

2016 Year-End Employer Poll Report

About This Study

The 2016 Year-End Poll of Employers is a product of the Graduate Management Admission Council (GMAC), a nonprofit organization of 220 leading graduate business schools from around the world actively committed to advancing the art and science of admissions. The Council provides the solutions necessary for business schools and candidates to discover and evaluate one another to ensure that talent never goes undiscovered. GMAC owns and administers the Graduate Management Admission Test® (GMAT®) exam, used by more than 6,100 graduate programs worldwide, as well as the NMAT by GMAC™ exam, used for entrance into graduate management programs in India. The Council is based in Reston, Va., with offices in London, New Delhi, and Hong Kong.

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Introduction

In November 2016, the Graduate Management Admission Council (GMAC) fielded a short poll of employers across the globe to collect data on actual hiring outcomes for MBA and master's-level business school graduates in the past year. The poll also asked these same employers to provide insights into their business strategies for the coming year and projected 2017 hiring demand for graduate business talent.

This end-of-year snapshot of the global employment prospects for business school graduates reveals that actual 2016 hiring numbers were solid for MBA graduates and on par for graduates of most non-MBA programs, except for Master in Management candidates, who saw lower employer demand than typical. Nevertheless, 2017 hiring projections reflect continued healthy demand for recent graduates of master-level business programs—especially MBAs. Hiring projections are also strong for bachelor's degree-holders and experienced direct-from-industry hires.

Commensurate with their stated hiring plans for 2017, a majority of employers plan to increase annual starting base salaries at or above the rate of inflation for new graduate business hires in 2017.

These findings echo an ongoing trend of organizational growth and expansion that respondents to GMAC's employer surveys have been reporting for the past several years. Overall, fewer employers will be focused on overcoming economic challenges than in recent years, but nearly half of all employers still have goals to reduce their business costs—even companies with expansion plans. Even so, a greater share of companies than last year will be working towards improving performance and productivity, expanding their customer base, and launching new products and services in 2017.

This report provides guidance and information to graduate business school career services offices as they prepare their next class of graduating students for the job market. Where appropriate, commentary includes employment trends that impact bachelor's-degree candidates and experienced industry hires.

Featured topics include:

- Actual employer hiring outcomes for 2016 and hiring projections for 2017, collected for the following candidate types: MBA,¹ Master of Accounting, Master in Management, nonbusiness master's, bachelor's degree, and experienced direct-from-industry hires;
- Directional salary projections for the coming year;
- Availability of internship offerings in 2017; and
- A discussion of employer organizational goals in relation to hiring projections.

Findings in this report represent survey responses provided by 167 recruiters from more than 140 companies of varying sizes and industry sectors. These companies include 36 members of the Fortune 500 (21 of which are Fortune 100 companies) and the big four consulting groups. Respondents are located in 27 countries or regions worldwide, with the majority located in the United States (see the *Participant Profile* at end of this report). Results are reported only when there is a sufficient number of respondents.²

¹The MBA program category includes all MBA formats: full-time two-year, full-time one-year, part-time, executive, flexible, and online MBA.

²Master of Accounting and Master in Management programs are the only non-MBA business master's programs included in hiring and salary data analysis. Other master's programs are not included due to insufficient response rate.

Key Findings

Employer Sentiment Strong for Business Graduates

- Nearly all employers who responded to the Year-End Poll of Employers (96%) say that hiring recent business school graduates creates value for their companies.
- Seventy-one percent of employers agree that recruiting graduates of MBA and non-MBA business master's programs is a priority in their company's hiring plans.

Projected Hiring Demand for Graduate Management Candidates Up from 2016 Outcomes

- The coming year looks positive for job-seeking business school graduates, as 83 percent of surveyed companies have plans to hire a business school graduate in 2017, whether an MBA or non-MBA master's candidate.
- Nearly 8 in 10 (79%) employers expect to hire MBA graduates in 2017, compared with 68 percent of these same companies that hired MBA candidates in 2016.
- A greater share of employers (31%) intend to hire graduates of Master in Management programs in 2017 than did so last year. Twenty-nine percent of employers plan to hire Master of Accounting graduates in 2017.

Salaries in 2017 Expected to Increase for Business Graduates

- Of the employers with plans to hire recent MBA graduates in 2017, 58 percent plan to increase their starting annual base salaries either at or above the rate of inflation and 40 percent will maintain salaries at 2016 levels.
- More than half of employers (57%) plan to increase starting base salaries for new Master of Accounting hires at or above the rate of inflation in 2017.
- Sixty-three percent of companies report plans to increase starting base salaries at or above the rate of inflation in 2017 for direct-from-industry hires, while 52 percent of employers will increase salaries for newly minted bachelor hires.

Employers Continue to Extend Internship Opportunities to Business Students

- Nine in 10 companies surveyed have internship programs.
- Of the respondents who have internships available, 66 percent plan to offer internships for MBA candidates in 2017. Eighty-two percent of those companies will maintain (23%) or increase (59%) the number of internships offered to these candidates.
- Among the employers who offer internships, 17 percent expect to offer internships to Master of Accounting candidates in 2017, 16 percent of employers will offer internships to Master in Management candidates, and 15 percent to candidates enrolled in Master of Finance programs.

Expansion and Growth Characterize Company Goals

- The majority of employers (56%) characterize their company direction as expanding and growing, a quarter (27%) describe their company's direction as maintaining current position, and 16 percent say their companies are still overcoming economic challenges.
- Regardless of differences in overall company direction, 2017 hiring plans for recent MBA graduates are similar across the board.

Hiring Outlook for 2017

The MBA credential continues to remain relevant in today’s economy. Nearly all employers who responded to GMAC’s Year-End Poll of Employers strongly agree or agree that graduate business school hires create value for their companies (96%) and that recruiting such graduates is a priority in their company’s hiring plans (71%; **Table 1**).

Table 1. Employer Sentiment About Business School Graduates

Business School Graduates...	Percentage of Employers (N = 162)			
	Strongly Agree	Agree	Disagree	Strongly Disagree
Create value for my company	40%	56%	4%	1%
Are a priority in my company's hiring plans	31%	40%	25%	4%

Source: GMAC (2016) Year-End Poll of Employers.

A majority of respondents see value in the talent that recent business graduates bring to the workplace, but, given the higher salaries that MBA graduates seek, employers expect a greater command of skills from job seekers.

“Our organization is always looking for competitive business school graduates. The market is increasingly competitive and these graduates needed to distinguish themselves beyond simply graduating.”

—Large manufacturing company in the United States

“Graduate students with strong communication skills and demonstrated leadership and collaboration experience will continue to do well. Those that are simply looking for jobs may struggle.”

—Small nonprofit/government organization in the United States

“Due to the advancement of big data and technology, MBA programs should prepare their students to be ultra-analytical in addition to having sound business principles.”

—Large products and services company in the United States

Hiring Propensity

The Year-End Employer Poll shows solid hiring results for 2016 across most candidate types. Nearly 7 in 10 employers (68%) hired recent MBA graduates last year, and an even greater percentage of employers hired recent bachelor’s-degree recipients (79%) and experienced direct-from-industry hires (84%). In comparison, hiring rates for graduates of Master of Accounting programs, other business master’s, and nonbusiness master’s were lower than other candidate types, but still on par with trends from previous years.

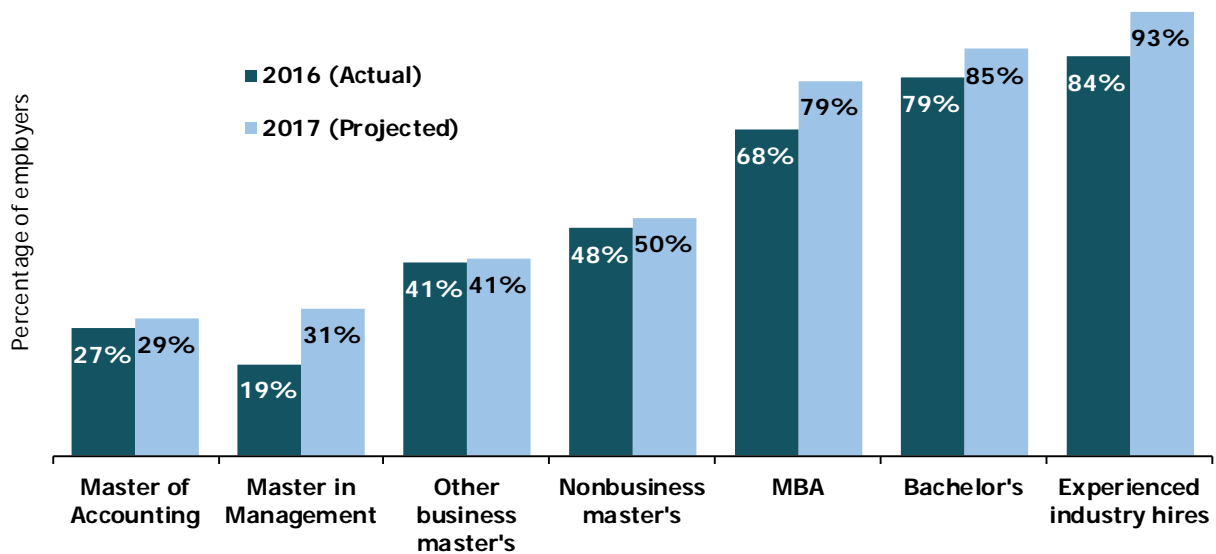
A smaller than usual proportion of companies (19%) reported hiring Master in Management candidates in 2016. In prior years, the percentage of employers who hire Master in Management graduates typically has trended in the 29 percent to 30 percent range, especially for non-US employers who tend to hire a greater share of these candidates than US employers. This year's overall results appear to have been driven down by a low percentage of US employers (16%) who hired these candidates, in contrast to nearly a third of employers in Europe and Asia whose hiring results for Master in Management candidates were on par with previous years (32% of these employers combined). Hiring projections for these graduates in 2017 are looking up, with 31 percent of employers overall expected to offer jobs to these candidates (**Figure 1**).

The coming year looks positive for job seekers, as a greater share of employers plan to hire new employees from each candidate type compared with 2016. Nearly 8 in 10 employers anticipate hiring MBA candidates in 2017 (79%), and about a third expect to hire candidates with master's degrees in management (31%) and accounting (29%).

Since a majority of this year's respondents represent US companies (71%), it is interesting to note that several employers voluntarily commented that their hiring plans in 2017 may depend upon policy decisions of the incoming US president. (The Year-End Employer Poll was in the field from the end of October until 10 days after the November presidential election in the United States.)

One respondent representing a small US consulting firm characterized the current job market as strong, but said "...with the election results, I'm more anxious."

Figure 1. 2016 Hiring Outcomes (Actual) and 2017 Hiring Plans (Projected), by Candidate Type



Source: GMAC (2016) Year-End Poll of Employers.

Hiring Magnitude: Moving in the Right Direction

Results of the Year-End Employer Poll indicate that in 2017, not only are greater share of companies planning to hire business school graduates, but these same employers plan to increase the number of recent MBA and non-MBA graduates they will hire, expanding the number of positions for job-seekers.

The following discussion describes the actual hiring outcomes reported by companies that hired new employees in 2016 and the variations within their projected 2017 hiring plans, by candidate type.³ Detailed results are displayed in **Table 2** and **Table 3**, respectively:

- **MBA:** Of the 68 percent of employers who hired recent MBA graduates in 2016, nearly 8 in 10 (78%) say they met or exceeded their hiring goals for these candidates in 2016. In 2017, 78 percent of employers who plan to hire MBA graduates expect to hire as many or more of these candidates than they did in 2016.
- **Master in Management:** In 2016, 19 percent of companies hired recent Master in Management graduates, and the majority of these employers (65%) report that they met or exceeded their 2016 hiring goals for these candidates. For the coming year, nearly a third of employers (31%) intend to hire Master in Management graduates and 84 percent of these employers say there are likely to hire the same number or more of these candidates in 2017.
- **Master of Accounting:** Twenty-seven percent of employers hired Master of Accounting graduates in 2016, with 2 out of 3 (64%) reporting that they met or exceeded their hiring goals in 2016 for these graduates. In 2017, 29 percent of employers intend to hire Master of Accounting graduates, with 80 percent of these employers expecting to match or increase the number of candidates they hire from this group.
- **Experienced direct-from-industry hires and bachelor's-degree candidates:** In 2016, 84 percent and 79 percent of employers hired experienced direct-from-industry and bachelor's candidates, respectively, with the majority of employers matching or exceeding their hiring targets for both groups of candidates (80% and 87%, respectively). In 2017, nearly all employers (93%) report plans to hire experienced direct-from-industry candidates, with 79 percent likely to hire the same or greater number of these candidates than in 2016. Regarding bachelor's degree-holders, 85 percent of employers plan to hire these candidates in 2017, with 80 percent of these companies expecting to hire them in the same or greater numbers than 2016.

“Job market for MBAs looks very promising.”

—Large finance and accounting employer in the United States

³The 2017 hiring projections for employers who plan to hire the same or an increased number of MBA candidates include those who did not hire in 2016, but plan to do so in 2017.

Table 2. Percentage of Employers Who Hired in 2016, by Candidate Type

Candidate Type	% of Employers Who Hired in 2016*	Hiring Magnitude	% of Employers
Experienced direct-from-industry hires	84%	More than planned	17%
		As planned	63%
		Fewer than planned	17%
		Planned, but did not hire	4%
		Total	100%†
Bachelor's	79%	More than planned	12%
		As planned	75%
		Fewer than planned	11%
		Planned, but did not hire	3%
		Total	100%†
MBA	68%	More than planned	10%
		As planned	68%
		Fewer than planned	13%
		Planned, but did not hire	10%
		Total	100%†
Nonbusiness master's	48%	More than planned	5%
		As planned	65%
		Fewer than planned	22%
		Planned, but did not hire	7%
		Total	100%†
Master of Accounting	27%	More than planned	14%
		As planned	50%
		Fewer than planned	22%
		Planned, but did not hire	14%
		Total	100%†
Master in Management	19%	More than planned	17%
		As planned	48%
		Fewer than planned	14%
		Planned, but did not hire	21%
		Total	100%†

*Percentages represent actual hiring outcomes for 2016. Responses from employers who refused to answer or did not know 2016 hiring outcomes were excluded from calculations (weighted totals).

†Percentages may not sum to 100 due to rounding.

Source: GMAC (2016) Year-End Poll of Employers.

Table 3. Percentage of Employers Expecting to Hire in 2017, by Candidate Type

Candidate Type	% of Employers Expecting to Hire in 2017*	Hiring Magnitude	% of Employers
Experienced direct-from-industry hires	93%	Hired in 2016 and likely to hire more	33%
		Hired in 2016 and likely to hire same	31%
		Hired in 2016 and likely to hire fewer	20%
		Did not hire in 2016; plan to hire in 2017	15%
		Total	100%†
Bachelor's	85%	Hired in 2016 and likely to hire more	31%
		Hired in 2016 and likely to hire same	39%
		Hired in 2016 and likely to hire fewer	19%
		Did not hire in 2016; plan to hire in 2017	10%
		Total	100%†
MBA	79%	Hired in 2016 and likely to hire more	29%
		Hired in 2016 and likely to hire same	37%
		Hired in 2016 and likely to hire fewer	22%
		Did not hire in 2016; plan to hire in 2017	12%
		Total	100%†
Nonbusiness master's	50%	Hired in 2016 and likely to hire more	25%
		Hired in 2016 and likely to hire same	29%
		Hired in 2016 and likely to hire fewer	17%
		Did not hire in 2016; plan to hire in 2017	29%
		Total	100%†
Master in Management	31%	Hired in 2016 and likely to hire more	12%
		Hired in 2016 and likely to hire same	24%
		Hired in 2016 and likely to hire fewer	15%
		Did not hire in 2016; plan to hire in 2017	48%
		Total	100%†
Master of Accounting	29%	Hired in 2016 and likely to hire more	17%
		Hired in 2016 and likely to hire same	43%
		Hired in 2016 and likely to hire fewer	20%
		Did not hire in 2016; plan to hire in 2017	20%
		Total	100%†

*Percentages reflect employers planning to hire each candidate type in 2017. Responses from employers who did not know or refused to report 2017 hiring goals were excluded from calculations (weighted totals).

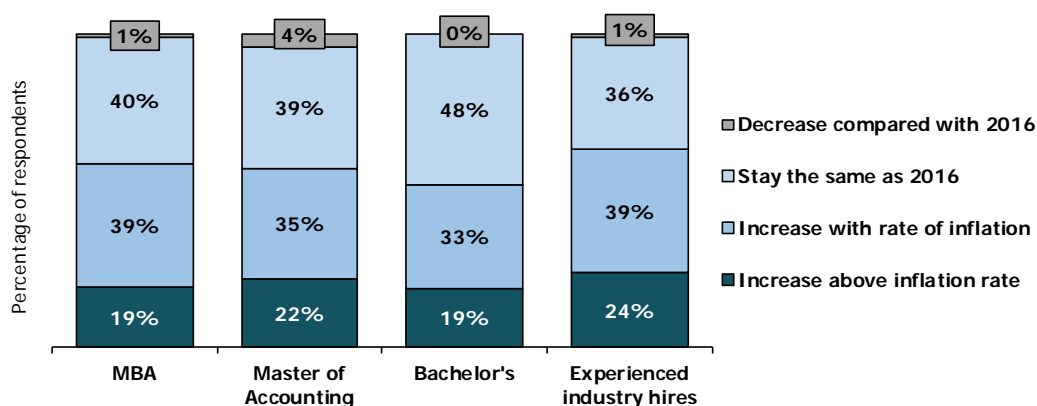
†Percentages may not sum to 100 due to rounding.

Source: GMAC (2016) Year-End Poll of Employers.

Compensation

In step with the increased demand for candidates as reflected in the hiring projections, more than half of respondents plan to increase starting annual base salaries for new hires in 2017 (**Figure 2**). More than half of employers (58%) intend to increase base starting salaries for new MBA hires in 2017 either at or above the inflation rate; 40 percent will maintain salaries at their current level. The majority of employers (57%) plan to offer Master of Accounting hires in 2017 annual base salaries at or above the inflation rate, with 39 percent of companies keeping salaries at their current level.

Figure 2. Expected Change in 2017 Average Annual Base Salaries Compared With 2016 Salaries, by Candidate Type*



*Percentages may not sum to 100 due to rounding.
Source: GMAC (2016) Year-End Poll of Employers.

Internships

Nine in 10 companies represented in the survey provide internship programs for undergraduate and graduate-level students. Of those companies, two-thirds of respondents (66%) plan to offer internships to MBA candidates in 2017 (**Table 4**). Eighty-two percent of companies offering MBA internships will maintain (23%) or increase (59%) the number of internships offered to these candidates in the coming year. Among employers who plan to offer internships to business school students, 17 percent plan to offer them to Master of Accounting candidates in 2017; 16 percent of these employers will offer internships to Master in Management candidates, and 15 percent to candidates enrolled in Master of Finance programs.

Table 4. Percentage of Employers Who Offer Internships, by Candidate Type*

Candidate Type	Percentage of Employers Offering Internships
Bachelor's	84%
MBA	66%
Nonbusiness master's	34%
Master in Management	16%
Master of Finance	15%
Master of Accounting	17%

*Percentages only reflect the share of respondents who reported they would offer internships.
Source: GMAC (2016) Year-End Poll of Employers.

Employer Organizational Goals

A company’s stated organizational goals are strong indicators of prevailing marketplace realities and of employers’ expectations for the overall business direction of their company and industry. These goals are reflected in the 2017 job forecast and hiring plans for this year’s class of business school graduates.

Similar to recent years, ‘improving performance and productivity’ was the company goal most frequently cited in the 2016 poll (74% of employers; **Table 5**).

Table 5. Overall Company Organizational Goals for 2017

	Percentage of Employers	Direction of Change Compared With 2016
Improve performance/productivity	74%	↑ 14%
Expand customer base	57%	↑ 5%
Launch new products/services	48%	↑ 9%
Reduce costs	48%	↑ 10%
Improve customer service	35%	No change
Overcome economic challenges	27%	↑ 5%
Corporate branding initiative	26%	↑ 2%
Diversify the organization	25%	↑ 6%
Expand geographically	25%	↑ 3%
Complete/integrate a merger	12%	↓ 5%

Source: GMAC (2016) Year-End Poll of Employers.

The emphasis on improved performance and productivity is even more pronounced overall for 2017 with 14 percent more companies than last year citing it as their main corporate objective, reflecting industry’s overarching goal to operate more efficiently and improve output. Compared with 2016, a growing number of employers overall also will be focused on growth-oriented goals in 2017, including ‘expanding their customer base’ (57% of employers) and ‘launching new products and services’ (48%). In addition, 2017 will see an increased share of companies conducting corporate branding initiatives (26%), diversifying their organization (25%), and expanding geographically (25%), in comparison with 2016.

The coming year will also see more companies focused on the bottom line, however, with 48 percent overall expecting to reduce costs—a 10 percentage point increase over last year’s findings. Overcoming economic challenges is still an issue for 27 percent of employers overall, slightly higher than the 22 percent of companies that reported this as a top objective in 2016.

“Job market is hot for people that can produce results. Less concerned about higher education than ability to hit targets and lead people.”

—Large products and services company in the United States

Put in a broader market context, when employers were asked to characterize whether their company direction will be *'overcoming challenges,' 'maintaining their current business position,'* or *'expanding and growing'* in 2017, the majority (56%) of employers report that their company is expanding and growing. Just over a quarter will be maintaining their current market position (27%) in 2017, and 16 percent will focus on overcoming economic challenges (**Table 6**).

- Companies with expansion plans and those maintaining their current position are more likely to be improving their performance and productivity, expanding their customer base, and launching new products and services compared with companies that are overcoming challenges.
- Companies still overcoming challenges are more likely to be reducing costs (76%) compared with companies that are maintaining current position (49%) and expanding/growing (40%). This group of companies also specifically cited overcoming economic challenges (37%) as a top organizational goal.

It is possible the heightened focus on costs may be tied to productivity and improved performance goals, perhaps to support existing positions or meet growth targets, or just a cautionary stance in face of global market uncertainty. Despite these shifts, however, employers across the board plan to hire business graduates in 2017. About 8 in 10 employers plan to hire recent MBA graduates in 2017 and more than half are targeting non-MBA graduates in their 2017 hiring plans.

Table 6. Top Employer Organizational Goals and 2017 Hiring Plans, by Company Direction

	Overcome Challenges (16%)	Maintain Current Position (27%)	Expand/Grow (56%)
Top organizational goals, based on company direction (% of employers)	Reduce costs (76%)	Improve performance/Productivity (79%)	Improve performance/productivity (77%)
	Improve performance/productivity (60%)	Launch new products/services (53%)	Expand customer base (69%)
	Overcome economic challenges (48%)	Reduce costs (49%)	Launch new products/services (49%)
	Improve customer service (40%)	Expand customer base (42%)	Reduce costs (40%)
	Expand customer base (36%)	Overcome economic challenges (37%)	Improve customer service (38%)
2017 employer hiring plans (% of employers)	Plan to hire recent MBA graduates		
	74%	77%	80%
	Plan to hire recent non-MBA business master's graduates*		
	60%	52%	51%
	Plan to hire recent bachelor's graduates		
	90%	71%	89%
	Plan to hire experienced direct-from-industry hires		
88%	86%	97%	

*This segment includes companies that know their 2017 hiring plans and plan to hire recent Master in Management, Master of Accounting, Master of Finance or other specialized business master's graduates.
Source: GMAC (2016) Year-End Poll of Employers.

Conclusion

The 2017 hiring projections for recent business school graduates are robust. Eighty-three percent of companies surveyed have plans to hire a business school graduate in 2017, whether an MBA or non-MBA master's student. A majority of employers continue to make internship programs available to graduate business students. Projected salaries for recent hires will be stable, with a majority of employers offering starting salaries at or above the rate of inflation. More than half of companies self-identified as growing and expanding, although slightly more than last year are also focused on reducing costs as a company goal.

To help continue growth and support their company objectives, employers seek out high-performing, highly skilled business school graduates with experience who are willing to work hard and make a difference. Although hiring projections are strong for the coming year, some employers have some words of caution for 2017 graduating classes:

“The best thing I can tell any type of student is to be positive, work hard at any opportunity given to them and do not take any interview for granted. No job is ever guaranteed!”

— Manufacturing employer (mid-size company), United States

“While tech has been saturated with new MBAs the past few years, programs do seem to be doing a better job of preparing students for careers in tech. Still, very few candidates have direct experience in tech from before their MBA studies.

— Technology employer (small-size company), United States

“Be more flexible to take on work which may require you to dirty your hands.”

— Products & services employer (mid-size company), Asia-Pacific

Methodology

From October 26 to November 18, 2016, GMAC conducted its annual Year-End Poll of Employers whose purpose was two-fold: 1) provide business schools and graduate business students with an advance look at the 2017 job market, and 2) provide participating employers and schools that use the GMAT exam in their admissions process with detailed statistics on graduate management hiring practices.

GMAC researchers sent the invitation for this poll to 4,713 employers worldwide. As of November 18, 2016, 167 employers responded. All survey respondents received a copy of the survey report that included open-end responses (not available in the public summary of this report). The poll consisted of 17 questions, including one optional, open-ended question. It should be noted that this study is not based on a representative sample of all employers of business school graduates. The information, therefore, should be viewed in relative terms when making comparisons and drawing conclusions.

In February 2017, GMAC will conduct its 16th annual Corporate Recruiters Survey, which draws from a larger sample and traditionally yields a more comprehensive picture of employment trends and demand for MBA and other business school graduates. Sign-up for this survey is open until January 31, 2017. Visit www.gmac.com/surveysignup today to include your school in this ongoing research.

Participant Profile

The participant profile of the 2016 Year-End Poll of Employers is similar to that of the GMAC Corporate Recruiters Survey, which was conducted in February/March 2016 (**Table 7**).

Table 7. Respondent Profile by Industry, Company Size, and Location

	2016 Corporate Recruiters Survey	2016 Year-End Poll of Employers
Industry	N = 842	N = 167
Products and services	21%	26%
Consulting	24%	22%
Finance or accounting	17%	14%
Technology	12%	10%
Manufacturing	8%	13%
Health care or pharmaceutical	10%	8%
Nonprofit or government	4%	5%
Energy or utilities	5%	2%
Other	0%	1%
Total	100%	100%*
Company Size	N = 842	N = 167
Fewer than 1,000 employees	31%	37%
1,000 to 24,999 employees	28%	34%
25,000 or more employees	40%	29%
Don't know	1%	0%
Total	100%	100%
Company Location	N = 842	N = 167
United States	74%	71%
Europe	10%	10%
Asia-Pacific	7%	8%
Latin America	7%	6%
Other world regions	2%	5%
Total	100%	100%

*The percentages may not sum to 100 due to rounding.
Source: GMAC (2016) Year-End Poll of Employers.

Regional Location of Survey Participants

Companies located in the following 27 regions/countries responded to the Year-End Employer Poll: **Africa:** South Africa; **Canada:** Canada; **Central and South Asia:** India, Pakistan; **East and Southeast Asia:** Cambodia, China, Japan, Philippines, Singapore, Thailand; **Latin America:** Costa Rica, Mexico, Panama, Peru, Venezuela (Bolivarian Republic of); **United States:** United States of America; **Europe:** Finland, France, Ireland, Italy, Netherlands, Portugal, Romania, Spain, Sweden, Switzerland, and the United Kingdom.

Contact Information

For questions or comments regarding the study findings, methodology, or data, please contact the GMAC Research Department at research@gmac.com.

Contributors

The following individuals from the Research Department at GMAC made significant contributions to the publication of this report: **Rebecca Estrada-Worthington**, Survey Research Manager, questionnaire design, analysis, interpretation of data, and drafting/revising of manuscript for intellectual content; **Gregg Schoenfeld**, Director, Management Education Research, review of questionnaire and manuscript review; **Paula Bruggeman**, Research Publications Manager, editorial review and publication management; **Tacoma Williams**, Research Senior Coordinator, quality assurance; **Tania Hernandez-Andersen**, Director, Brand and Internal Agency, manuscript review; and **Betty Su**, Chief Marketing Officer, manuscript review.

Acknowledgements

The Graduate Management Admission Council extends sincere appreciation to the 167 employers of business school graduates who generously contributed both time and information to the 2016 Year-End Poll of Employers.

Accompanying Data

Employers who participated in the 2016 Year-End Poll of Employers receive an exclusive early-release participant copy of the survey report containing a summary of findings as well as verbatim commentary from all respondents. A public summary report of the poll results is available at gmac.com/corporaterecruiters.

Participate in the Corporate Recruiters Survey for In-Depth Hiring Data

Visit www.gmac.com/surveysignup today to include your school in GMAC's upcoming 2017 Corporate Recruiters Survey. GMAC partners with MBA Career Services and Employer Alliance (MBA CSEA), EFMD, and more than 100 career services offices at universities worldwide to facilitate this annual survey. Career services professionals at business schools that offer graduate programs should plan now to take part in Corporate Recruiters Survey. Participation offers you inside information on what employers seek in new hires and their satisfaction both with schools and graduates. The deadline for schools to sign up is **January 31, 2017**, just two weeks before the survey launches.

How Employers Can Participate in the 2017 Corporate Recruiters Survey

If you are an employer who hires students from graduate business programs, we want your feedback. Contact the schools where you recruit and tell them you want to participate in the 2017 Corporate Recruiters Survey, or go to gmac.com/employersignup. If you have any questions about how to participate or want more specifics about this research study, please contact the GMAC Research Department at gmac-research@gmac.com.

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The **Year-End Poll of Employers** is conducted annually as a follow-up to the Corporate Recruiters Survey. It is one in a series of annual or biannual surveys produced by the Graduate Management Admission Council that explore relevant issues in graduate management education. Other GMAC surveys include...

■ **mba.com Prospective Students Survey**

Launched in 2003, this annual survey profiles prospective students, tracking how and why they move through the pipeline, and what motivates them and gets their attention.

■ **Corporate Recruiters Survey**

Launched in 2001–2002, this annual survey helps schools better understand the job market, clarify employer expectations, and benchmark their career services practices. Employers use the survey results to benchmark the MBA recruitment activities of their companies.

■ **Alumni Perspectives Survey**

This annual survey explores the career journey of alumni and recent graduates after business school and tells the story of their career progression, expectations, attitudes, and the value of their education.

■ **Application Trends Survey**

Since its debut in 1999, this annual two-part survey compares current and previous year application data for business school programs worldwide, highlighting trends by program type and world region.

Survey Reports provide an overview of data in addition to offering context for and discussing implications of the research. They frequently are used to help drive strategic decision-making processes in graduate business schools.

All Survey Reports are available online at **gmac.com/surveys**.