



Most Desired Employers Study

CATALYST
MOST DESIRED
EMPLOYERS
2017

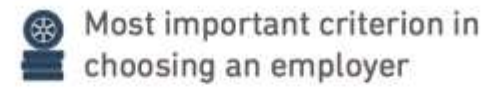
An Employer Branding
Instrument by Catalyst
2017 Market Insights

CATALYST
TALENT & EMPLOYER BRANDING

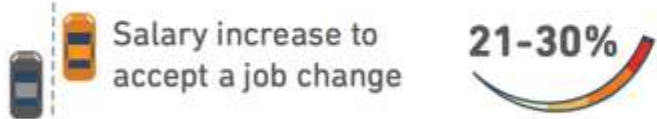





2017 Key findings



2017 Key findings



 Most used and trusted information channels to find out information about career opportunities



TOP 50 Most Desired Employers

Nationwide Ranking 2017



Employer	Rank
Oracle	1
Microsoft	2
IBM	3
Continental	4
Google	5
OMV Petrom	6
Vodafone	7
Amazon	8
Grup Renault Romania	9
Coca-Cola HBC Romania	10
Orange	11
Endava	12
KPMG	13
HP Inc. (including HP)	14
Adobe	15
P&G	16
ING Romania	17

Employer	Rank
Bosch	18
Accenture	19
Deloitte	20
Hella	21
Honeywell	22
Bitdefender	23
BCR	24
eMAG	25
EY Romania	26
NTT Data	27
Ubisoft	28
BRD	29
Pwc	30
British American Tobacco	31
Banca Transilvania	32
E.ON Romania	33
Siemens	34

Employer	Rank
Luxoft	35
LIDL	36
Rompetro	37
Emerson	38
Nokia	39
Telekom	40
Dell	41
Samsung	42
Autoliv	43
Nestle	43
Enel	44
Kaufland	45
Atos	46
Genpact	46
Electronic Arts	47
Ericsson	48
Raiffeisen Bank	49
Betfair	50

See your ranking against competitors by getting full-access to one of our industry reports: [BPO Report](#), [Engineering Report](#), [FMCG Report](#) and [IT&C Report](#).

TOP 20 Most Desired Employers among Romanian students

Nationwide Ranking 2017



Employer	Rank
Microsoft	1 =
Continental	2 =
IBM	3 ▲
Oracle	4 ▼
KPMG	5 ▼
P&G	6 ▲
Deloitte	7 =
Google	7 ▼
Grup Renault Romania	8 ▲
Coca-Cola HBC Romania	9 ▼
Endava	10 ▲

Employer	Rank
EY Romania	11 ▼
Accenture	12 ▲
BCR	13 ▼
Vodafone	14 ▼
Amazon	15 ▲
OMV Petrom	16 ▼
Bitdefender	17 ▲
Ubisoft	17 ▲
Pwc	18 ▼
Bosch	19 ▲
Hella	20 ▼

Legend

- ▲ Raised compared to 2016
- = The same position as in 2016
- ▼ Decreased compared to 2016

Discover differences in perception towards your employer brand according to your target group's level of experience. Access the [General](#) or [Industry](#) reports. ([BPO Report](#), [Engineering Report](#), [FMCG Report](#) and [IT&C Report](#)).

Employer perception – 2017 Results

1	Google
2	Microsoft
3	Oracle
4	Continental
5	Vodafone
6	IBM
7	Coca-Cola HBC Romania
8	Amazon
9	Orange
10	Ubisoft
10	Endava
11	HP Inc. <i>(including HP)</i>
12	Electronic Arts
13	Adobe
14	KPMG
15	OMV Petrom
16	Grup Renault Romania
17	Betfair
18	ING Romania
19	eMAG
20	Accenture



Q: Which company do you think offers the most pleasant environment?

This ranking is just for your information only and it is not to be published internally or externally without the prior consent of Catalyst

Criteria in choosing an employer – 2017 Results



**Average of the scores rated on a scale of importance in choosing an importance: 1 – the least important, 7 – extremely important*

Q: Which are the 3 most important factors that you take into consideration when choosing an employer? (Please choose max. 3 options.)



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Thank you!