

# Most Desired Employers Study



An Employer Branding  
Instrument by Catalyst  
2018 Market Insights





## Key findings 2018

- Most wanted industries
- TOP criteria in choosing an employer
- Main professional objective among Romanian candidates
- Salary increase to accept a job change
- Top attributes defining the Most Desired Employer
- Most used information channels
- Most trusted information sources
- Most used channel to apply for jobs



## Employer Perception 2018

- Top 50 Most Desired Employers nationwide
- 2016 - 2018 evolution of the most representative industries in TOP 50 Most Desired Employers
- TOP 10 MDE Business
- TOP 10 MDE IT&C
- TOP 10 MDE Engineering
- TOP 10 MDE Humanities



## About the Most Desired Employers Survey

- Methodology
- Market insights
- Types of reports

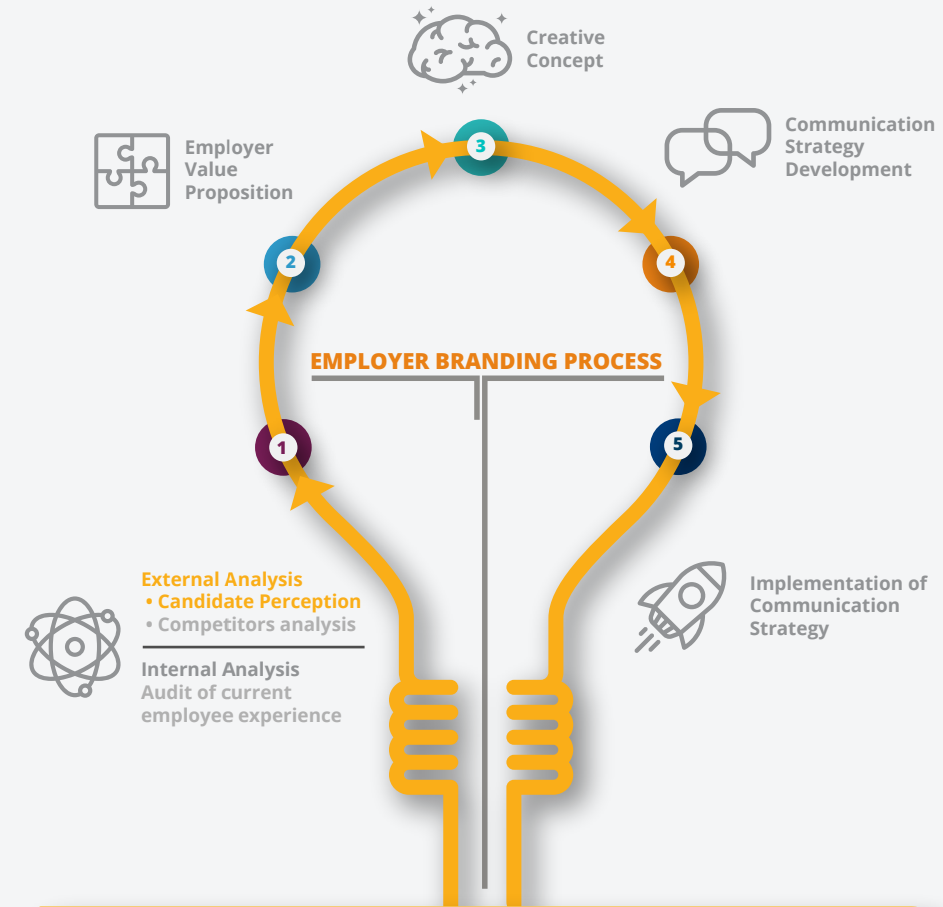
# Employer Branding process and the Most Desired Employers Survey

CATALYST

The Most Desired Employers survey is the most complex instrument to be used in the initial phase of the Employer Branding process - External Analysis (Candidate Perception). It assesses the perception and expectations of professionals, graduates and students and provides an objective measure of the attractiveness of your employer brand in this pool.

The 13th edition offers valuable insights that enables you to:

- Measure, 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 competitors;
- Effectively communicate your key messages on the market;
- Validate/ compare your salary and benefits offering with the expectations of potential candidates;



No experience	<6 months	6 months - 3 years	3+ years
794	1667	4662	5444

## Educational background split:

- Business - 4,324
- Tech (IT & Engineering) - 5,656
- Humanities - 2,587



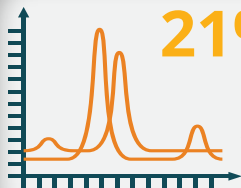
## 2018 Key findings



### Most Wanted Industry

**39% IT&C**

- 23% Consulting (management, strategy)
- 22% Automotive
- 20% Public Sector
- 15% Banking / Financial Services
- 14% Professional services (HR, training)  
Accounting / Audit / Taxes
- 13% Media / Market Research/  
Advertising/ Telecommunications



**21% - 30%**

**Salary Increase**  
to Accept a Job Change

## 2018 Key findings

CATALYST

### TOP Attributes Defining Most Desired Employer

1. Attractive Salary & Benefits Package
2. TOP Employer in its field
3. New Professional Challenges



**52%**

**WORK-LIFE BALANCE**  
Main Professional Objective  
Among Respondents

## 2018 Key findings

### TOP Criteria in Choosing an Employer

81% Attractive Salary & Benefits

60% Safe Job

57% Flexible/ Remote Work

53% Leaders' encouragement

53% Pleasant work environment

## 2018 Key findings

CATALYST

### Next criteria in choosing an employer

New professional challenges 43%

Positive impact on society 40%

Experts to learn from 39%

Performance appreciation 37%

Working with latest technologies 35%

International opportunities 35%

Rapid career advancement 35%

Financial support for trainings 31%

Top employer in its field 31%

Performance bonuses 30%

Market prestige 26%

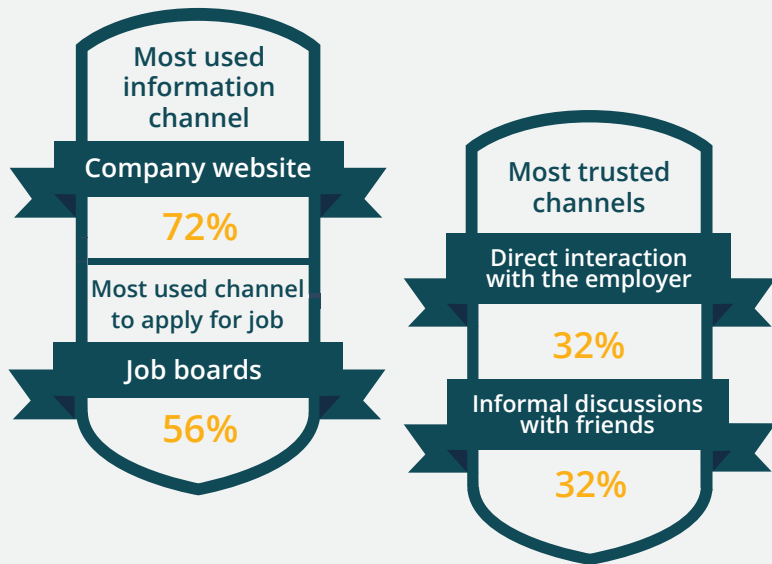
Innovative products / services 26%

Good future career reference 23%

Overtime payment 19%

Positive feedback 12%

## 2018 Key findings



### Information and Recruitment Channels

### Most Used Information Channels to find out about jobs and employers

Company website	72%	Online events	25%
Personal network within companies	67%	Articles published on news sites	23%
Job boards (career portals)	60%	Campus presentations	23%
Colleagues / friends	53%	Student booklets / guides	21%
LinkedIn (groups / career pages)	51%	Open Days	16%
Job fairs	43%	Professional conferences	14%
Job ads on news / specialized sites	42%	Instagram	7%
Facebook (groups / career pages)	40%		
Online professional communities	29%		
Newsletters / job alerts	26%		

# TOP 50 Most Desired Employers

## Nationwide Ranking 2018



Employer	Rank
Oracle	1 =
Continental	2 ▲
Microsoft	3 ▼
IBM	4 ▼
Amazon	5 ▲
OMV Petrom	6 =
Grup Renault Romania	7 ▲
Vodafone	8 ▼
Google	9 ▼
Bosch Romania	10 ▲
Hella	11 ▲
Orange	12 ▼
Endava	13 ▼
ING Romania	14 ▲
BCR	15 ▲
Coca-Cola HBC Romania	16 ▼
KPMG	17 ▼

Employer	Rank
Deloitte Romania	18 ▲
eMAG	19 ▲
Nokia	20 ▲
NTT DATA	21 ▲
BRD	22 ▲
Accenture	23 ▼
Bitdefender	24 ▼
Honeywell	24 ▼
Banca Transilvania	26 ▲
HP Inc. (including HP)	27 ▼
P&G	28 ▼
EY Romania	29 ▼
Telekom	30 ▲
Ubisoft	31 ▼
Adobe	32 ▼
Siemens	33 ▲
PwC	34 ▼

Employer	Rank
Atos	35 ▲
E.ON	36 ▼
British American Tobacco	37 ▼
LIDL Romania	38 ▼
Autoliv	39 ▲
KMG ROMPETROL	40 ▼
Emerson	41 ▼
Genpact	42 ▲
Enel	43 ▲
Kaufland Romania	44 ▲
Dedeman	45 ▲
Nestle	46 ▼
SAP	46 ▲
Electronic Arts	48 ▲
Raiffeisen Bank	49 ▲
Luxoft	50 ▲
Porsche	50 ▼


### Legend

- ▲ Raised compared to 2017
- = The same position as in 2017
- ▼ Decreased compared to 2017

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

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

## Nationwide Ranking 2016-2018

 CATALYST MOST DESIRED EMPLOYERS 2018	Industry	2016	2017	2018
	IT&C Software	32%	31%	31%
	Automotive	9%	8%	10%
	Banking	9%	10%	10%
	Consultancy	7%	8%	8%
	Oil&Energy	7%	8%	8%
	IT&C Telecom	13%	12%	8%
	Retail	5%	6%	8%
	Services&BPO	9%	10%	8%
	FMCG	5%	6%	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 10 Most Desired Employers among respondents with business background

## Nationwide Ranking 2018



Employer	Rank
Oracle	1 =
Microsoft	2 =
Continental	3 ▲
IBM	4 ▼
BCR	5 ▲
KPMG	6 ▼
Amazon	7 ▲
Vodafone	8 ▲
OMV Petrom	9 ▼
Deloitte Romania	10 ▼




### Legend

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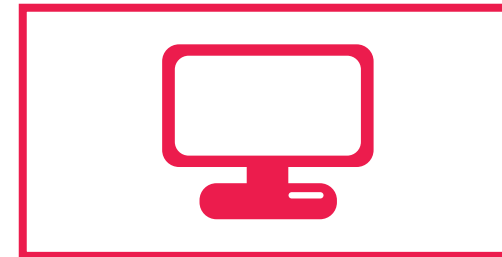
Discover differences in perception towards your employer brand according to your target group's level of experience. Access the [General](#) or [Industry](#) reports. ([BPO&SSC Report](#), [Engineering Report](#), [FMCG Report](#) and [IT&C Report](#)).

# TOP 10 Most Desired Employers among respondents with IT&C background

Nationwide Ranking 2018



Employer	Rank
Microsoft	1 =
Oracle	2 ▲
IBM	3 ▼
Amazon	4 ▲
Continental	5 ▲
Endava	6 ▼
Google	7 ▼
Bitdefender	8 ▲
Adobe	9 ▼
Vodafone	10 =




## Legend

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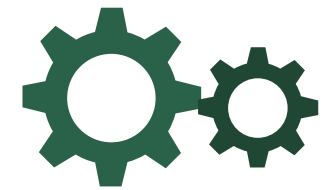
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# TOP 10 Most Desired Employers among respondents with Engineering background

Nationwide Ranking 2018



Employer	Rank
Continental	1 =
Grup Renault Romania	2 =
OMV Petrom	3 =
Bosch Romania	4 ▲
Hella	5 ▲
Oracle	6 =
Microsoft	7 ▼
IBM	8 ▼
Honeywell	9 ▼
Siemens	10 =




## Legend

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# TOP 10 Most Desired Employers among respondents with Humanities background

Nationwide Ranking 2018



Employer	Rank
Oracle	1 =
Microsoft	2 =
Amazon	3 ▲
Continental	4 ▲
Vodafone	5 ▲
IBM	6 ▼
OMV Petrom	7 ▼
Orange	8 ▲
Accenture	9 =
Google	10 ▼



## Legend

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## 1. Target Group Profile

Population from major cities in Romania.

- Educational backgrounds:
- Business
- Technical
- Humanities
- Pharma



## 2. The Questionnaire

- Provides a top employers ranking based on open ended questions where **the respondents were not aided in any way in listing their most desired employers.**
- Provides an evaluation of the level of awareness and consideration based on a predefined list of employers active in each region.



## 3. Data Collection

March - May 2018  
Via Online survey.



## 4. The Audience

The link was distributed via:

- alumni-networks communities
- local and national partners
- social media
- the Catalyst talent pool

## 5. Data Analysis

The gathered data is further explored, analyzed and decoded in order to provide talent market insights according to your needs.



## Employment Behavior

This chapter provides information in regards to people's preferences and decision factors in their professional life:

- Preferred industries to work in
- Criteria in choosing an employer
- Desired fields of work
- Professional objectives

## Employer Perception

Employer rankings will be made available nationwide, by streams and location.

- Most desired employers
- Perception on employers offering the best salaries/ trainings/ atmosphere/ recruiting top talent
- Awareness and consideration levels
- Factors associated with the most desired employers regarding employer reputation, people & work atmosphere, remuneration, professional development opportunities and job characteristics.

## Compensation & Benefits

This chapter will lay out candidates' salary expectations and wanted benefits, by profile, location, experience level.

- Expected net salary median
- Most wanted benefits
- Percentage of salary increase determining job change.

## Communication Channels

The insights tackled in this chapter will enable you to adapt your communication strategy to your targeted pool to maximize its impact.

- Used information sources
- Trusted information sources
- Recruitment touchpoints used.

# TYPES OF REPORTS

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

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

## General Report

**There are 2 reports available:**

- [Business Report](#)
- [Engineering Report](#)

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

## Standard Report

**4 reports will be available:**

- [IT&C](#)
- [Retail](#)
- [FMCG](#)
- Outsourcing
- [BPO&SSC](#)

\*If your company is operating in a different industry, contact us for a personalized report.

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

## Industry Report

**Target Group:** all analysis are based on the answers of your pre-selected target group. We can narrow them down by:

- Current job/ industry (e.g. Software Developers in Bucharest split on experience levels)
- Foreign language (e.g. German speakers with business background)
- Educational background (e.g. students & grads from certain specializations)
- Industries they target (e.g. people who want to work in Automotive).

## Personalized Analysis



**CATALYST**  
TALENT & EMPLOYER BRANDING

To get involved in the conversation with Catalyst and start managing and promoting your employer brand, email [angajatori@catalyst.ro](mailto:angajatori@catalyst.ro) or visit [www.catalyst.ro](http://www.catalyst.ro).