



# World's Most Attractive Employers 2021

Research from Universum reveals the motivations of university graduates as they enter the global workforce.





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**Each year, Universum surveys over one million career seekers globally.**

**In 2021, we asked: Which employers do students hold in highest regard? And what factors most influence that decision?**



# KEY FINDINGS

# KEY FINDINGS



## Young talent in search of security

In light of the economic and social upheaval of 2020–2021, young talent is increasingly seeking stability, security, and the traditional markers of career success. Students prioritize high future earnings and the potential for training and development above all else.



## Young people experience a shift in personal and career priorities

The pandemic gave young professionals a chance to reevaluate their work lives and reprioritize what they want from an employer and a career. Some employers — particularly those in high-stress industries — are facing a cultural reckoning.



## For young talent, a jet set career slips in favor

With borders shut, travel severely restricted, and the structures of social distancing in place, students show a waning interest in international careers. Across industries we see young people favoring companies headquartered in their home countries.



## In the COVID era, startups lose some allure

As the need for security grows among younger workers, the allure of working for a high-growth, high-risk startup is diminishing. Employer branding professionals agree that for now at least, startups are fading as a talent threat.



## Pandemic ripple-effect favors specific industries

Some sectors — like life sciences — stand to gain from a pandemic-fueled upswing. Young people are attracted to the historic pace of innovation and growth in global health and life sciences.



## Employers must strike a balance between supporting virtual work while maintaining a human touch

Virtual and hybrid workforces are here to stay, but talent leaders must take care not to adopt a one-size-fits-all approach — particularly with young talent, which has the most to lose from virtual work formats.

**“ Never has the very nature of work been so fundamentally disrupted as by COVID-19. Some changes we observe – such as young people’s growing desire for job security – will be temporary. Yet other disruptions have long-term implications for employer brands. Now companies must decide how to re-shape their employment deals to reflect the seismic shifts in talent expectations. ”**

Mats Röjdmärk, Chief Executive Officer, Universum



# PREFERRED ATTRIBUTES

# Business students

## Preferred Attributes **WOMEN**



## Preferred Attributes **MEN**



## Preferred Industries **WOMEN**

- #1 Management & strategy consulting
- #2 Banking
- #3 Advertising
- #4 E-Commerce
- #5 Fashion, accessories & luxury goods

## Preferred Industries **MEN**

- #1 Banking
- #2 Management & strategy consulting
- #3 Financial services & technology
- #4 E-Commerce
- #5 Auditing & accounting

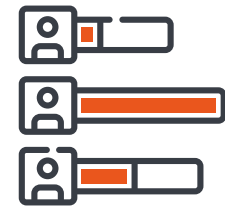


# Engineering students

## Preferred Attributes **WOMEN**



High future earnings



Professional training & development



Friendly work environment



Secure employment



Creative & dynamic work environment

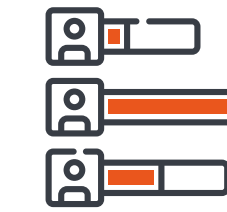
## Preferred Attributes **MEN**



High future earnings



Innovation



Professional training & development



Competitive base salary



Good reference for future career

## Preferred Industries **WOMEN**

- #1** Architecture & urban planning
- #2** Energy
- #3** Aerospace & Defence
- #4** Mechanical & industrial engineering
- #5** IT & engineering consulting

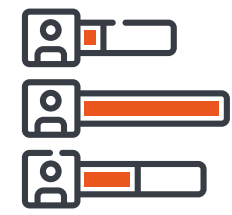
## Preferred Industries **MEN**

- #1** Aerospace & defense
- #2** Automotive
- #3** Mechanical & industrial engineering
- #4** Energy
- #5** IT & engineering consulting

# IT students

## Preferred Attributes **WOMEN**

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Professional training & development



High future earnings



Secure employment



Friendly work environment



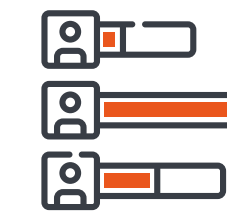
Good reference for future career

## Preferred Attributes **MEN**

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High future earnings



Professional training & development



Innovation



Competitive base salary



Friendly work environment

## Preferred Industries **WOMEN**

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- #1** Computer software & technology
- #2** IT & engineering consulting
- #3** Computer & network security
- #4** Internet content & information
- #5** Video game

## Preferred Industries **MEN**

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- #1** Computer software & technology
- #2** Computer & network security
- #3** IT & engineering consulting
- #4** Video game
- #5** Computer hardware

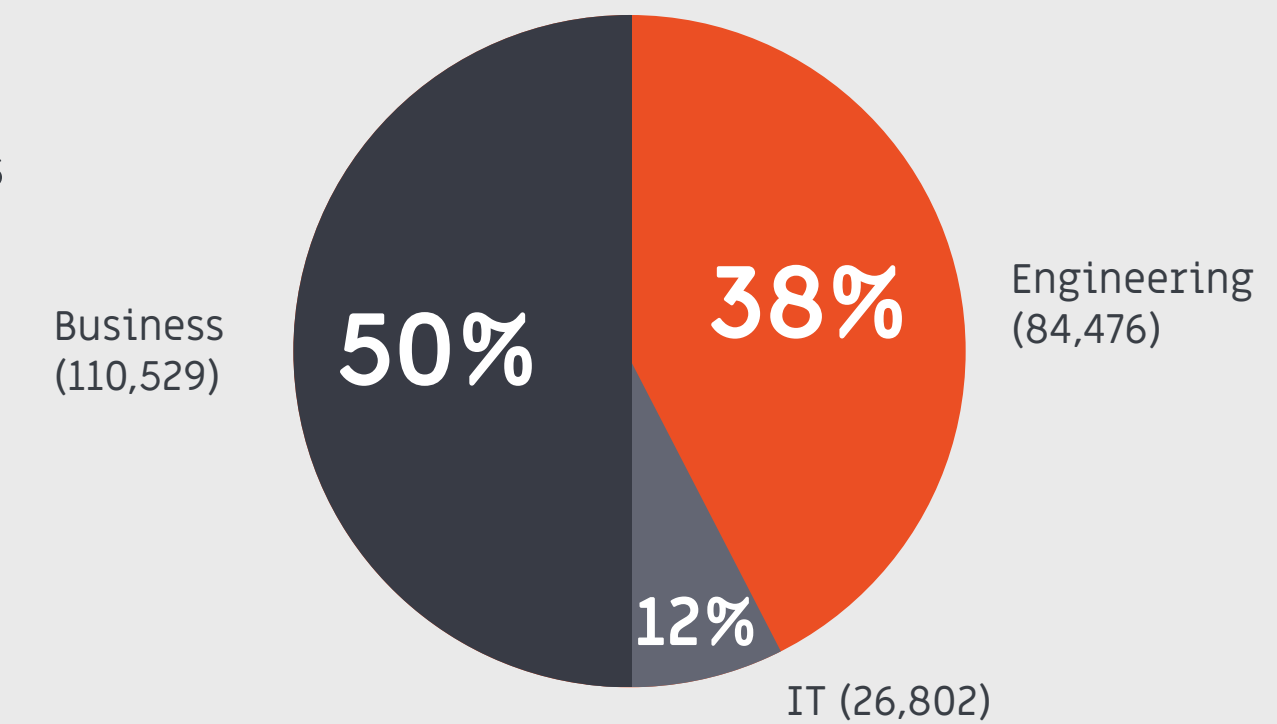
# WMAE Study Methodology



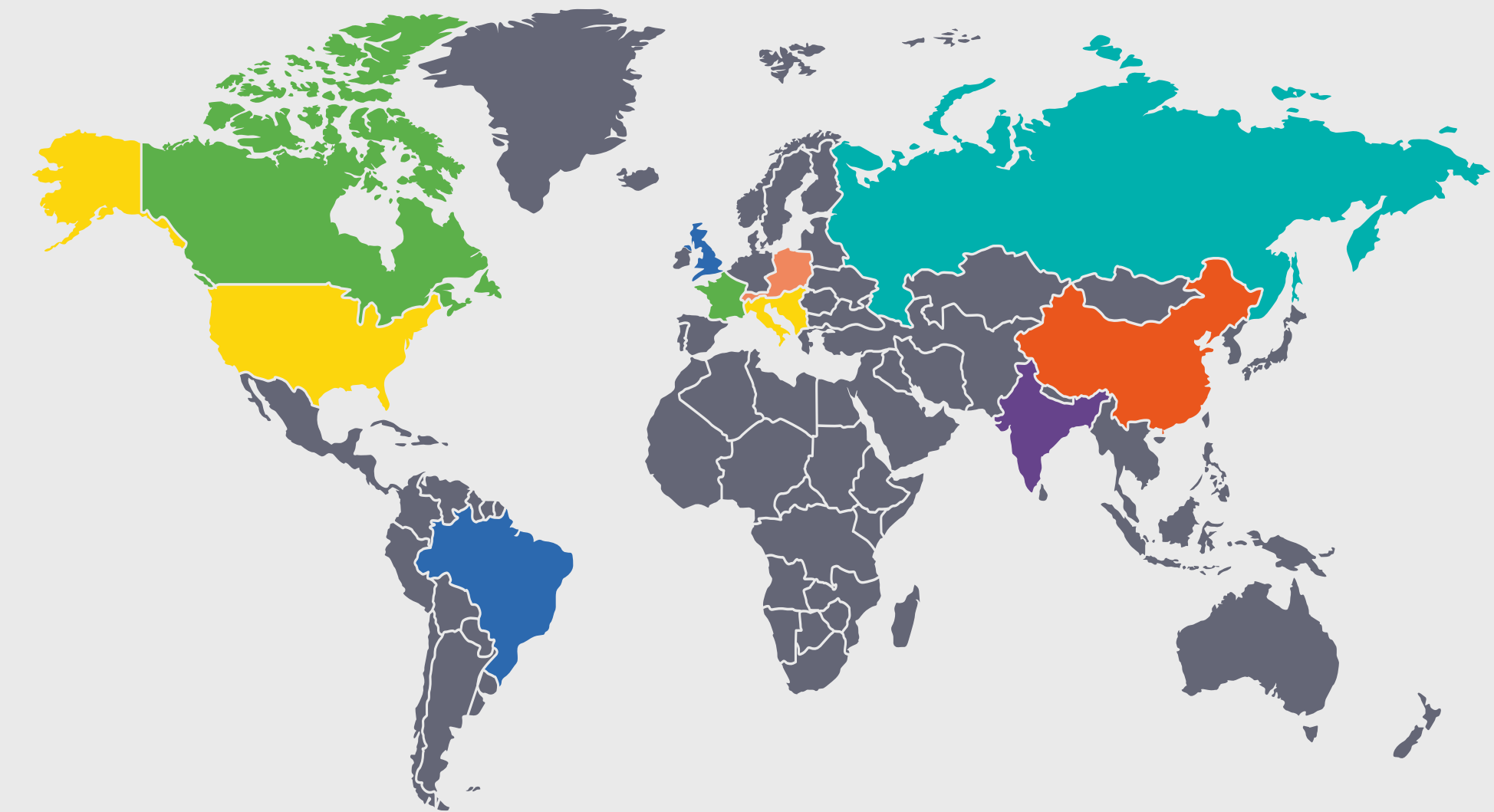
Universum, a global employer brand research firm, surveyed 221,807 business, engineering and IT students across 10 of the world's largest economies. The study was conducted from September 2020 to May 2021. The students were asked: (a) which employer characteristics are most influential as they consider future employment, and (b) which employer brands they most admire. To be considered, companies must rank in the top 90% among the most attractive employers.

This year for the first time, Universum also analyzed the data to identify five key talent personas : Go-Getters, Globe-Trotters, Ground-Breakers, Change-Makers, and Balance-Seekers. (See page 12 for definitions.) These segments are a new tool to help employers optimize their employer branding activities to ensure they are attracting the right profiles to their graduate programs and other roles.

## Student Backgrounds WMAE 2021



## Research Regions WMAE 2021





# UNIVERSUM'S FIVE TALENT PERSONAS

Universum's new career personas give employer branding leaders a data-driven way to evaluate and optimize their talent targeting. The five personas discussed in this report are:

**Go-Getters** 



Attracted to companies with an established record of success. Focused on high performance, rapid promotion, prestige, and attaining a high level of responsibility.

The global employers with the highest proportion of **Go-Getters** in their student fan base were:

- 49%** Morgan Stanley
- 49%** UBS
- 47%** Goldman Sachs
- 45%** J.P. Morgan
- 45%** Ericsson

**Globe-Trotters** 



Drawn to big city-based, multi-national organisations that provide opportunities to travel abroad and work with a diverse international community of colleagues.

The global employers with the highest proportion of **Globe-Trotters** in their student fan base were:

- 35%** LVMH
- 30%** Société Générale
- 30%** The Boston Consulting Group
- 29%** Bain & Company
- 28%** McKinsey & Company

**Ground-Breakers** 



Enjoy team-oriented work and a creative, dynamic work environment. Ground-Breakers seek challenging work in innovation-driven companies, and they like to embrace new technologies.

The global employers with the highest proportion of **Ground-Breakers** in their student fan base were:

- 36%** ABB
- 34%** Volvo Car Corporation
- 34%** Airbus Group
- 33%** General Motors
- 33%** BASF

**Change-Makers** 



Aim to work for purpose-driven companies with a strong commitment to diversity and inclusion, high ethical standards, corporate social responsibility and the greater good.

The global employers with the highest proportion of **Change-Makers** in their student fan base were:

- 19%** Danone
- 18%** Mondelez International
- 18%** IKEA
- 18%** Bayer
- 16%** Grant Thornton

**Balance-Seekers** 



Seek flexible working conditions and work-life balance. They are often drawn to local companies that can offer secure employment and a competitive base salary.


The global employers with the highest proportion of **Balance-Seekers** in their student fan base were:

- 30%** Ubisoft
- 30%** Electronic Arts
- 24%** Grant Thornton
- 23%** IKEA
- 23%** Mars

The student fan base was defined in each case by those choosing each company among their top 5 ideal employers.

A photograph of two men in an office setting. The man on the left is a Black man with a short beard, wearing a maroon button-down shirt, sitting in a black office chair and smiling broadly. The man on the right is a white man with a beard and glasses, wearing a teal and black plaid shirt, looking towards the first man. The background shows a wooden desk and office equipment. A large orange and blue graphic element is in the bottom left corner.

# IDEAL EMPLOYER ATTRIBUTES



# Following a period of great uncertainty, young people are in search of more traditional career markers: high earnings, security, and pathways to career advancement.

The Universum study each year asks young talent: What attributes do you look for in a future employer? Not surprisingly, “high future earnings” scores as the top priority most years, and “professional training and development” tends to score second or third.

Beyond these widely held priorities, what else can we learn from young talent in the COVID era? Analyzing where there is movement — attributes slipping in favor or those rising higher — shows the areas where companies may want to direct their attention. These movements can influence how employers position their brands within specific disciplines.

In 2021, we see a pivot toward greater security, particularly among engineering and IT professionals. Also interesting: a waning interest in working for startups. Over the last five years, Universum documented a fascination among young talent with startups — both the culture and community they offer. Yet in the COVID-19 era, the shine is wearing off the startup world.

**Over the last five years, Universum documented a fascination among young talent with startups – both the culture and community they offer. Yet in the COVID-19 era, the shine is wearing off the startup world.**





Even though the pandemic has spurred many to launch new businesses (the US Census Bureau, for example, reports an unprecedented 24% jump in new business starts), young talent is no longer drawn en masse to careers in startup ventures. And talent leaders agree on this point. A study by Universum found that in 2019, more than 1 in 3 HR and recruiting professionals (38%) inside the World's Most Attractive Employers reported they were "very concerned" about talent competition from startups; in 2021, that figure dropped by more than half to just 16%.

Well-resourced enterprise companies are now positioned to snap up top talent from smaller companies — offering generous pay packages plus the promise of security to young talent who crave exactly that. They must take care, however, to ensure that roles inside enterprise brands still retain some of the same dynamism found in startup culture; this is particularly true for "Ground-

Breaker" talent, who are motivated to advance innovation and work for high-impact companies. (See explanation of Universum's five personas on page 12).

**"During the pandemic, larger companies had the financial firepower and digital capabilities to rapidly retool their business models and develop new products, while many smaller competitors languished and focused on survival. [...] Big businesses have their pick of the best candidates, while small firms struggle with worker shortages."**

**Wall Street Journal, August 2021<sup>2</sup>**

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1: The New York Times: "Start-Up Boom in the Pandemic Is Growing Stronger," Aug. 19, 2021.  
<https://www.nytimes.com/2021/08/19/business/startup-business-creation-pandemic.html>

2: The Wall Street Journal "Heavyweight Companies Enjoy Outsize Rewards as Economy Rebounds," Aug. 1, 2021.  
<https://www.wsj.com/articles/heavyweight-companies-enjoy-outsize-rewards-as-economy-rebounds-11627826400>



# DASHBOARDS

# Business students still prioritize high future earnings above all else.

Yet the research also shows a growing level of “careerism,” with young people more focused on issues like security and professional development.

## 2021- TOP 10 IDEAL EMPLOYER ATTRIBUTES FOR BUSINESS STUDENTS



↑ ↓ SIGNIFIES A RISE OR FALL IN RANKINGS COMPARED TO 2020

CHANGE VS. 2019

CHANGE VS. 2020

# Engineering students are taking a longer-term view of their careers.

Similar to business students, engineers say high future earnings are the top priority, but securing positive references and job security are moving up the priorities list for student engineers.

## 2021- TOP 10 IDEAL EMPLOYER ATTRIBUTES FOR ENGINEERING STUDENTS



↑ ↓ SIGNIFIES A RISE OR FALL IN RANKINGS COMPARED TO 2020



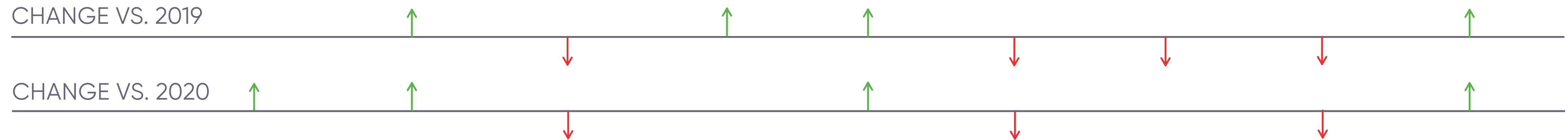
# For IT students, securing a job with an innovative company is slightly less important in 2021, while job security is on the upswing.

This pivot to security, observed across all students surveyed by Universum, favors global enterprise brands over fast-moving, higher risk startup companies.

## 2021- TOP 10 IDEAL EMPLOYER ATTRIBUTES FOR IT STUDENTS



↑ ↓ SIGNIFIES A RISE OR FALL IN RANKINGS COMPARED TO 2020



A person wearing blue jeans and brown shoes is walking in an airport terminal. They are carrying a brown messenger bag and pulling a black rolling suitcase. The background shows other people and large windows, suggesting a busy travel environment. The lighting is warm, possibly from indoor lights or sunlight through the windows.

# DECLINE IN GLOBAL CAREERS

# Due to pandemic travel restrictions as well as socio-political pressures, the study shows a waning interest in international careers.

The 2021 Universum research points to a trend that surfaced three years ago but accelerated over the last 18 months: a marked decrease in interest in international careers.

Before COVID-19 surfaced, this “career nationalism” was most clearly seen among Chinese students, who preferred to work for Chinese companies rather than pursue jobs outside of their home country. (To be fair, the research has always shown enterprise companies are most attractive to young people from the company’s home country — but this preference was much stronger among Chinese nationals.)

We now see this sentiment expressed more widely. Across business, engineering, and IT students, interest in international careers has dropped significantly compared to last year.

The pandemic has caused a “hunkering down” of talent, who are opting to stay in their own countries — likely due to travel bans, concerns about safety, and other COVID barriers. Many European countries, for example, are reporting talent shortfalls due to closed borders and migration shortfalls. “In Europe, the problems are more structural,” Axel Pluennecke, an economist at the German Economic Institute, explained to Bloomberg.com. “Especially in the technical professions, areas like digitization, decarbonization, there will be big demand for qualified workers. You really have to wonder whether [given barriers to movement] this demand will be met.”<sup>3</sup>

Also at play: sociopolitical changes that make hiring international professionals more tedious or expensive. For example, the US intentionally slowed admission of Chinese engineers for US-based jobs in 2019, fearing too much US engineering expertise was being exported to China.<sup>4</sup>

We expect that lower interest in international careers is a temporary drop. That’s because we still see a significant portion of young people who define themselves as Globe-Trotters — fascinated by other countries and cultures, and energized by the opportunity to work outside their home countries.

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3: Bloomberg.com: “Europe Heads for Jobs Crunch that May Be Deeper than the U.S.’s,” May 19, 2021.  
<https://www.bloomberg.com/news/articles/2021-05-20/europe-heads-for-jobs-crunch-that-may-be-deeper-than-the-u-s-s>

4: The Wall Street Journal: “U.S. Slows Hiring of Chinese Nationals by Chip Makers,” May 21, 2019.  
<https://www.wsj.com/articles/u-s-slows-hiring-of-chinese-nationals-by-chip-makers-11558431000>







## Satisfying “Globe-Trotter” employees in the COVID era

Many global brands rely heavily on attractive “Globe-Trotter” talent — people who relish living internationally, enjoy interacting with clients from many countries, and are energized by jobs with travel opportunities. The Delta variant has again delayed business travel across many countries, grounding Globe-Trotter and their career ambitions. “Pre-COVID, global employer brands once attracted young people with the promise of travel, international work experience, and a fast-paced learning environment,”

“The best employer brands are working hard to develop proxies of these experiences until travel resumes.”

Kortney Kutsop, MD Americas, Universum



# PREFERRED INDUSTRIES

GOALS

MARKETS

SIMPLICITY PROFIT

PLAN

**“ This year we are finding historic changes in attitudes among young people about what they want from their future employers and careers. High future earnings and greater security are both top priorities, but so too is a company's 'respect for its people.' The post-COVID era will be one of delicate negotiations between employers and employees as both sides set new expectations for flexibility, work-life balance, and career development. ”**

Richard Mosley, Global Client Director, Universum

# Preferred Industries

**The pandemic gave professionals a chance to reevaluate their work lives and reprioritize what they want from an employer and career. Many companies — particularly those in high-stress industries — now face a cultural reckoning as they adjust to these new employee aspirations and expectations.**

The pandemic has caused a wave of career introspection. With so much time away from the office, many have had the time and space to evaluate their jobs and careers, and found much that is lacking — this according to a study by McKinsey.<sup>5</sup> The research found:

- 2 in 3 say COVID-19 has caused them to reflect on their purpose in life
- Half say the pandemic has spurred them to reevaluate the kind of work they perform
- Millennials were three times more likely than all others to report they are reevaluating their work.

Those industries with reputations for long, grueling work hours are now facing a reckoning — and in some cases a revolt from within. Careers in investment banking, management consulting, and law firms traditionally required young people to pay their dues, so to speak, in exchange for generous pay and fast-moving careers. As one law partner shared with The Wall Street Journal: As young lawyers, she and her colleagues would “make a point of leaving a cap off their highlighter and the lights on when they left the office. That way a partner who came by might think the associate was in the bathroom.”<sup>6</sup>

We expect that the punishing work styles found in some industries will evolve in the post-COVID era. Fewer than 1 in 10 lawyers, for example, want to resume working regular in-office hours five days a week (according to research from Thomson Reuters). Gloria Cannon, managing principal at recruitment firm Lateral Link explains, “I’ve been doing [recruiting] for 16 years and never seen a market like this before. [...] Among associates looking to move, she says, over half are seeking more flexible work options.”<sup>6</sup>

3: McKinsey & Company: “Help your employees find purpose—or watch them leave,” April 5, 2021.  
<https://www.mckinsey.com/business-functions/organization/our-insights/help-your-employees-find-purpose-or-watch-them-leave>

4: The Wall Street Journal: “Covid-19 Threatens to Blow Up Law Firms’ Intense Office Culture—for Good,” August 6, 2021.  
<https://www.wsj.com/articles/covid-19-law-firm-work-from-home-11628254526>

## We expect the punishing work styles found in some industries will evolve in the post-COVID era.

Another trend we expect to strengthen post-COVID: a greater interest in COVID-adjacent fields. The pharmaceutical and biotechnology industry, for example, rose three ranking points in 2021, from 19 to 16, among engineering students. To retain interest among young talent, however, companies in the life sciences sector will have to offer experiences akin to what employees can find in industries like Big Tech — a significant challenge for a sector not known for delivering best-in-class employee experiences.

“While most industries forecast an increase in their virtual workforces by the end of the year, life sciences companies only anticipate a slight uptick in remote work in 2021,” explains Alp Perahya, executive vice president at Randstad Sourceright, “even though 72 percent of life sciences leaders surveyed said they believed flexible working arrangements were critical to talent attraction.”<sup>7</sup>

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7: PharmExec.com: “Life Sciences Must Embrace New, Flexible Workflows To Grow,” May 26, 2021.  
<https://www.pharmexec.com/view/life-sciences-must-embrace-new-flexible-workflows-to-grow>





# **Business** talent prioritize banking and consulting industries

Will these traditional industries  
evolve to meet the new demands  
for hybrid, flexible work formats in  
the post-COVID era?

- #1 Banking
- #2 Management and Strategy Consulting
- #3 E-Commerce
- #4 Financial Services and Technology
- #5 Advertising
- #6 Auditing and Accounting
- #7 Market Research
- #8 Fashion, Accessories and Luxury Goods
- #9 Media
- #10 Arts, Entertainment and Recreation
- #11 Tourism and Hospitality
- #12 Property and Real Estate
- #13 Automotive
- #14 Logistics and Supply Chain
- #15 Retail
- #16 Insurance
- #17 Audiovisual and Multimedia
- #18 Education
- #19 Internet Content and Information
- #20 Health, Wellness and Fitness



# Engineering talent aim for innovative industries

Many of these industries still favor in-person work despite the larger movement toward hybrid formats, offering opportunities for employer brands with more flexible work styles.

- #1 Aerospace and Defense
- #2 Mechanical and Industrial Engineering
- #3 Automotive
- #4 Energy
- #5 IT and Engineering Consulting
- #6 Computer Software and Technology
- #7 Manufacturing
- #8 Architecture and Urban Planning
- #9 Civil Engineering
- #10 Construction
- #11 Management and Strategy Consulting
- #12 Computer and Network Security
- #13 Computer Hardware
- #14 Video Game
- #15 Consumer Electronics and Household Appliances
- #16 Appliances
- #17 Pharmaceutical and Biotechnology
- #18 Telecommunication and Networks
- #19 Chemical
- #20 E-Commerce



# Young IT professionals favor IT-first industries

The findings show that industries desperate for IT talent, such as banking and financial services, still have a long way to go to attract specialized tech talent.

- #1 Computer Software and Technology
- #2 Computer and Network Security
- #3 IT and Engineering Consulting
- #4 Video Game
- #5 Internet Content and Information
- #6 Computer Hardware
- #7 Telecommunication and Networks
- #8 Banking
- #9 E-Commerce
- #10 Aerospace and Defence
- #11 Financial Services and Technology
- #12 Audiovisual and Multimedia
- #13 Media
- #14 Arts, Entertainment and Recreation
- #15 Automotive
- #16 Education
- #17 Management and Strategy Consulting
- #18 Advertising
- #19 Military/ Policing / Security
- #20 Energy



A laptop screen displays a video conference with several participants. The participants are diverse in age and appearance, all smiling and engaged. The text "HYBRID WORK FOR YOUNG TALENT" is overlaid in large, white, bold, sans-serif font across the center of the image. The background is a blurred office setting with a pencil holder and a desk.

# HYBRID WORK FOR YOUNG TALENT

# Virtual and hybrid work formats are here to stay, but talent leaders must take care not to adopt a one-size-fits-all approach.

While the world at large was quick to embrace virtual and flexible work formats during the acute phase of the pandemic, for many young professionals, virtual work isn't always the ideal option.

The Universum research shows that students in 2021 value other job characteristics more highly than flexible work. Finding secure employment, team-oriented work, and a variety of assignments are all priorities for young people, and all three rose in significance compared to 2020.

The Wall Street Journal recently gathered opinions from university students about their interest in virtual work, and the responses show a wide range of feelings — including the belief that working virtually will threaten their career advancement.<sup>8</sup>

“Remote work [...] shouldn't be a requirement for young people,” explained an economics and business administration student. “Working remotely is less intense—which is great if you have a family or other competing responsibilities. But for workers around my age, it offers less opportunity to showcase work ethic and capabilities.”

8: The Wall Street Journal: “How a Rising Generation Views Remote Work,” August 24, 2021.  
<https://www.wsj.com/articles/gen-z-remote-work-hybrid-in-person-office-zoom-meetings-recent-graduates-11629840686>

A civil engineering student expressed a similar concern: “In an engineering field, one of the most important aspects of growth is firsthand experience of the real-world problems you encounter, not a PowerPoint presentation of the issue from the comfort of your own home.”

In some fields, remote work is widely seen as an inferior option for young professionals. In investment banking, for example, mentoring is a critical part of a junior banker’s development. Speaking to Reuters, one associate says they spent 2020 working on “science projects,” tasks not tied to live deals. Another junior banker said that before the pandemic, he was “thrown on any deals where teams needed help.” Working virtually, however, senior bankers tended to handle much of the work themselves rather than assign it to young associates at a distance.<sup>9</sup>

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9: Reuters: “Junior bankers feel left behind in COVID-era banking boom,” January 27, 2021.  
<https://www.reuters.com/article/us-usa-banks-talent/junior-bankers-feel-left-behind-in-covid-era-banking-boom-idUSKBN29W0I9>



And this tension felt among young talent isn't only about the lack of mentoring or learning opportunities. Talent leaders increasingly see that the pivot to tech-enabled HR that took root over the last decade is perhaps a hindrance in the COVID era.

A CHRO of a multinational bank explains, "We are currently evaluating what we want to keep post-COVID-19. Originally, managers were excited about the ability to provide frequent coaching to their employees via Zoom, and we added an app to provide instant feedback. However, employees did not really like the entire approach. Coaching will definitely come back to more in-person again."<sup>10</sup>

A McKinsey survey of CHROs in Europe shows talent leaders are wrestling with this issue, and they are now exploring how to bring back non-tech, old-school interactions. 90% say they want to engage more directly and deeply with employees, applying a more human touch and moving away from self-service HR solutions.<sup>11</sup>

<sup>10</sup>: <https://www.mckinsey.com/business-functions/organization/our-insights/back-to-human-why-hr-leaders-want-to-focus-on-people-again>

<sup>11</sup>: <https://www.mckinsey.com/business-functions/organization/our-insights/back-to-human-why-hr-leaders-want-to-focus-on-people-again>



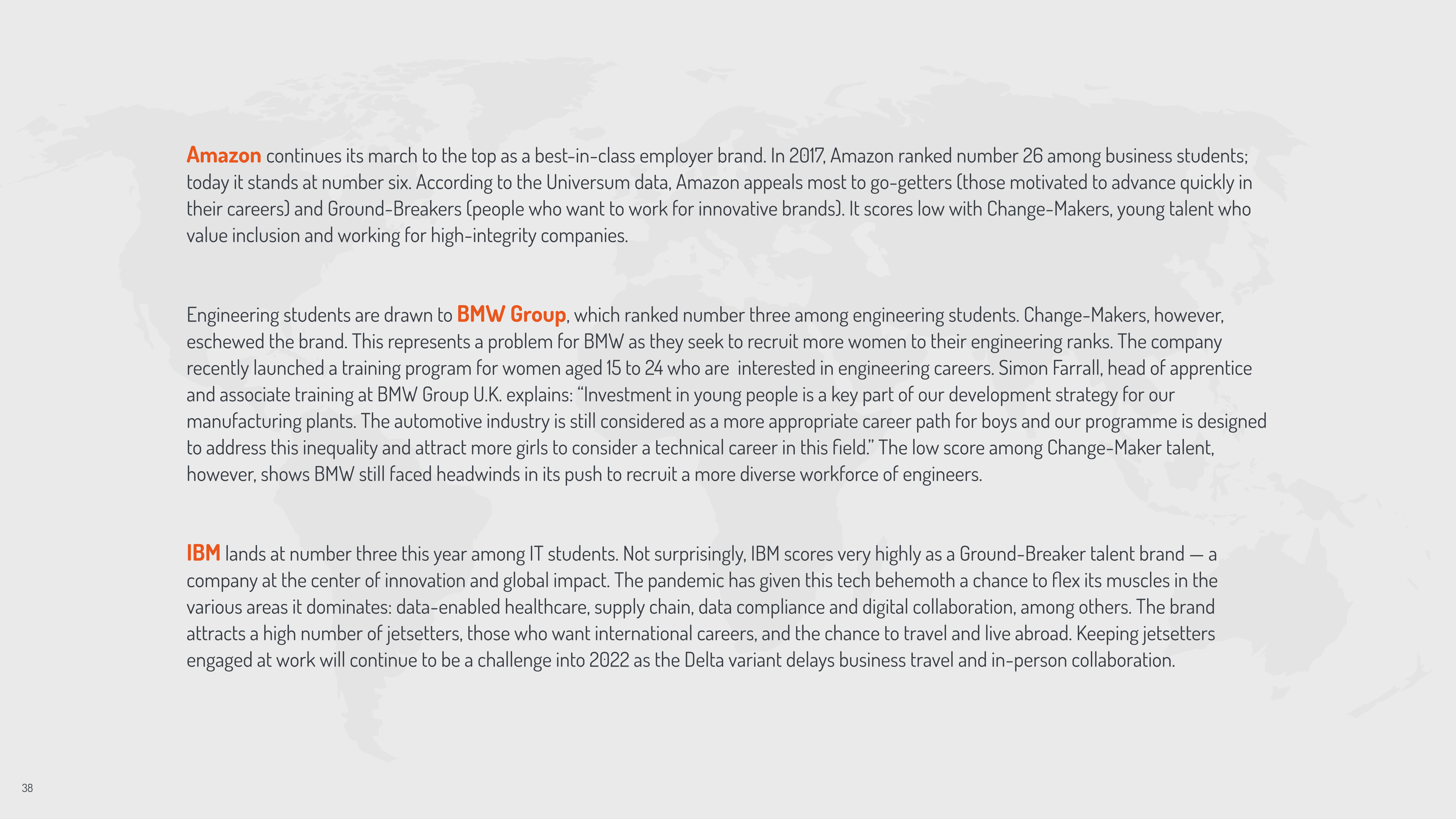
**CHROs want to bring back a human touch to HR (McKinsey)**

A group of three diverse people (two men and one woman) are smiling and looking at a laptop screen in an office setting. The image has a warm, orange-toned overlay. The text is overlaid in the center in a large, white, sans-serif font.

# WORLD'S MOST ATTRACTIVE EMPLOYERS RANKING

Each year, Universum asks students across the globe which companies they most want to work for. This ranking is a GDP-weighted tally of those decisions. For the first time this year, we separated engineering and IT students to show rankings for both of those disciplines. Among the interesting findings this year:





**Amazon** continues its march to the top as a best-in-class employer brand. In 2017, Amazon ranked number 26 among business students; today it stands at number six. According to the Universum data, Amazon appeals most to go-getters (those motivated to advance quickly in their careers) and Ground-Breakers (people who want to work for innovative brands). It scores low with Change-Makers, young talent who value inclusion and working for high-integrity companies.

Engineering students are drawn to **BMW Group**, which ranked number three among engineering students. Change-Makers, however, eschewed the brand. This represents a problem for BMW as they seek to recruit more women to their engineering ranks. The company recently launched a training program for women aged 15 to 24 who are interested in engineering careers. Simon Farrall, head of apprentice and associate training at BMW Group U.K. explains: “Investment in young people is a key part of our development strategy for our manufacturing plants. The automotive industry is still considered as a more appropriate career path for boys and our programme is designed to address this inequality and attract more girls to consider a technical career in this field.” The low score among Change-Maker talent, however, shows BMW still faced headwinds in its push to recruit a more diverse workforce of engineers.

**IBM** lands at number three this year among IT students. Not surprisingly, IBM scores very highly as a Ground-Breaker talent brand — a company at the center of innovation and global impact. The pandemic has given this tech behemoth a chance to flex its muscles in the various areas it dominates: data-enabled healthcare, supply chain, data compliance and digital collaboration, among others. The brand attracts a high number of jetsetters, those who want international careers, and the chance to travel and live abroad. Keeping jetsetters engaged at work will continue to be a challenge into 2022 as the Delta variant delays business travel and in-person collaboration.

# Top 50 World's Most Attractive Employers

## Global Business Ranking 2021

### Business Students

- #1 Google
- #2 Microsoft
- #3 Apple
- #4 Deloitte
- #5 L'Oréal Group
- #6 Amazon
- #7 EY (Ernst & Young)
- #8 KPMG
- #9 J.P. Morgan
- #10 PwC (PricewaterhouseCoopers)
- #11 Goldman Sachs
- #12 McKinsey & Company
- #13 BMW Group
- #14 The Boston Consulting Group (BCG)
- #15 adidas
- #16 Morgan Stanley
- #17 Bank of America Merrill Lynch
- #18 Procter & Gamble (P&G)
- #19 Nestlé
- #20 Unilever
- #21 Samsung
- #22 LVMH Moët Hennessy Louis Vuitton
- #23 Nike
- #24 Daimler/Mercedes-Benz
- #25 Deutsche Bank
- #26 Johnson & Johnson
- #27 IBM
- #28 Volkswagen Group
- #29 Sony
- #30 Bain & Company
- #31 IKEA
- #32 The Coca-Cola Company
- #33 PepsiCo
- #34 Facebook
- #35 H&M
- #36 HSBC
- #37 Accenture
- #38 Toyota
- #39 ZARA
- #40 Intel
- #41 Ferrero
- #42 BNP Paribas
- #43 Citi
- #44 HEINEKEN
- #45 Credit Suisse
- #46 Pfizer
- #47 Airbus Group
- #48 Bosch
- #49 UBS
- #50 Ford Motor Company





# Top 50 World's Most Attractive Employers

## Global Engineering Ranking 2021

### Engineering Students

- #1 Google
- #2 Microsoft
- #3 BMW Group
- #4 Siemens
- #5 Apple
- #6 GE - General Electric
- #7 Volkswagen Group
- #8 Intel
- #9 Daimler/Mercedes-Benz
- #10 Samsung
- #11 IBM
- #12 Amazon
- #13 Bosch
- #14 Johnson & Johnson
- #15 Ford Motor Company
- #16 Toyota
- #17 Nestlé
- #18 Airbus Group
- #19 L'Oréal Group
- #20 Sony
- #21 Volvo Car Corporation
- #22 Shell
- #23 Boeing
- #24 Schneider Electric
- #25 Pfizer
- #26 Procter & Gamble (P&G)
- #27 Huawei
- #28 McKinsey & Company
- #29 General Motors
- #30 Unilever
- #31 The Boston Consulting Group (BCG)
- #32 IKEA
- #33 Philips
- #34 Facebook
- #35 Goldman Sachs
- #36 ABB
- #37 Dell Technologies
- #38 Volvo Group
- #39 Nissan
- #40 J.P. Morgan
- #41 adidas
- #42 PepsiCo
- #43 Lenovo
- #44 The Coca-Cola Company
- #45 Bayer
- #46 Deloitte
- #47 ExxonMobil
- #48 Cisco Systems
- #49 HEINEKEN
- #50 Accenture



# Top 50 World's Most Attractive Employers

## Global IT Ranking 2021

### IT Students

- #1 Google
- #2 Microsoft
- #3 IBM
- #4 Apple
- #5 Amazon
- #6 Intel
- #7 Samsung
- #8 Cisco Systems
- #9 BMW Group
- #10 Sony
- #11 Huawei
- #12 Oracle
- #13 Goldman Sachs
- #14 Deloitte
- #15 Dell Technologies
- #16 J.P. Morgan
- #17 Accenture
- #18 Facebook
- #19 Lenovo
- #20 Daimler/Mercedes-Benz
- #21 McKinsey & Company
- #22 Siemens
- #23 adidas
- #24 L'Oréal Group
- #25 Volkswagen Group
- #26 Ubisoft
- #27 KPMG
- #28 The Boston Consulting Group (BCG)
- #29 Electronic Arts
- #30 EY (Ernst & Young)
- #31 Bank of America Merrill Lynch
- #32 Deutsche Bank
- #33 SAP
- #34 PwC (PricewaterhouseCoopers)
- #35 Hewlett Packard Enterprise
- #36 Morgan Stanley
- #37 Toyota
- #38 Airbus Group
- #39 Boeing
- #40 IKEA
- #41 Bosch
- #42 Capgemini
- #43 The Coca-Cola Company
- #44 Ford Motor Company
- #45 Johnson & Johnson
- #46 Philips
- #47 Pfizer
- #48 Nestlé
- #49 PepsiCo
- #50 HSBC





# ABOUT UNIVERSUM

Universum is a data-driven, insight-led employer branding agency. Founded in Stockholm, we are now active in over 60 countries, with key hubs in Paris, Berlin, London, New York, Singapore and Shanghai. We provide our clients with the research, strategy, and creative solutions they need to compete more effectively for talent.

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