

**Market Intelligence**

# **AI & Future-Ready Skills**

**New Research on  
Employer Confidence  
in GME**

**Graduate  
Management  
Admission  
Council™**



# Calendar of Events

## Asia Conference

**November 13-15, 2024**

Asian Institute of Management  
Manila, Philippines

## Europe Conference

**Nov 20-22, 2024**

Nova School of Business and Economics  
Lisbon, Portugal

## SAVE THE DATE

### GMAC Leadership Conference

**January 14-17, 2025**

**Scottsdale, AZ**

McDowell Mountain

### GMAC Annual Conference

**June 25-27, 2025**

**Kansas City, MO**

## Admissions Institute for New Professionals (AINP)

The Admissions Institute for New Professionals is a unique program designed to provide context for professionals new to GME working in recruitment, admissions, and marketing.

**US East: July 17-19**

**McDonough School of Business |  
Georgetown University**

Washington, DC

**Europe: April 2025**

Warwick Business School, London Campus  
@ The Shard

**Masters Leadership Summit  
Spring 2025**

## GMAC Corporate Recruiters Survey

# Agenda

- **GMAC Research**
- **Survey Results**
  - AI & Future-Ready Skills
  - Employer Perceptions of GME
  - Hiring Trends
- **Discussion**
- **Q&A**

## Today's Panel



**Sadia Cuthbert**

Director, CJBS Careers  
Cambridge Judge School of Business



**Christine "Christy" Murray**

Associate Dean and Managing Director,  
McDonough Career Center  
Georgetown University, McDonough  
School of Business



**Andrew Walker**

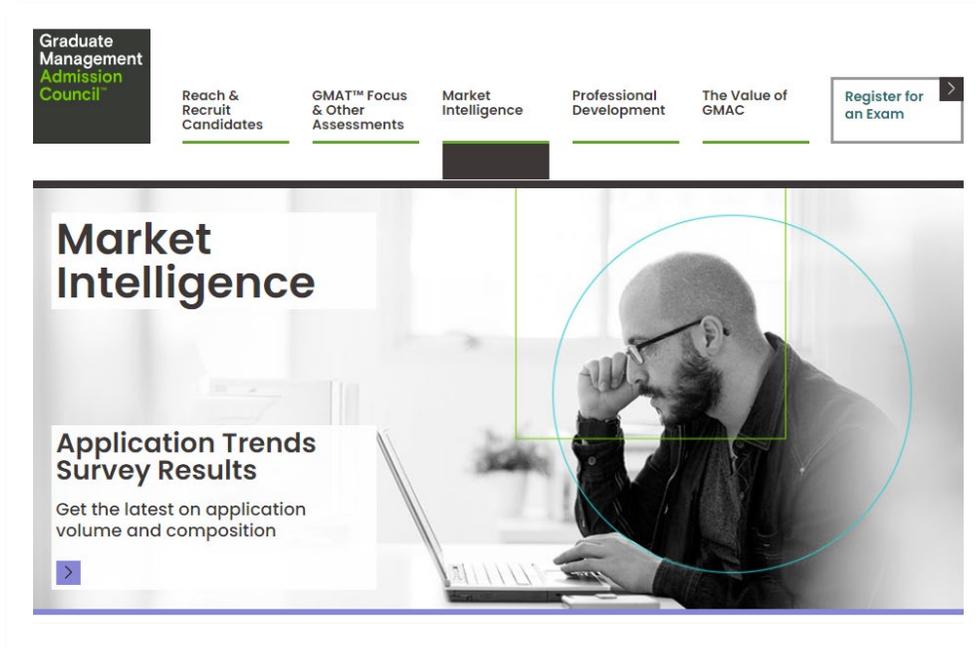
Director, Research Analysis &  
Communications  
GMAC

# GMAC Research

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The premier provider of market intelligence for GME, GMAC Research provides timely insights across the candidate lifecycle.

[gmac.com/research](https://gmac.com/research)



- **GMAT™ Exam**
  - Geographic Trend Report
  - Profiles of Testing
  - Competitive Intelligence Report
- **Survey Research**
  - GMAC Prospective Students Survey
  - Application Trends Survey
  - Enrolled Students Survey
  - Corporate Recruiters Survey
- **Resources**
  - Blogs
  - Infographics
  - Reports
  - White papers
  - Webinars

# Corporate Recruiters Survey

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Maintain your programs' relevance with timely insights from employers  
**January-March 2024**

Survey topics include:

- Skill sets, qualities, and traits employers look for in making hiring decisions
- Employer hiring plans for the coming year, by candidate type and region
- Expected starting salaries, job functions, and job-level placement for new hires
- Recruiter behavior, including recruitment methods and candidate selection criteria

[www.gmac.com/corporaterecruiters](http://www.gmac.com/corporaterecruiters)

**931**

Employers participated in the 2024 survey

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**38**

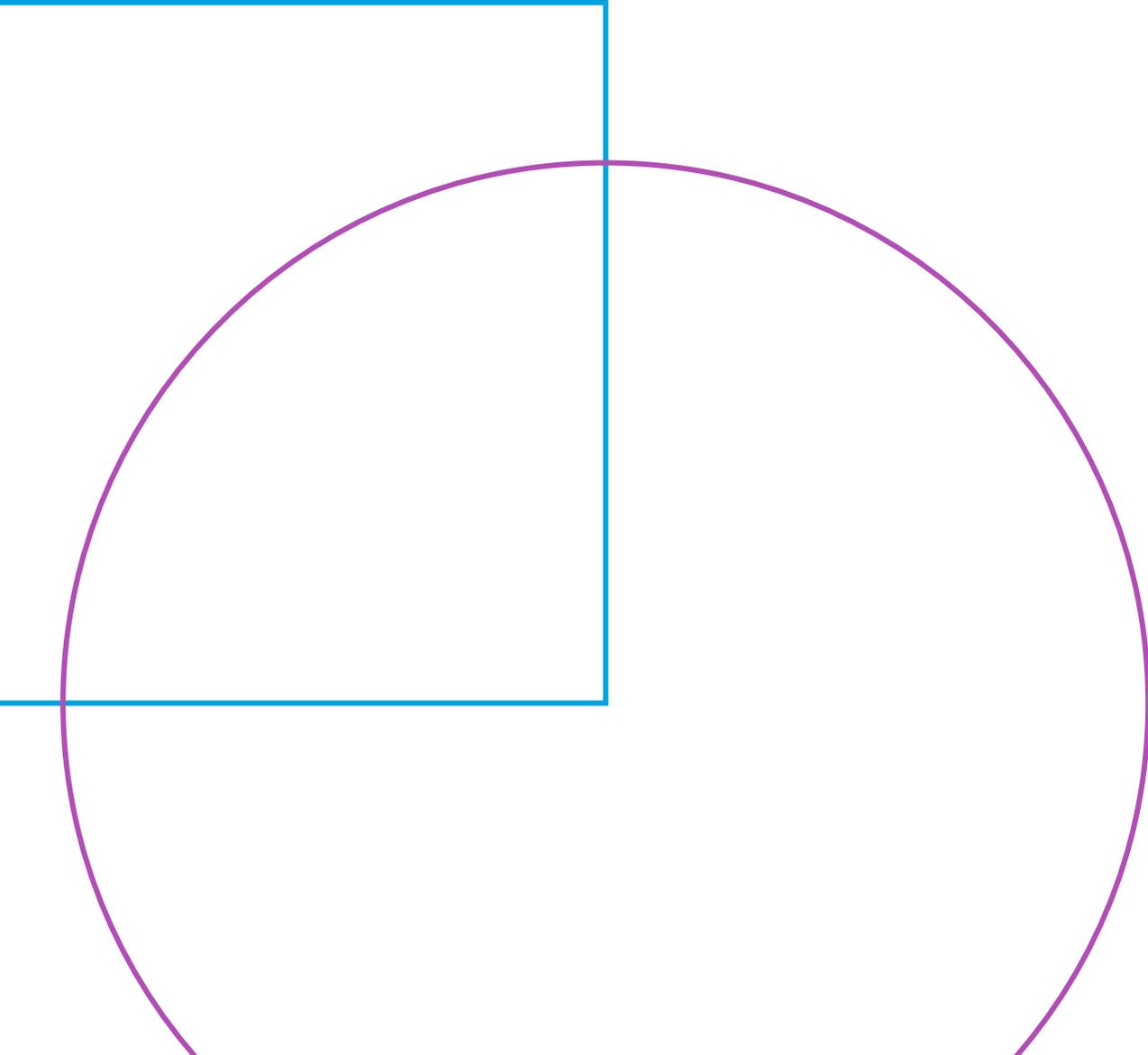
Countries represented worldwide in Corporate Recruiters Survey

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**51%**

Coverage of the Global Fortune 500 amongst all companies participating in the 2023 survey

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# Poll

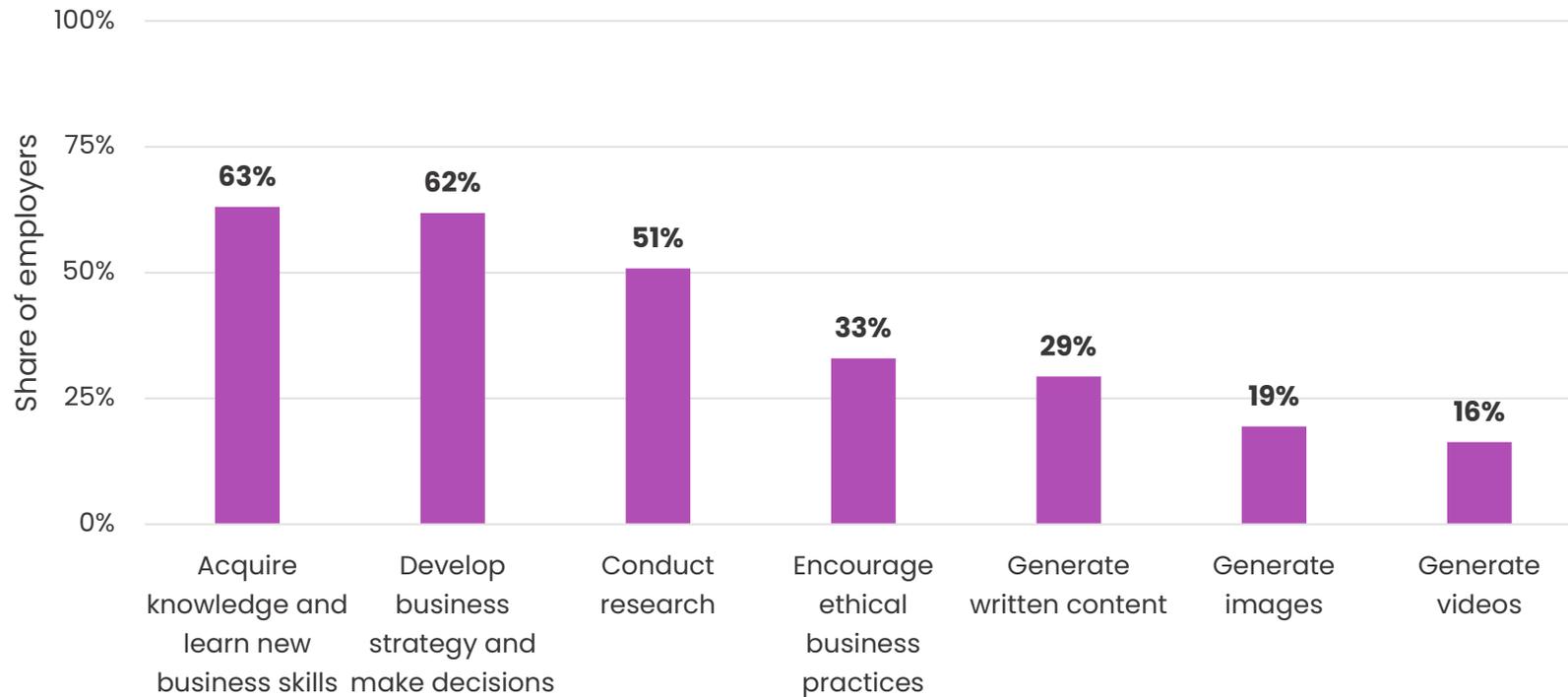
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**How have you integrated AI into the academic and career services experience of your business school or program (select all that apply)?**

- AI in resume review
- AI in interview prep
- AI in coursework
- Co-curricular opportunities
- Internal administrative processes
- We have not taken action around AI
- Other (share in the comments!)

# Most employers are not too concerned about AI for today's GME grads, but its importance is expected to grow—and soon

How corporate recruiters want GME graduates to be able to use AI



26%

of global employers say knowledge of **AI is currently important** for GME graduates

#4

rank of AI in a list of 22 skills employers say will be **most important in five years**

65%

of AI-concerned employers say current GME grads are **adequately or very well prepared to use AI skills** in their organizations

# AI in Graduate Management Education

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**Gain insights from across GMAC to better understand the growing role of AI in GME**

- AI in Business Education Spotlight Series
- AI Glossary: Essential Terms and Concepts for Getting Started
- GMAC and Industry Research and Blogs



[www.gmac.com/ai](http://www.gmac.com/ai)



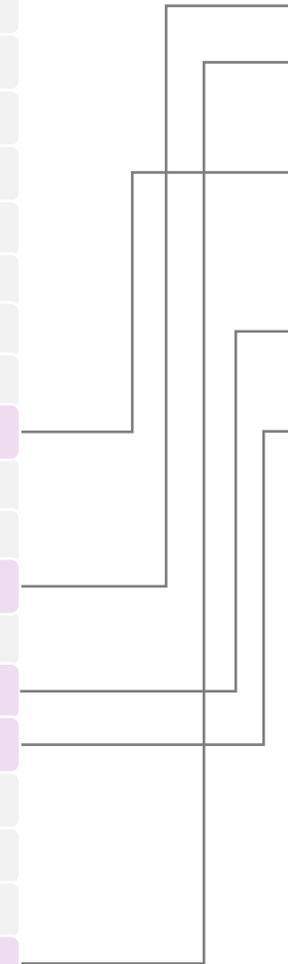
**In the next five years, employers anticipate continued importance of **strategy** and **problem-solving**, with increased importance in **technology/AI skills**, **innovation**, and **global business****

### Most Important Current Skills (Select all that apply)

1. Problem-Solving
2. Communication Skills
3. Strategic Thinking
4. Interpersonal/Teamwork Skills
5. Adaptability
6. Decision-Making
7. Time/Project Management
8. Initiative
9. Leadership Skills
10. Emotional Intelligence
11. Innovation
12. Quantitative/Data Analysis Skills
13. Coachability
14. Technology/IT Skills
15. Networking/Relationship Building
16. Grit
17. Global Business Skills
18. Lifelong Learning
19. Entrepreneurship
20. Cross-Cultural Competence
21. Skills in using AI tools
22. Managing Human Capital

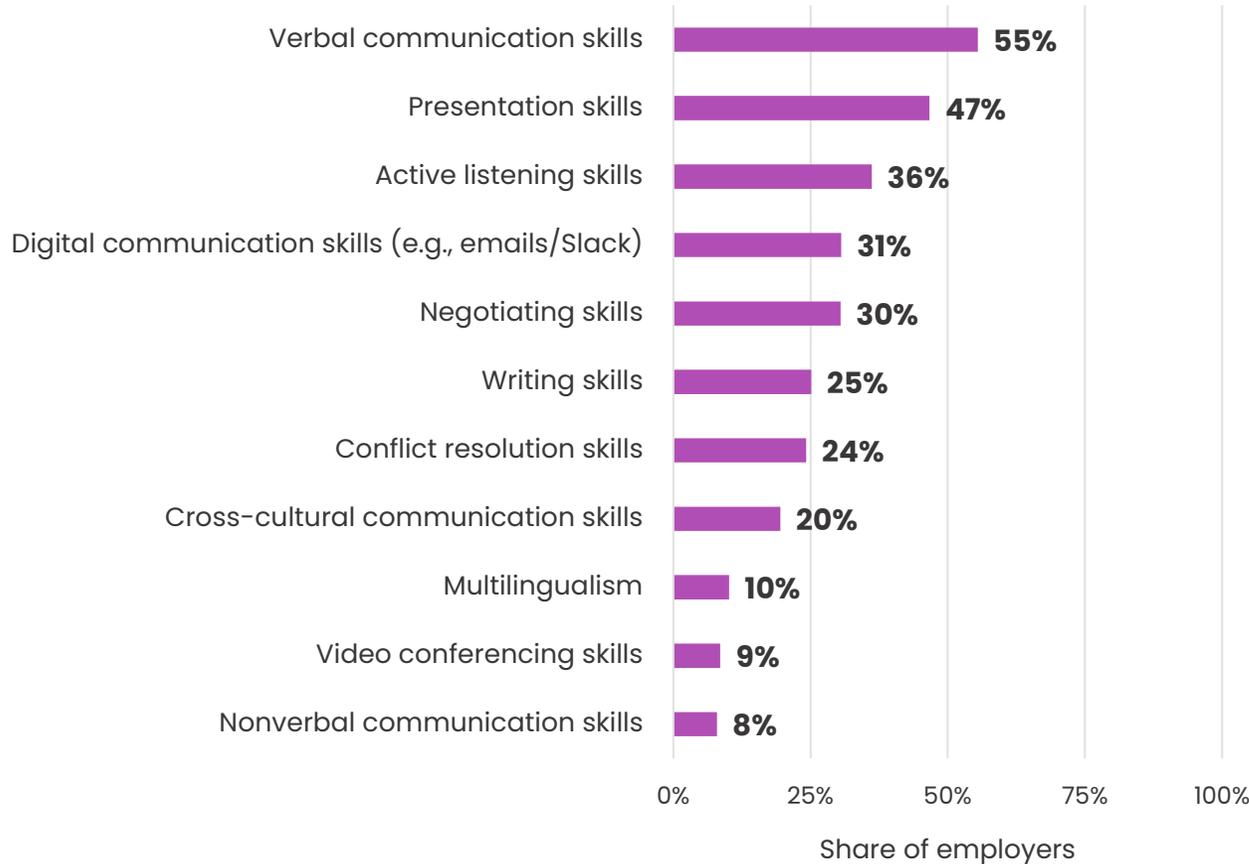
### Most Important Future Skills (Select Top Three)

1. Strategic Thinking
2. Problem-Solving
3. Technology/IT Skills ↑ 11
4. Skills in using AI tools ↑ 17
5. Adaptability
6. Innovation ↑ 5
7. Communication Skills
8. Leadership Skills
9. Grit ↑ 7
10. Quantitative/Data Analysis Skills
11. Global Business Skills ↑ 6
12. Decision-Making
13. Emotional Intelligence
14. Networking/Relationship Building
15. Interpersonal/Teamwork Skills
16. Initiative
17. Time/Project Management
18. Cross-Cultural Competence
19. Lifelong Learning
20. Coachability
21. Managing Human Capital
22. Entrepreneurship

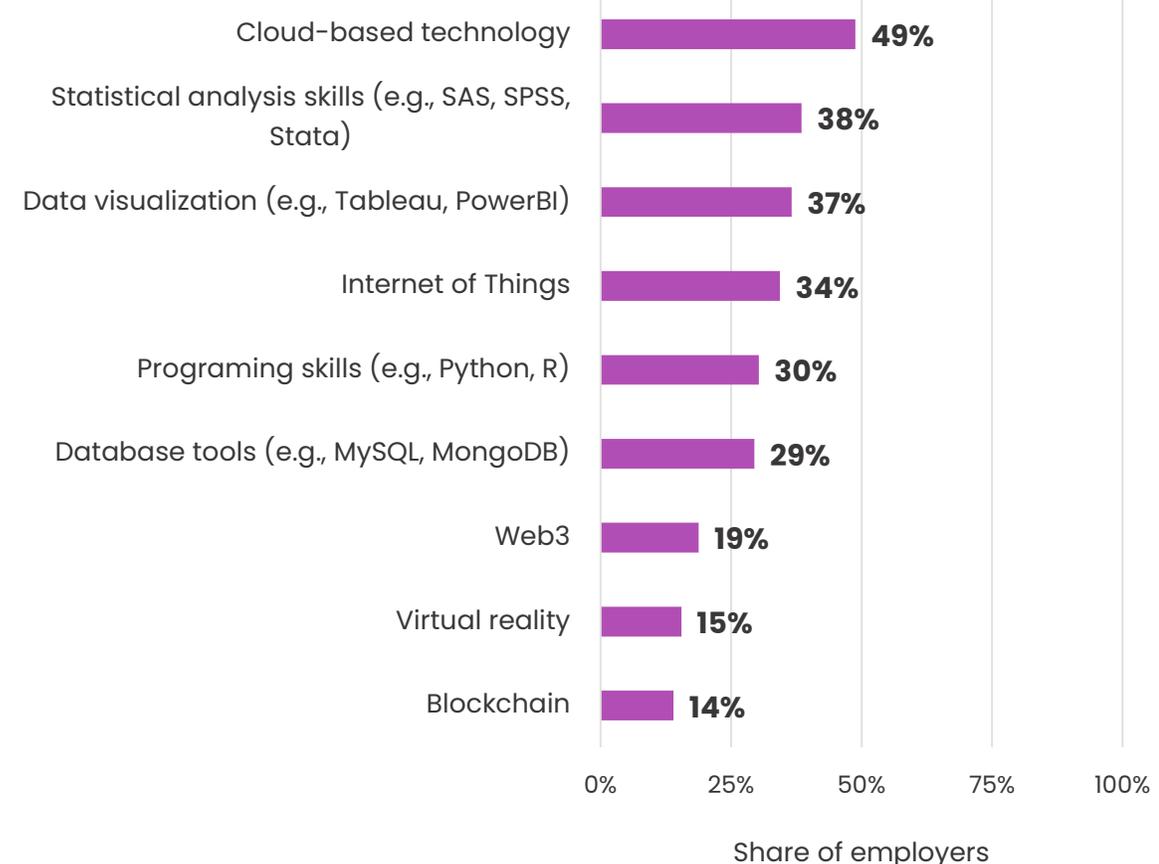


# Verbal communication and cloud-based tech skills continue to top comms- and tech-concerned employers most important skills

Most important specific **communications** skills among comms-concerned employers

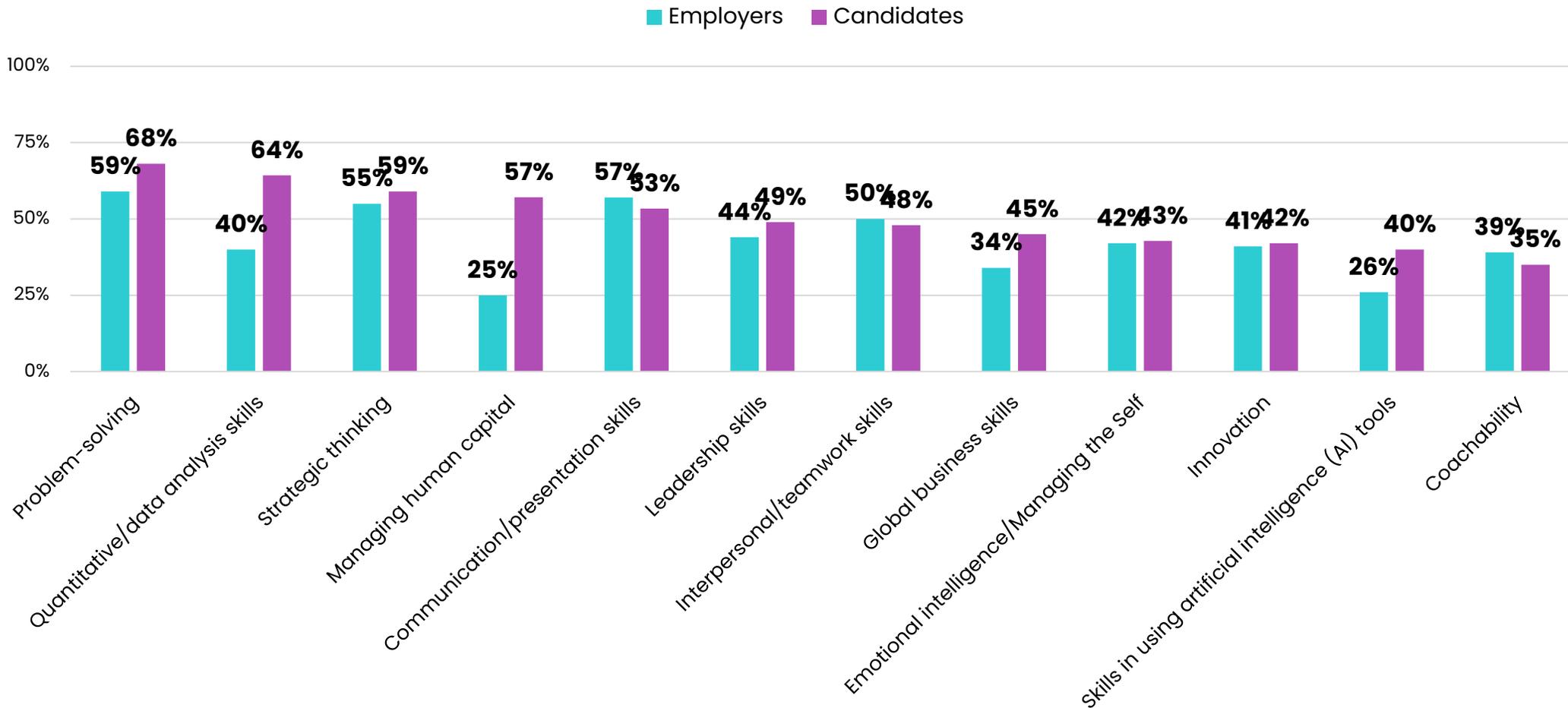


Most important specific **technology** skills among tech-concerned employers



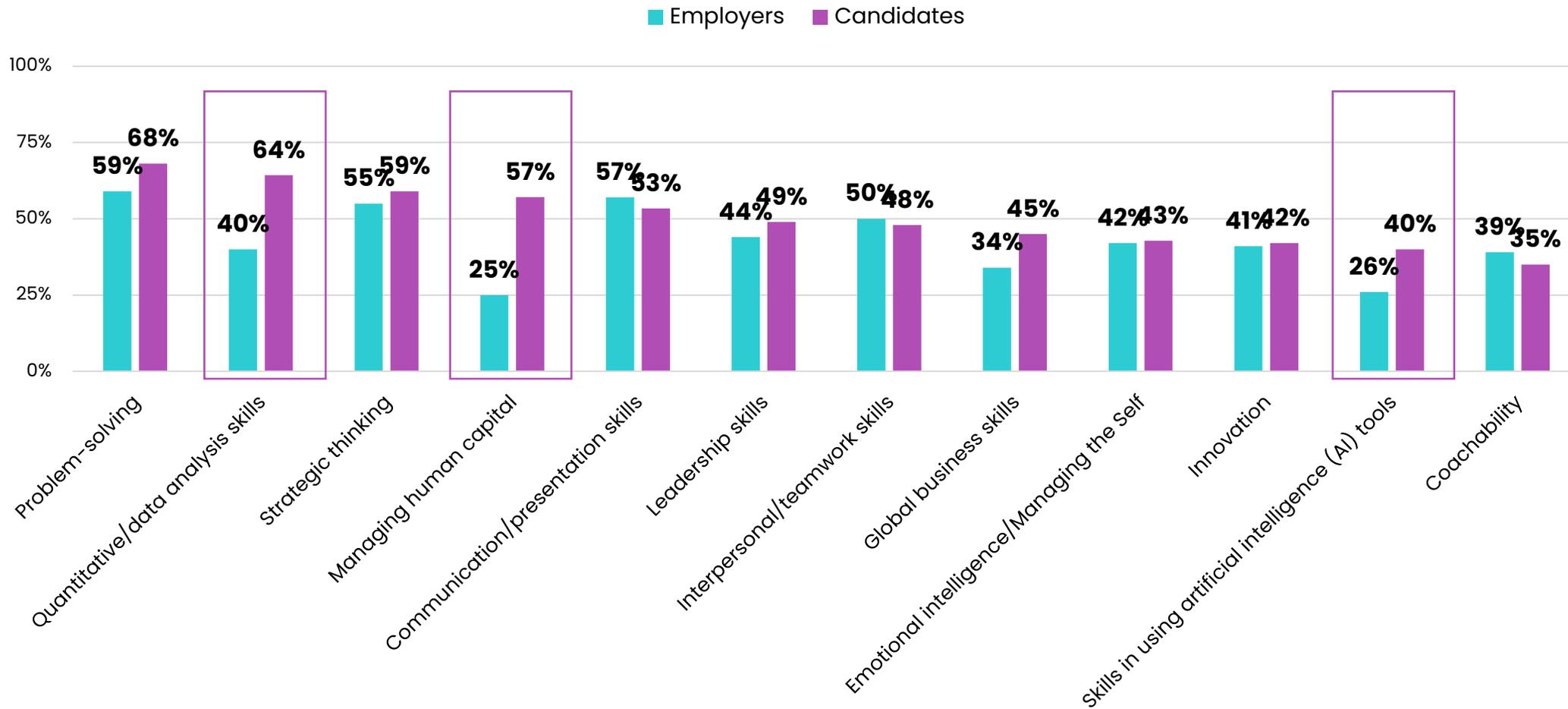
# Employers and candidates align on the importance of problem-solving and strategic thinking...

## Employer and candidate interest in GME skills and knowledge



# ...though candidates place a greater premium on quantitative tasks, managing human capital, and AI skills

Employer and candidate interest in GME skills and knowledge



# Employer confidence in GME has surged across measures of performance, promotion, and earnings since their drop at the onset of the pandemic

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**40%**

of global employers are **highly confident** in graduate business school's ability to prepare students to be successful in their companies  
*Compared to 21% in June 2020*

**57%**

of global employers agree business school graduates tend to **outperform other employees** in their companies  
*Compared to 21% in June 2020*

**66%**

of global employers agree business school graduates **fast-track to upper-level positions** in their companies  
*Compared to 36% in June 2020*

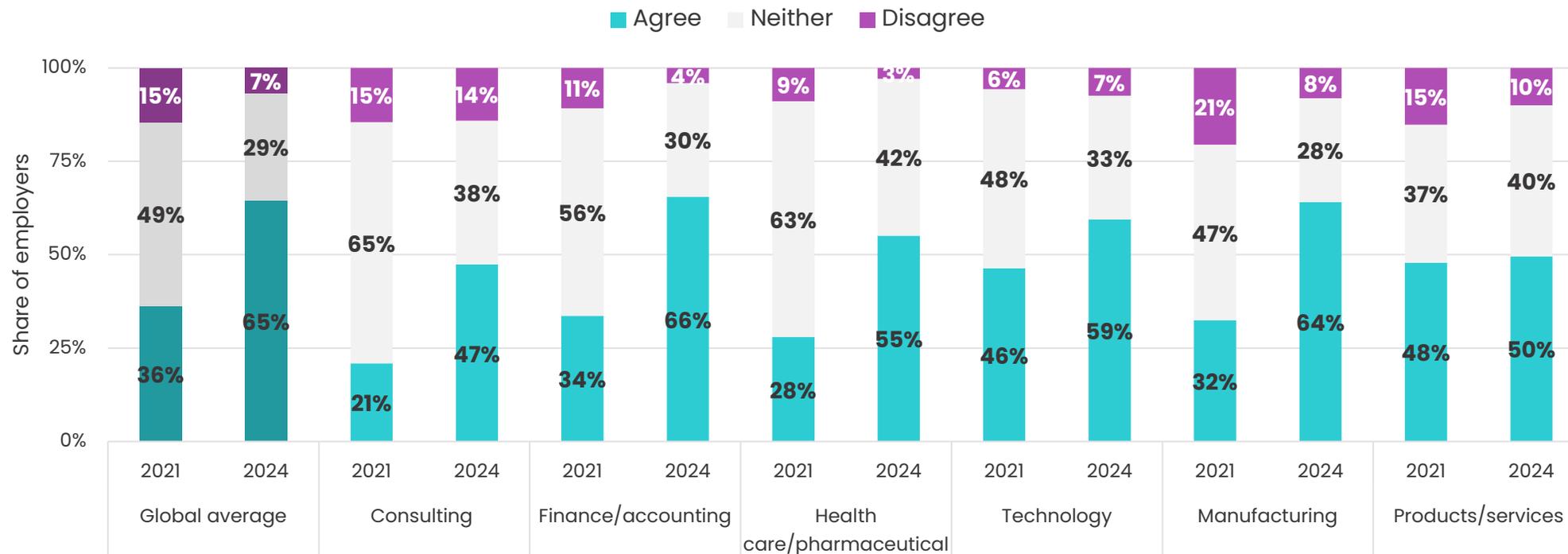
**70%**

of global employers agree employees with graduate business education tend to **earn more than others**  
*Compared to 52% in June 2020*

# Employers' appreciation for GME graduates' skills in today's remote and hybrid work environment is almost twice as common as a similar question asked in 2021

“Skills of graduate management talent are more important in the context of COVID-19” (2021) and “The skills gained through a graduate business degree are more important in today's world where many businesses are using remote or hybrid working arrangements .” (2024)

## Agreement with the statement by industry

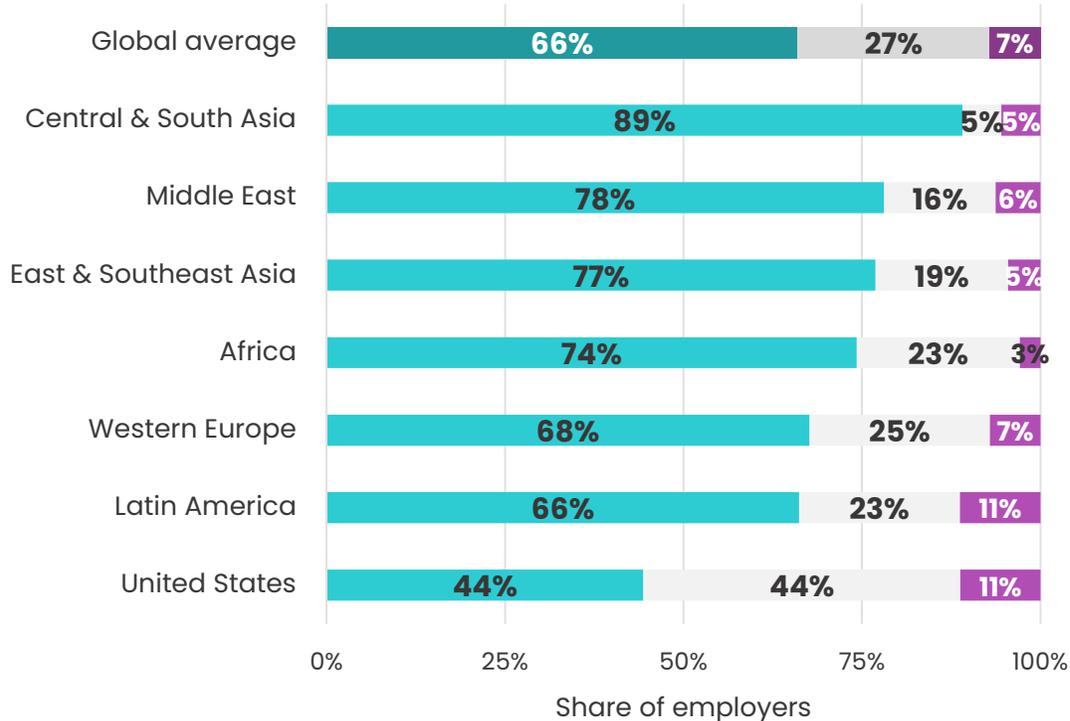


# Two-thirds of employers believe in-person programs impart stronger technical skills than online programs

"Employees with a graduate business degree from a fully in-person program are more likely to have **strong technical skills** than those with a degree from an online or predominantly online program."

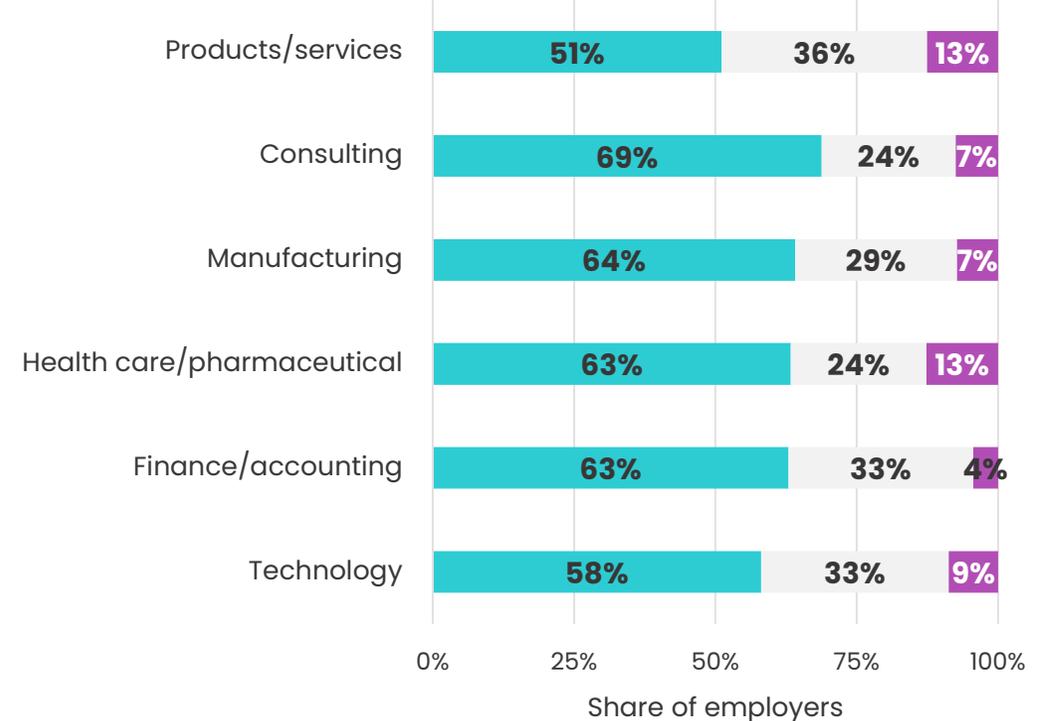
## Agreement with the statement by **region**

■ Agree ■ Neither ■ Disagree



## Agreement with the statement by **industry**

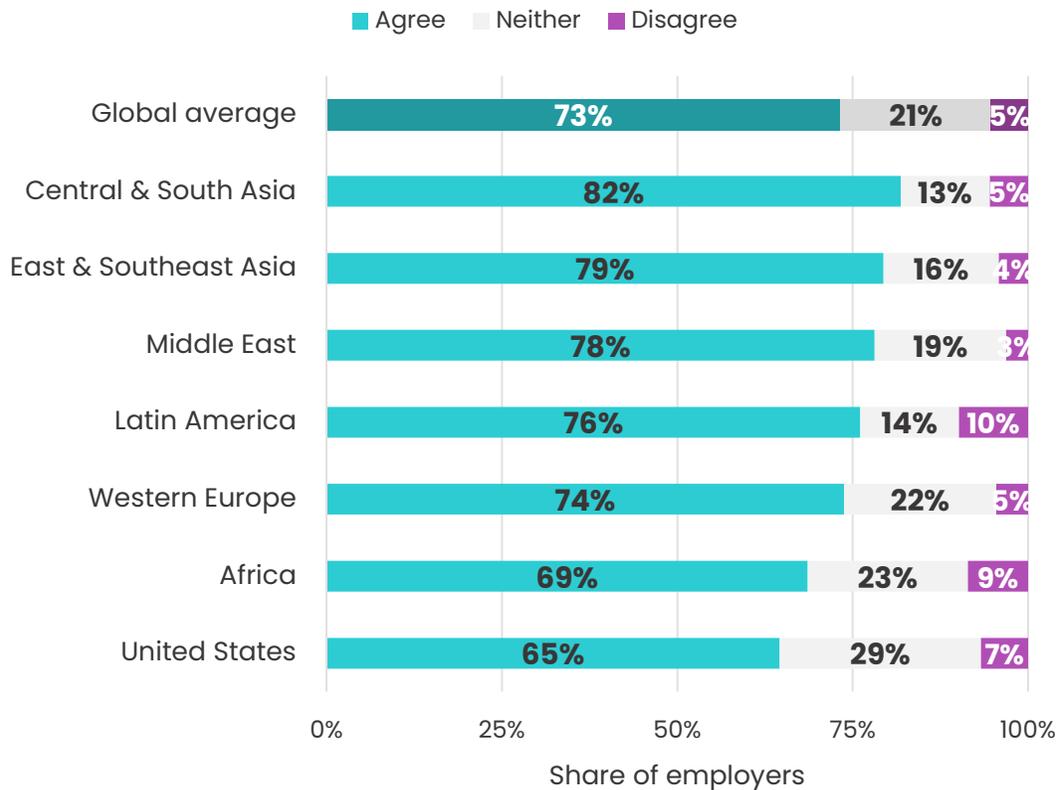
■ Agree ■ Neither ■ Disagree



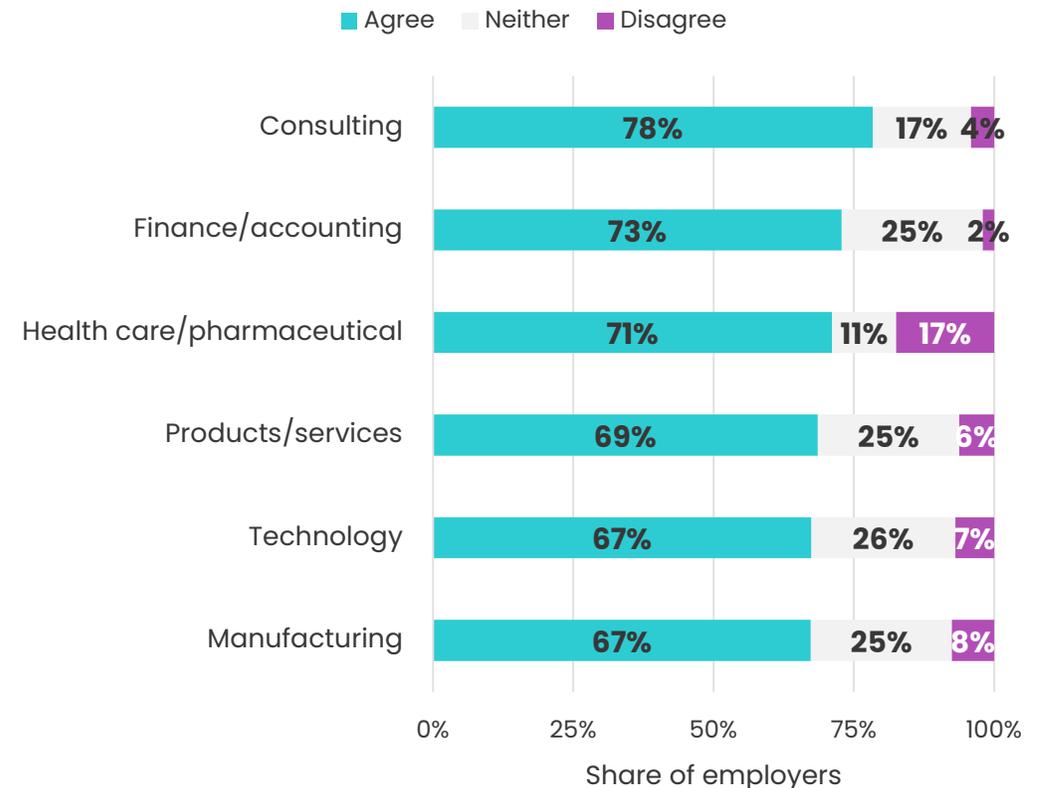
# U.S., tech, and manufacturing employers are most open to the idea that in-person programs do not necessarily impart stronger leadership and communication skills

"Employees with a graduate business degree from a fully in-person program are more likely to have **strong leadership and communication skills** than those with a degree from an online or predominantly online program."

Agreement with the statement by **region**

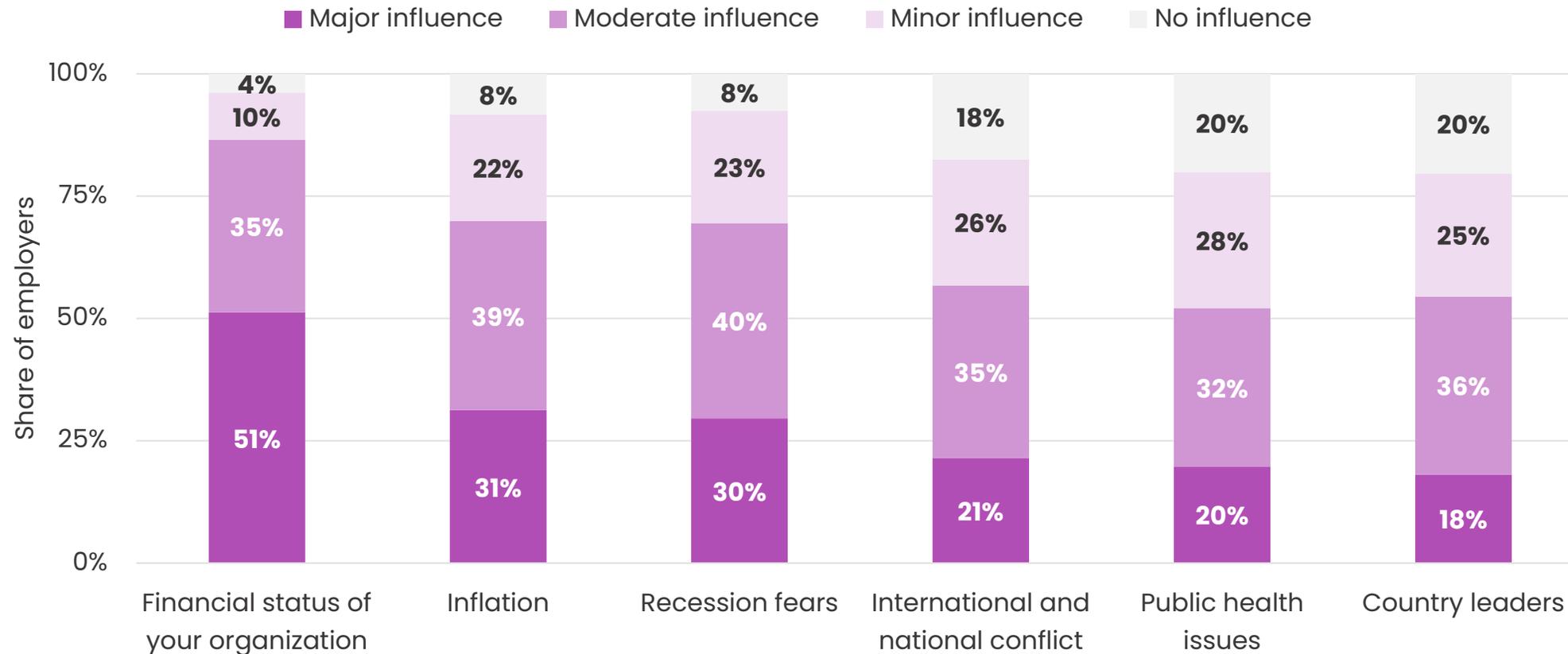


Agreement with the statement by **industry**



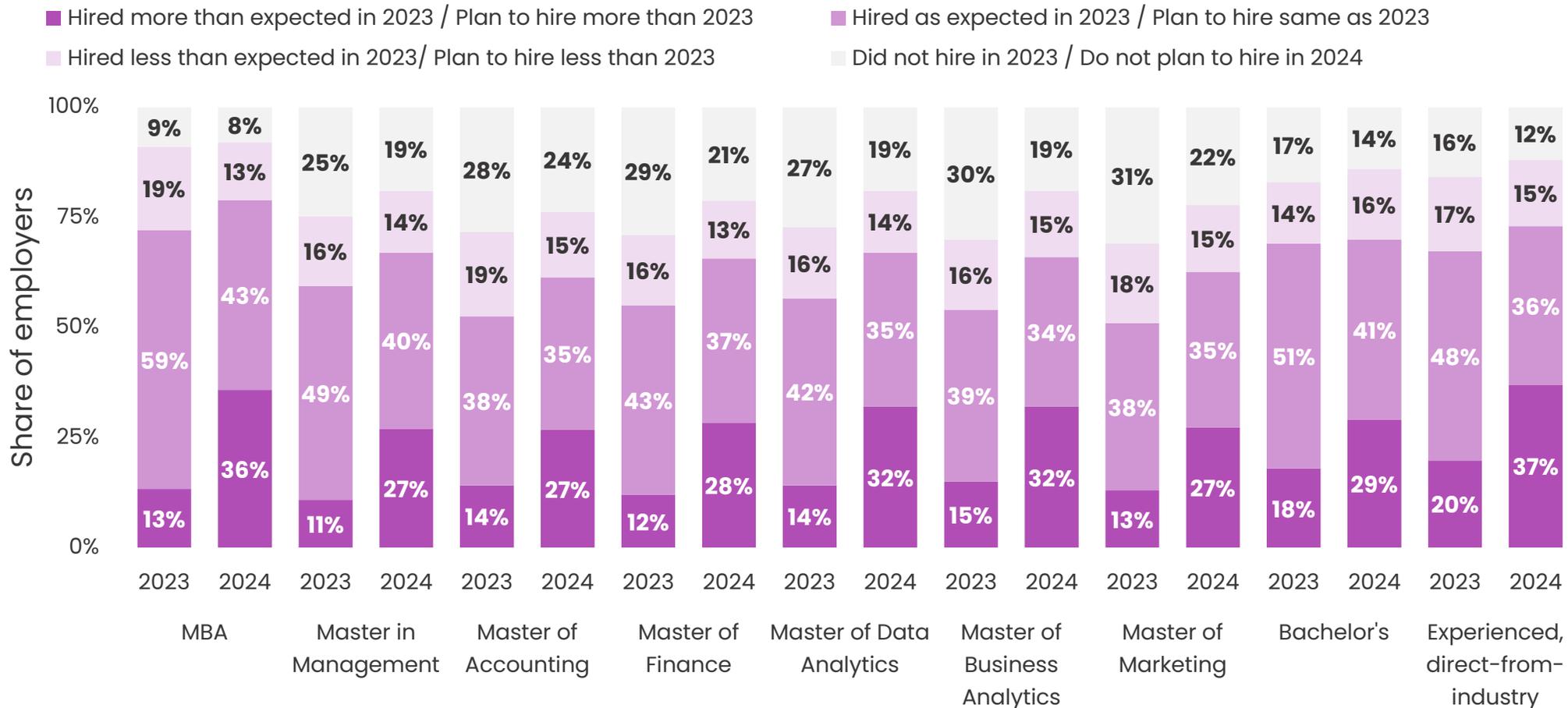
# Nearly three-quarters of employers report major or moderate influence of inflation and recession fears on their hiring decisions

## Influences on predicted 2024 hiring



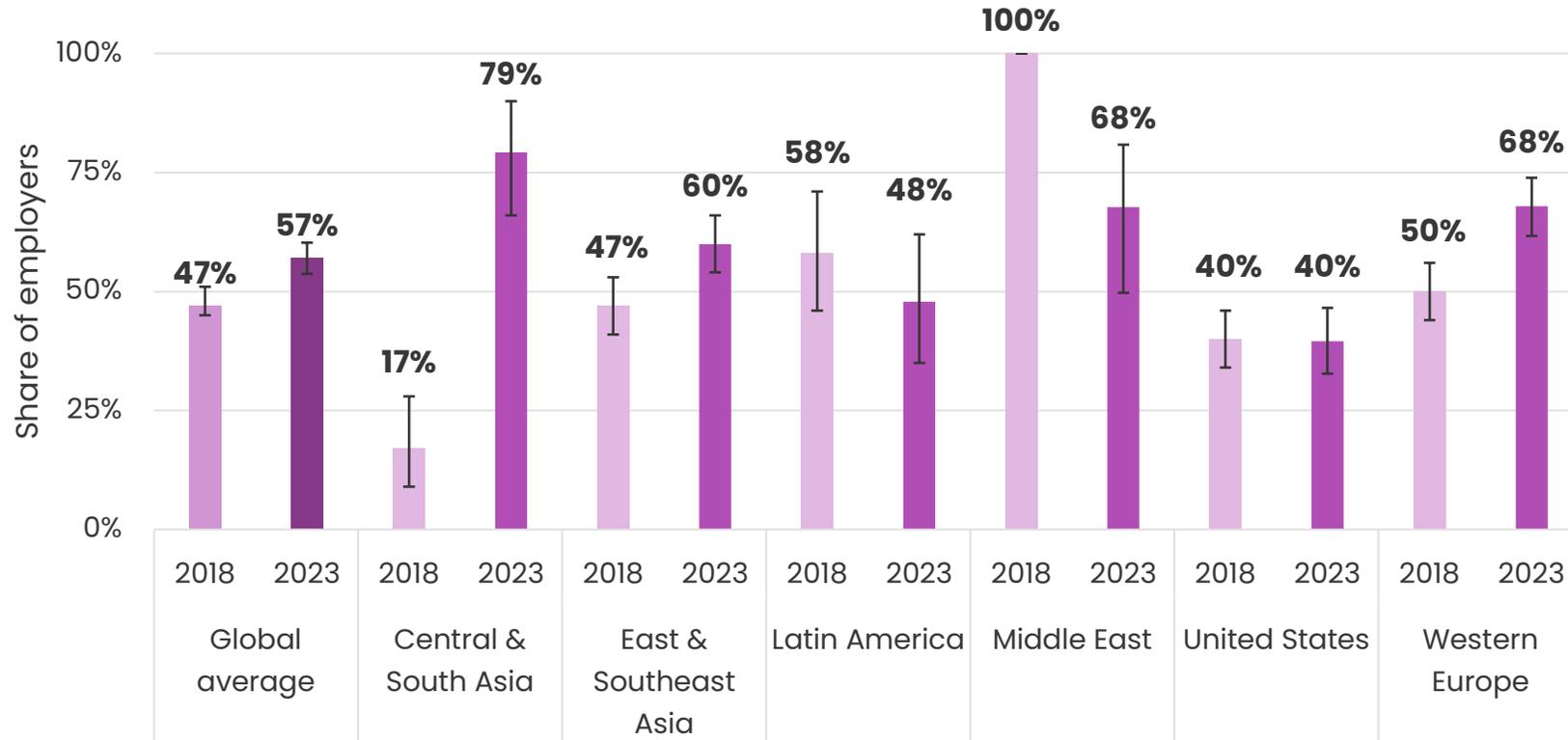
# Despite reported macroeconomic concerns, hiring plans remain optimistic

## Actual 2023 hiring and projected 2024 hiring by degree



# International hiring rates in most regions are up from 5 years ago

Share of employers who hired graduates who required additional legal documentation, 2018 and 2023



73%

of **Fortune 100 employers** hired international talent in 2023  
*Compared to 54% in 2018*

42%

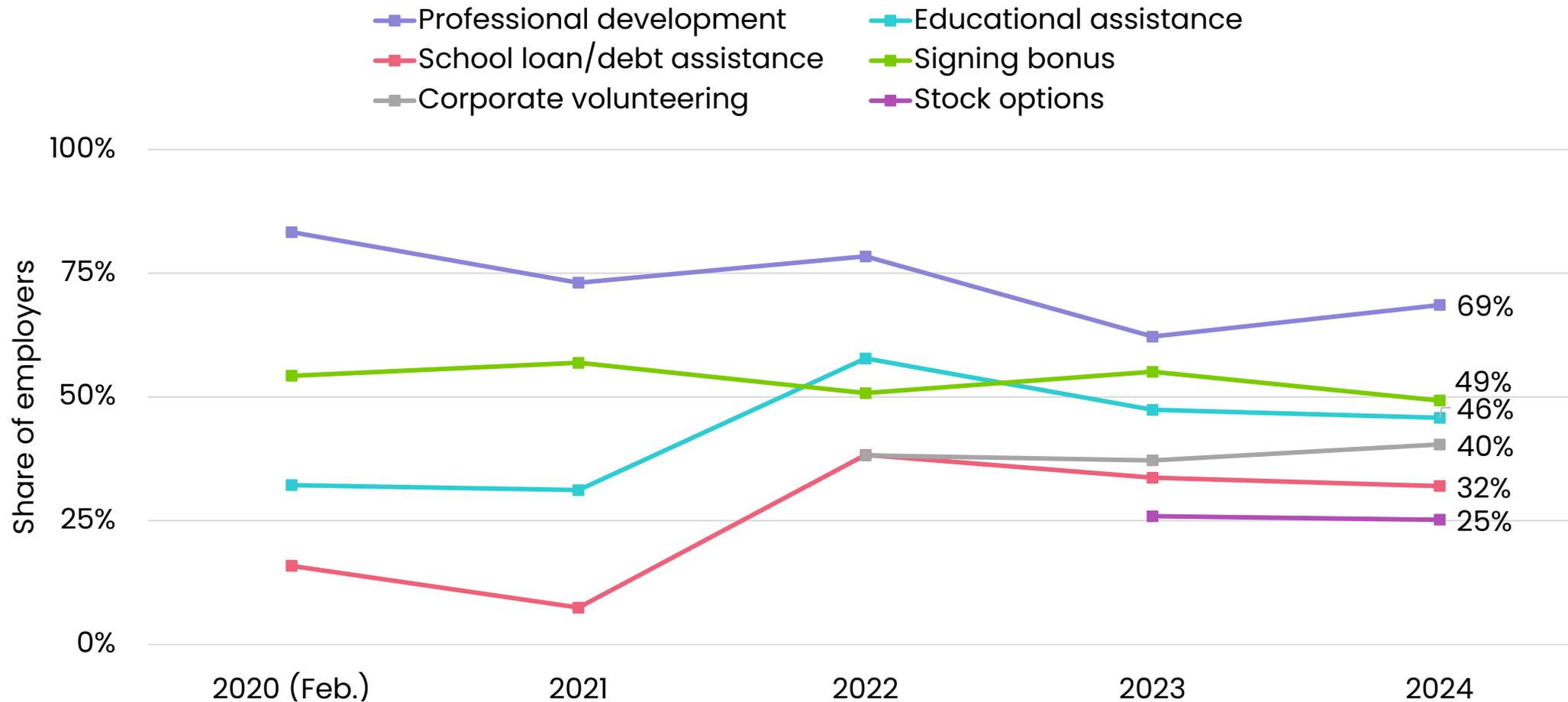
of **tech employers** have plans to hire international talent in 2024  
*With an additional 41% open to hiring international talent but without concrete plans*

39%

of global employers have plans to **hire international talent** in 2024  
*With an additional 41% open to hiring international talent but without concrete plans*

# Professional development is still most widespread non-salary benefit—and a possible opportunity for business schools

## Share of employers offering non-salary benefits to new hires in 2024

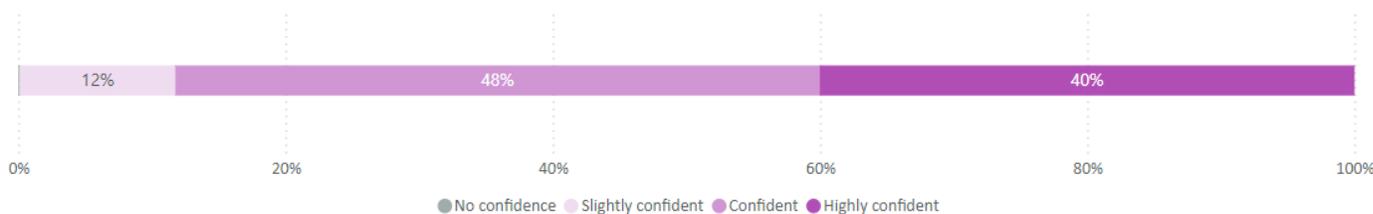


# Participating schools enjoy the FREE upgraded Corporate Recruiters Survey dashboard



## Confidence in Business School Ability To Prepare Students

How much confidence do you have in a graduate business school's ability to prepare students to be successful in your company?



Filters in purple only apply to corporate recruiters, not recruiters from staffing companies

**Company Size\***  
All Companies

**Industry\***  
All Industries

**Region**  
Worldwide

### Reasons for Low Confidence in Business School Ability To Prepare Students

[Asked of those who said they had "no confidence" or were "slightly confident" in GME graduates to be successful] What are the reasons you do not have a lot of confidence in a graduate business school's ability to prepare graduates to be successful in your company? Select all that apply.



### Reasons for High Confidence in Business School Ability To Prepare Students

[Asked of those who said they were "confident" or "highly confident" in GME graduates to be successful] What are the reasons you have confidence in a graduate business school's ability to prepare graduates to be successful in your company? Select all that apply.



\* When filters are applied to company size or industry, recruiters from staffing companies are also filtered out of the results, since these questions were only asked of corporate recruiters

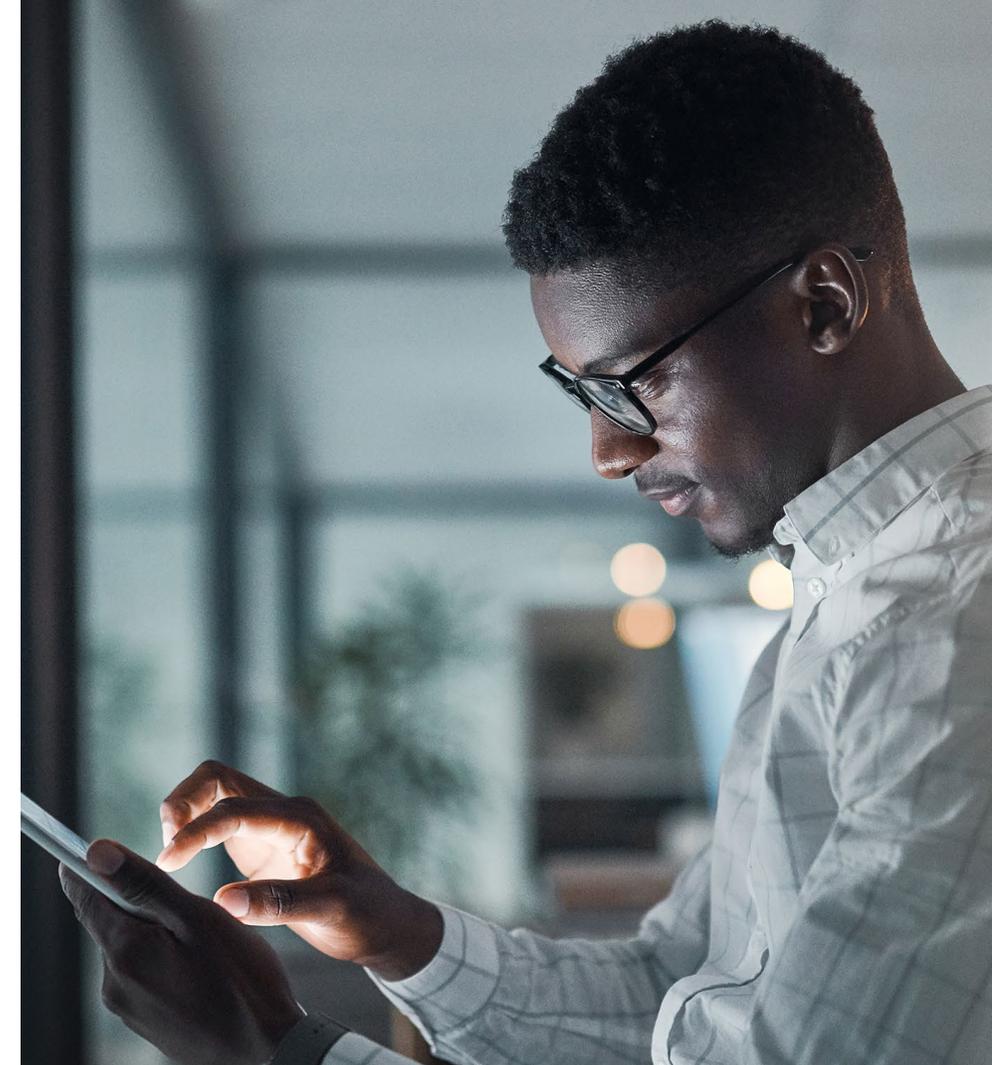


All results displayed are based on N sizes of 20 or more. Data from smaller N sizes is not displayed.

# Summary

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- AI skills are not critical for getting positions—yet. Most employers are not too concerned about AI for today’s GME grads, but its importance is expected to grow—and soon.
- The value of traditional b-school skills like problem-solving and strategic thinking to employers now and in the future indicates business schools are on the right track with satisfying market needs.
- More employers have confidence in GME helping graduates succeed, especially in era of hybrid/remote work.
- Employers still believe traditional GME imparts more skills and success for graduates than online programs, with some warming among U.S. employers.
- Despite macroeconomic concerns, hiring rates are high and projected to rise in the short and medium term.
- International hiring rates have surged above pre-pandemic levels in Asia and Europe while remaining flat in the United States.



## Webinar Feedback Form



Share your feedback about this webinar to improve our future programming

# Discussion and Q&A

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**Sadia Cuthbert**

Director, CJBS Careers  
Cambridge Judge School of Business



**Christine "Christy" Murray**

Associate Dean and Managing Director,  
McDonough Career Center  
Georgetown University, McDonough  
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# THANK YOU

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## Application Trends Survey



Participate in the Application Trends Survey before 8/16 to receive a tailored benchmark report