



Most Desired Employers Study

CATALYST
MOST DESIRED
EMPLOYERS
2017

An Employer Branding
Instrument by Catalyst
2017 Market Insights

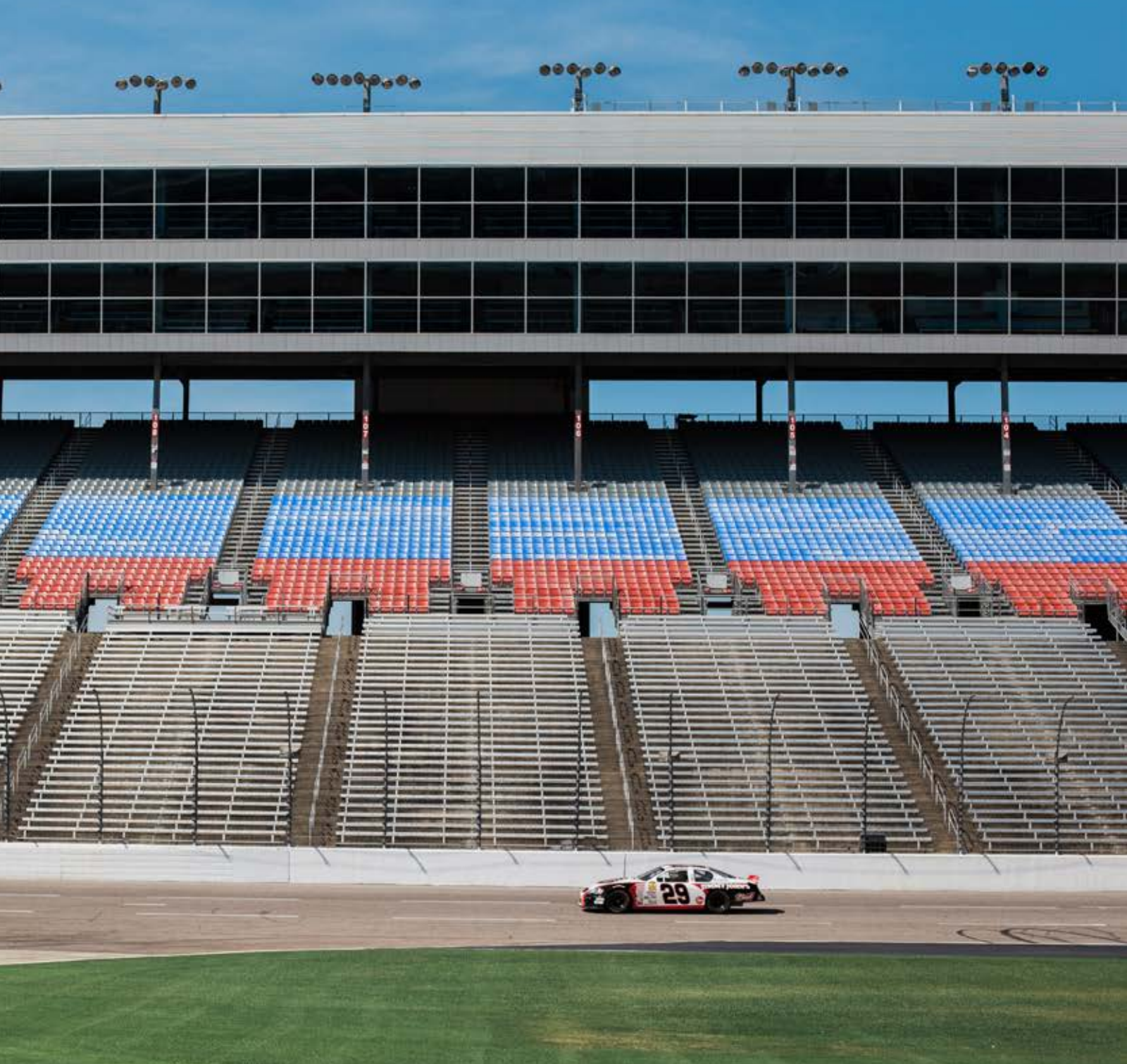


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- Most wanted industry
- Most important criterion in choosing an employer
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- Salary increase to accept a job change
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Most Desired Employers in 2017

- Top 50 most desired employers nationwide
- 2015- 2017 evolution of the most representative industries in TOP 50 Most Desired Employers
- TOP 20 Most Desired Employers among respondents with business background
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- TOP 20 Most Desired Employers among Romanian students

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Intro

The Most Desired Employers Survey is the most complex instrument that assesses the perception and expectations of professionals, graduates and students and provides an objective measure of the attractiveness of your employer brand among your targeted pool of candidates.

The 12th edition offers valuable insights that enables you to:

- 🌀 Build and refine your employer branding strategies, so as to increase the number of attracted candidates;
- 🌀 Optimize your mix of recruitment and advertising channels, by using the most efficient ones;
- 🌀 Compare your positioning on the conversion funnel with that of your competitors;
- 🌀 Effectively communicate your key messages on the market;
- 🌀 Validate/ compare your salary and benefits offering with the expectations of potential candidates;
- 🌀 Get a statistically validated overview about the expectations and perceptions of professionals and students;
- 🌀 Measure the effects of your employer branding strategies.

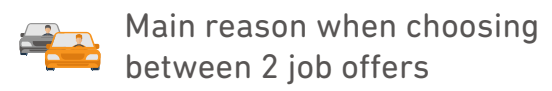
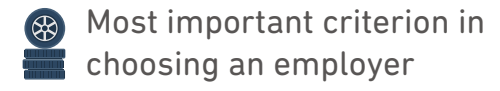
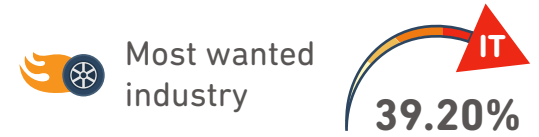


Educational background split

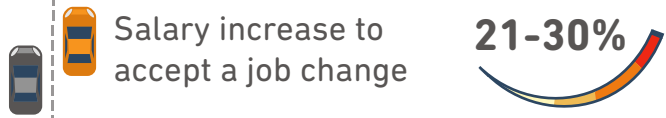
- 🌀 Business - 4,069
- 🌀 Tech (IT & Engineering) - 4,624
- 🌀 Humanistic - 2,343



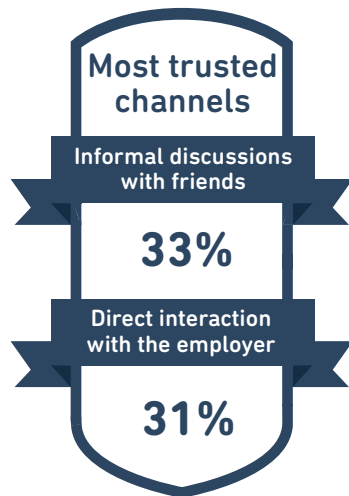
2017 Key findings



2017 Key findings



Most used and trusted information channels to find out information about career opportunities



TOP 50 Most Desired Employers

Nationwide Ranking 2017



Employer	Rank
Oracle	1
Microsoft	2
IBM	3
Continental	4
Google	5
OMV Petrom	6
Vodafone	7
Amazon	8
Grup Renault Romania	9
Coca-Cola HBC Romania	10
Orange	11
Endava	12
KPMG	13
HP Inc. (including HP)	14
Adobe	15
P&G	16
ING Romania	17


Employer	Rank
Bosch	18
Accenture	19
Deloitte	20
Hella	21
Honeywell	22
Bitdefender	23
BCR	24
eMAG	25
EY Romania	26
NTT Data	27
Ubisoft	28
BRD	29
Pwc	30
British American Tobacco	31
Banca Transilvania	32
E.ON Romania	33
Siemens	34

Employer	Rank
Luxoft	35
LIDL	36
Rompetrol	37
Emerson	38
Nokia	39
Telekom	40
Dell	41
Samsung	42
Autoliv	43
Nestle	43
Enel	44
Kaufland	45
Atos	46
Genpact	46
Electronic Arts	47
Ericsson	48
Raiffeisen Bank	49
Betfair	50

See your ranking against competitors by getting full-access to one of our industry reports: [BPO Report](#), [Engineering Report](#), [FMCG Report](#) and [IT&C Report](#).

Evolution of the most representative industries in TOP 50 Most Desired Employers

Nationwide Ranking 2015-2017



Industry	2015	2016	2017
IT&C	28%	32%	31%
Telecom	12%	13%	12%
Services&BPO	9%	9%	10%
Banking	11%	9%	10%
Automotive	9%	9%	8%
Consultancy	9%	7%	8%
Oil&Energy	5%	7%	8%
FMCG	11%	5%	6%
Retail	4%	5%	6%
Engineering	4%	4%	4%

Find out how the attractiveness of your company's industry evolved over the years by accessing the [General Report](#).

TOP 20 Most Desired Employers among respondents with business background

Nationwide Ranking 2017



Employer	Rank
Oracle	1 =
Microsoft	2 ▲
IBM	3 =
KPMG	4 ▼
Coca-Cola HBC Romania	5 ▲
Google	6 ▼
Continental	7 ▲
OMV Petrom	8 ▲
Deloitte	9 ▼
P&G	10 ▲
BCR	11 ▼

Employer	Rank
Vodafone	11 ▲
EY Romania	12 ▼
ING Romania	13 ▲
Orange	14 ▲
Pwc	15 ▼
HP Inc. (Including HP)	16 ▼
BRD	17 ▼
Amazon	18 ▲
Accenture	19 =
Banca Transilvania	20 ▲

Legend

- ▲ Raised compared to 2016
- = The same position as in 2016
- ▼ Decreased compared to 2016

Find out your company's ranking among business candidates in Bucharest, Brasov, Cluj-Napoca, Iasi or Timisoara from the [Business Report](#).

TOP 20 Most Desired Employers among respondents with technical background

Nationwide Ranking 2017



Employer	Rank
Microsoft	1 ▲
Continental	2 ▲
IBM	3 ▲
Oracle	4 =
Grupt Renault Romania	5 ▲
Google	6 ▼
Endava	7 ▲
Amazon	8 ▲
OMV Petrom	9 ▼
Adobe	10 ▲

Employer	Rank
Vodafone	11 ▼
Bosch	12 ▲
Bitdefender	13 ▲
Hella	14 ▼
Orange	15 ▲
Ubisoft	16 ▲
Siemens	17 ▼
Luxoft	18 ▲
NTT Data	19 !
Honeywell	20 ▼

Legend

- ▲ Raised compared to 2016
- = The same position as in 2016
- ▼ Decreased compared to 2016
- ! New entry in Top

Find out your brand's positioning against major competitors from Bucharest, Brasov, Cluj-Napoca, Iasi or Timisoara by accessing the [IT&C](#) or [Engineering Report](#).

TOP 20 Most Desired Employers among Romanian students

Nationwide Ranking 2017



Employer	Rank
Microsoft	1 =
Continental	2 =
IBM	3 ▲
Oracle	4 ▼
KPMG	5 ▼
P&G	6 ▲
Deloitte	7 =
Google	7 ▼
Grup Renault Romania	8 ▲
Coca-Cola HBC Romania	9 ▼
Endava	10 ▲

Employer	Rank
EY Romania	11 ▼
Accenture	12 ▲
BCR	13 ▼
Vodafone	14 ▼
Amazon	15 ▲
OMV Petrom	16 ▼
Bitdefender	17 ▲
Ubisoft	17 ▲
Pwc	18 ▼
Bosch	19 ▲
Hella	20 ▼

Legend

- ▲ Raised compared to 2016
- = The same position as in 2016
- ▼ Decreased compared to 2016

Discover differences in perception towards your employer brand according to your target group's level of experience. Access the [General](#) or Industry reports. ([BPO Report](#), [Engineering Report](#), [FMCG Report](#) and [IT&C Report](#)).

METHODOLOGY

No experience	<6 months	6 months - 3 years	3+ years
835	1565	3990	4646

🌐 Data Collection

- The data was collected in the period March - May 2017;
- Conducted via online survey. The online link was distributed via alumni-networks, communities, local and national partners, social media and the Catalyst talent pool.

🌐 The questionnaire

- Created with 11 years of experience in recruitment & employer branding, research and communication with our clients and potential candidates;
- Provides a top employers ranking based on open ended questions. The respondent is not aided in any way in listing the most desired employers he/she would like to work for;
- Provides an evaluation of the level of awareness and consideration based on a predefined list of employers active in each region.

🌐 Target group

- We target the active population in major cities in Romania. All educational backgrounds are included in this survey: Business, Technical and Humanities;
- Total number of respondents in the 2017 survey: **11.036**

MARKET INSIGHTS

Employment Behavior

The insights in this chapter enable you to have an accurate image of the preferences and objectives of the pool of professionals, graduates and students:

- Ranking Preferred Industries
- Criteria in choosing an employer
- Reasons for choosing a job offer
- Relocation triggers and targeted cities

Employer Perception

The chapter presents employers rankings in the overall pool, as well as for cluster profiles:

- Most desired employers
- Perception on which companies are providing the best salary/ training/ atmosphere/ recruiting top talent
- Level of awareness and consideration
- Words associated with the most desired employer
- Criteria in choosing the most desired employer

Compensation & Benefits

This chapter will provide you an overview of candidates' salary expectations depending on their profile and the benefits they treasure the most:

- Benefits Package
- Expected Salary Average & Median
- Salary increase to determine job change

Communication Channels

The insights will enable you to adapt your communication strategy to the targeted pool, as to maximize the impact.

- Used information sources
- Trusted information sources
- Used recruitment channels

TYPES OF REPORTS

General Report

Objective: This report presents the trends in the employment market related to potential candidates' expectations and behaviour.

Target Group: All analysis are based on the answers of respondents with business, technology and social sciences background, from all around the country.

Standard Report

There are 2 reports available: **Business Report** and **Engineering Report**.

Target Group: All analysis are based on the answers of respondents with business or engineering academic background.

Industry Report

4 reports will be available: **IT&C, Retail, FMCG** and **Outsourcing**. If your company is operating in a different industry, please contact us for a personalized report.

Target Group: All analysis are based on the answers of respondents that are working or want to work in IT&C/ Retail/ FMCG or Outsourcing.

All analysis included in each report are detailed according to:

- Educational background (Business, IT&C, Engineering and Social Sciences)
- Location (Bucharest, Brasov, Cluj, Timisoara, Iasi)
- Experience levels (Entry Level, Juniors, Seniors)
- Clusters of respondents (High Potentials, Specialists, Passive Candidates)

*Target Group: all analysis are based on the answers of your target group.

We can narrow them down by: location, current job, foreign languages spoken, educational specialization, industries they target, other personalized criteria to understand your target group's perception towards your employer brand.



CATALYST

TALENT & EMPLOYER BRANDING

Contact us:

angajatori@catalyst.ro

www.catalyst.ro