

trendence Graduate Barometer China 2014

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The Study

The trendence Graduate Barometer is an annual online survey about the expectations and preferences of students in their professional position after graduation.

Students are asked which companies they find attractive, how they look for their first professional position and what factors are important for them in this position.

Method

Field path: June 2014
Country: China
Number of participants: more than 7,000

Rank 2014	Employer	% 2014
1	Alibaba	13,1%
2	Apple	9,2%
3	China Telecom	8,3%
4	360buy.com	8,0%
5	China Mobile	6,7%
6	Baidu	6,5%
7	China Power	6,1%
7	Huawei	6,1%
9	Google	5,2%
10	Microsoft	4,8%
11	Air China	4,3%
12	China Petroleum & Chemical Corporation (SinoPec)	4,0%
13	Tencent	3,9%
14	China National Petroleum Corporation (CNPC) incl. PetroChina	3,6%
15	China Unicom	3,5%
15	State Grid Corporation of China (SGCC)	3,5%
17	China Southern Power Grid	3,4%
18	Volkswagen Group China	3,3%
19	51job	3,2%
20	Lenovo	2,9%
21	Samsung	2,8%
22	BMW Group	2,6%
23	ABB	2,4%
23	FAW Group	2,4%
25	China Railway Group	2,3%

Rank 2014	Employer	% 2014
26	Amazon	2,2%
26	China National Offshore Oil	2,2%
28	Cisco	2,1%
28	Intel	2,1%
30	Daimler / Mercedes-Benz	2,0%
30	Sany	2,0%
32	Siemens	1,9%
33	Dell	1,8%
33	IBM	1,8%
35	China Eastern Airlines	1,7%
36	Bayer China	1,6%
37	China South Industries Group	1,5%
38	China Post	1,4%
38	Oracle	1,4%
40	Abbott Laboratories	1,3%
40	China Huaneng Group	1,3%
40	Haier	1,3%
40	NetEase	1,3%
44	ACER	1,2%
44	ASUS	1,2%
44	Johnson & Johnson	1,2%
44	Pfizer	1,2%
44	SINA Corporation	1,2%
49	Aluminum Corporation of China	1,1%
50	GE General Electric	1,0%
50	General Motors China	1,0%
50	Sinochem Corporation	1,0%
53	Baosteel Group	0,9%
53	LG Chem	0,9%
53	Nokia	0,9%
56	BOSCH	0,8%
56	China Cargo	0,8%
56	ConocoPhillips	0,8%
56	Midea	0,8%
56	Philips	0,8%
56	Volvo	0,8%
62	BASF	0,7%
62	Continental	0,7%
62	Ford	0,7%
62	Hewlett-Packard	0,7%
62	Honda	0,7%

Rank 2014	Employer	% 2014
67	Alcatel-Lucent	0,6%
67	Canon	0,6%
67	Dongfeng Peugeot-Citroën	0,6%
67	ExxonMobil	0,6%
67	Sony	0,6%
67	Toyota	0,6%
73	Alstom	0,5%
73	AstraZeneca	0,5%
73	BYD Auto	0,5%
73	Merck	0,5%
73	Mitsubishi	0,5%
73	MSD China	0,5%
73	Nikon	0,5%
73	Panasonic	0,5%
81	AkzoNobel	0,4%
81	China Ocean Shipping	0,4%
81	EADS Group	0,4%
81	EDF Group	0,4%
81	Foxconn	0,4%
81	Nexans	0,4%
81	Omron	0,4%
81	Roche	0,4%
81	Shell	0,4%
81	Sinosteel	0,4%
81	Sinotruck	0,4%
92	Apex	0,3%
92	AT&T	0,3%
92	BP	0,3%
92	DHL	0,3%
92	Eli Lilly Company	0,3%
92	GlaxoSmithKline	0,3%
92	IAV Automotive Engineering	0,3%
92	T-Systems	0,3%
100	Chevron	0,2%
100	GDF SUEZ (incl. Suez Environnement)	0,2%
100	LG	0,2%
100	Motorola	0,2%
100	Novartis	0,2%
100	sanofi	0,2%

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