

2006 JobsFactory Employers of Choice for Entry-Level Graduates

General Report
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151 North Buona Vista Road #02-08
Phase z.Ro Technopreneur Park, S139347
Tel - 6776 6640 Fax - 6776 6642
Web - <http://corp.jobsfactory.com>

Survey Contacts:
Michelle Lim, michelle@jobsfactory.com
Lim Der Shing, dershing@jobsfactory.com



Strong Demand for Entry-Level Graduates

The entry-level graduate population has, over the recent years, received much attention and investment from companies looking to hire bright, young and promising students to fuel their companies' growth. As evident from the strong showing of recruiters in the local universities' career events, this trend is set to accelerate as firms jostle, against the background of strong economic growth, to get the very best from what our universities produce.

Current Employers of Choice or Best Employers surveys in Singapore are based on peer HR reviews and/or existing employees' opinions within the companies. As far as we know, there isn't a survey that specifically targets entry-level university graduates. The JobsFactory Employers of Choice for Entry-level Graduates 2006 survey is the first of its kind here.

What Exactly is an Employer of Choice?

This highly coveted title is very much an award for positive perception, tangled with facts and fallacies. Ask any entry-level graduate who they would like to work for and inevitably, a well-known employer is named. So how does he decide which employers are good and where does he get all his information from?

A Matter of Perception

An Employer of Choice selection is predominantly based on an entry-level graduate's perception of what a particular company stands for. For example, entry-level graduates cite monetary rewards as the second most important factor for them in their selection for Employers of Choice. However, they often have little basis that their selected choice employers actually do offer better monetary rewards than the rest. It is what they think those employers offer that matters.

Thus, as with any survey, the results must be read in the right context. Appearing on the Top 30 ranking is certainly great news and a strong testament to the companies' pulling power for entry-level talents. This would be an excellent opportunity for the Top 30 to see if what they offer truly matches what these entry-level graduates want. The goal for any good recruitment programme goes beyond just hiring. Retention of these valuable hires is just as important, if not more.

About the Survey

JobsFactory's Unique Reach

JobsFactory, with little dispute, is Singapore's most established campus recruitment specialist. Each year, the company runs a gauntlet of events, both on and off-line, that target the entry-level graduates crowd. These entry-level graduates come from a comprehensive range of tertiary institutions – from local and overseas universities, polytechnics to ITE, and junior colleges. The company also publishes the **BrightSparks Most Popular Scholarship Survey**, available in the February issue of Career Central every year. The JobsFactory Employers of Choice for Entry-level Graduates 2006 survey was made possible by the 200,000 strong database of students and graduates owned by JobsFactory.

Survey Methodology

Survey Sample

24,000 entry-level graduates from Nanyang Technological University, National University of Singapore and Singapore Management University were invited to take part in the survey. A total of 840 entry-level graduates completed the survey successfully.

“Entry-level university graduate” is defined as a person who is either currently in their third or final year of their studies or who has graduated from the three universities within the last two years.

Survey Duration

The survey was conducted over a period of two weeks, from 5th - 19th July 2006.

Method of Delivery

This was an online survey. Invitations to participate in the survey were sent via emails.

Survey Structure

The survey consisted of four sections and all questions are mandatory for successful survey completion:

I) Contact Information

Information collected includes the respondents' Name, Contact Number, Address and Email Address.

Analyses - None

II) Respondent Profile

Information collected includes the respondent's Age, Sex, University, Course of Study, Year of Graduation, Nationality and the industry/industries there are interested to work in. A list of possible Industries were provided and respondents are allowed to select multiple Industries.

Analyses - Numerical values for the various data fields were tabulated.

III) Employers of Choice

There two questions within this section. The first is the “**Selection of Employers of Choice**”. More information on this question will be provided in a separate part of this report.

The second question is the “**Factors considered for selection of Employers of Choice**”. In this subsection, a list of possible Factors that impacted their selections was provided and the respondents were asked to rate how important each Factor is to them. We also provided three empty boxes for the respondents to add in Factors that were not listed.

Analyses - For each of the Factors, we calculated the average score with a score nearer to 1 to mean “Least Important” and a score near to 5 to mean “Most Important.” The Factors were then ranked using the scores in descending order.

IV) Other Information

There are two questions within this section.

The first is “**Which are the most useful Channels for entry-level graduates to research on employers.**” A list of possible Channels are listed and respondents are asked to rate how important each Channel is to them.

Analyses - For each of the Channels, we calculated the average score with a score nearer to 1 to mean “Least Important” and a score near to 5 to mean “Most Important.” The Channels were then ranked using the scores in descending order.

The second question is “**Which Job Functions would you prefer to work in.**” A list of possible Job Functions were provided and respondents were allowed to select multiple Job Functions.

Analyses - Numerical value for each Job Function were tabulated.

About the Survey

Selection of Employers of Choice - Methodology

The Prelist

Forty-five employers across key industries were prelisted in this subsection of the survey. We have also deliberately included the ten winners of an earlier survey, 2005 Singapore's Best Employers, done by Hewitt Associates. That survey's target sample is markedly different from the JobsFactory one as its respondents are mainly employees (degree and non-degree holders) within the companies, whereas, the JobsFactory survey covers the general entry-level graduate population. We thought it would be interesting to see how these companies fare with the campus audience.

About the Prelist

The main objective of the prelist is to serve as memory triggers for the respondents. If they see a particular employer from an industry listed, it will set off "triggers" in considering other employers within that same industry even if they are not listed. The rationale for this methodology is that since it is not practical to list every employer in Singapore, this is the best way to ensure even representation across different industries.

We did also consider leaving it totally free for the respondents to name their Employers of Choice. The key disadvantage of this method is that the element of deliberate consideration is missing from the selection process. Respondents would simply enter five names and be done with it. With a prelist, we compel them to weigh their decisions a little more, taking some time to consider the pros and cons of selecting this company over another.

Provision of Free Selection

In addition, five empty boxes were available for the respondents to enter employers not on the prelist. This will allow total flexibility for the respondents to select employers of their choice.

Selection of Five

Respondents are then asked to select or enter five companies they think are "Employers of Choice".

How the Results were Tabulated

The Top 30

For each of the employers, we tabulated the number of times it was selected by the respondents. Those values are then sorted in descending order and ranked. The Top 30 employers then form the Overall Ranking.

An example of how to read this Ranking: The overall top Employer of Choice for all entry-level graduates is Singapore Airlines.

Other Rankings

For each of the Other Rankings, the method of tabulation is similar to the Top 30. That is, we use a simple criteria of the number of times an employer is selected. The Other Rankings include:

By Industry

An example of how to read this Ranking: The entry-level graduates' top Employer of Choice for the Consulting and Auditing industry is Accenture.

By Courses of Study

An example of how to read this Ranking: For the entry-level graduates that majored in Business, their top Employer of Choice is Citibank.

By University

An example of how to read this Ranking: The top Employer of Choice for SMU entry-level graduates is UBS AG.

By Job Function Preference

An example of how to read this Ranking: For all the entry-level graduates that want to work in Research & Development, their top Employer of Choice is IBM Singapore.

Ties

When there is a tie, we give the same ranking to those employers. Those below this group of tied-employers will be ranked as per example below.

For example:

- | | |
|-----|--|
| 8. | Agency for Science, Technology and Research (A*STAR) |
| 9. | PSA Corporation |
| 9. | Civil Aviation Authority of Singapore |
| 11. | Procter & Gamble Asia |
| 12 | DSTA/DSO |

Selected Results

The Top 30

2006

**Employers of Choice
for Entry-Level
Graduates**

Overall Ranking

| Rank | Employer |
|------|--|
| 1. | Singapore Airlines |
| 2. | Citibank |
| 3. | IBM Singapore |
| 4. | HSBC Bank |
| 5. | Procter & Gamble Asia |
| 6. | UBS AG |
| 7. | Microsoft Singapore |
| 8. | Siemens |
| 9. | Accenture |
| 10. | Agency for Science, Technology and Research (A*STAR) |
| 11. | United Overseas Bank |
| 12. | DSTA/DSO |
| 13. | PSA Corporation |
| 14. | Civil Aviation Authority of Singapore |
| 15. | Economic Development Board |
| 16. | Ministry of Education |
| 17. | L'Oréal Singapore |
| 18. | The Ritz-Carlton Millenia Singapore |
| 19. | British American Tobacco |
| 20. | DELL Singapore |
| 21. | Seagate Technology International |
| 22. | Mizuho Corporate Bank |
| 23. | ST Engineering |
| 24. | Republic Polytechnic |
| 25. | Cisco Systems (USA) |
| 26. | Singapore Press Holdings |
| 27. | GE Healthcare |
| 28. | Ministry of Foreign Affairs |
| 29. | Hitachi Global Storage Technologies |
| 30. | Systems on Silicon Manufacturing Company (SSMC) |
| 30. | Four Seasons Hotel Singapore |

Selected Results (Cont'd)

Factors that determine selection for Employers of Choice

| (1 - least important, 5 - most important) | Score |
|--|-------|
| Good career growth and opportunities | 4.51 |
| Pay, bonus and other allowances | 4.22 |
| Employee perks and benefits | 4.06 |
| Brand name company, name recognition | 3.97 |
| Growth potential of the industry | 3.91 |
| Comfortable working environment | 3.90 |
| The corporate culture of the company | 3.85 |
| Opportunities to work overseas | 3.46 |
| The company's mission and vision | 3.44 |
| Socially / environmentally responsible company | 3.41 |
| Providing you a job closely related to your field of study | 3.30 |
| Company size | 3.12 |

Which channel is most useful when you do research on employers?

| (1 for least important 5 for most important) | Score |
|--|-------|
| Company web site | 4.03 |
| Online career fairs/portals | 3.73 |
| Campus career fairs | 3.56 |
| Campus recruitment talks | 3.48 |
| Career magazines | 3.05 |

Selected Results (Cont'd)

Survey Respondents Profile

| Age | |
|--|-----|
| 21-30 | 800 |
| 31-40 | 32 |
| >41 | 8 |
| Sex | |
| Female | 412 |
| Male | 428 |
| University | |
| NUS | 326 |
| NTU | 439 |
| SMU | 75 |
| Major/Course of Study | |
| Engineering | 423 |
| Business | 202 |
| Arts and Social Science | 72 |
| Sciences | 46 |
| Computer Science and IT | 46 |
| Medicine and Life Sciences | 38 |
| Architecture, Building and Real Estate | 13 |
| Nationality | |
| Singaporean / PR | 708 |
| Malaysian | 26 |
| Others | 106 |
| * Preferred Industries | |
| Engineering & Manufacturing | 360 |
| Finance | 334 |
| Technology | 313 |
| Others | 228 |
| Media & Telecommunications | 215 |
| Services | 208 |
| Civil Service | 189 |
| Hospitality | 146 |
| Retail | 85 |

* Preferred Job Functions

| | |
|----------------------------|-----|
| Project Management | 372 |
| Engineering | 329 |
| Business Development | 268 |
| Consulting | 263 |
| R&D | 261 |
| Researcher | 229 |
| Event Management | 220 |
| Corporate Finance | 219 |
| Marketing | 205 |
| IT | 162 |
| Sales / Account Management | 145 |
| HR | 142 |
| Accounting / Audit | 76 |

By Industries (Top 3)

Government / Quasi

1. A*Star
2. DSTA/DSO
3. PSA Corporation

Oil & Gas

1. Shell
1. ExxonMobil
3. Schlumberger

Consulting/Auditing

1. Accenture
2. Price Waterhouse Coopers
3. Boston Consulting Group

Telecommunications

1. Singtel
2. Starhub
3. MobileOne

* Respondents were allowed to choose more than one option.

Selected Results (Cont'd)

By Industries (Top 3) (Cont'd)

FMCG

1. Procter & Gamble Asia
2. L'Oréal Singapore
3. British American Tobacco

Semiconductor

1. Systems on Silicon Manufacturing Company
2. Chartered Semiconductor
2. ST Microelectronics

Banking & Finance

1. Citibank
2. HSBC Bank
3. UBS AG

By Courses of Study

For Engineering Graduates

1. Singapore Airlines
2. IBM Singapore
3. Citibank
4. Siemens
5. Microsoft Singapore
6. Accenture
7. PSA Corporation
8. Seagate Technology International
9. Agency for Science, Technology and Research (A*STAR)
10. DSTA/DSO
11. DELL Singapore
11. Civil Aviation Authority of Singapore
13. Procter & Gamble Asia
13. HSBC Bank
15. ST Engineering
16. UBS AG
16. Ministry of Education
18. Systems on Silicon Manufacturing Company
19. Hitachi Global Storage Technologies
20. British American Tobacco

For Business Graduates

1. Citibank
2. Singapore Airlines
3. UBS AG
4. HSBC Bank
5. Procter & Gamble Asia
6. The Ritz-Carlton Millenia Singapore
7. Accenture
8. United Overseas Bank
9. L'Oréal Singapore
10. IBM Singapore
11. British American Tobacco
12. Microsoft Singapore
13. Four Seasons Hotel Singapore
14. Economic Development Board
14. Mizuho Corporate Bank
16. Civil Aviation Authority of Singapore
16. Federal Express Singapore
16. International Enterprise Singapore
19. Singapore Press Holdings
20. CK Tangs

For Computer Science & IT Graduates

Note: Insufficient meaningful data to list more than 5.

1. Citibank
2. IBM Singapore
3. Microsoft Singapore
4. HSBC Bank
5. Singapore Airlines
5. DELL Singapore

For Arts and Social Science Graduates

Note: Insufficient meaningful data to list more than 5.

1. Singapore Airlines
2. Citibank
3. HSBC Bank
4. United Overseas Bank
4. Singapore Press Holdings

Selected Results (Cont'd)

By Courses of Study (Cont'd)

For Medical and Life Sciences Graduates

Note: Insufficient meaningful data to list more than 5.

1. Agency for Science, Technology and Research (A*STAR)
2. DSTA/DSO
3. Singapore Airlines
4. GE Healthcare
5. Ministry of Education

For the Sciences Graduates

Note: Insufficient meaningful data to list more than 5.

1. Singapore Airlines
2. Citibank
2. DSTA/DSO
4. HSBC Bank
5. Agency for Science, Technology and Research (A*STAR)

For Architecture, Building and Real Estate Graduates

Note: Insufficient meaningful data to list for Architecture, Building and Real Estate Graduates.

By University (Top 20)

For NTU Graduates

1. Singapore Airlines
2. Citibank
3. IBM Singapore
4. Siemens
5. Microsoft Singapore
6. HSBC Bank
7. Accenture
8. Agency for Science, Technology and Research (A*STAR)
9. PSA Corporation
9. Civil Aviation Authority of Singapore
11. Procter & Gamble Asia
12. DSTA/DSO
13. Seagate Technology International
14. UBS AG
15. DELL Singapore
16. United Overseas Bank
17. British American Tobacco
18. Ministry of Education
19. ST Engineering
20. The Ritz-Carlton Millenia Singapore



Selected Results (Cont'd)

By University (Top 20) (Cont'd)

For NUS Graduates

1. Singapore Airlines
2. Citibank
3. HSBC Bank
4. Procter & Gamble Asia
5. IBM Singapore
6. UBS AG
7. United Overseas Bank
8. DSTA/DSO
9. Agency for Science, Technology and Research (A*STAR)
9. Microsoft Singapore
11. Economic Development Board
12. Accenture
13. Ministry of Education
14. L'Oréal Singapore
15. Siemens
16. Mizuho Corporate Bank
17. PSA Corporation
18. The Ritz-Carlton Millenia Singapore
19. Singapore Press Holdings
19. British American Tobacco

For SMU Graduates (Top 10)

Note: Insufficient meaningful data to list more than top 10.

1. UBS AG
2. Citibank
3. Singapore Airlines
4. Procter & Gamble Asia
5. HSBC Bank
6. Accenture
7. The Ritz-Carlton Millenia Singapore
8. United Parcel Service Singapore
8. L'Oréal Singapore
10. Microsoft Singapore
10. Four Seasons Hotel Singapore
10. Federal Express Singapore

By Job Function Preference (Top 10)

The employers that the entry-level graduates want to work for by job functions they are interested to work in, regardless of what major they studied.

Engineering (Top 15)

- | | |
|---|---|
| 1. Singapore Airlines | 9. Microsoft Singapore |
| 2. IBM Singapore | 10. DELL Singapore |
| 3. Siemens | 11. Civil Aviation Authority of Singapore |
| 4. Citibank | 11. Accenture |
| 5. Agency for Science, Technology and Research (A*STAR) | 13. ST Engineering |
| 5. Seagate Technology International | 14. Systems on Silicon Manufacturing |
| 5. DSTA/DSO | 15. Hitachi Global Storage Technologies |
| 8. PSA Corporation | |

Selected Results (Cont'd)

By Job Function Preference (Top 10) (Cont'd)

Sales/Account Management

1. Citibank
2. Singapore Airlines
3. HSBC Bank
4. Procter & Gamble Asia
4. UBS AG
6. IBM Singapore
7. United Overseas Bank
8. British American Tobacco
9. The Ritz-Carlton Millenia Singapore
10. L'Oréal Singapore

Marketing

1. Singapore Airlines
2. Citibank
3. Procter & Gamble Asia
4. HSBC Bank
5. L'Oréal Singapore
6. The Ritz-Carlton Millenia Singapore
7. United Overseas Bank
8. IBM Singapore
8. UBS AG
8. British American Tobacco

Research & Development

1. IBM Singapore
2. Singapore Airlines
3. Agency for Science, Technology and Research (A*STAR)
4. Siemens
5. DSTA/DSO
6. Microsoft Singapore
7. Seagate Technology International
8. Citibank
9. DELL Singapore
10. Accenture

Accounting/Audit

1. Citibank
2. Singapore Airlines
3. HSBC Bank
4. UBS AG
5. IBM Singapore
5. United Overseas Bank
7. Accenture
8. Procter & Gamble Asia
8. Microsoft Singapore
9. The Ritz-Carlton Millenia Singapore

Information Technology

1. IBM Singapore
2. Citibank
2. Microsoft Singapore
4. Singapore Airlines
5. Accenture
6. DELL Singapore
6. Siemens
8. Cisco Systems (USA)
8. PSA Corporation
10. ST Engineering
10. HSBC Bank

