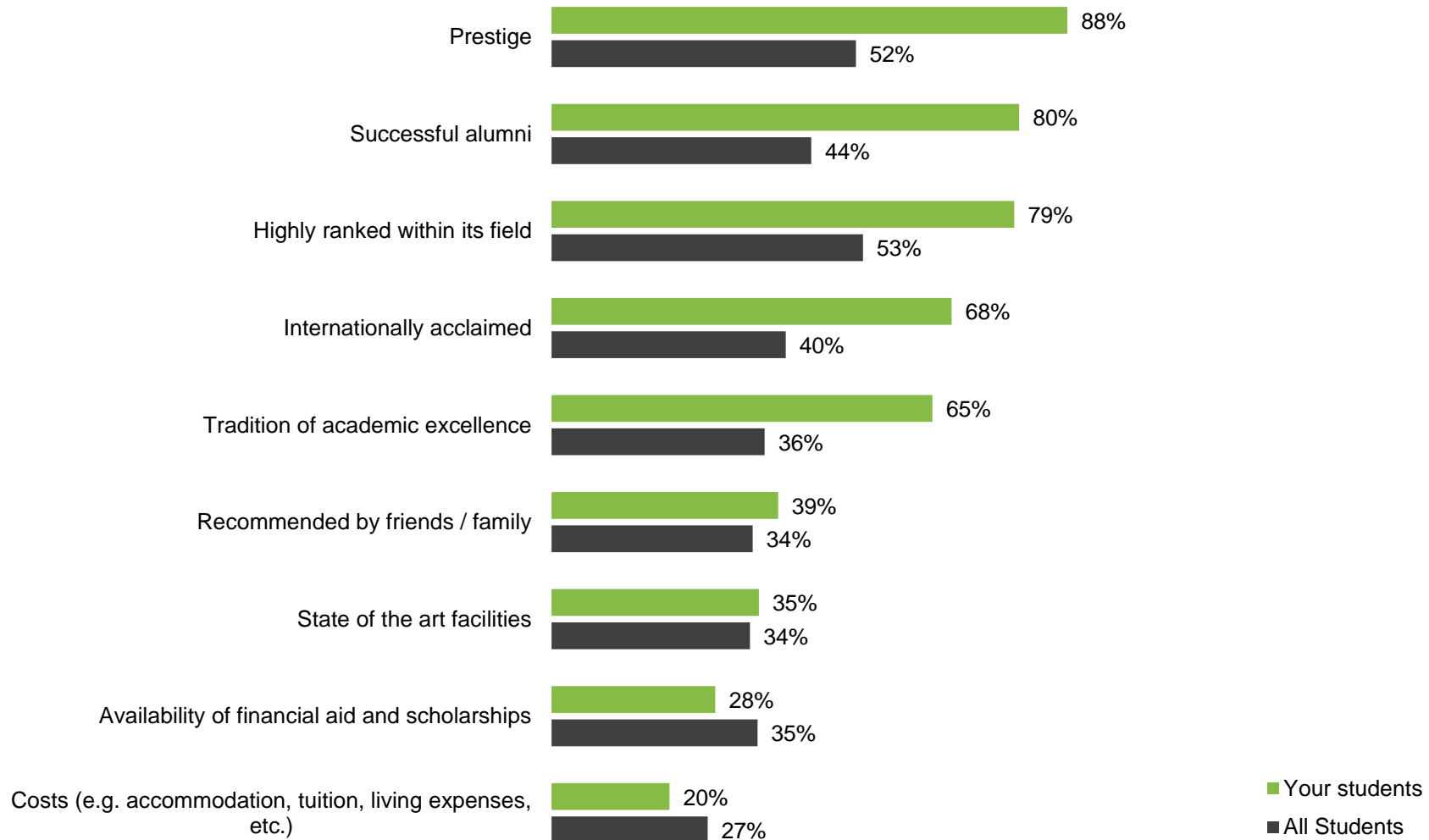
# What kind of practical experiences do students have?



• Which of the following experiences do you have? Please select as many as applicable.

# Reputation & Image

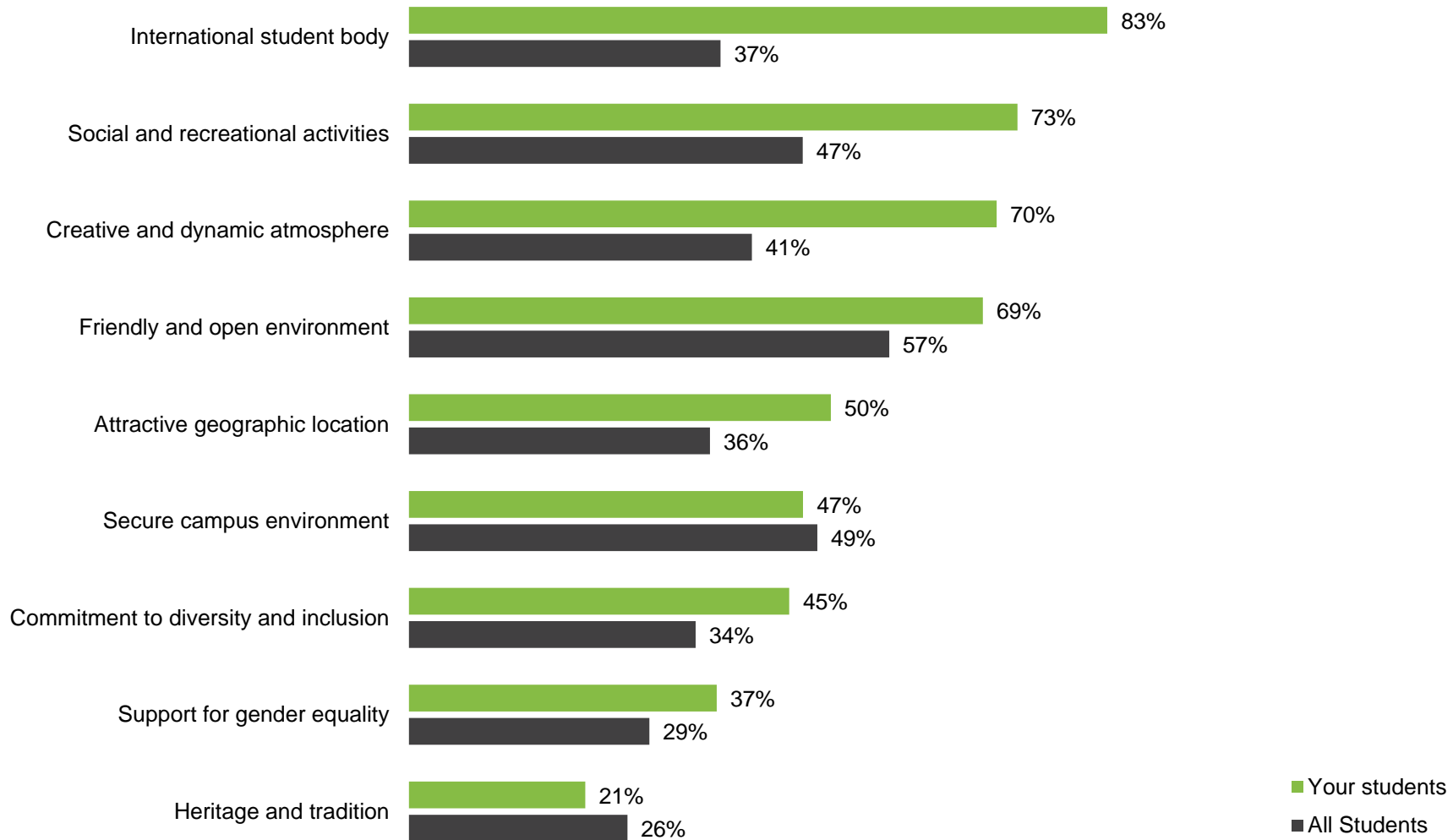
## Most frequent associations



• Which of the following attributes do you associate with your college or university? Select as many as applicable.

# Culture & Student Life

## Most frequent associations

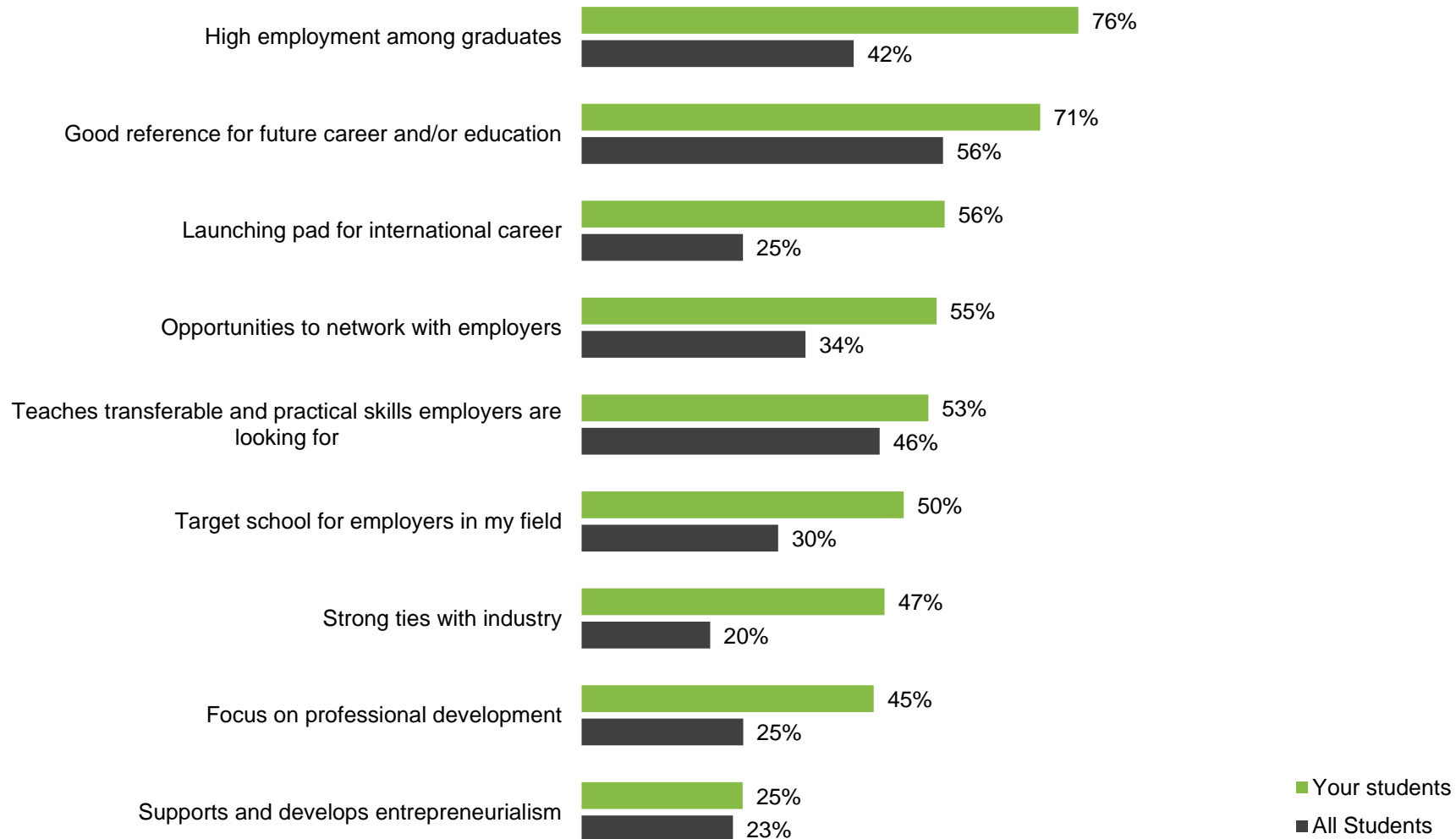


? • Which of the following attributes do you associate with your college or university? Select as many as applicable.

# Employability & Future Opportunities



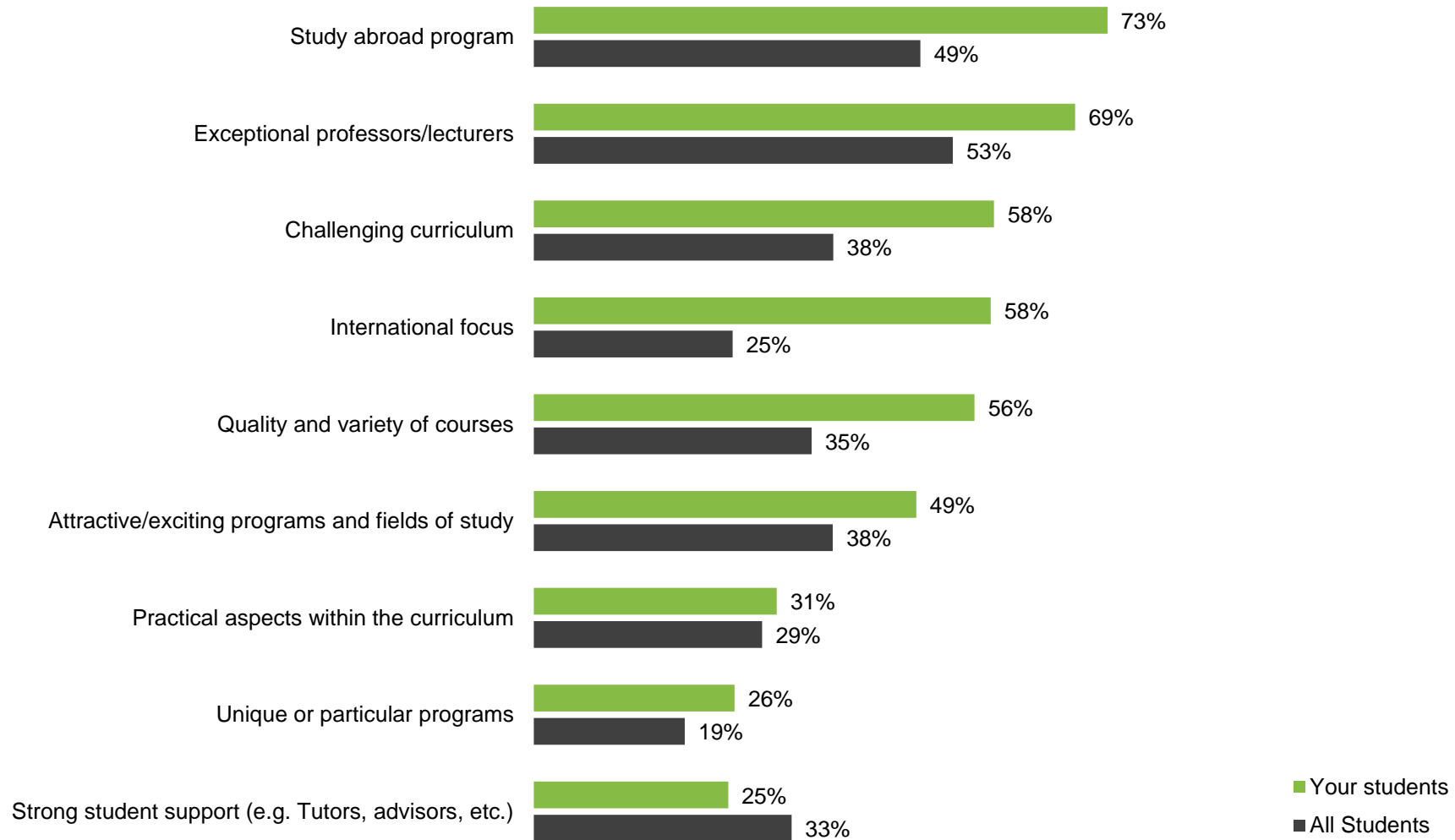
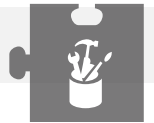
## Most frequent associations



? • Which of the following attributes do you associate with your college or university? Select as many as applicable.

# Educational Offering

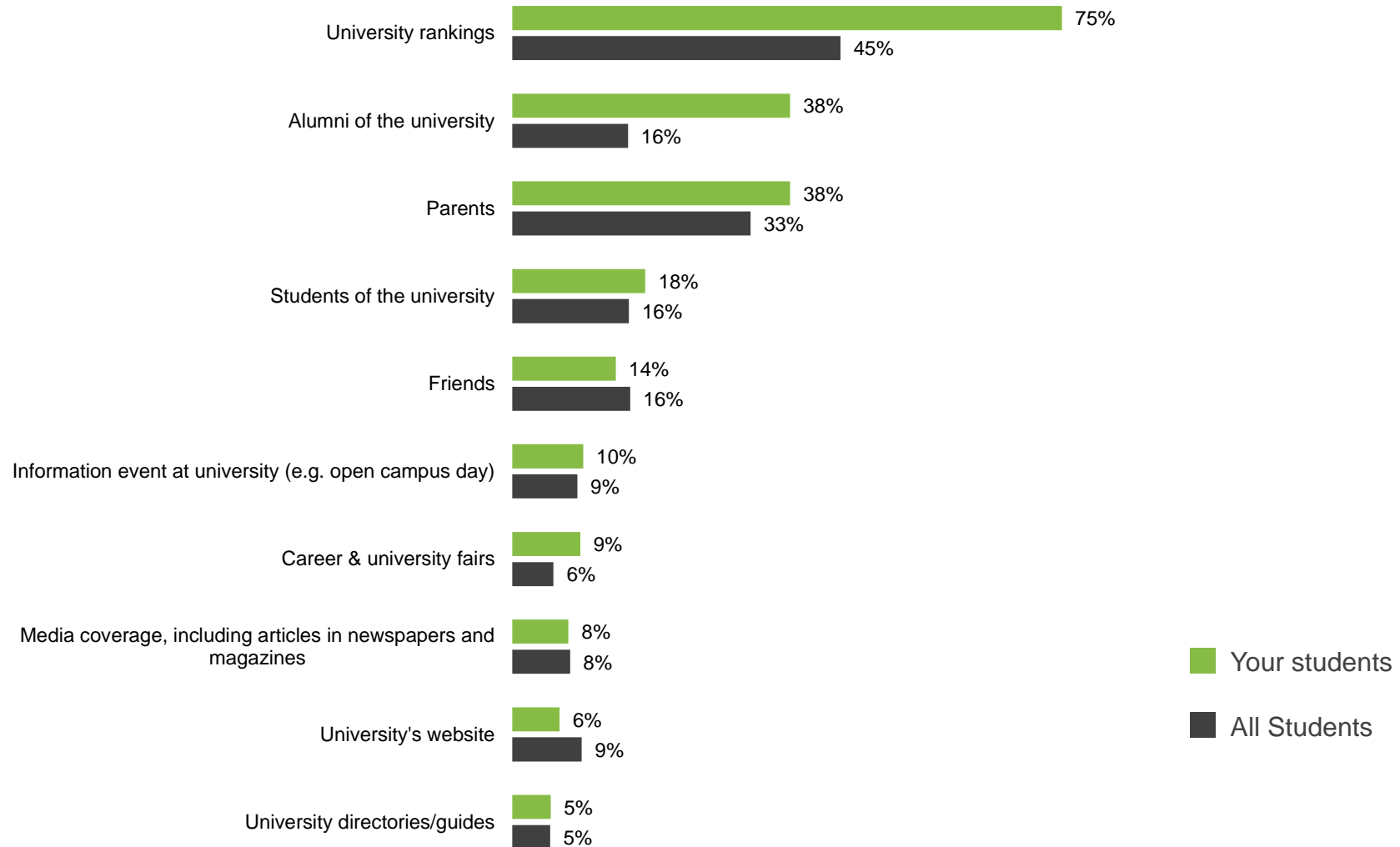
## Most frequent associations



• Which of the following attributes do you associate with your college or university? Select as many as applicable.



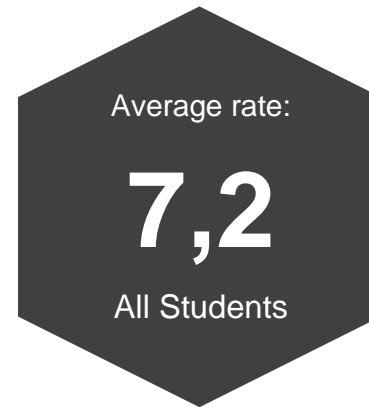
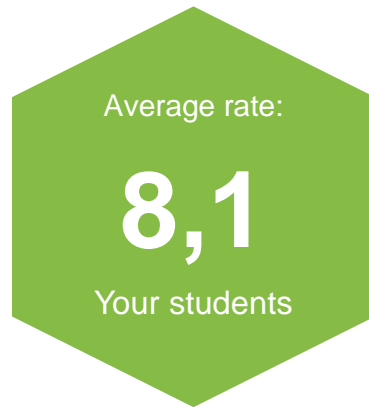
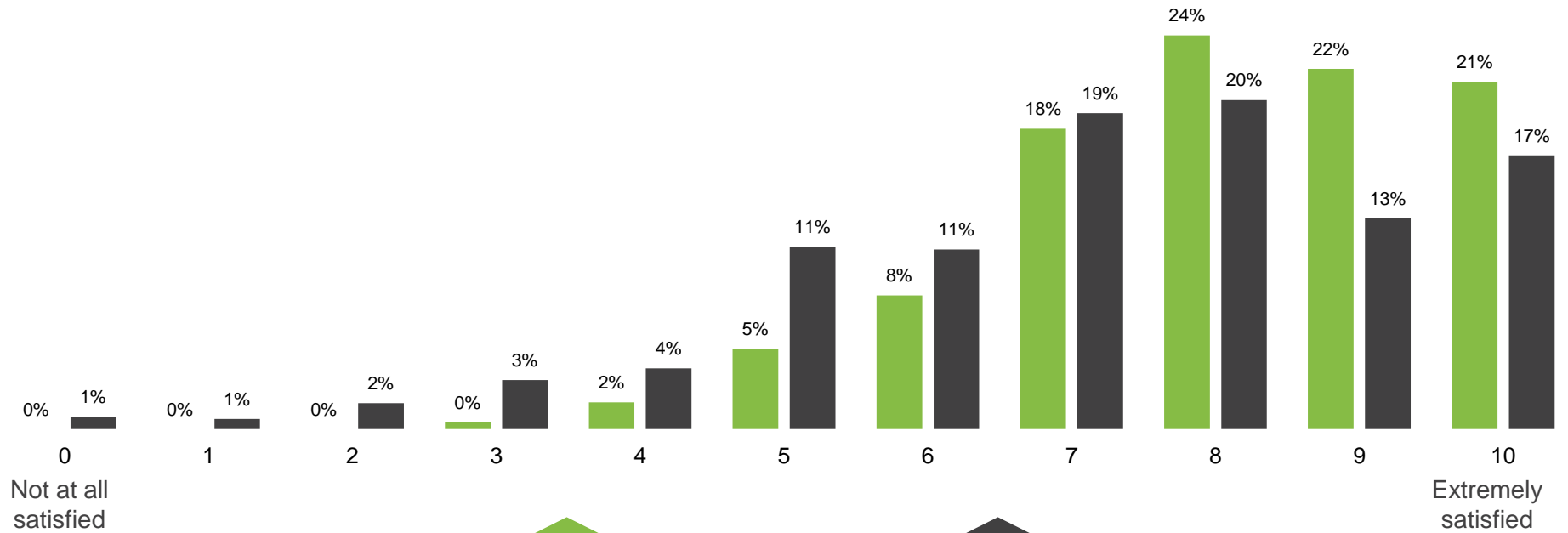
# Who influenced your students the most when choosing your university?



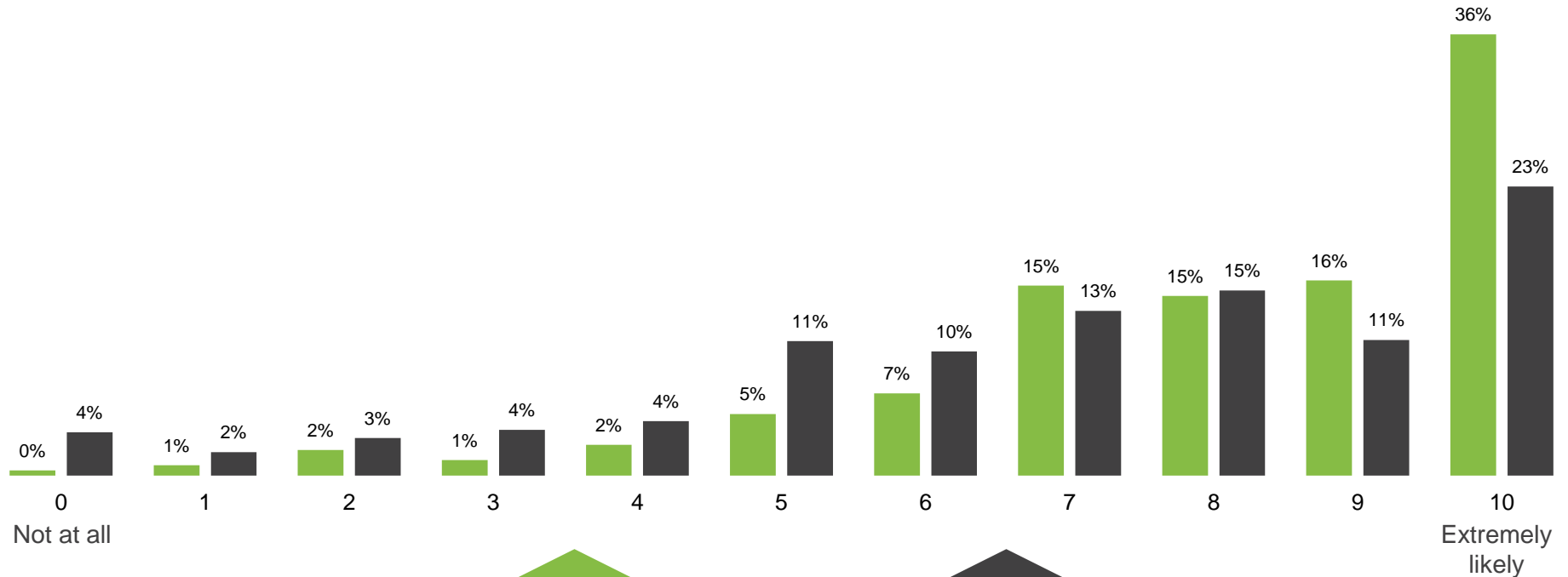
• Which of the following influenced you the most to choose your college or university? Please select a maximum of 3 alternatives.

• The chart shows the top 10 sources of influence.

# How satisfied are your students with you?



# Would your students recommend Kimep University to a friend or family member?

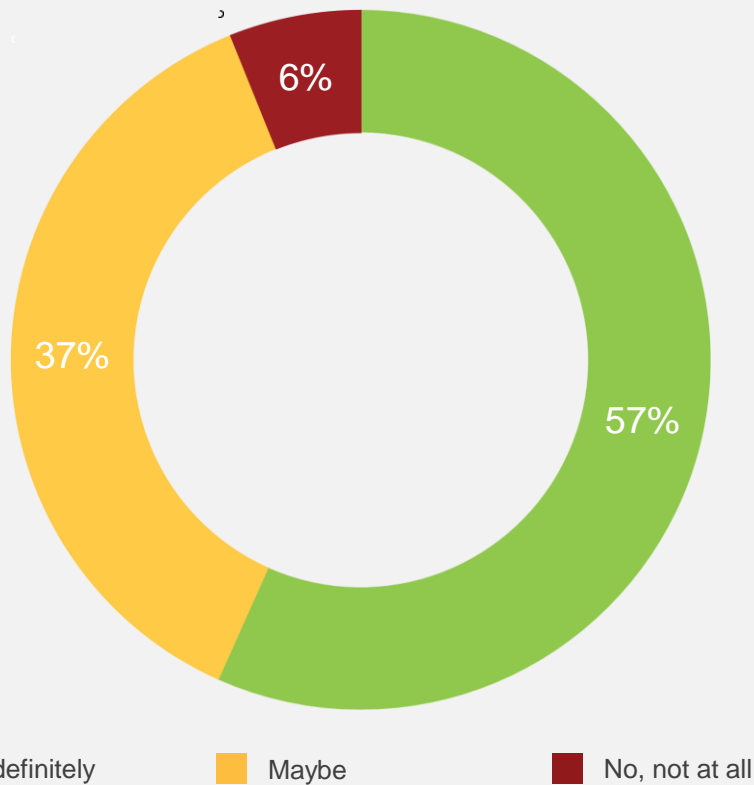


Average rate:  
**8,1**  
Your students

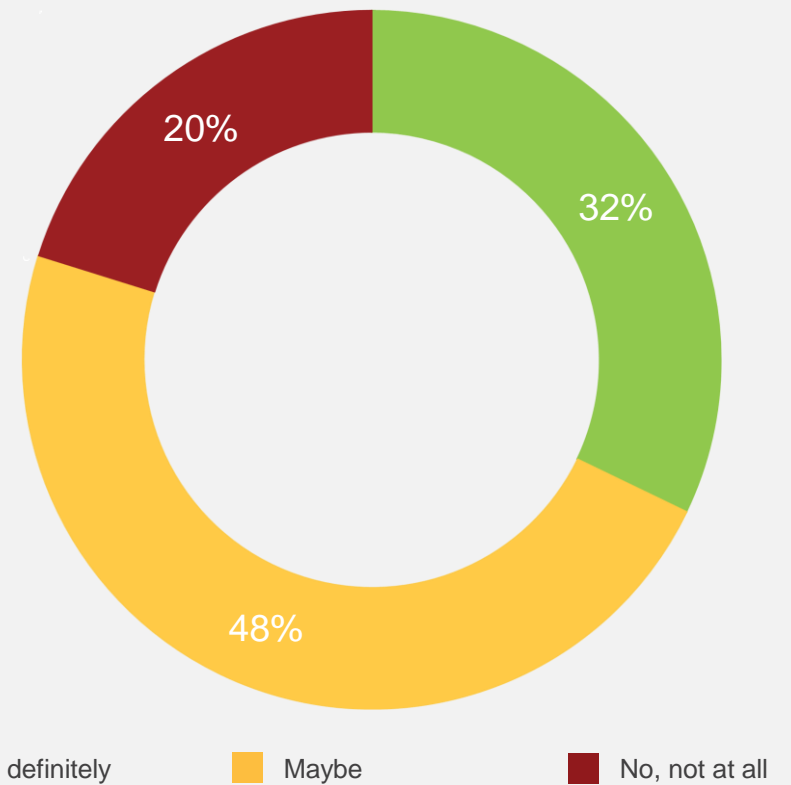
Average rate:  
**7,0**  
All Students

# If your students could begin their studies again, would they choose Kimep University?

Your students

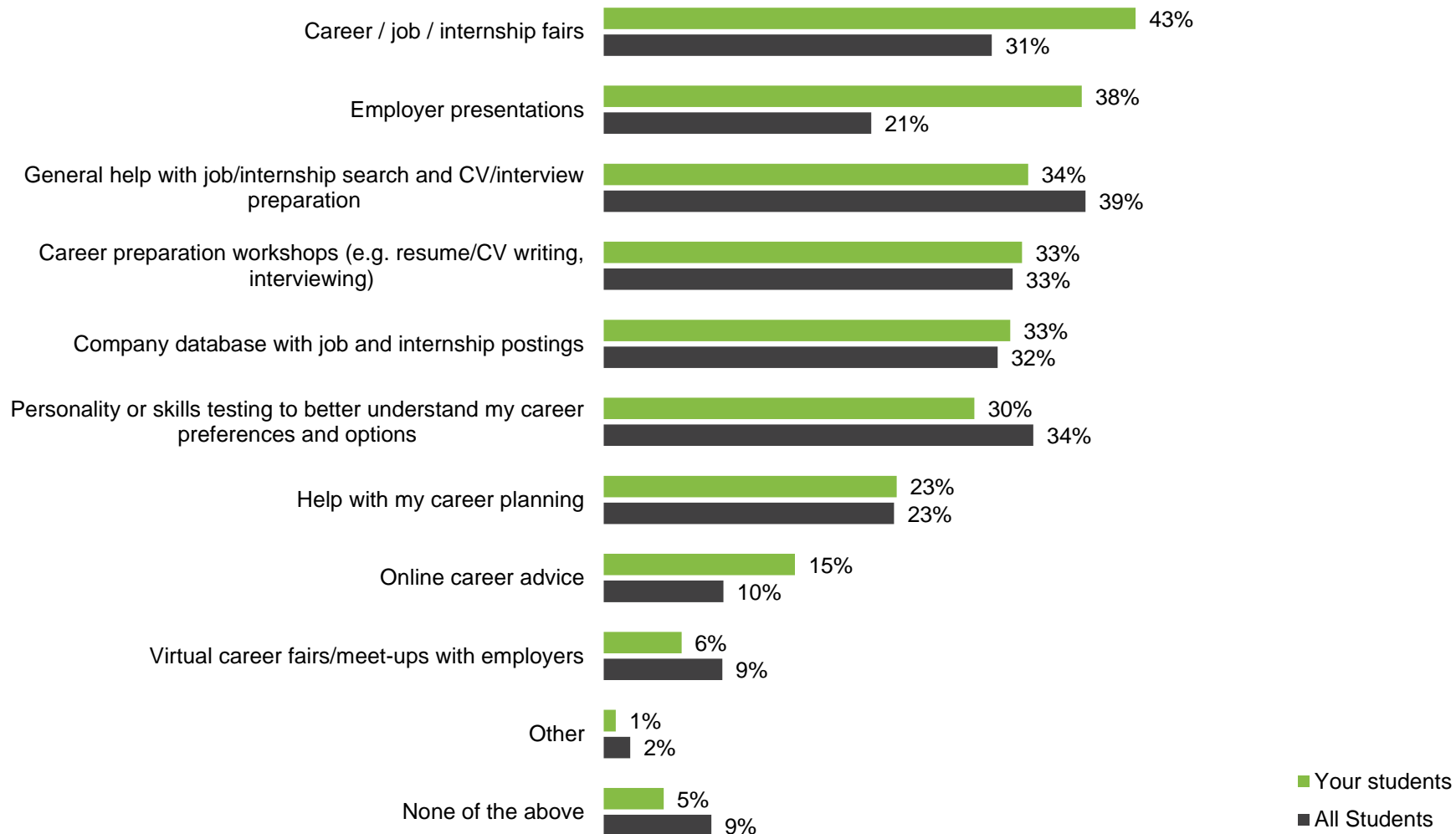


All Students



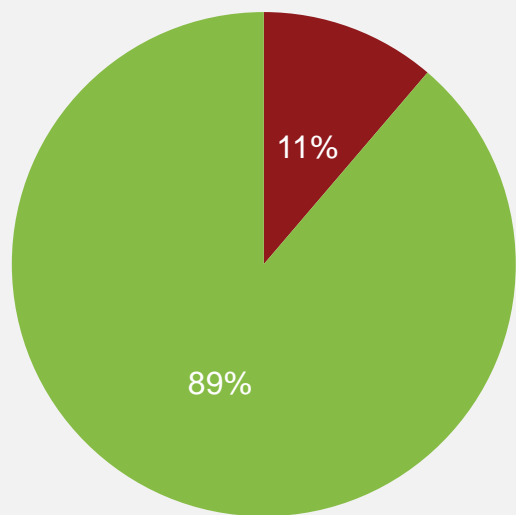
? • If you were to restart your studies at any college or university, would you choose yours again?

# Which are the most important career services to your students?

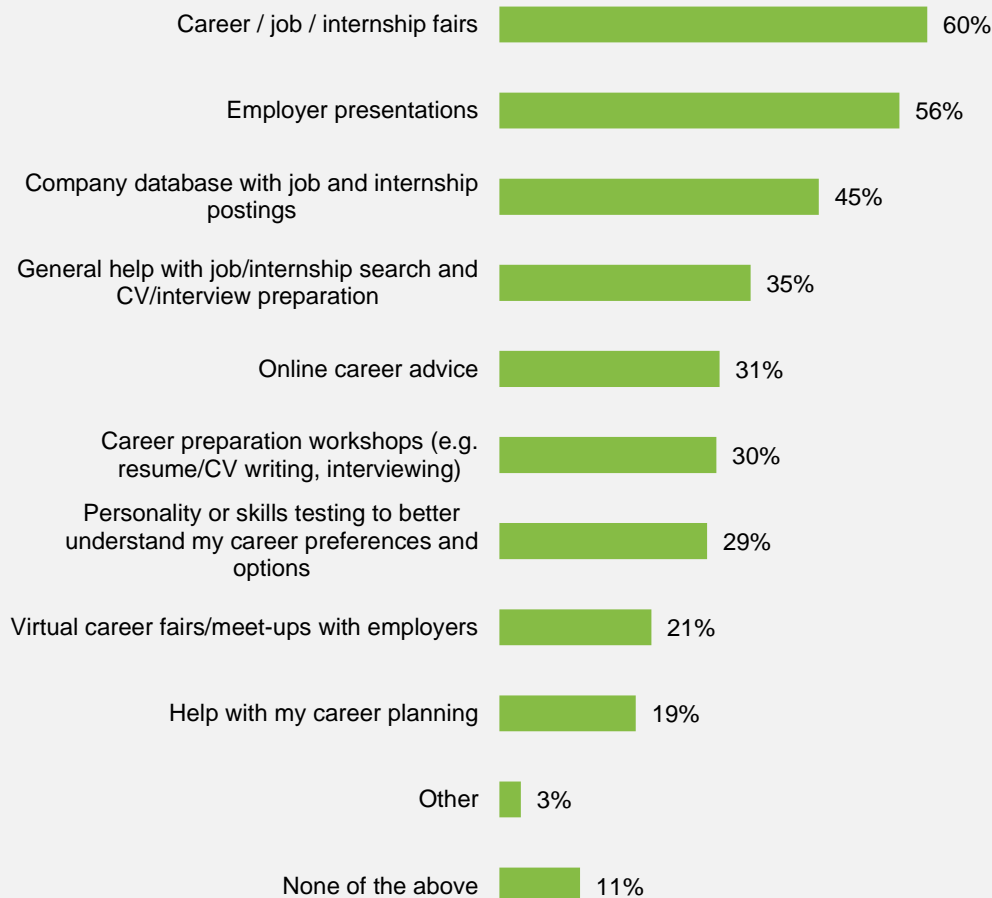


# To what extent are students using the career services you offer?

## Your students

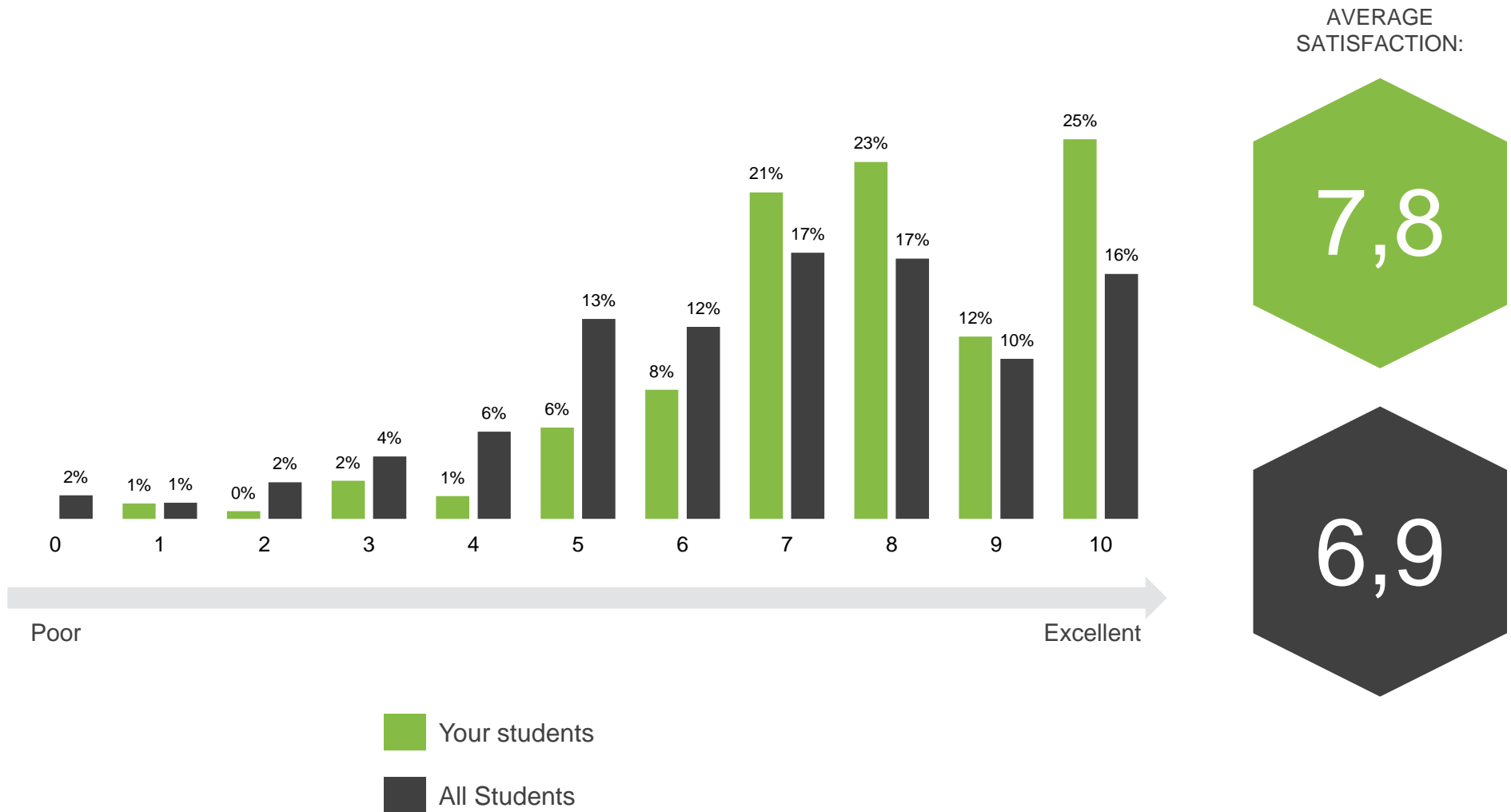


- Share of students using one or more career services at their university
- Share of students not using any career service at their university

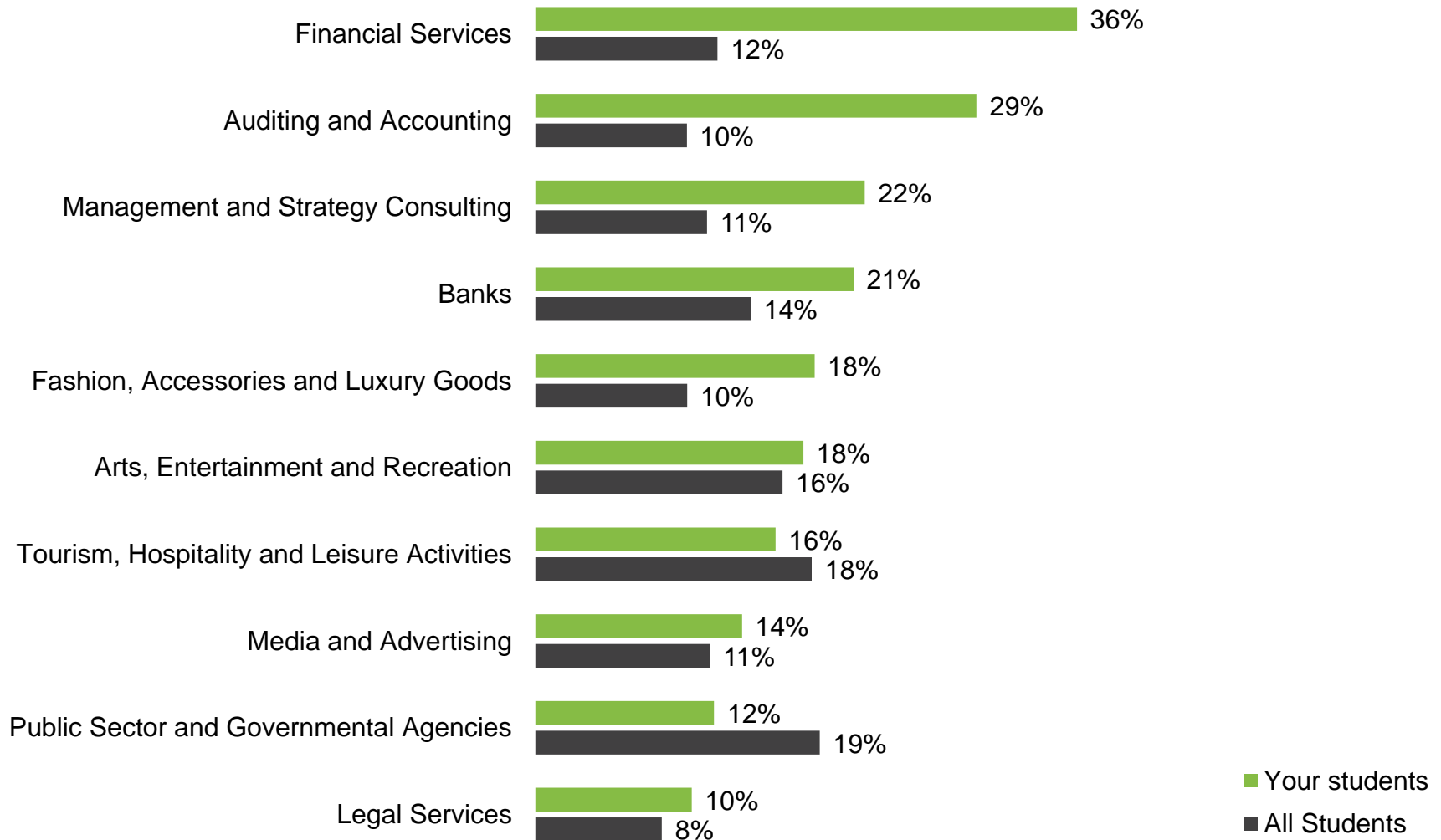


• Which of these career services have you used at your college or university? Select as many as applicable.

# How satisfied are your students with the career services you offer?

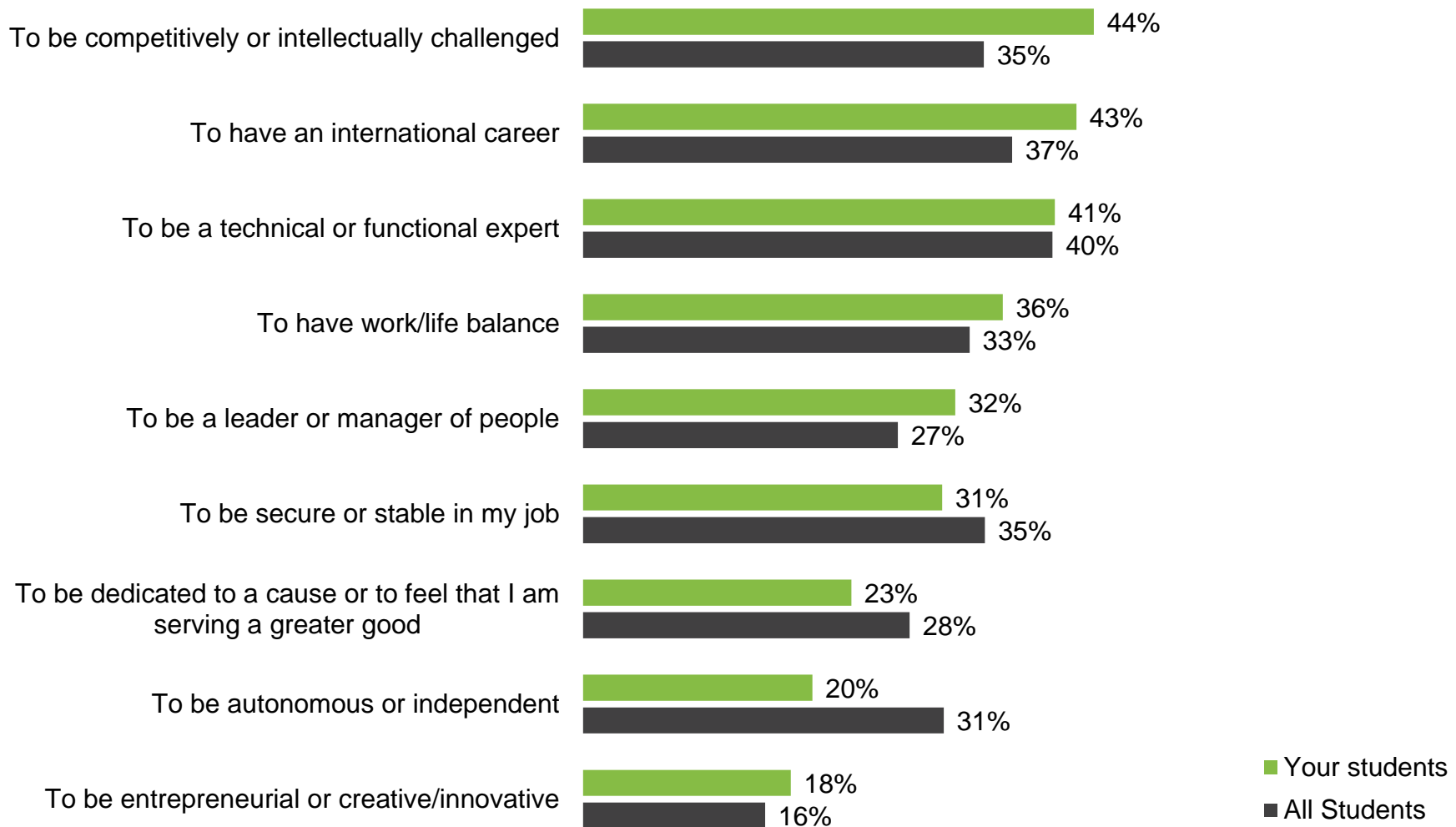


# Students' most preferred industries





# “To be competitively or intellectually challenged” is the most important long term career goal



• Which of these career goals are most important to you? Please select a maximum of 3 alternatives.

# “High future earnings” is the overall most important attribute to your students

## Your students

1. High future earnings
2. Professional training and development
3. Market success
4. Opportunities for international travel/relocation
5. Interaction with international clients and colleagues
6. High performance focus
7. Prestige
8. Leaders who will support my development
9. A friendly work environment
10. Rapid promotion

- Employer Reputation & Image
- Remuneration & Advancement Opportunities

## All Students

1. Professional training and development
2. High future earnings
3. Market success
4. High performance focus
5. Opportunities for international travel/relocation
6. Interaction with international clients and colleagues
7. Prestige
8. A friendly work environment
9. Secure employment
10. Leaders who will support my development

- People & Culture
- Job Characteristics

• How important to you is each of the below aspects? (Scale 1-5, 1=Not important at all, 5=Very important)  
 • Which attributes do you perceive as the most attractive? Please select a maximum of three alternatives.

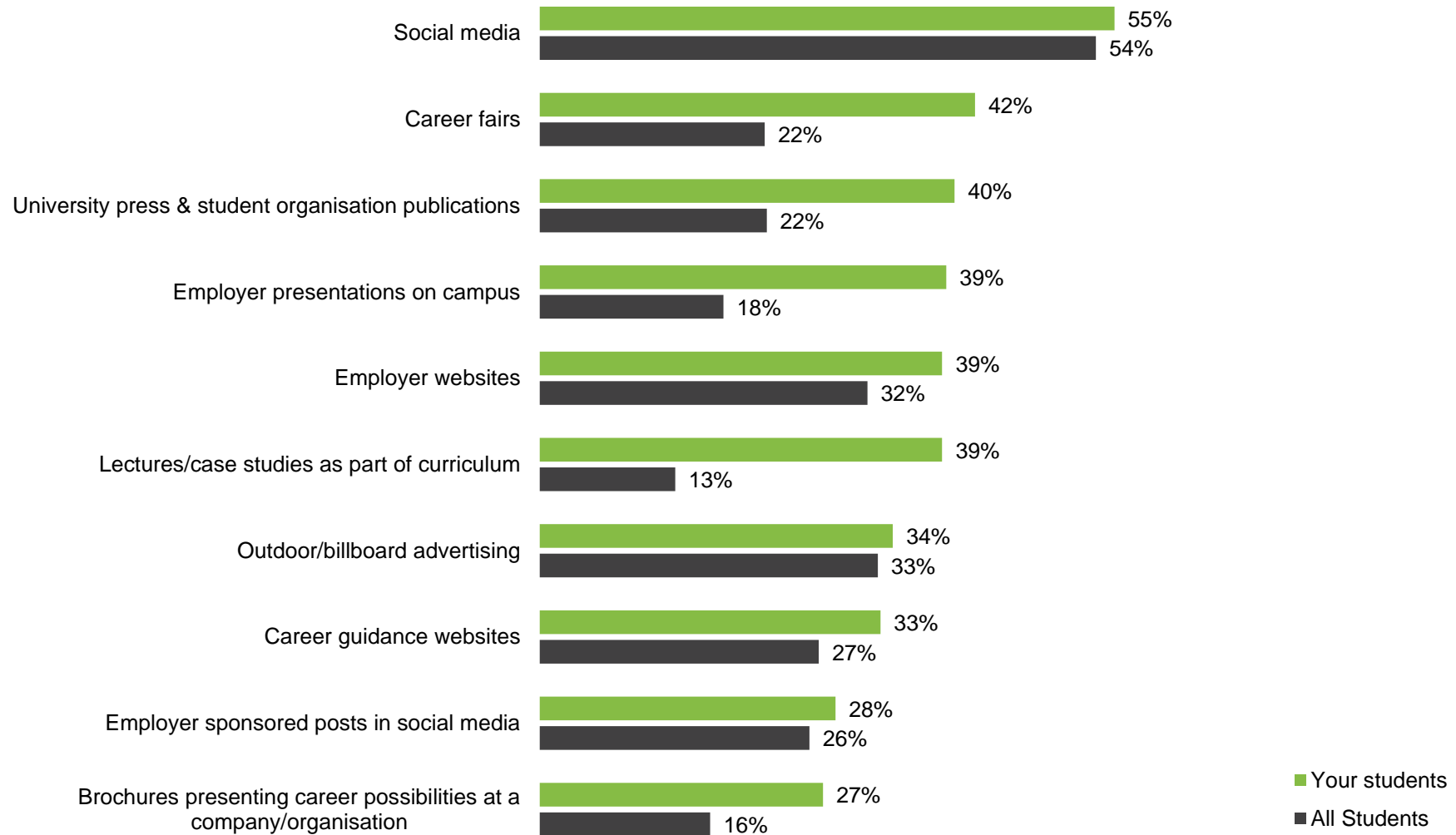
• This is the attractiveness of the 40 attributes in relation to how important respondents think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

# Ideal Employer Ranking | Top 20

Your students | Business/Commerce

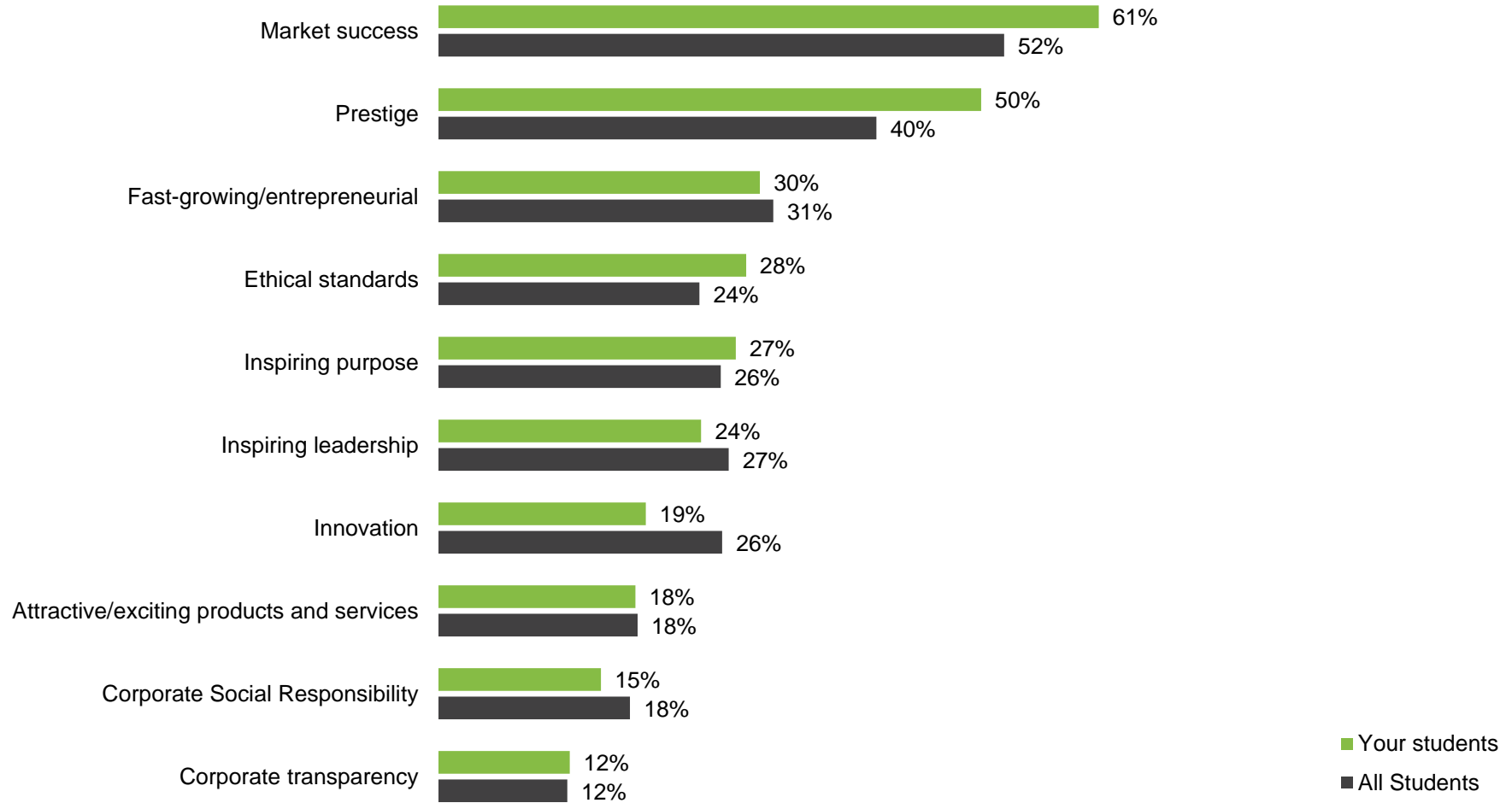
Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
PwC	1	28,21%	→ 0	KazMunaiGas Group	11	13,46%	↑ 2
Air Astana	2	23,72%	↑ 5	Samsung	12	13,14%	↑ 4
KPMG	2	23,72%	↑ 3	Coca-Cola	13	12,82%	↓ -4
EY (Ernst & Young)	4	23,08%	→ 0	L'Oréal Group	14	11,86%	↑ 4
McKinsey & Company	5	22,76%	↓ -3	Nestlé	15	10,58%	↓ -4
Mars	6	22,44%	↓ -4	Tengizchevroil	16	9,29%	↑ 3
Deloitte	7	18,27%	↑ 1	Philip Morris International	17	8,65%	↓ -7
Microsoft	8	16,99%	↑ 4	The Boston Consulting Group (BCG)	17	8,65%	↓ -3
Procter & Gamble (P&G)	9	16,03%	↓ -3	Kazakhmys	19	6,41%	↑ 11
Samruk	10	14,74%	↑ 6	Gazprom	20	6,09%	↓ -6

# Which communication channels do your students use the most?



# Employer Reputation & Image

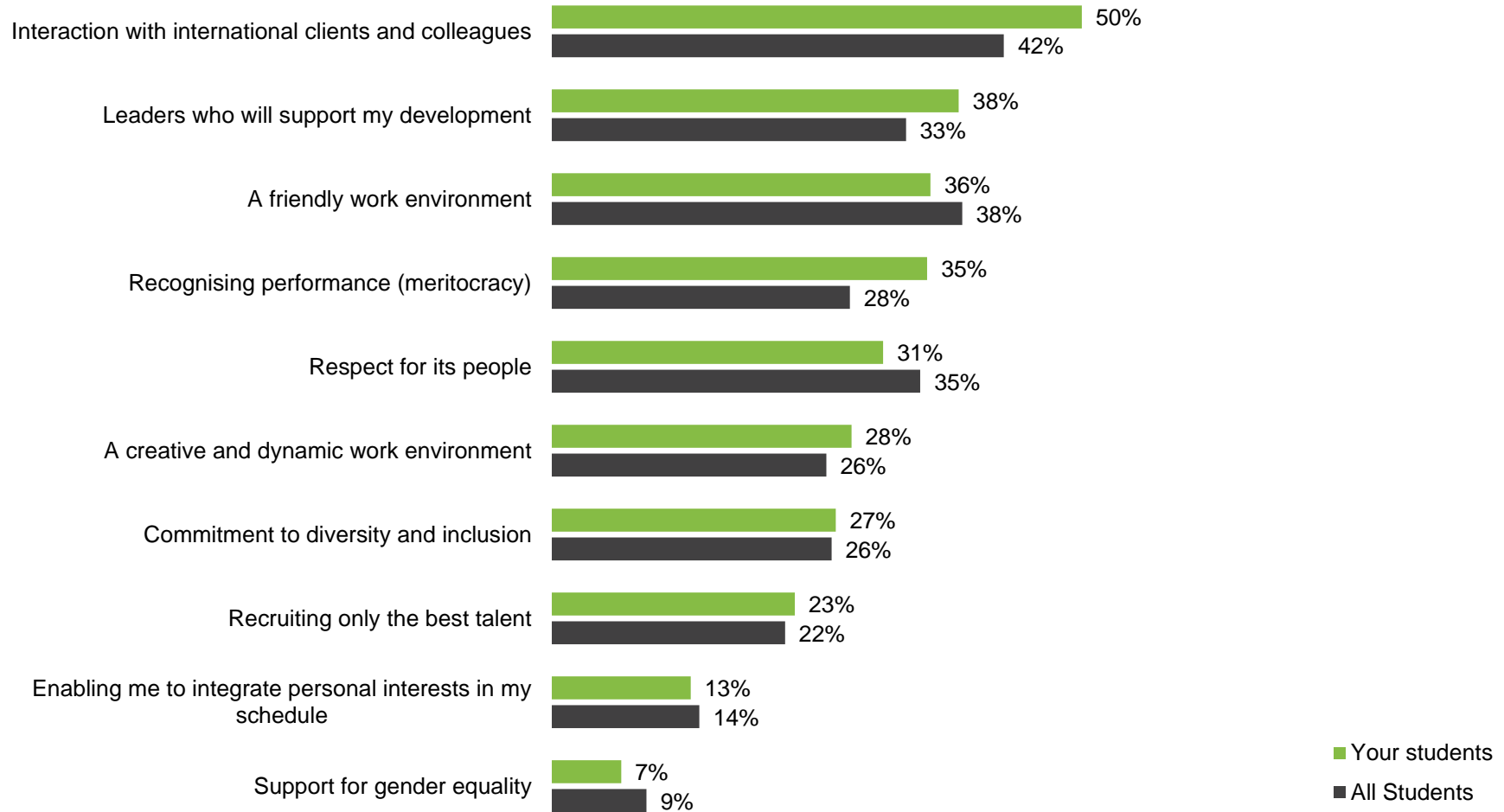
## Attractive attributes



? • Which attributes do you perceive as the most attractive? Please select a maximum of three alternatives.

# People & Culture

## Attractive attributes

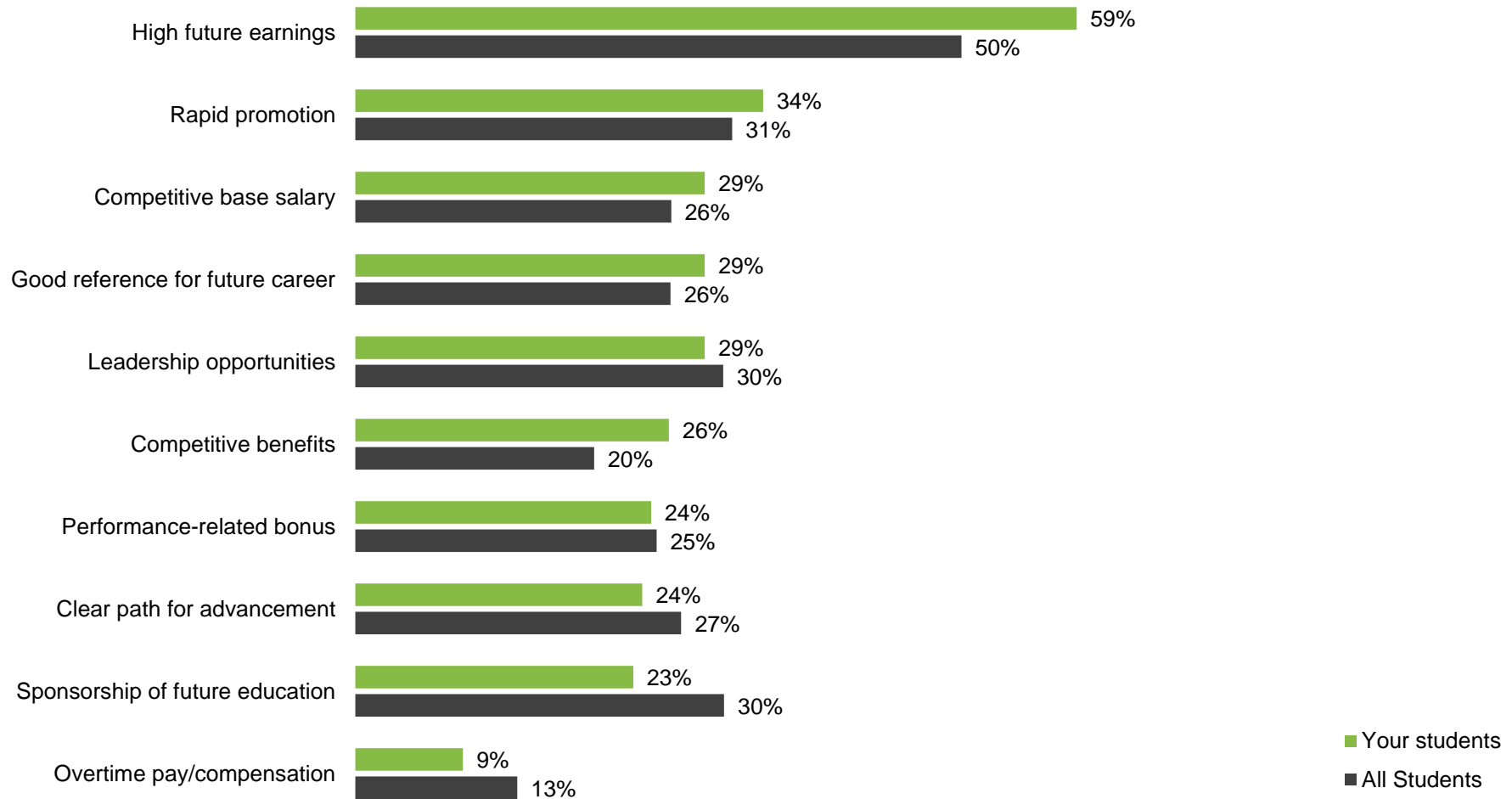


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# Remuneration & Advancement Opportunities



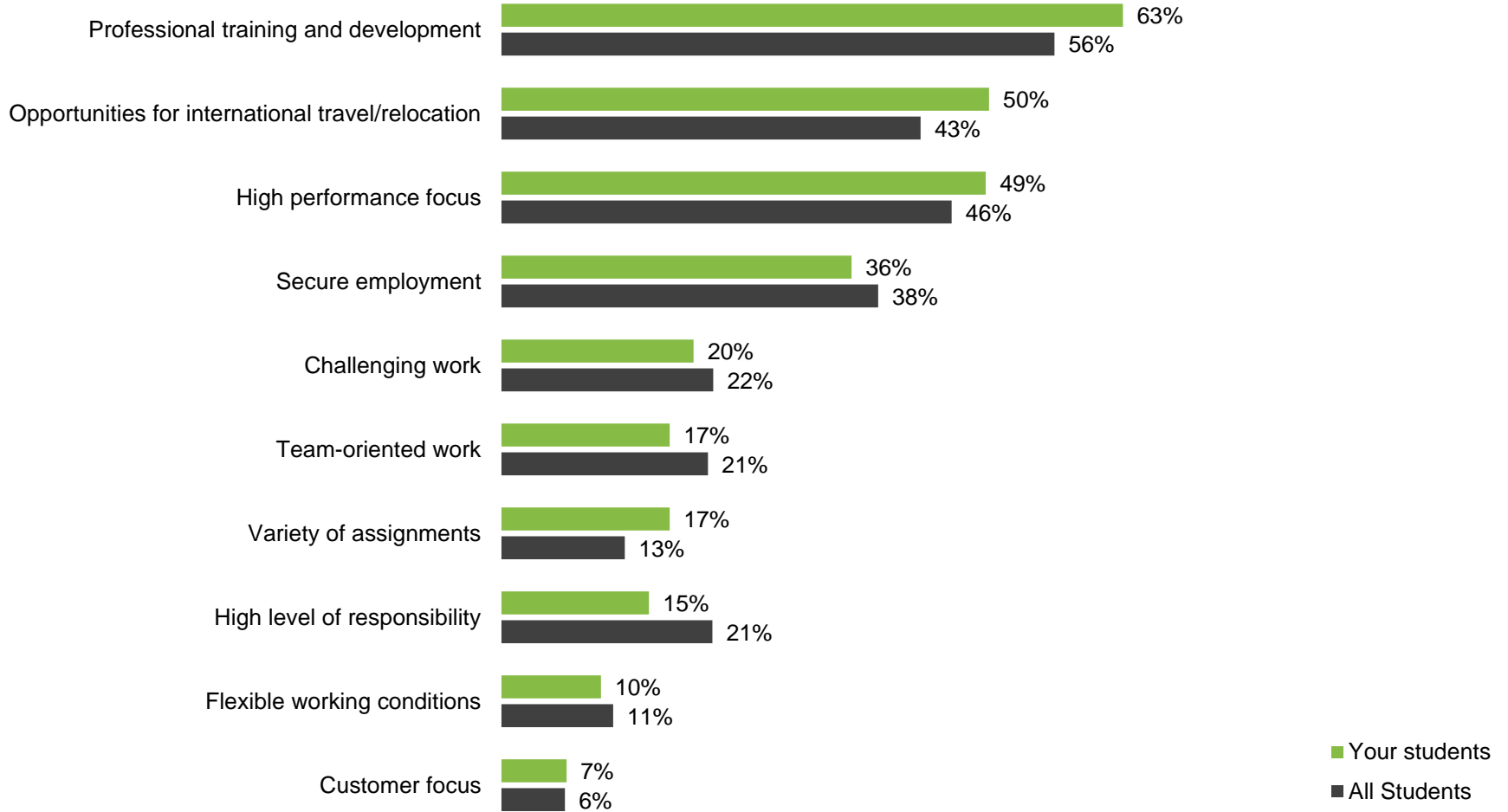
## Attractive attributes



• Which attributes do you perceive as the most attractive? Please select a maximum of three alternatives.

# Job Characteristics

## Attractive attributes



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THANK YOU!

Are you INTERESTED  
in getting MORE insights about  
students, alumni or employers?