Asia & Pacific Islands: Demand for Graduate Business Degrees

Regional Report

Prospective Students Survey 2023 Data Report

May 2023
Demand for Graduate Business Degrees: Prospective Students Survey is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 226 leading graduate business schools. Founded in 1953, we are actively committed to advancing the art and science of admissions by convening and representing the industry and offering best-in-class products and services for schools and students. GMAC is dedicated to creating access to and disseminating information about graduate management education that business schools and candidates need to learn, connect, and evaluate each other. School and industry leaders rely on the Council as the premier provider of reliable data about the graduate management education industry.
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Introduction

Over 2,700 individuals responded to the Prospective Students Survey in 2022

The Prospective Students Survey is one of the Graduate Management Admission Council’s (GMAC) keystone research programs. The global graduate management education (GME) community has relied on data from this survey to gain insights about candidates’ decision-making processes when considering and applying to graduate business schools since 2009.

The findings detailed in this report are based on responses from a total of 2,710 individuals surveyed between January and December 2022.

Prospective students who responded represent those interested in various MBA and business master’s program categories, including full-time MBA, professional MBA, executive MBA, master’s in management and international management, and other specialized business master’s programs.

Responses used for analysis included candidates who are at different stages of the GME journey, including those who actively applying to business schools or currently doing research about graduate business degrees.

Additional information on the survey methodology and analytical procedures supporting this report can be found on page 26.

Explore the Data for Yourself

An Interactive Data Research Tool accompanies the Prospective Students Survey and available for all readers with a valid gmac.com account. The tool empowers users to customize data searches by multiple survey response variables, such as preferred study destination, preferred program type, citizenship, residence, gender, age, and more. Access the tool with your gmac.com login at:

gmac.com/prospectivestudents

Business School Participation in GMAC Research

Graduate business schools around the world are invited to take advantage of opportunities to gather data and generate insights about the business school pipeline.

Schools can sign up to participate in the GMAC Application Trends Survey and Corporate Recruiters Survey on our survey sign-up page:

gmac.com/surveyssignup
Introduction
More information available

This year, the rich information gleaned from the Prospective Students Survey is being released in a nine-part series for easier consumption and improved user experience.

2 Overview Reports

5 Regional Reports

2 Program Reports

Visit gmac.com to access all nine reports.
Introduction

Countries highlighted in Regional reports

Each regional report showcases results from the Prospective Students Survey by candidates’ country of citizenship, residence, and preferred destination of study.

<table>
<thead>
<tr>
<th>Asia &amp; Pacific Islands</th>
<th>Europe</th>
<th>Latin America</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Australia</td>
<td>• France</td>
<td>• Brazil</td>
</tr>
<tr>
<td>• Greater China</td>
<td>• Germany</td>
<td>• Mexico</td>
</tr>
<tr>
<td>• India</td>
<td>• Italy</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Middle East &amp; Africa</th>
<th>North America</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ghana</td>
<td>• Canada</td>
</tr>
<tr>
<td>• Kenya</td>
<td>• United States</td>
</tr>
<tr>
<td>• Nigeria</td>
<td></td>
</tr>
</tbody>
</table>
Candidate Profiles by Citizenship

This section features data by candidate country of citizenship, including:
• Program considerations
• Top 10 program types considered
• Top program types preferred
• Application plans by relative location
• Application plans by program world region
• Preferred study destination by program country
• Post-GME career goals
• Post-GME industries of interest
• Post-GME job functions of interest
Candidate Profiles by Citizenship

Australia

Program Considerations

- MBA program types only 35%
- Business master’s program types only 6%
- Both 59%

Top 10 Program Types Considered 1

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time 2YR MBA</td>
<td>59%</td>
</tr>
<tr>
<td>Full-time 1YR MBA</td>
<td>59%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>47%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>35%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>29%</td>
</tr>
<tr>
<td>Hybrid MBA</td>
<td>29%</td>
</tr>
<tr>
<td>Master of finance</td>
<td>29%</td>
</tr>
<tr>
<td>Master of project mgmt</td>
<td>29%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>24%</td>
</tr>
<tr>
<td>Master of management</td>
<td>24%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred 2

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time 1 YR MBA</td>
<td>40%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>20%</td>
</tr>
<tr>
<td>Full-time 2 YR MBA</td>
<td>20%</td>
</tr>
<tr>
<td>Hybrid MBA</td>
<td>6%</td>
</tr>
<tr>
<td>Master of entrepreneurship</td>
<td>6%</td>
</tr>
<tr>
<td>Master of supply chain management</td>
<td>6%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location 1

- Local 29%
- Regional 24%
- National 41%
- Int’l 88%

Application Plans by Program World Region 1

<table>
<thead>
<tr>
<th>Region</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>65%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>65%</td>
</tr>
<tr>
<td>W Europe</td>
<td>59%</td>
</tr>
<tr>
<td>E&amp;SE Asia</td>
<td>29%</td>
</tr>
<tr>
<td>E Europe</td>
<td>12%</td>
</tr>
<tr>
<td>Japan</td>
<td>18%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>18%</td>
</tr>
<tr>
<td>France</td>
<td>12%</td>
</tr>
<tr>
<td>Singapore</td>
<td>6%</td>
</tr>
</tbody>
</table>

Preferred Study Destination 2

- Australia 23%
- United States 23%
- Japan 18%
- United Kingdom 18%
- France 12%
- Singapore 6%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Candidate Profiles by Citizenship

Australia

**Post-GME Career Goals**

- Manage people: 53%
- Change job functions/occupation: 41%
- Get a raise/salary increase: 35%
- Obtain a senior level position: 35%
- Manage projects: 35%
- Work for a company where I can travel internationally: 35%
- Be self-employed/entrepreneur: 29%
- Get a job with a different company: 29%
- Become CEO of a company: 29%
- Work for a startup company: 24%
- Obtain an executive level position: 24%
- Obtain a mid-level position: 24%
- Live outside my country of citizenship: 24%
- Work outside my country of citizenship: 18%
- Manage products: 18%
- Work in my country of citizenship: 18%
- Get a promotion: 12%
- Continue to work for my current employer: 12%
- Change job industries: 12%
- Obtain an entry level position: 6%

**Post-GME Industries of Interest**

- Consulting: 47%
- Finance/Accounting: 47%
- Products/Services: 41%
- Nonprofit/Government: 24%
- Technology: 24%
- Energy/Utilities: 18%
- Health Care: 12%
- Manufacturing: 6%

**Post-GME Job Functions of Interest**

- Consulting: 71%
- General management: 53%
- Marketing/Sales: 47%
- Finance/Accounting: 18%
- Operations/Logistics: 12%
- IT/MIS: 12%
Candidate Profiles by Citizenship

Greater China

Program Considerations

- MBA program types only: 26%
- Business master's program types only: 28%
- Both: 46%

Top 10 Program Types Considered

- Full-time 1YR MBA: 41%
- Full-time 2YR MBA: 35%
- Master of finance: 33%
- Master of data analytics: 22%
- Master of marketing: 20%
- Master of business IT: 19%
- Part-time MBA: 15%
- Master of accounting: 15%
- Flexible MBA: 14%
- Master of project mgmt: 14%

Top Program Types Preferred

- Full-time 1 YR MBA: 19%
- Master of finance: 16%
- Master of data analytics: 12%
- Full-time 2 YR MBA: 9%
- Master of accounting: 6%

Application Plans by Relative Location

- Local: 13%
- Regional: 14%
- National: 22%
- Int'l: 77%

Application Plans by Program World Region

- USA: 51%
- W Europe: 47%
- Canada: 25%
- E&SE Asia: 22%
- E Europe: 10%
- Aus/PI: 10%
- C&S Asia: 8%
- LATAM: 1%
- Middle East: <1%

Preferred Study Destination

- United States: 31%
- United Kingdom: 14%
- Canada: 12%
- France: 7%
- Hong Kong, China: 7%
- Mainland China: 6%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Candidate Profiles by Citizenship
Greater China

**Post-GME Career Goals**

- Get a raise/salary increase: 34%
- Obtain a senior level position: 24%
- Live outside my country of citizenship: 24%
- Work for a company where I can travel internationally: 22%
- Work outside my country of citizenship: 22%
- Manage people: 21%
- Become CEO of a company: 21%
- Manage projects: 20%
- Change job functions/occupation: 20%
- Be self-employed/entrepreneur: 20%
- Get a job with a different company: 16%
- Get a promotion: 16%
- Obtain a C-suite position: 16%
- Manage products: 15%
- Obtain an executive level position: 13%
- Obtain a mid-level position: 12%
- Change job industries: 11%
- Work for a startup company: 9%
- Work in my country of citizenship: 7%
- Obtain an entry level position: 7%
- Continue to work for my current employer: 2%

**Post-GME Industries of Interest**

- Products/Services: 55%
- Finance/Accounting: 47%
- Consulting: 41%
- Technology: 27%
- Nonprofit/Government: 24%
- Health Care: 12%
- Manufacturing: 12%
- Energy/Utilities: 9%

**Post-GME Job Functions of Interest**

- Consulting: 66%
- Finance/Accounting: 36%
- Marketing/Sales: 35%
- General management: 34%
- IT/MIS: 18%
- Human resources: 12%
- Operations/Logistics: 9%
Candidate Profiles by Citizenship

India

Program Considerations
- MBA program types only 42%
- Business master's program types only 7%
- Both 51%

Top 10 Program Types Considered
1. Full-time 2YR MBA 67%
2. Full-time 1YR MBA 54%
3. Executive MBA 21%
4. Master of data analytics 18%
5. Master of finance 17%
6. Master of int'l management 15%
7. One-year PGP 15%
8. Master of project mgmt 13%
9. Master of business IT 12%

Top Program Types Preferred
1. Full-time 2 YR MBA 30%
2. Full-time 1 YR MBA 26%
3. One-year PGP program 5%

Application Plans by Relative Location
1. Local 9%
2. Regional 8%
3. National 34%
4. Int'l 84%

Application Plans by Program World Region
1. USA 67%
2. W Europe 55%
3. Canada 37%
4. E Europe 28%
5. E&SE Asia 22%
6. Aus/PI 18%
7. C&S Asia 18%
8. Middle... 5%
9. LATAM 3%
10. Africa <1%

Preferred Study Destination
1. United States 41%
2. India 20%
3. United Kingdom 11%
4. Canada 10%
5. France 6%

Notes:
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2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Candidate Profiles by Citizenship

India

**Post-GME Career Goals**

- Work for a company where I can travel internationally: 38%
- Become CEO of a company: 35%
- Obtain a senior level position: 34%
- Manage projects: 34%
- Work outside my country of citizenship: 33%
- Manage people: 32%
- Obtain an executive level position: 32%
- Get a raise/salary increase: 29%
- Live outside my country of citizenship: 28%
- Be self-employed/entrepreneur: 25%
- Change job functions/occupation: 25%
- Obtain a C-suite position: 23%
- Change job industries: 22%
- Manage products: 20%
- Get a job with a different company: 16%
- Work for a startup company: 15%
- Obtain a mid-level position: 13%
- Get a promotion: 11%
- Work in my country of citizenship: 10%
- Obtain an entry level position: 5%
- Continue to work for my current employer: 2%

**Post-GME Industries of Interest**

- Consulting: 60%
- Products/Services: 58%
- Accounting: 49%
- Technology: 48%
- Nonprofit/Government: 32%
- Manufacturing: 21%
- Health Care: 14%
- Energy/Utilities: 14%

**Post-GME Job Functions of Interest**

- Consulting: 77%
- General management: 51%
- Marketing/Sales: 40%
- Finance/Accounting: 35%
- IT/MIS: 30%
- Operations/Logistics: 24%
- Human resources: 16%
Candidate Profiles by Residence

This section features data by candidate country of residence, including:

• Program considerations
• Top 10 program types considered
• Top program types preferred
• Application plans by relative location
• Application plans by program world region
• Preferred study destination by program country
• Post-GME career goals
• Post-GME industries of interest
• Post-GME job functions of interest
Candidate Profiles by Residence

Australia

Program Considerations
- MBA program types only: 42%
- Business master’s program types only: 11%
- Both: 47%

Top 10 Program Types Considered
1. Full-time 2YR MBA: 45%
2. Part-time MBA: 40%
3. Flexible MBA: 40%
4. Full-time 1YR MBA: 40%
5. Master of finance: 25%
6. Hybrid MBA: 25%
7. Online MBA: 20%
8. Executive MBA: 20%
9. Master of management: 15%
10. Master of project mgmt: 15%

Top Program Types Preferred
1. Full-time 1 YR MBA: 38%
2. Flexible MBA: 19%
3. Full-time 2 YR MBA: 19%
4. Hybrid MBA: 6%
5. Executive MBA: 6%
6. Master of data analytics: 6%
7. Master of finance: 6%

Application Plans by Relative Location
1. Local: 25%
2. Regional: 10%
3. National: 25%
4. Int’l: 85%

Application Plans by Program World Region
1. USA: 60%
2. W Europe: 55%
3. Aus/PI: 50%
4. E&SE Asia: 20%
5. E Europe: 15%
6. Canada: 6%

Preferred Study Destination
1. Australia: 25%
2. United States: 25%
3. United Kingdom: 20%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Candidate Profiles by Residence

Australia

Post-GME Career Goals

- Manage people: 45%
- Get a raise/salary increase: 45%
- Obtain a senior level position: 40%
- Change job functions/occupation: 35%
- Obtain an executive level position: 30%
- Get a job with a different company: 30%
- Manage projects: 25%
- Live outside my country of citizenship: 25%
- Change job industries: 20%
- Work for a startup company: 20%
- Be self-employed/entrepreneur: 20%
- Work outside my country of citizenship: 20%
- Work for a company where I can travel internationally: 20%
- Become CEO of a company: 20%
- Work in my country of citizenship: 20%
- Obtain a mid-level position: 20%
- Continue to work for my current employer: 15%
- Get a promotion: 10%
- Manage products: 5%
- Obtain a C-suite position: 5%
- Obtain an entry level position: 5%

Post-GME Industries of Interest

- Finance/Accounting: 60%
- Products/Services: 45%
- Consulting: 35%
- Technology: 25%
- Nonprofit/Government: 25%
- Energy/Utilities: 20%
- Health Care: 10%
- Manufacturing: 10%

Post-GME Job Functions of Interest

- Consulting: 70%
- General management: 45%
- Marketing/Sales: 40%
- Finance/Accounting: 30%
- IT/MIS: 15%
- Operations/Logistics: 5%
Candidate Profiles by Residence
Greater China

Program Considerations
- MBA program types only: 25%
- Business master's program types only: 25%
- Both: 50%

Top 10 Program Types Considered ¹
- Full-time 1YR MBA: 45%
- Full-time 2YR MBA: 37%
- Master of finance: 34%
- Master of marketing: 23%
- Master of business IT: 22%
- Master of data analytics: 22%
- Master of int'l management: 14%
- Master of project mgmt: 14%
- Part-time MBA: 13%
- Master of entrepreneurship: 12%

Top Program Types Preferred ²
- Full-time 1 YR MBA: 17%
- Master of finance: 17%
- Master of data analytics: 13%
- Full-time 2 YR MBA: 9%
- Master of marketing: 7%
- Master of supply chain management: 6%

Application Plans by Relative Location ¹
- Local: 9%
- Regional: 12%
- National: 20%
- Int'l: 82%

Application Plans by Program World Region ¹
- USA: 55%
- W Europe: 47%
- E&SE Asia: 28%
- Canada: 23%
- E Europe: 13%
- Aus/PI: 12%
- C&S Asia: 7%
- LATAM: 2%
- Middle East: 1%

Preferred Study Destination ²
- United States: 32%
- United Kingdom: 14%
- Hong Kong, China: 9%
- Canada: 9%
- Mainland China: 7%
- France: 6%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Candidate Profiles by Residence
Greater China

**Post-GME Career Goals**
- Get a raise/salary increase: 32%
- Work outside my country of citizenship: 25%
- Live outside my country of citizenship: 25%
- Work for a company where I can travel internationally: 24%
- Obtain a senior level position: 24%
- Become CEO of a company: 23%
- Be self-employed/entrepreneur: 22%
- Manage projects: 19%
- Change job functions/occupation: 17%
- Obtain a C-suite position: 17%
- Get a promotion: 16%
- Get a job with a different company: 15%
- Obtain an executive level position: 15%
- Manage people: 14%
- Manage products: 14%
- Change job industries: 11%
- Work for a startup company: 9%
- Obtain a mid-level position: 9%
- Work in my country of citizenship: 6%
- Obtain an entry level position: 6%
- Continue to work for my current employer: 2%

**Post-GME Industries of Interest**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products/Services</td>
<td>54%</td>
</tr>
<tr>
<td>Finance/Accounting</td>
<td>52%</td>
</tr>
<tr>
<td>Consulting</td>
<td>46%</td>
</tr>
<tr>
<td>Technology</td>
<td>27%</td>
</tr>
<tr>
<td>Nonprofit/Government</td>
<td>24%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>12%</td>
</tr>
<tr>
<td>Health Care</td>
<td>11%</td>
</tr>
<tr>
<td>Energy/Utilities</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Post-GME Job Functions of Interest**

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting</td>
<td>70%</td>
</tr>
<tr>
<td>Marketing/Sales</td>
<td>40%</td>
</tr>
<tr>
<td>Finance/Accounting</td>
<td>38%</td>
</tr>
<tr>
<td>General management</td>
<td>32%</td>
</tr>
<tr>
<td>IT/MIS</td>
<td>15%</td>
</tr>
<tr>
<td>Human resources</td>
<td>12%</td>
</tr>
<tr>
<td>Operations/Logistics</td>
<td>7%</td>
</tr>
</tbody>
</table>
Candidate Profiles by Residence

India

Program Considerations

- MBA program types only: 41%
- Business master's program types only: 7%
- Both: 52%

Top 10 Program Types Considered ¹

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time 2YR MBA</td>
<td>68%</td>
</tr>
<tr>
<td>Full-time 1YR MBA</td>
<td>54%</td>
</tr>
<tr>
<td>Master of data analytics</td>
<td>22%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>20%</td>
</tr>
<tr>
<td>Master of finance</td>
<td>18%</td>
</tr>
<tr>
<td>Master of int'l management</td>
<td>18%</td>
</tr>
<tr>
<td>One-year PGP</td>
<td>16%</td>
</tr>
<tr>
<td>Master of project mgmt</td>
<td>16%</td>
</tr>
<tr>
<td>Master of business IT</td>
<td>13%</td>
</tr>
<tr>
<td>Two-year PGP</td>
<td>13%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred ²

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time 2 YR MBA</td>
<td>30%</td>
</tr>
<tr>
<td>Full-time 1 YR MBA</td>
<td>27%</td>
</tr>
<tr>
<td>One-year PGP program</td>
<td>6%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location ¹

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>7%</td>
</tr>
<tr>
<td>Regional</td>
<td>8%</td>
</tr>
<tr>
<td>National</td>
<td>35%</td>
</tr>
<tr>
<td>Int'l</td>
<td>86%</td>
</tr>
</tbody>
</table>

Application Plans by Program World Region ¹

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>66%</td>
</tr>
<tr>
<td>W Europe</td>
<td>58%</td>
</tr>
<tr>
<td>Canada</td>
<td>37%</td>
</tr>
<tr>
<td>E Europe</td>
<td>30%</td>
</tr>
<tr>
<td>E&amp;SE Asia</td>
<td>22%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>19%</td>
</tr>
<tr>
<td>C&amp;S Asia</td>
<td>19%</td>
</tr>
<tr>
<td>Middle East</td>
<td>4%</td>
</tr>
<tr>
<td>LATAM</td>
<td>2%</td>
</tr>
<tr>
<td>Africa</td>
<td>1%</td>
</tr>
</tbody>
</table>

Preferred Study Destination ²

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>40%</td>
</tr>
<tr>
<td>India</td>
<td>21%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>11%</td>
</tr>
<tr>
<td>Canada</td>
<td>9%</td>
</tr>
<tr>
<td>France</td>
<td>5%</td>
</tr>
</tbody>
</table>

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
### Candidate Profiles by Residence

#### India

#### Post-GME Career Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work for a company where I can travel internationally</td>
<td>38%</td>
</tr>
<tr>
<td>Become CEO of a company</td>
<td>37%</td>
</tr>
<tr>
<td>Manage projects</td>
<td>34%</td>
</tr>
<tr>
<td>Obtain a senior level position</td>
<td>34%</td>
</tr>
<tr>
<td>Work outside my country of citizenship</td>
<td>34%</td>
</tr>
<tr>
<td>Manage people</td>
<td>32%</td>
</tr>
<tr>
<td>Obtain an executive level position</td>
<td>31%</td>
</tr>
<tr>
<td>Get a raise/salary increase</td>
<td>28%</td>
</tr>
<tr>
<td>Live outside my country of citizenship</td>
<td>27%</td>
</tr>
<tr>
<td>Be self-employed/entrepreneur</td>
<td>25%</td>
</tr>
<tr>
<td>Change job functions/occupation</td>
<td>25%</td>
</tr>
<tr>
<td>Obtain a C-suite position</td>
<td>23%</td>
</tr>
<tr>
<td>Change job industries</td>
<td>22%</td>
</tr>
<tr>
<td>Manage products</td>
<td>19%</td>
</tr>
<tr>
<td>Work for a startup company</td>
<td>15%</td>
</tr>
<tr>
<td>Get a job with a different company</td>
<td>14%</td>
</tr>
<tr>
<td>Obtain a mid-level position</td>
<td>13%</td>
</tr>
<tr>
<td>Get a promotion</td>
<td>10%</td>
</tr>
<tr>
<td>Work in my country of citizenship</td>
<td>10%</td>
</tr>
<tr>
<td>Obtain an entry level position</td>
<td>5%</td>
</tr>
<tr>
<td>Continue to work for my current employer</td>
<td>1%</td>
</tr>
</tbody>
</table>

#### Post-GME Industries of Interest

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting</td>
<td>61%</td>
</tr>
<tr>
<td>Products/Services</td>
<td>59%</td>
</tr>
<tr>
<td>Accounting</td>
<td>49%</td>
</tr>
<tr>
<td>Technology</td>
<td>46%</td>
</tr>
<tr>
<td>Nonprofit/ Government</td>
<td>33%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>20%</td>
</tr>
<tr>
<td>Health Care</td>
<td>14%</td>
</tr>
<tr>
<td>Energy/Utilities</td>
<td>13%</td>
</tr>
</tbody>
</table>

#### Post-GME Job Functions of Interest

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting</td>
<td>77%</td>
</tr>
<tr>
<td>General management</td>
<td>51%</td>
</tr>
<tr>
<td>Marketing/Sales</td>
<td>40%</td>
</tr>
<tr>
<td>Accounting</td>
<td>36%</td>
</tr>
<tr>
<td>IT/MIS</td>
<td>29%</td>
</tr>
<tr>
<td>Operations/Logistics</td>
<td>23%</td>
</tr>
<tr>
<td>Human resources</td>
<td>17%</td>
</tr>
</tbody>
</table>
Preferred Study Destination

This section features data by candidate preferred study destination country, including:

• Top 10 program types considered
• Top program types preferred
• Citizenship of candidates preferring this study destination
• Preferred program delivery by candidates preferring this study destination
### Preferred Study Destination

**Australia**

#### Top 10 Program Types Considered ¹

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time 2YR MBA</td>
<td>49%</td>
</tr>
<tr>
<td>Full-time 1YR MBA</td>
<td>38%</td>
</tr>
<tr>
<td>Master of management</td>
<td>26%</td>
</tr>
<tr>
<td>Master of data analytics</td>
<td>23%</td>
</tr>
<tr>
<td>Master of project mgmt</td>
<td>23%</td>
</tr>
<tr>
<td>Master of human resource</td>
<td>23%</td>
</tr>
<tr>
<td>Master of int'l management</td>
<td>23%</td>
</tr>
<tr>
<td>Master of business IT</td>
<td>21%</td>
</tr>
<tr>
<td>Online MBA</td>
<td>19%</td>
</tr>
<tr>
<td>Master of finance</td>
<td>17%</td>
</tr>
</tbody>
</table>

#### Citizenship of Candidates Preferring This Study Destination

- **Domestic**: 9%
- **International**: 91%

#### Region of Citizenship of International Candidates

- **Africa**: 35%
- **Aus/PNI**: 7%
- **O&SE Asia**: 37%
- **E&SE Asia**: 12%
- **LATAM**: 2%
- **USA**: 5%
- **W Europe**: 2%

#### Preferred Program Delivery by Candidates Preferring This Study Destination ³

- **Primarily in-person**
  - Domestic: 0%
  - International: 74%
- **Hybrid**
  - Domestic: 100%
  - International: 17%
- **Primarily online**
  - Domestic: 0%
  - International: 10%

### Notes:

1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
3. Exercise caution when interpreting the results of data due to the small number of respondents who are Australian citizens.
# Preferred Study Destination

## Greater China

### Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time 1YR MBA</td>
<td>35%</td>
</tr>
<tr>
<td>Master of data analytics</td>
<td>35%</td>
</tr>
<tr>
<td>Master of finance</td>
<td>35%</td>
</tr>
<tr>
<td>Full-time 2YR MBA</td>
<td>23%</td>
</tr>
<tr>
<td>Master of business IT</td>
<td>23%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>19%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>16%</td>
</tr>
<tr>
<td>Master of entrepreneurship</td>
<td>16%</td>
</tr>
<tr>
<td>Master of accounting</td>
<td>16%</td>
</tr>
<tr>
<td>Master of marketing</td>
<td>16%</td>
</tr>
</tbody>
</table>

### Citizenship of Candidates Preferring This Study Destination

- **Domestic**: 45%
- **International**: 55%

### Region of Citizenship of International Candidates

- **AfrCa**: 12%
- **CSS Asia**: 6%
- **E&SE Asia**: 76%
- **USA**: 6%

### Preferred Program Delivery by Candidates Preferring This Study Destination

- **Primarily in-person**
  - Domestic: 62%
  - International: 57%
- **Hybrid**
  - Domestic: 15%
  - International: 29%
- **Primarily online**
  - Domestic: 23%
  - International: 14%

### Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Preferred Study Destination

India

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time 1YR MBA</td>
<td>53%</td>
</tr>
<tr>
<td>Full-time 2YR MBA</td>
<td>53%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>35%</td>
</tr>
<tr>
<td>One-year PGP</td>
<td>26%</td>
</tr>
<tr>
<td>Master of project mgmt</td>
<td>18%</td>
</tr>
<tr>
<td>Master of human resource</td>
<td>18%</td>
</tr>
<tr>
<td>Two-year PGP</td>
<td>18%</td>
</tr>
<tr>
<td>Master of data analytics</td>
<td>16%</td>
</tr>
<tr>
<td>Master of finance</td>
<td>14%</td>
</tr>
<tr>
<td>Master of int’l management</td>
<td>12%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time 1 YR MBA</td>
<td>25%</td>
</tr>
<tr>
<td>Full-time 2 YR MBA</td>
<td>19%</td>
</tr>
<tr>
<td>One-year PGP program</td>
<td>16%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>12%</td>
</tr>
</tbody>
</table>

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
# Respondent Demographic Profile

<table>
<thead>
<tr>
<th>Citizenship Region ¹</th>
<th>Overall</th>
<th>Gender</th>
<th>Age</th>
<th>22 and younger</th>
<th>23 to 24</th>
<th>25 to 30</th>
<th>31 to 39</th>
<th>40 and older</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,710</td>
<td>1,598</td>
<td>1,089</td>
<td>23</td>
<td>761</td>
<td>372</td>
<td>839</td>
<td>440</td>
</tr>
<tr>
<td>Africa</td>
<td>543</td>
<td>322</td>
<td>218</td>
<td>&lt;5</td>
<td>67</td>
<td>66</td>
<td>208</td>
<td>127</td>
</tr>
<tr>
<td>Australia &amp; Pacific Islands</td>
<td>21</td>
<td>13</td>
<td>8</td>
<td>&lt;5</td>
<td>&lt;5</td>
<td>&lt;5</td>
<td>9</td>
<td>&lt;5</td>
</tr>
<tr>
<td>Canada</td>
<td>91</td>
<td>46</td>
<td>45</td>
<td>&lt;5</td>
<td>18</td>
<td>13</td>
<td>27</td>
<td>18</td>
</tr>
<tr>
<td>Central &amp; South Asia</td>
<td>648</td>
<td>432</td>
<td>212</td>
<td>&lt;5</td>
<td>221</td>
<td>112</td>
<td>185</td>
<td>81</td>
</tr>
<tr>
<td>East &amp; Southeast Asia</td>
<td>337</td>
<td>154</td>
<td>179</td>
<td>&lt;5</td>
<td>105</td>
<td>48</td>
<td>101</td>
<td>48</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>55</td>
<td>25</td>
<td>27</td>
<td>&lt;5</td>
<td>28</td>
<td>12</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Latin America</td>
<td>160</td>
<td>102</td>
<td>56</td>
<td>&lt;5</td>
<td>20</td>
<td>11</td>
<td>82</td>
<td>33</td>
</tr>
<tr>
<td>Middle East</td>
<td>55</td>
<td>27</td>
<td>28</td>
<td>&lt;5</td>
<td>12</td>
<td>5</td>
<td>19</td>
<td>8</td>
</tr>
<tr>
<td>United States</td>
<td>467</td>
<td>258</td>
<td>205</td>
<td>&lt;5</td>
<td>124</td>
<td>61</td>
<td>137</td>
<td>77</td>
</tr>
<tr>
<td>Western Europe</td>
<td>333</td>
<td>219</td>
<td>111</td>
<td>&lt;5</td>
<td>163</td>
<td>41</td>
<td>65</td>
<td>37</td>
</tr>
</tbody>
</table>

Note:
1. Cells with less than 5 respondents were suppressed.
Population & Sampling Methods

In 2022, the Graduate Management Admission Council™ (GMAC™) surveyed all individuals who registered on mba.com—the GMAC website for prospective graduate business students — about their demand for GME. Prospective students who attended events hosted by GMAC Tours (formerly The MBA Tour), visited the BusinessBecause website, or registered for the NMAT by GMAC exam in India were also invited to participate in the survey to expand the representation of survey respondents across all regions of the world. In total, over 2,700 prospective students from 131 countries or regions in all 10 populated world regions completed the survey.

Analysis

Descriptive analyses were conducted on survey responses to examine prospective students’ program of study preferences, program delivery preference, application plans, and career goals. Analyses were conducted on all respondents and by respondents’ region of citizenship, region of residence and preferred study destination.
Country-World Region Assignment

All geographic regions mentioned in this report use the following country-region classifications:

**Africa**: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, French Southern Territories, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast (Cote D'Ivoire), Kenya, Lesotho, Liberia, Libyan Arab, Jamahiriya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Reunion, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Svalbard and Jan Mayen, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe

**Australia and Pacific Islands**: American Samoa, Australia, Christmas Island, Cocos (Keeling) Islands, Cook Islands, Fiji, French Polynesia, Guam, Heard Island and McDonald Islands, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Niue, Norfolk Island, Northern Mariana Islands, Palau, Papua New Guinea, Pitcairn, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu, Wallis and Futuna Islands

**Canada**

**Central & South Asia**: Afghanistan, Bangladesh, Bhutan, British Indian Ocean Territory, India, Kazakhstan, Kyrgyzstan, Nepal, Pakistan, Tajikistan, Turkmenistan, Uzbekistan

**East & Southeast Asia**: Brunei Darussalam, Cambodia, China, East Timor, Hong Kong SAR, Indonesia, Japan, North Korea, South Korea, Laos, Macao SAR, Malaysia, Maldives, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, China, Thailand, Vietnam

**Eastern Europe**: Albania, Armenia, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Republic of Kosovo, Romania, Serbia, Serbia and Montenegro, Slovakia, Slovenia

**Latin America**: Anguilla, Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Bonaire, Saint Eustatius and Saba, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands, French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Barthelemy, Saint Kitts and Nevis, Saint Lucia, Sint Maarten, South Georgia-Sandwich Islands, St. Helena, St. Martin, St. Vincent and Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, US Minor Outlying Islands, Venezuela, British Virgin Islands, US Virgin Islands

**Middle East**: Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian, Territory, Qatar, Saudi Arabia, Syrian Arab Republic, Turkey, United Arab Emirates, Yemen

**United States**

**Western Europe**: Aland Islands, Andorra, Austria, Belgium, Bouvet Island, Cyprus, Denmark, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Greenland, Guernsey, Iceland, Ireland, Isle of Man, Italy, Jersey, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom, Vatican City State
Contributors & Contact Information

Contributors

The following individuals made significant contributions to the publication of this report:

Quan Yuan, Associate Manager of Survey Research, data analysis, manuscript drafting, sample development, survey management; Alexandria Williams, Manager of Survey Research, survey management, manuscript design; Kun Yuan, Director of Research & Data Science, manuscript review.

Contact Information

For questions or comments regarding the data or analysis presented in this report, please contact the GMAC Research & Data Science Department at research@gmac.com.