

Corporate Recruiters Survey

2022 Deans Summary

What’s the state of employer demand for graduate business school talent?

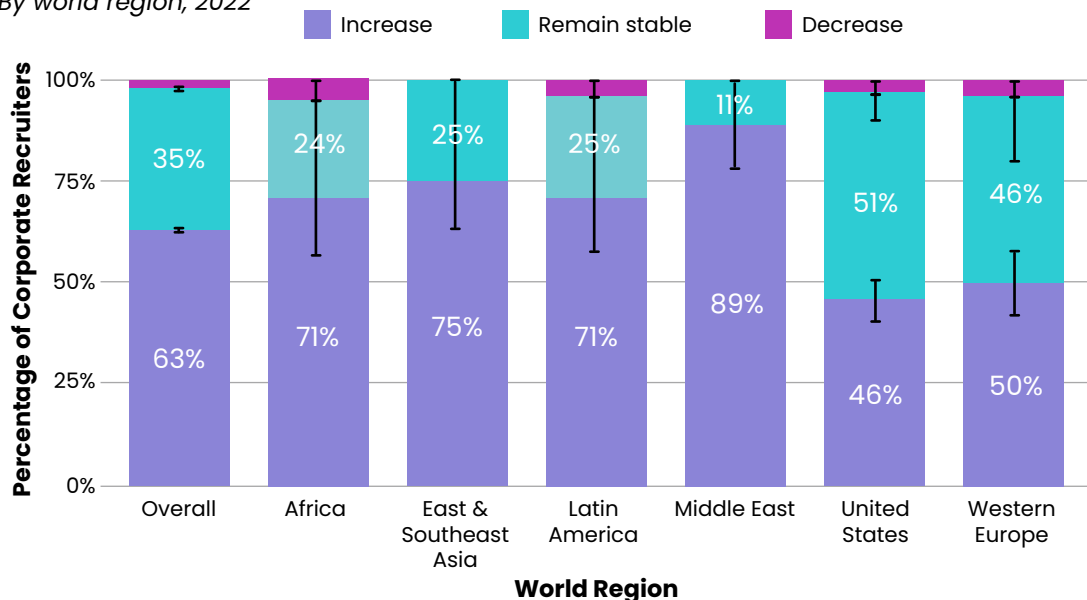
The findings of this year’s Corporate Recruiters Survey, fielded in February and March 2022, suggest it’s a favorable hiring market for those graduating with an MBA or business master’s degree.

Overall, 92 percent of corporate recruiters say they expect to hire newly minted MBAs this year, as do 95 percent of staffing firms. Relative to past years’ survey results, this represents very strong hiring intentions, and looking to the near future, most corporate recruiters agree that demand for new business school talent will increase in the next five years (**Figure 1**).

*Error bars represent the 95 percent confidence intervals for each estimated population proportion.

Figure 1: Projected Hiring Demand for Business School Talent in the Next Five Years

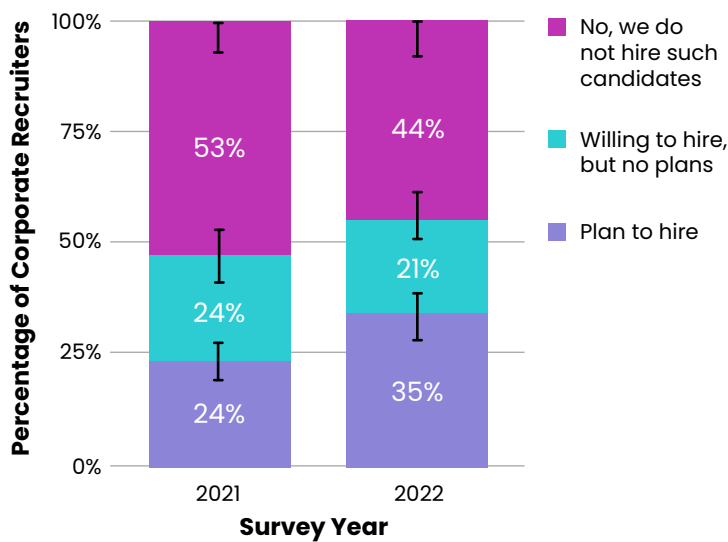
By world region, 2022



Survey findings also suggest that international mobility for business school graduates may be making a rebound, specifically for international MBA and business master’s graduates in the United States. Fifty-six percent of US recruiters say they either plan to make international hires in 2022 or are willing to, up from 48 percent that said the same in the 2021 survey (**Figure 2**).

Figure 2: US Company Plans to Hire International Business School Graduates

US corporate recruiters, 2021 vs 2022



Consistent with past years, employers’ intention to hire business school graduates is an expression of their organization’s growth trajectory and their confidence in graduates’ ability to be successful with them. This year, 2 in 3 recruiters describe their organization as growing/expanding and nearly 9 in 10 are either highly confident or confident in the ability of business schools to prepare students to be successful in their organizations.

The **Corporate Recruiters Survey – 2022 Summary Report** explores the state of employer demand for graduate business school talent in the context of the COVID-19 pandemic and includes responses from nearly 1,000 corporate recruiters and staffing firms. It provides data and insights to understand current trends in hiring, compensation, skill demand, and perceptions of MBA and business master’s graduates.

2022 Survey Sample Stats

941 Total respondents

38 Countries represented

31% Coverage of the Global Fortune 500

When asked to select from a list of all the reasons for their confidence, the most cited reasons among corporate recruiters overall are that business school graduates have strong communication skills, have a versatile skillset, and are strategic thinkers (**Figure 3**).

This year’s findings also show that salaries being offered to business master’s graduates are on the rise. The median starting salaries US recruiters plan to offer are up versus last year’s survey for graduates of Master of Finance, Master of Data Analytics, and Master of Accounting (**Figure 4**).

Figure 3: Reasons for Confidence in Business School Graduates

Global corporate recruiters, 2022

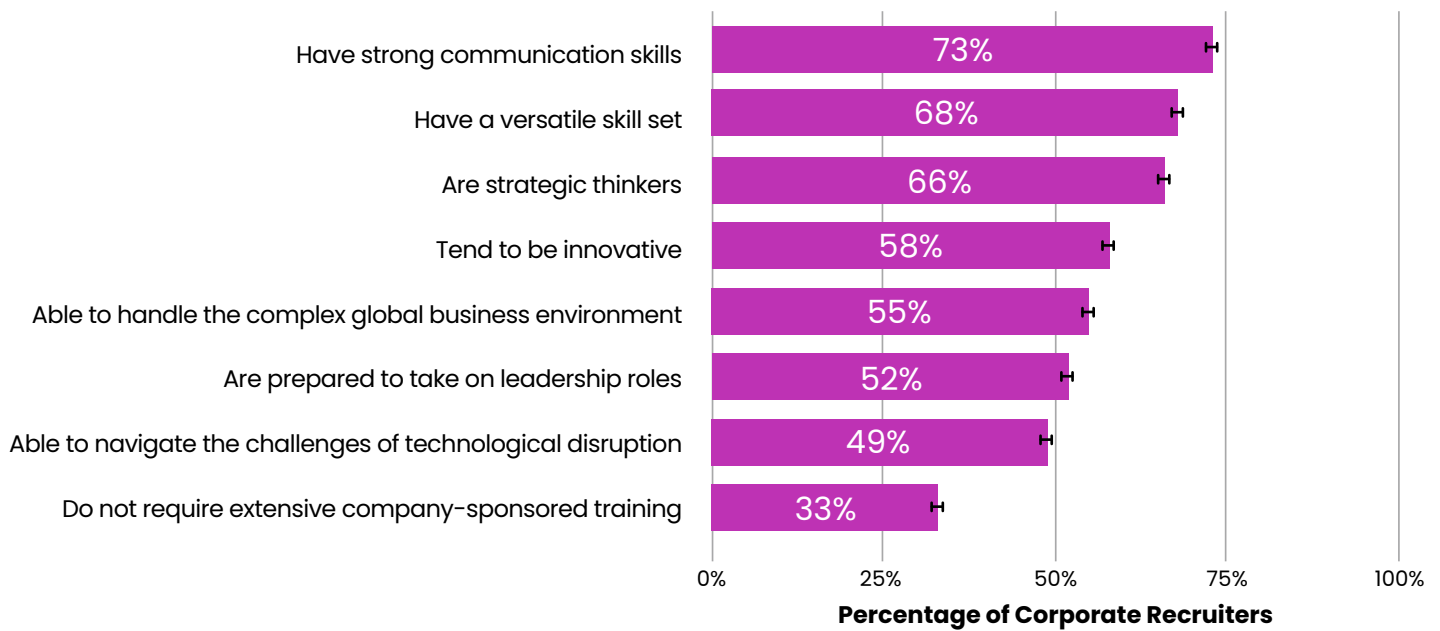
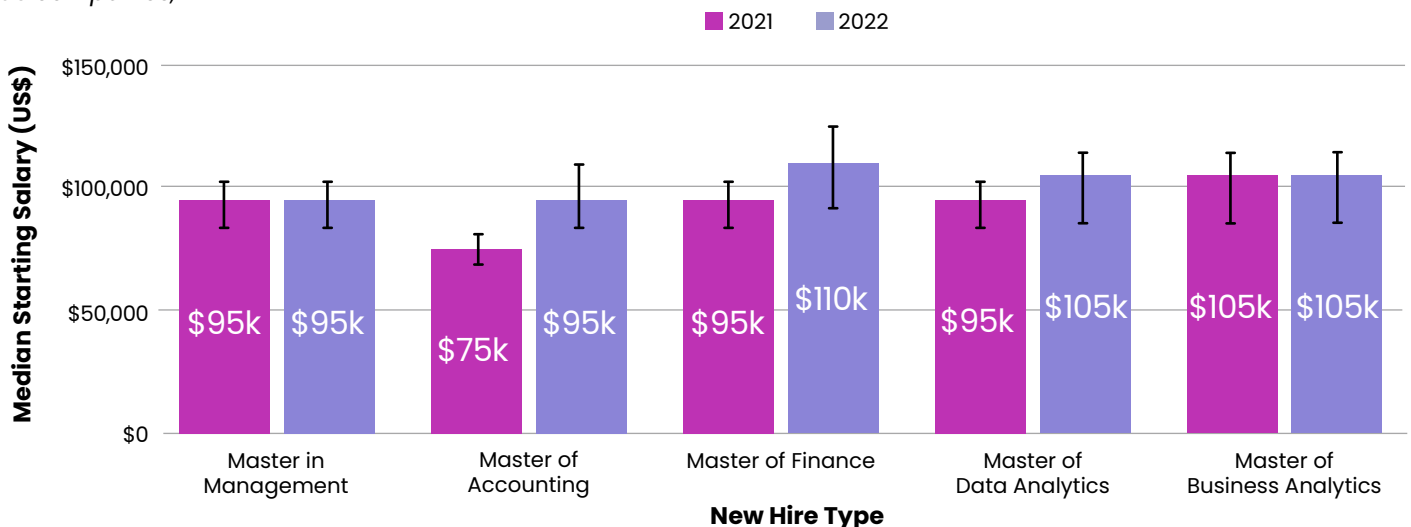


Figure 4: Median Starting Salaries for Business Master’s Graduates

US companies, 2021–2022



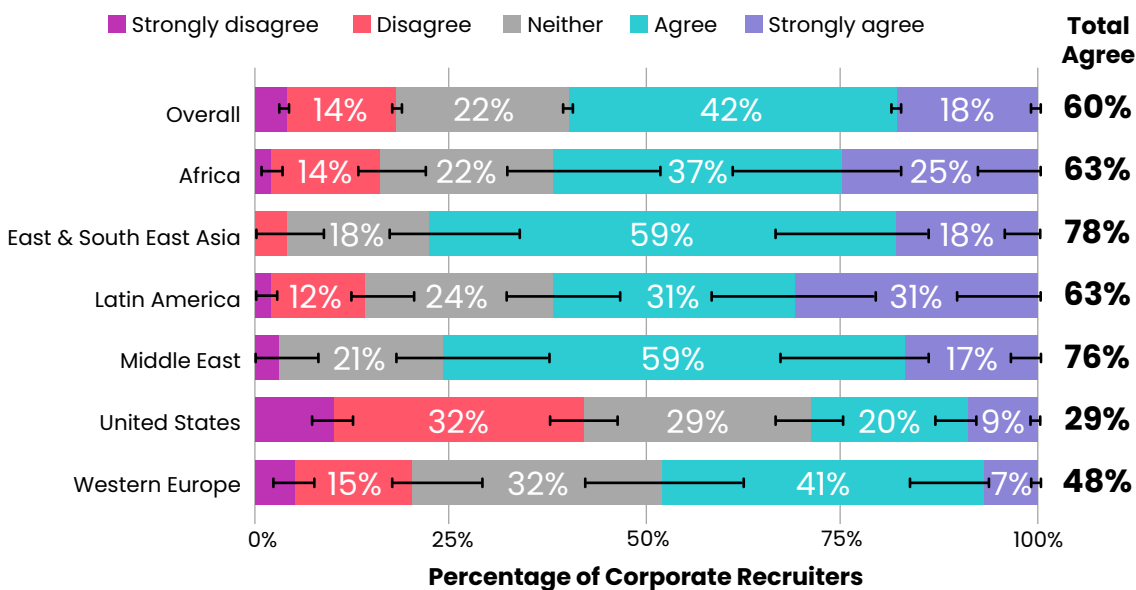
While MBA starting salaries continue to be at a premium relative to other hires, in the current inflationary period the relative stability of median MBA salaries suggested by the survey findings is putting downward pressure on the real value of MBA salaries. To attract top talent in this environment, benefits packages—including educational assistance—are evolving and expanding to meet the needs of younger potential employees. Overall, 32 percent of recruiters are now offering assistance in paying down school loans as a benefit in 2022, and 40 percent are offering corporate volunteering.

One of the many effects of the pandemic on GME was a rapid shift to online learning, especially in the United States, where total enrollments in Online MBA programs exceeded that of full-time MBA enrollments for the first time in the 2020–21 academic year.¹ The percentage of global recruiters who view graduates of online and in-person GME programs equally increased from 34 percent in 2021 to 60 percent in 2022, suggesting significant growth in acceptance of online programs (**Figure 5**). However, the notable outlier is corporate recruiters in the United States—where just 29 percent agree that they view graduates of online and in-person GME programs equally, the lowest of any world region and down from 33 percent of respondents from the 2021 sample.

¹AACSB. (2021). 2021 Business School Data Guide (October 2021 Release). <https://www.aacsb.edu/insights/publications/data-reports/2021-business-school-data-guide>

Figure 5: Corporate Recruiters Level of Agreement: My organization values graduates of online and in-person programs equally

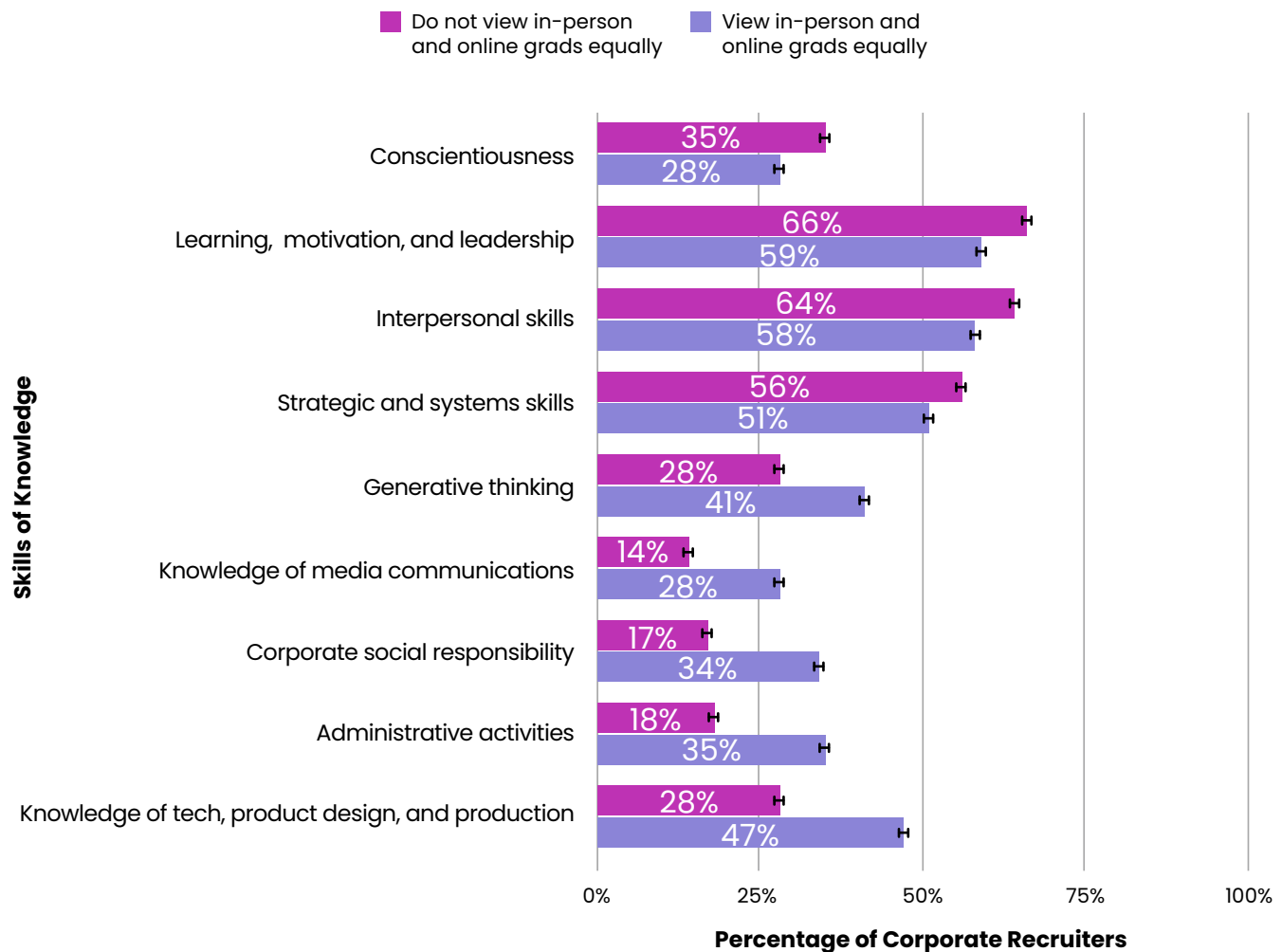
By world region, 2022



Survey responses examining what skills recruiters see as most important highlight how employers can interpret the value of a graduate management education differently (Figure 6). For example, recruiters who do not view graduates of online and in-person programs equally are more likely to say specific soft, or human, skills are important, including conscientiousness and interpersonal skills. Conversely, recruiters who view in-person and online graduates equally are more likely to say specific areas of knowledge are important, like knowledge of technology, product design, and production and administrative activities.

Figure 6: Most Important Knowledge and Skills for Business School Graduates to Possess for Current Job Openings

By view of in-person and online GME graduates, overall, 2022





In summary, the responses collected from corporate recruiters and staffing firms this year bode well for graduates' first steps after completing their graduate business school degrees. Hiring for this year, and expected demand for next few years, appear strong, and employers' trust in business schools' ability to produce top talent remains high. Shifts in recruiter attitudes about online programs are noteworthy and will be interesting to see unfold further as the hiring market and business schools collectively make their way into the post-COVID future.

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