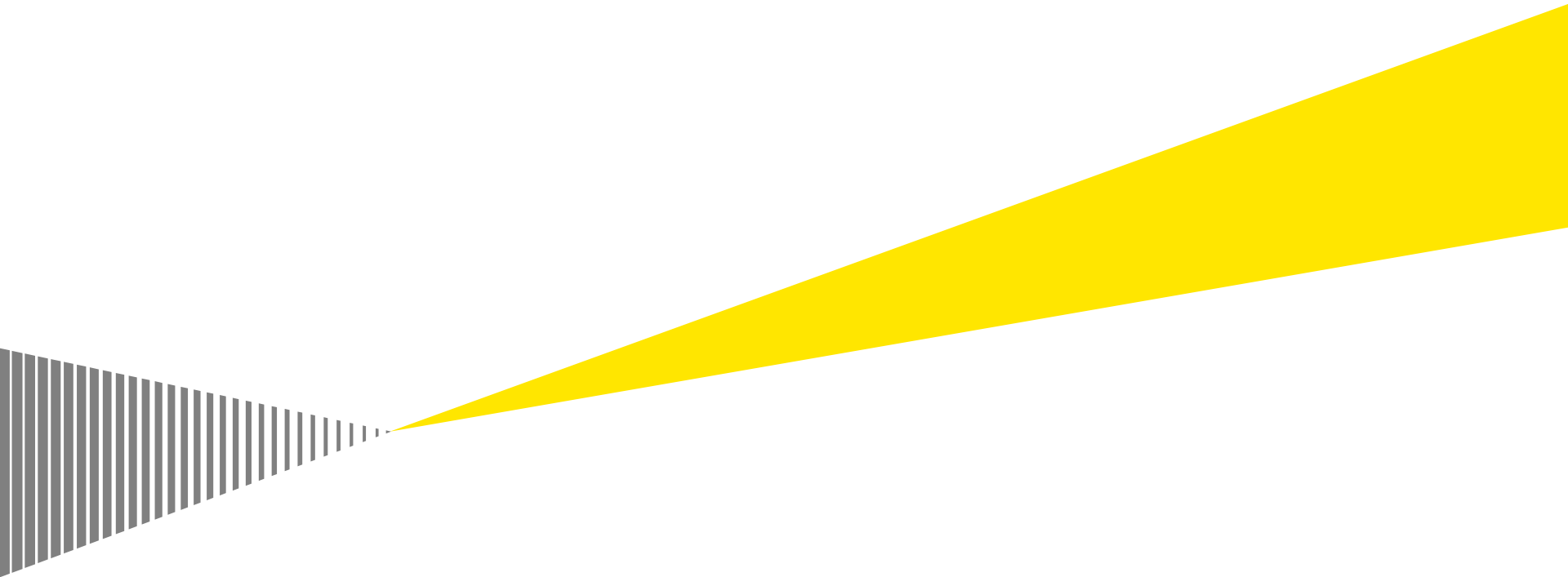





Best Employer Survey 2016

General results



Building a better
working world

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Survey overview



Goal, tasks and survey process

page 4



Survey details

page 5

Goal, tasks and survey process

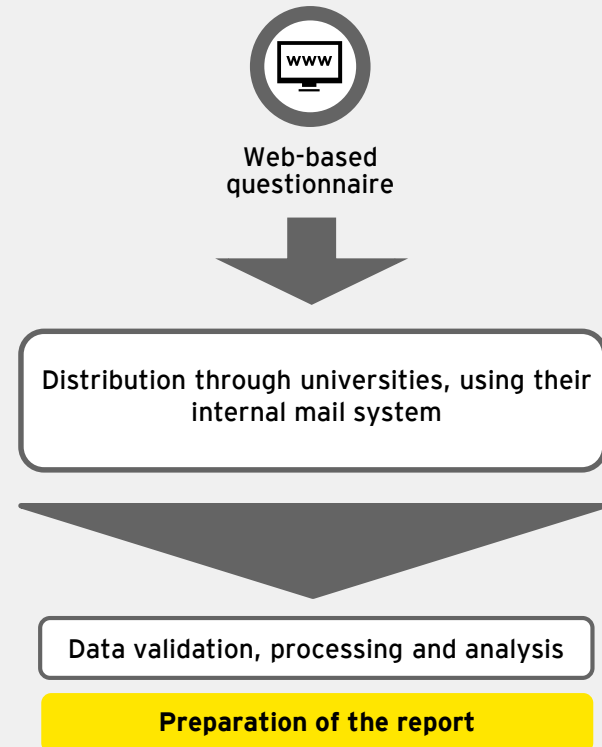
Goal

Analyze the labor market attractiveness of the companies, define preferences of the candidates while choosing a workplace and provide recommendations on employer brand management

Tasks

- ✓ Identify the most attractive companies according to students
- ✓ Compile employer image rankings
- ✓ Assess factors of employer attractiveness as viewed by students
- ✓ Define key sources of information about employers for students
- ✓ Spot widespread recruitment process deficiencies students encounter
- ✓ Analyze students' mobility and relocation readiness
- ✓ Draw conclusions and draft recommendations on the employer brand management

Survey process



Survey details



**April-August
2016**

**Timeframes of the
survey**



**8 Top
universities***

Universities covered



>400

**Number of valid
questionnaires**



>200

















**Number of employers
mentioned independently**

* See annex 1 for the list of participant universities

The general results

-  **Industry attractiveness** **Page 7**
-  **Employer attractiveness: Top-20 of the integrated ranking** **Page 8**
-  **Factors of employers' attractiveness** **Page 9**
-  **Sources of information about employers** **Page 10**
-  **Job search difficulties** **Page 11**

Industry attractiveness

Rank	Industry	Attractiveness level	
1	Banks and micro-finance organizations	35.0%	
2	Public sector	22.6%	
3	Audit and consultancy	21.3%	
4	Telecommunications sector	12.7%	
5	Oil and oil products	10.7%	
6	Marketing	6.6%	
7	Fast moving consumer goods (FMCG)	6.3%	
8	HoReCa (Hotels/Restaurants/Cafes)	5.6%	
9	Insurance companies	5.6%	
10	Media	5.3%	
11	Retail	5.1%	
12	Auto dealers	4.3%	
13	Production	4.3%	
14	Law companies	4.1%	
15	Pharmaceutical companies	3.6%	
16	Energy and water supply sector	2.3%	

Ranking info

Ranking is based on the frequency of independent mentions of companies for each industry

Employer attractiveness: Top-20 of the integrated ranking (Alphabetic order)

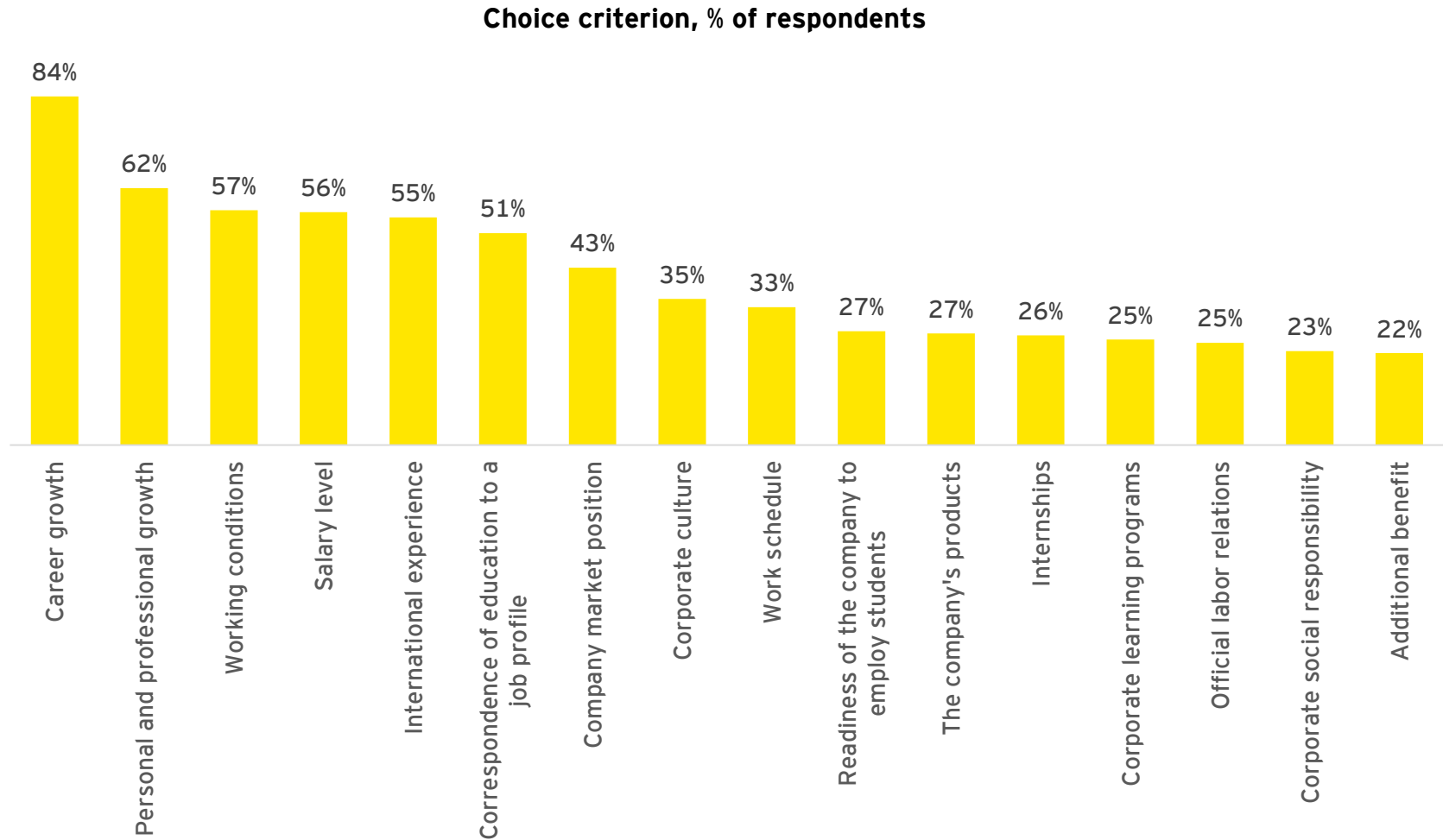
Rank	Company-Employer
1	Bank of Georgia
2	BDO
3	BP
4	Cocacola
5	Evex
6	Geocell
7	GPI Holding
8	Leavingstone
9	Magticom
10	Mcdonald's
11	Ministry of Justice of Georgia
12	National Bank of Georgia
13	Rustavi 2
14	Socar
15	TBC Bank
16	Tegeta motors
17	Wissol group
18	Company A*
19	Company B*
20	Company C*

Ranking info

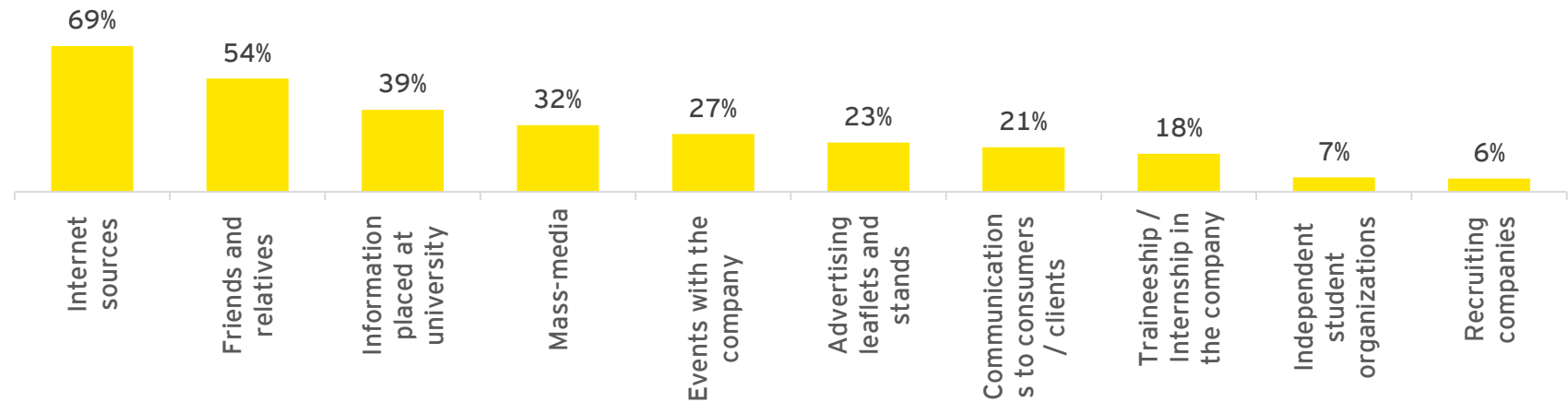
The ranking is based on frequency of independent references multiplied by unit weight coefficients: 0.5 is applied to the 1st place references, 0.325 - to the 2nd place references and 0.175 - to the 3rd place references

* one of the big 4 companies

Factors of employers' attractiveness

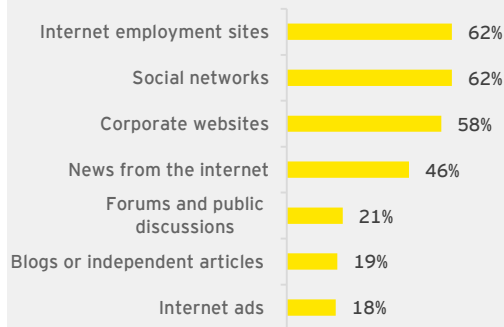


Sources of information about employers



Top sources analysis

Internet sources



46%

received information from current or former employees

Most popular job portals



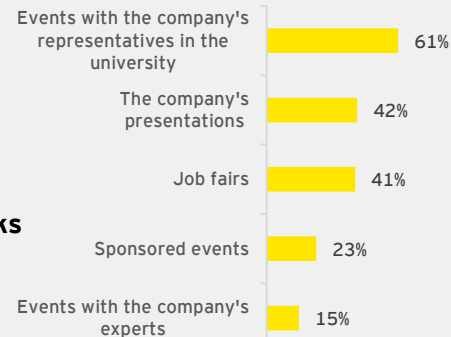
Most popular social networks



31%

received information from relatives or acquaintances of current employees

Events with the company



23%

received information from persons who are not familiar with employees of the company

Mass media

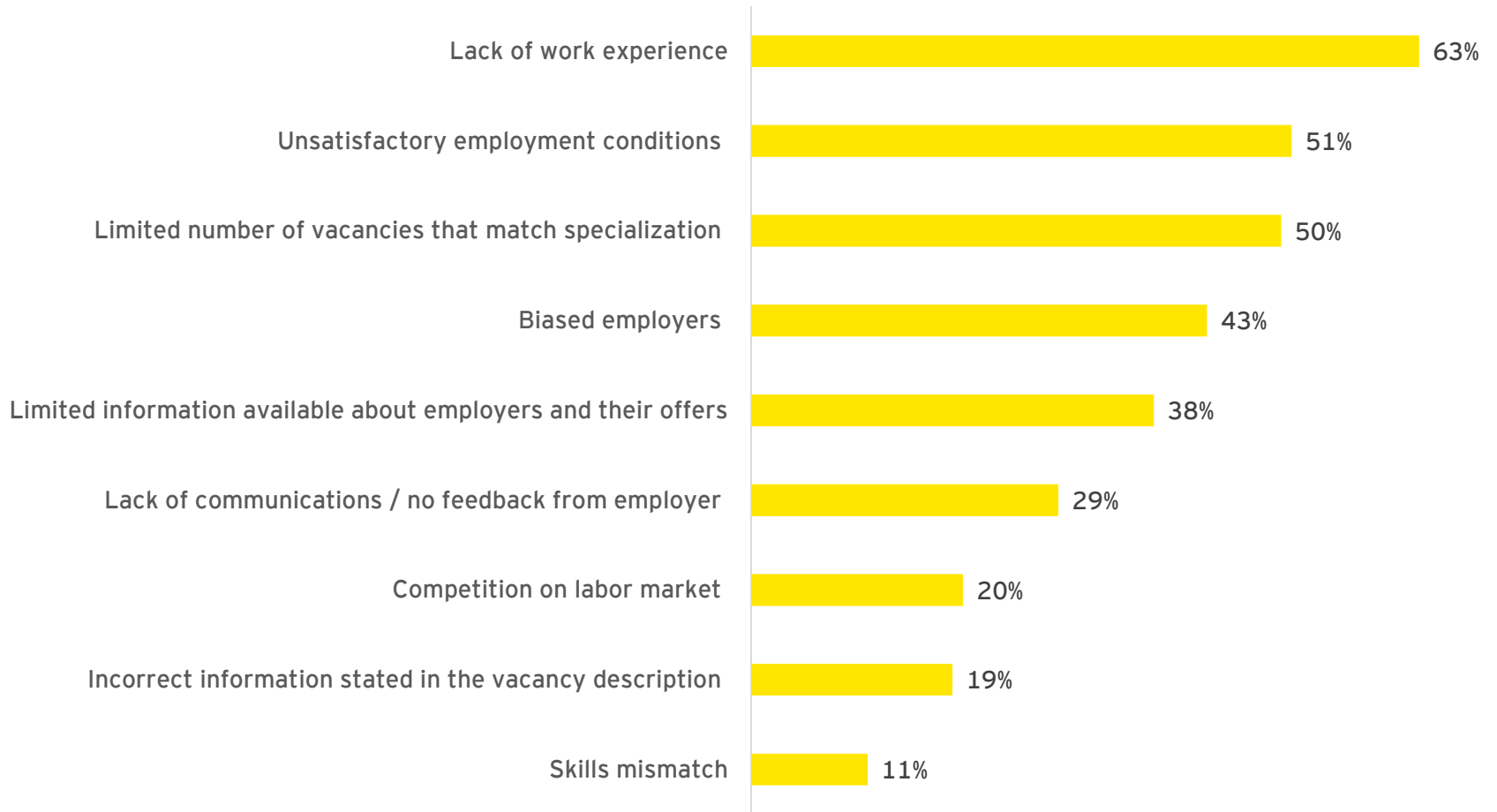


79% received information about employers from the television



21% received information about employers from press

Job search difficulties



Annex 1: List of participant universities

- Caucasus University
- Free University
- Georgian Agrarian University
- Georgian Institute of Public Affairs
- Georgian Technical University
- Ilia State University
- International Black Sea University
- Tbilisi State University

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