

Women and Graduate Management Education

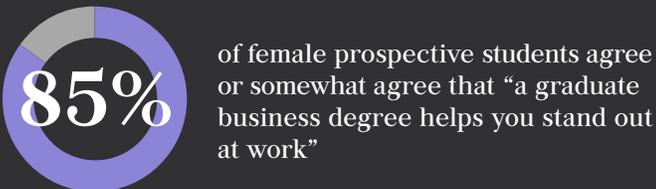
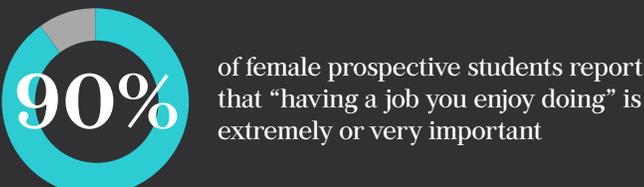
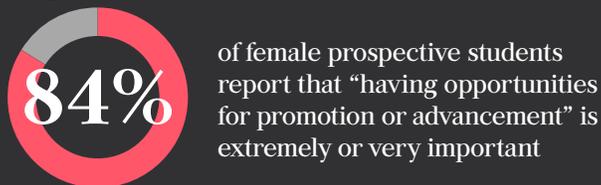
Motivations and Journeys of Female Candidates

gmac.com/research

Strong demand for graduate management education among female candidates

60% of programs report growth in applications from female candidates in 2020

Career advantage of a graduate business degree is attractive to female candidates



Domestic and international female candidates differ in their GME plans

Percentage of female candidates reporting, "I always planned to pursue a graduate business education at this point."



64% International Candidates
50% Domestic Candidates

Percentage of female candidates expecting financial resources to come from parents or grants / fellowships /scholarships



58% International Candidates
40% Domestic Candidates

Career goals vary by preferences for program types and study destinations

MBA-Domestic*

#1 Career Goal



Get a raise/salary increase

#1 Job Function



General Management

Business Master's-Domestic

#1 Career Goal



Get a raise/salary increase

#1 Job Function



Finance/accounting

MBA-International

#1 Career Goal



Work outside my country of citizenship

#1 Job Function



Strategy

Business Master's-International

#1 Career Goal



Work for a company where I can travel internationally

#1 Job Function



Consulting

* Program preference (MBA vs. Business Master's). Preference for a study destination relative to the citizenship (domestic vs. international).