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# EMPLOYERS OF CHOICE SURVEY 2013

“A study on employer and career preferences  
of Vietnam’s undergraduates and  
working professionals”

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# INTRODUCTION

The CareerBuilder Vietnam Employers of Choice (EOC) Survey is conducted annually to provide employers with an insight into how they are perceived by undergraduates and working professionals in Vietnam. The survey results allow companies to compare their rankings with their competitors and subsequently adopt measures to strengthen their company branding.

**A total of 17.120 respondents participated in this year's survey. The respondent groups targeted for this survey consist of:**

- Working professional who graduated for not more than three years
- Current undergraduates from universities

Survey findings from top undergraduates and entry-level graduates are further distinguished from the overall survey population and are presented as a distinct section within this report.

We believe that the CareerBuilder Vietnam Employers of Choice (EOC) Survey is the most current employer ranking survey in Vietnam.

# HIGHLIGHTS ON SURVEY RESULTS

## Gender Differences

This year's survey results shows an overall difference in top choices among genders with Males showing a tendency toward High-tech industries while Females favored FMCG's. Among the 6,383 Males surveyed, 3 among the top 5 employers are High-tech. No High-tech company is represented among the top 5 Employers of Choice selected by Females.

Both groups chose Vinamilk as their top Employer of Choice, with 2010 votes from Males, and 4,621 votes from Females.

## Multiple Job Offers

In terms of making a decision between multiple job offers there was an almost universal response in each group studied.

Among the groups of best academic performance, engineering, sciences, and business, "Better career prospects" was top ranking among reasons to choose one job offer over another. "Shortest working hours" ranked lowest in these same groups.

Only members graduating from Arts/Social Science ranked "Highest salary" as the deciding factor in choosing between multiple job offers.

## Working Hours, Salary & Promotions

Survey results show that the majority of respondents (47.9%) deem working for 40-50 hours per week acceptable for an entry-level job and that 23.3% expected a starting monthly salary between 5,000,000-6,000,000/month, with 43.2% expecting a promotion after 2 years.

In terms of top performing academically (with GPA ranging from 9-10 on a scale of 10), 40-50 working hours was also deemed acceptable (57%), but 25.3% expected a higher starting monthly salary between 6,000,000-7,000,000 VND/month, with an expected promotion within 1 year (39.4%). They also expected to become managers within 3 years (39.4%).

## Job Changes

Only 3.5 per cent of the respondents are determined to stick to one job until the age of 35. A larger majority of those surveyed (34.8%) are expecting to have three career switches by the age of 35.

## Choice by Region

Respondents in different regions favored different employers. Vinamilk scored much higher overall in the Center (2.638) and South (2.580), while Viettel scored higher overall in the North (1.546). Other top choices in the Center and South Regions were Unilever (2184, 2270 respectively), Coca-Cola (1817, 2055), and Nestle (1773, 2055), while the North Region favored FPT (1.512), Samsung (1.440) and also Vinamilk (1.413).

## EMPLOYERS OF CHOICE RANKING: TOP 100 EMPLOYERS OF CHOICE

### Top 100 Employers of Choice

The rankings for the “Top 100 Employers of Choice” are determined based on the votes of the 17,120 respondents who had participated in the CareerBuilder.vn Employers of Choice 2013 Survey. Respondents were asked to select their employers from a list of 200 companies (Refer to Appendix 1 for full list of companies) in Vietnam. The respondents were allowed to select as many employers as they wished and are given the option of filling in a free text box for employers that are not found in the list.

RANK	COMPANY NAME	VOTES
1	Vinamilk	6,631
2	Unilever	5,599
3	Coca-Cola	5,084
4	Nestlé	4,890
5	FPT	4,522
6	Samsung	4,416
7	Viettel	4,238
8	PepsiCo	4,028
9	P&G	3,889
10	LOTTE	3,794
11	LG	3,749
12	Vietnam Airlines	3,649
13	Vietcombank	3,633
14	Kinh Đô	3,615
15	Abbott	3,527
16	Sony	3,492
17	Tân Hiệp Phát	3,490
18	Nokia	3,401
19	Dutch Lady	3,269
20	Toyota	3,183
21	Honda	3,145
22	Vietinbank	3,141
23	Trung Nguyên Coffee	3,003
24	BigC	2,983
25	Techcombank	2,932
26	Microsoft	2,931
27	DongA Bank	2,829
28	Canon	2,746
29	AGRIBANK	2,696

RANK	EMPLOYER OF CHOICE	VOTE
30	TH Milk	2,627
31	BIDV	2,612
32	HSBC	2,573
33	Nutifood	2,543
34	ANZ	2,478
35	Intel	2,471
36	Toshiba	2,455
37	Mobifone (VMS)	2,453
38	IBM	2,431
39	Masan	2,420
40	Thế Giới Di Động	2,370
41	Bia Việt Nam (Heineken/Tiger)	2,314
42	Nike	2,311
43	Panasonic	2,266
44	Hoa Sen	2,231
45	Bitexco	2,206
46	Sacombank	2,180
47	METRO Cash & Carry	2,139
48	Hoàng Anh Gia Lai (HAGL)	2,130
49	Eximbank	2,098
50	Johnson & Johnson	2,083
51	ACECOOK	2,036
52	Yamaha	2,032
53	Vingroup	2,022
54	Adidas	1,999
55	Ajinomoto	1,981
56	KFC	1,975
57	Vinaphone	1,910
58	Asia Commercial Bank (ACB)	1,896
59	Dell	1,894
60	Ernst & Young	1,876
61	VNG Corporation	1,862
62	VTC Online	1,837
63	Phú Mỹ Hưng	1,836
64	Nguyễn Kim	1,767
65	Hyundai	1,760



RANK	EMPLOYER OF CHOICE	VOTE
66	Saigon CO.OP	1,751
67	American International Group (AIG)	1,746
68	Nielsen	1,719
69	Holcim	1,714
70	Intercontinental Hotels & Resorts	1,704
71	Mercedes-Benz	1,686
72	Citibank	1,684
73	Ford	1,674
74	Standard Chartered Bank	1,611
75	Maritime Bank	1,608
76	Hòa Phát	1,574
77	Sheraton Hotels & Resorts	1,573
78	SHARP	1,570
79	Highlands Coffee	1,553
80	Megastar Media	1,545
81	Acer	1,524
82	VinaSoy	1,512
83	Diana	1,498
84	KPMG	1,456
85	Deloitte	1,434
86	Vietravel	1,428
87	Viễn Thông A	1,417
88	VPBank	1,399
89	Saigontourist	1,378
90	HDBank	1,360
91	Thái Tuấn	1,334
92	Hilton Hotels & Resorts	1,333
93	Electrolux	1,332
94	Việt Tiến	1,332
95	DHL	1,330
96	Indochina Capital	1,294
97	SYM	1,286
98	Dược Hậu Giang	1,282
99	VinaCapital	1,264
100	Vinaconex	1,238

## Employers of Choice - By Work Industries

### Banking & Finance

RANK	EMPLOYER OF CHOICE	VOTE
1	Vietcombank	3,633
2	Vietinbank	3,141
3	Techcombank	2,932
4	DongA Bank	2,829
5	AGRIBANK	2,696
6	BIDV	2,612
7	HSBC	2,573
8	ANZ	2,478
9	Sacombank	2,180
10	Eximbank	2,098

### FMCG

RANK	EMPLOYER OF CHOICE	VOTE
1	Vinamilk	6,631
2	Unilever	5,599
3	Coca-Cola	5,084
4	Nestlé	4,890
5	PepsiCo	4,028
6	P&G	3,889
7	Kinh Đô	3,615
8	Tân Hiệp Phát	3,490
9	Dutch Lady	3,269
10	TH Milk	2,627
11	Nutifood	2,543
12	Masan	2,420
13	Bia Việt Nam (Heineken/ Tiger)	2,314
14	Johnson & Johnson	2,083
15	ACECOOK	2,036

### Healthcare

RANK	EMPLOYER OF CHOICE	VOTE
1	Abbott	3,527
2	Dược Hậu Giang	1,282
3	Rohto-Mentholatum	994
4	United International Pharma (UIP)	830
5	Traphaco	747
6	Bayer	722
7	Sanofi	607
8	OPC	472
9	GlaxoSmithKline (GSK)	373
10	Herbalife	370
11	Pfizer	353
12	Zuellig Pharma	314
13	Servier	294
14	Urigo Medical	274
15	Alcon	206

### Media & Marketing

RANK	EMPLOYER OF CHOICE	VOTE
1	Nielsen	1,719
2	Megastar Media	1,545
3	Đất Việt VAC	758
4	BHD Star Cineplex	635
5	Ogilvy & Mather	550
6	Saatchi & Saatchi	522
7	J. Walter Thompson (JWT)	503
8	Dentsu	500
9	TNS	500
10	Leo Burnett/M&T	428

## Real Estate & Property Management

RANK	EMPLOYER OF CHOICE	VOTE
1	Bitexco	2,206
2	Hoàng Anh Gia Lai (HAGL)	2,130
3	Vingroup	2,022
4	Phú Mỹ Hưng	1,836
5	Becamex IDC	778
6	Him Lam	777
7	Đất Xanh	634
8	Savills	489
9	C.T Real Estate	428
10	Khang Điền	374

## Engineering & Auto

RANK	EMPLOYER OF CHOICE	VOTE
1	Toyota	3,183
2	Honda	3,145
3	Yamaha	2,032
4	Hyundai	1,760
5	Mercedes-Benz	1,686
6	Ford	1,674
7	SYM	1,286
8	Bosch	1,089
9	KIA Motors	785
10	Daikin	591

## Logistics & Transportation

RANK	EMPLOYER OF CHOICE	VOTE
1	Vietnam Airlines	3,649
2	DHL	1,330
3	Mai Linh	1,202
4	Maersk Line	1,106
5	Fedex	908

## Retail

RANK	EMPLOYER OF CHOICE	VOTE
1	LOTTE	3,794
2	BigC	2,983
3	Thế Giới Di Động	2,370
4	METRO Cash & Carry	2,139
5	Nguyễn Kim	1,767

## Electronics & Home Appliances

RANK	EMPLOYER OF CHOICE	VOTE
1	Samsung	4,416
2	LG	3,749
3	Sony	3,492
4	Nokia	3,401
5	Canon	2,746
6	Toshiba	2,455
7	Panasonic	2,266
8	Dell	1,894
9	SHARP	1,570
10	Acer	1,524

## IT, Internet & Telecommunication

RANK	EMPLOYER OF CHOICE	VOTE
1	FPT	4,522
2	Viettel	4,238
3	Microsoft	2,931
4	Intel	2,471
5	Mobifone (VMS)	2,453
6	IBM	2,431
7	Vinaphone	1,910
8	VNG Corporation	1,862
9	VTC Online	1,837
10	Gameloft	953

### Construction & Materials

RANK	EMPLOYER OF CHOICE	VOTE
1	Hoa Sen	2,231
2	Holcim	1,714
3	Hòa Phát	1,574
4	Vinaconex	1,238
5	Eurowindow	1,223
6	Phố Xinh	1,027
7	Posco E&C	930
8	Sông Đà	923
9	SCG	676
10	TOTO	665
11	Hòa Bình	644
12	Vinacomin	519

### Travel, Tourism & Hospitality

RANK	EMPLOYER OF CHOICE	VOTE
1	Intercontinental Hotels & Resorts	1,704
2	Sheraton Hotels & Resorts	1,573
3	Vietravel	1,428
4	Saigontourist	1,378
5	Hilton Hotels & Resorts	1,333

### Employers of Choice - By Respondents' Grades

#### Top Tier (GPA scoring from 9 -10 on a scale of 10)

RANK	COMPANY NAME	VOTES
1	Coca-Cola	119
2	Nestlé	109
3	LOTTE	99
4	Samsung	99
5	Vinamilk	99
6	P&G	98
7	Unilever	98
8	Sony	89
9	Abbott	80
10	Microsoft	80
11	Dutch Lady	79
12	Nokia	79
13	PepsiCo	78

RANK	COMPANY NAME	VOTES
14	Tân Hiệp Phát	78
15	KFC	70
16	Nutifood	69
17	FPT	60
18	Adidas	59
19	Ajinomoto	59
20	Kinh Đô	59
21	LG	59
22	Mercedes-Benz	59
23	Toshiba	59
24	Trung Nguyên Coffee	59
25	Vinaphone	59

**2nd Tier** (GPA scoring from 8 - 9 on a scale of 10)

RANK	COMPANY NAME	VOTES
1	Vinamilk	1,123
2	Unilever	984
3	FPT	909
4	Nestlé	884
5	Coca-Cola	817
6	Samsung	728
7	Sony	711
8	PepsiCo	682
9	LG	679
10	Viettel	675
11	LOTTE	659
12	Kinh Đô	632
13	P&G	622
14	Toyota	620
15	Honda	610
16	Vietnam Airlines	602
17	Vietcombank	600
18	Nokia	590
19	Techcombank	564
20	Canon	551
21	Abbott	548
22	Microsoft	544
23	Dutch Lady	535
24	Vietinbank	512
25	ANZ	506

**3rd Tier** (GPA scoring from 7 - 8 on a scale of 10)

RANK	COMPANY NAME	VOTES
1	Vinamilk	3,655
2	Unilever	3,082
3	Coca-Cola	2,831
4	Nestlé	2,718
5	Samsung	2,436
6	P&G	2,376
7	FPT	2,284
8	Viettel	2,270
9	PepsiCo	2,225
10	LG	2,088
11	Vietcombank	2,077
12	LOTTE	2,033
13	Kinh Đô	2,015
14	Vietnam Airlines	2,009
15	Tân Hiệp Phát	1,971
16	Abbott	1,962
17	Dutch Lady	1,881
18	Nokia	1,861
19	Sony	1,761
20	Vietinbank	1,760
21	Honda	1,736
22	BigC	1,699
23	Trung Nguyên Coffee	1,698
24	Toyota	1,681
25	Techcombank	1,642

## Employers of Choice - By Respondents' Gender

### Male

RANK	COMPANY NAME	VOTES
1	Vinamilk	2,010
2	FPT	1,952
3	Viettel	1,760
4	Unilever	1,740
5	Samsung	1,682
6	Coca-Cola	1,673
7	Nestlé	1,630
8	PepsiCo	1,433
9	Microsoft	1,384
10	Tân Hiệp Phát	1,356
11	Sony	1,342
12	LG	1,319
13	Intel	1,263
14	Nokia	1,254
15	Toyota	1,198
16	Honda	1,189
17	Vietcombank	1,186
18	Vietinbank	1,183
19	IBM	1,154
20	P&G	1,138
21	Vietnam Airlines	1,137
22	LOTTE	1,104
23	Trung Nguyên Coffee	1,082
24	Mobifone (VMS)	1,056
25	Bia Việt Nam (Heineken/ Tiger)	1,041
26	Hoàng Anh Gia Lai (HAGL)	1,039
27	Techcombank	1,003
28	Kinh Đô	989
29	DongA Bank	975
30	Masan	975

RANK	COMPANY NAME	VOTES
31	Thế Giới Di Động	959
32	Canon	953
33	AGRIBANK	929
34	Vingroup	883
35	Abbott	869
36	VNG Corporation	862
37	Toshiba	857
38	Hoa Sen	847
39	Hyundai	846
40	VTC Online	844

## Female

RANK	COMPANY NAME	VOTES
1	Vinamilk	4,621
2	Unilever	3,859
3	Coca-Cola	3,411
4	Nestlé	3,260
5	P&G	2,751
6	Samsung	2,734
7	LOTTE	2,690
8	Abbott	2,658
9	Kinh Đô	2,626
10	PepsiCo	2,595
11	FPT	2,570
12	Vietnam Airlines	2,512
13	Viettel	2,478
14	Vietcombank	2,447
15	Dutch Lady	2,437
16	LG	2,430
17	BigC	2,254
18	Sony	2,150
19	Nokia	2,147
20	Tân Hiệp Phát	2,134
21	Toyota	1,985
22	Vietinbank	1,958
23	Honda	1,956
24	Techcombank	1,929
25	Trung Nguyên Coffee	1,921
26	DongA Bank	1,854
27	BIDV	1,851
28	TH Milk	1,845
29	Nutifood	1,829
30	Canon	1,793

RANK	COMPANY NAME	VOTES
31	AGRIBANK	1,767
32	HSBC	1,738
33	ANZ	1,640
34	Toshiba	1,598
35	Johnson & Johnson	1,588
36	Bitexco	1,576
37	Microsoft	1,547
38	Nike	1,512
39	Panasonic	1,471
40	KFC	1,465
41	Ajinomoto	1,464
42	Masan	1,445
43	METRO Cash & Carry	1,416
44	Thế Giới Di Động	1,411
45	Mobifone (VMS)	1,397
46	ACECOOK	1,386
47	Hoa Sen	1,384
48	Sacombank	1,350
49	Adidas	1,331
50	Diana	1,313

## Employers of Choice - By Regions

### North Region

Provinces/cities included: Lao Cai, Yen Bai, Dien Bien, Hoa Binh, Lai Chau, Son La, Ha Giang, Cao Bang, Bac Kan, Lang Son, Tuyen Quang, Thai Nguyen, Phu Tho, Bac Giang, Quang Ninh, Bac Ninh, Ha Nam, Hanoi, Hai Duong, Hai Phong, Hung Yen, Nam Dinh, Ninh Binh, Thai Binh, Vinh Phuc.

Total Votes 4,346

RANK	EMPLOYER OF CHOICE: NORTH REGION	VOTES
1	Viettel	1,546
2	FPT	1,512
3	Samsung	1,440
4	Vinamilk	1,413
5	Coca-Cola	1,212
6	LOTTE	1,200
7	Kinh Đô	1,165
8	Nokia	1,164
9	LG	1,156
10	Unilever	1,145
11	Vietcombank	1,131
12	Sony	1,076
13	Toyota	1,073
14	Honda	1,068
15	Vietnam Airlines	1,063
16	Techcombank	1,023
17	Canon	1,022
18	Vietinbank	994
19	Nestlé	921
20	BIDV	907
21	Microsoft	905
22	AGRIBANK	877
23	BigC	873
24	P&G	865
25	Vingroup	844
26	HSBC	834
27	Trung Nguyên Coffee	827
28	ANZ	807
29	Toshiba	803



RANK	EMPLOYER OF CHOICE: NORTH REGION	VOTES
30	VTC Online	789
31	Hòa Phát	760
32	Vinaphone	757
33	PepsiCo	747
34	Tân Hiệp Phát	742
35	Mobifone (VMS)	739
36	Yamaha	731
37	Thế Giới Di Động	719
38	IBM	718
39	Panasonic	709
40	TH Milk	705
41	Vinaconex	658
42	Nutifood	656
43	Abbott	655
44	Asia Commercial Bank (ACB)	630
45	METRO Cash & Carry	628
46	Hyundai	610
47	DongA Bank	609
48	Dutch Lady	598
49	Nike	598
50	Maritime Bank	591
51	Sacombank	589
52	Eximbank	571
53	Dell	560
54	VPBank	560
55	KFC	558
56	Ernst & Young	552
57	Ford	551
58	Intel	549
59	Nguyễn Kim	549
60	Deloitte	544
61	VinaSoy	539
62	KPMG	534
63	American International Group (AIG)	531
64	Indochina Capital	526
65	Citibank	502
66	SHARP	501

RANK	EMPLOYER OF CHOICE: NORTH REGION	VOTES
67	Sheraton Hotels & Resorts	491
68	VNG Corporation	490
69	Hilton Hotels & Resorts	489
70	Intercontinental Hotels & Resorts	481
71	Masan	472
72	Sông Đà	471
73	Highlands Coffee	469
74	Bia Việt Nam (Heineken/Tiger)	460
75	Diana	460
76	Phú Mỹ Hưng	458
77	Megastar Media	449
78	Bảo Việt	447
79	Standard Chartered Bank	444
80	Mercedes-Benz	440
81	VinaCapital	435
82	Hoa Sen	433
83	HDBank	402
84	Acer	401
85	Vietravel	394
86	Eurowindow	393
87	Johnson & Johnson	392
88	Hoàng Anh Gia Lai (HAGL)	391
89	CMC	374
90	Việt Tiến	373
91	Adidas	363
92	Nielsen	356
93	Viễn Thông A	346
94	SYM	345
95	ACECOOK	344
96	DHL	337
97	Bitexco	335
98	Ajinomoto	321
99	Phố Xinh	321
100	Electrolux	315

## Center Region

Provinces/cities included: Thanh Hoa, Nghe An, Ha Tinh, Quang Binh, Quang Tri, Thua Thien-Hue, Danang, Quang Nam, Quang Ngai, Binh Dinh, Phu Yen, Khanh Hoa, Ninh Thuan, Binh Thuan, Kom Tum, Gia Lai, DakLak, Dak Nong, and Lam Dong.

Total Votes: 6,460

RANK	EMPLOYER OF CHOICE: CENTER REGION	VOTES
1	Vinamilk	2,638
2	Unilever	2,184
3	Coca-Cola	1,817
4	Nestlé	1,773
5	FPT	1,772
6	Abbott	1,586
7	Tân Hiệp Phát	1,548
8	Viettel	1,546
9	PepsiCo	1,514
10	Samsung	1,513
11	P&G	1,449
12	LG	1,423
13	Kinh Đô	1,376
14	LOTTE	1,375
15	Vietcombank	1,367
16	Vietnam Airlines	1,295
17	Vietinbank	1,278
18	Sony	1,259
19	DongA Bank	1,211
20	Toyota	1,192
21	Nokia	1,183
22	Dutch Lady	1,150
23	Trung Nguyên Coffee	1,140
24	Honda	1,117
25	Hoa Sen	1,085
26	BigC	1,072
27	AGRIBANK	1,069
28	Techcombank	1,043
29	Microsoft	1,041

RANK	EMPLOYER OF CHOICE: CENTER REGION	VOTES
30	Bia Việt Nam (Heineken/Tiger)	1,023
31	Bitexco	1,013
32	BIDV	1,008
33	Hoàng Anh Gia Lai (HAGL)	1,007
34	TH Milk	990
35	Nutifood	962
36	Intel	960
37	Masan	959
38	Sacombank	921
39	Canon	904
40	Toshiba	876
41	Panasonic	874
42	ACECOOK	864
43	ANZ	863
44	IBM	863
45	Nike	859
46	Adidas	845
47	Thể Giới Di Động	840
48	Eximbank	836
49	Ajinomoto	799
50	HSBC	797
51	Mobifone (VMS)	794
52	Ernst & Young	777
53	Johnson & Johnson	749
54	Holcim	718
55	Yamaha	717
56	Hyundai	710
57	METRO Cash & Carry	699
58	Saigon CO.OP	678
59	Phú Mỹ Hưng	676
60	Vinaphone	674
61	KFC	671
62	Nielsen	670
63	Vingroup	647
64	Asia Commercial Bank (ACB)	645
65	Nguyễn Kim	640

RANK	EMPLOYER OF CHOICE: CENTER REGION	VOTES
66	Viễn Thông A	617
67	VinaSoy	609
68	VNG Corporation	607
69	Việt Tiến	599
70	Mercedes-Benz	593
71	American International Group (AIG)	581
72	Standard Chartered Bank	577
73	Dell	571
74	Acer	566
75	Ford	564
76	Citibank	562
77	VTC Online	558
78	Hòa Phát	542
79	Diana	540
80	Dược Hậu Giang	540
81	SHARP	539
82	HDBank	533
83	SYM	529
84	Intercontinental Hotels & Resorts	520
85	DHL	519
86	Maritime Bank	518
87	Highlands Coffee	513
88	Saigontourist	511
89	Thái Tuấn	501
90	Mai Linh	495
91	KPMG	493
92	VPBank	486
93	Indochina Capital	480
94	Vietravel	470
95	Eurowindow	459
96	Pizza Hut	455
97	Maersk Line	454
98	Vinaconex	442
99	Bảo Việt	441
100	Deloitte	438

## South Region

Provinces/cities included: Binh Phuoc, Binh Duong, Dong Nai, Tay Ninh, Ba Ria - Vung Tau, Ho Chi Minh City, Long An, Dong Thap, Tien Giang, An Giang, Ben Tre, Vinh Long, Tra Vinh, Hau Giang, Kien Giang, Soc Trang, Bac Lieu, Ca Mau, Can Tho.

Total Votes 6,314

RANK	EMPLOYER OF CHOICE: SOUTH REGION	VOTES
1	Vinamilk	2,580
2	Unilever	2,270
3	Nestlé	2,196
4	Coca-Cola	2,055
5	PepsiCo	1,767
6	P&G	1,575
7	Dutch Lady	1,521
8	Samsung	1,463
9	Vietnam Airlines	1,291
10	Abbott	1,286
11	FPT	1,238
12	LOTTE	1,219
13	Tân Hiệp Phát	1,200
14	LG	1,170
15	Sony	1,157
16	Viettel	1,146
17	Vietcombank	1,135
18	Kinh Đô	1,074
19	Nokia	1,054
20	BigC	1,038
21	Trung Nguyên Coffee	1,036
22	DongA Bank	1,009
23	Masan	989
24	Microsoft	985
25	Intel	962
26	Honda	960
27	HSBC	942
28	Johnson & Johnson	942
29	TH Milk	932

RANK	EMPLOYER OF CHOICE: SOUTH REGION	VOTES
30	Nutifood	925
31	Mobifone (VMS)	920
32	Toyota	918
33	Vietinbank	869
34	Techcombank	866
35	Ajinomoto	861
36	Bitexco	858
37	Nike	854
38	IBM	850
39	Bia Việt Nam (Heineken/Tiger)	831
40	ACECOOK	828
41	Canon	820
42	METRO Cash & Carry	812
43	Thế Giới Di Động	811
44	ANZ	808
45	Saigon CO.OP	806
46	Adidas	791
47	Holcim	790
48	Toshiba	776
49	VNG Corporation	765
50	Dell	763
51	AGRIBANK	750
52	KFC	746
53	Hoàng Anh Gia Lai (HAGL)	732
54	Hoa Sen	713
55	Intercontinental Hotels & Resorts	703
56	Phú Mỹ Hưng	702
57	BIDV	697
58	Nielsen	693
59	Eximbank	691
60	Panasonic	683
61	Sacombank	670
62	Megastar Media	666
63	Mercedes-Benz	653
64	Saigontourist	652
65	Sheraton Hotels & Resorts	648

RANK	EMPLOYER OF CHOICE: SOUTH REGION	VOTES
66	Electrolux	636
67	American International Group (AIG)	634
68	Asia Commercial Bank (ACB)	621
69	Citibank	620
70	Standard Chartered Bank	590
71	Yamaha	584
72	Nguyễn Kim	578
73	Highlands Coffee	571
74	Vietravel	564
75	Ford	559
76	Acer	557
77	New World Hotels	557
78	Thái Tuấn	555
79	Ernst & Young	547
80	Dược Hậu Giang	538
81	Vingroup	531
82	SHARP	530
83	Bosch	529
84	Tường An Oil	521
85	Hilton Hotels & Resorts	508
86	Maritime Bank	499
87	Diana	498
88	VTC Online	490
89	Vinaphone	479
90	DHL	474
91	Gameloft	474
92	Rohto-Mentholatum	473
93	Pizza Hut	472
94	Viễn Thông A	454
95	Deloitte	452
96	Hyundai	440
97	Kimberly-Clark	439
98	KPMG	429
99	HDBank	425
100	Maersk Line	415



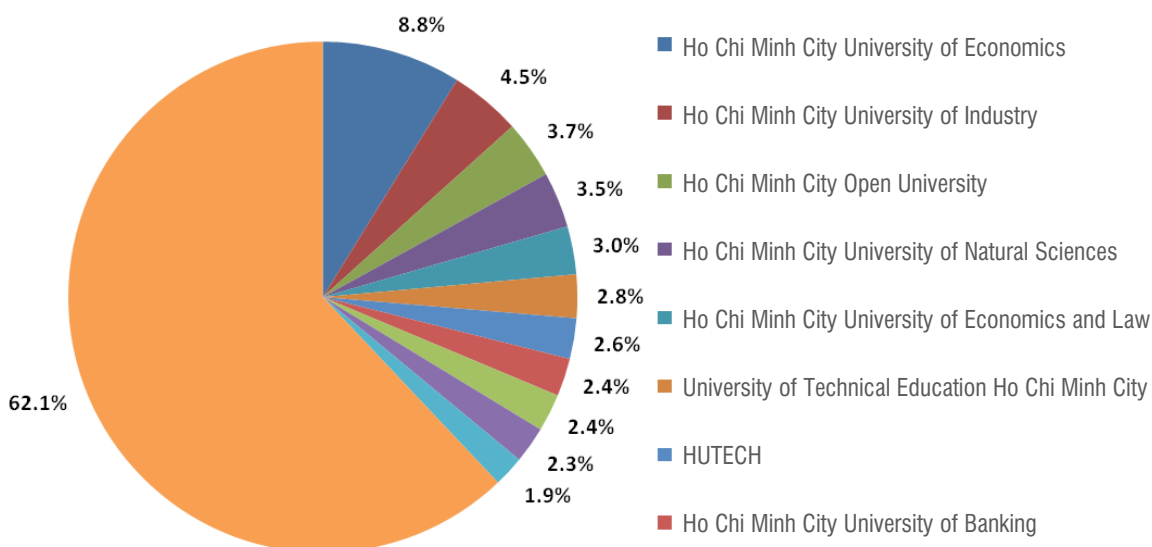
# PROFILE, EXPECTATIONS & PREFERENCES: OVERALL UNDERGRADUATES & GRADUATES

## Introduction

A total of 17,120 undergraduates and working professionals participated in the 2013 Employers of Choice Survey. The majority of respondents surveyed are from Banking & Finance (25.9%). Respondents came from a wide variety of universities in Vietnam.

## Respondents' Profile

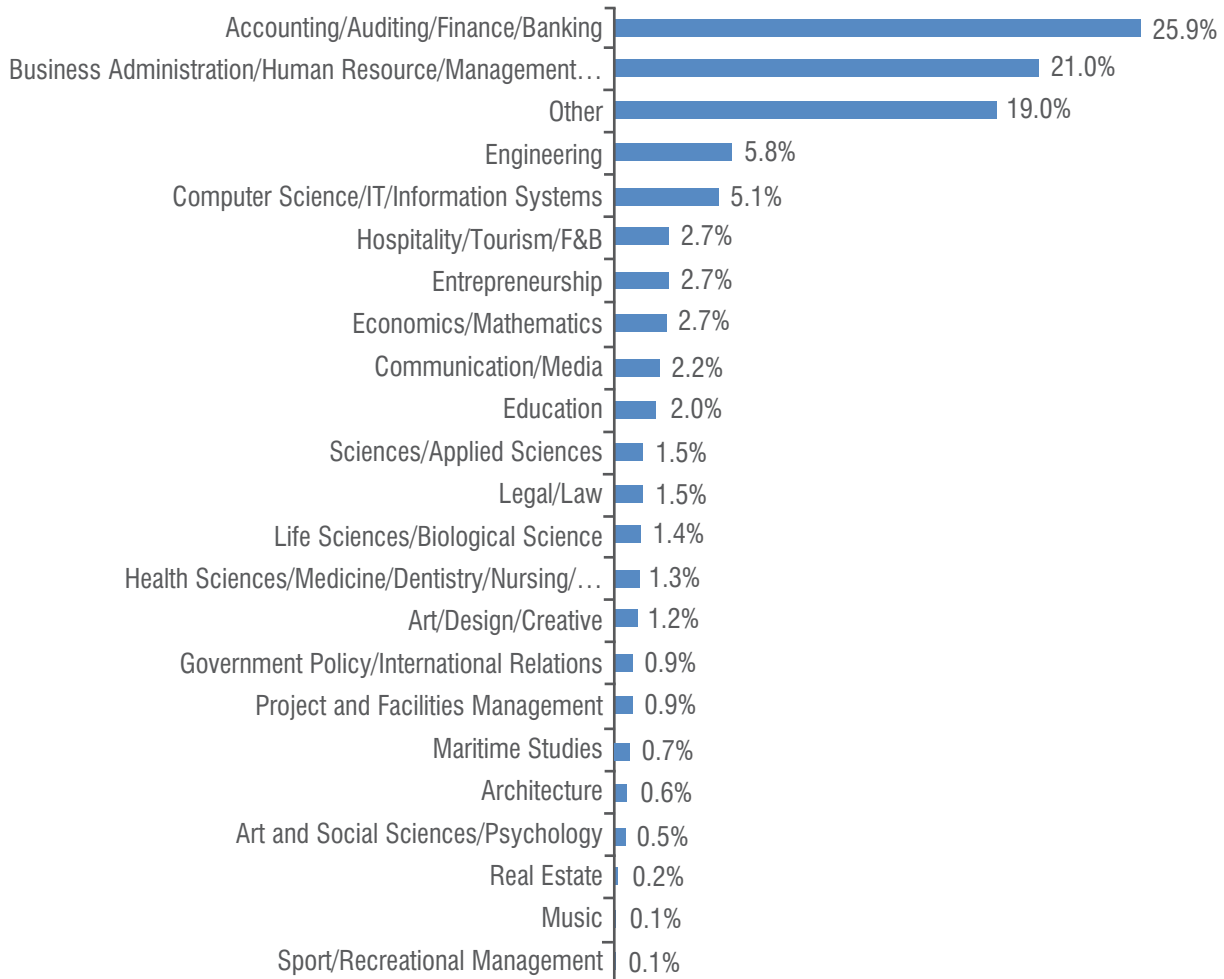
### Universities



UNIVERSITIES	COUNT	PERCENTAGE
Ho Chi Minh City University of Economics	1,511	8.8%
Ho Chi Minh City University of Industry	773	4.5%
Ho Chi Minh City Open University	626	3.7%
Ho Chi Minh City University of Natural Sciences	604	3.5%
Ho Chi Minh City University of Economics and Law	521	3.0%
University of Technical Education Ho Chi Minh City	472	2.8%
HUTECH	440	2.6%
Ho Chi Minh City University of Banking	412	2.4%
National Economics University	408	2.4%
Ho Chi Minh City College of Foreign Economic Relations	395	2.3%
Ho Chi Minh City University of Foreign Trade	333	1.9%
Others, in Vietnam	10,625	62.1%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

## Course of Study

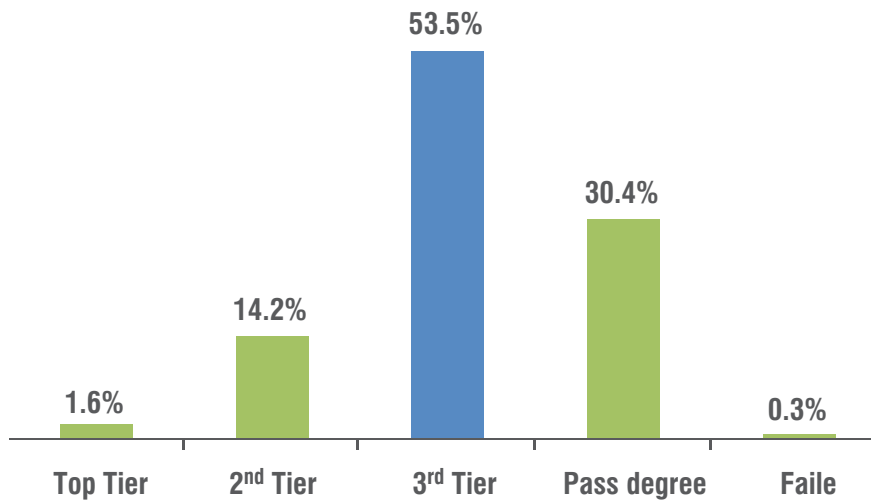
Respondents can choose more than 1 course of study if they are/were studying double degree programs.



COURSE OF STUDY	COUNT	PERCENTAGE
Accounting/Auditing/Finance/Banking	4,883	25.9%
Business Administration/Human Resources/Management	3,952	21.0%
Other	3,577	19.0%
Engineering	1,098	5.8%
Computer Science/IT/Information Systems	969	5.1%
Entrepreneurship	502	2.7%
Hospitality/Tourism/F&B	502	2.7%
Economics/Mathematics	501	2.7%
Communication/Media	423	2.2%
Education	384	2.0%
Sciences/Applied Sciences	289	1.5%
Legal/Law	286	1.5%
Life Sciences/Biological Science	271	1.4%

COURSE OF STUDY	COUNT	PERCENTAGE
Health Sciences/Medicine/Dentistry/Nursing	246	1.3%
Art/Design/Creative	217	1.2%
Government Policy / International Relations	169	0.9%
Project and Facilities Management	168	0.9%
Maritime Studies	129	0.7%
Architecture	118	0.6%
Arts and Social Sciences/Psychology	98	0.5%
Real Estate	40	0.2%
Music	19	0.1%
Sports/ Recreational Management	18	0.1%
<b>Grand Total</b>	<b>18859</b>	<b>100%</b>

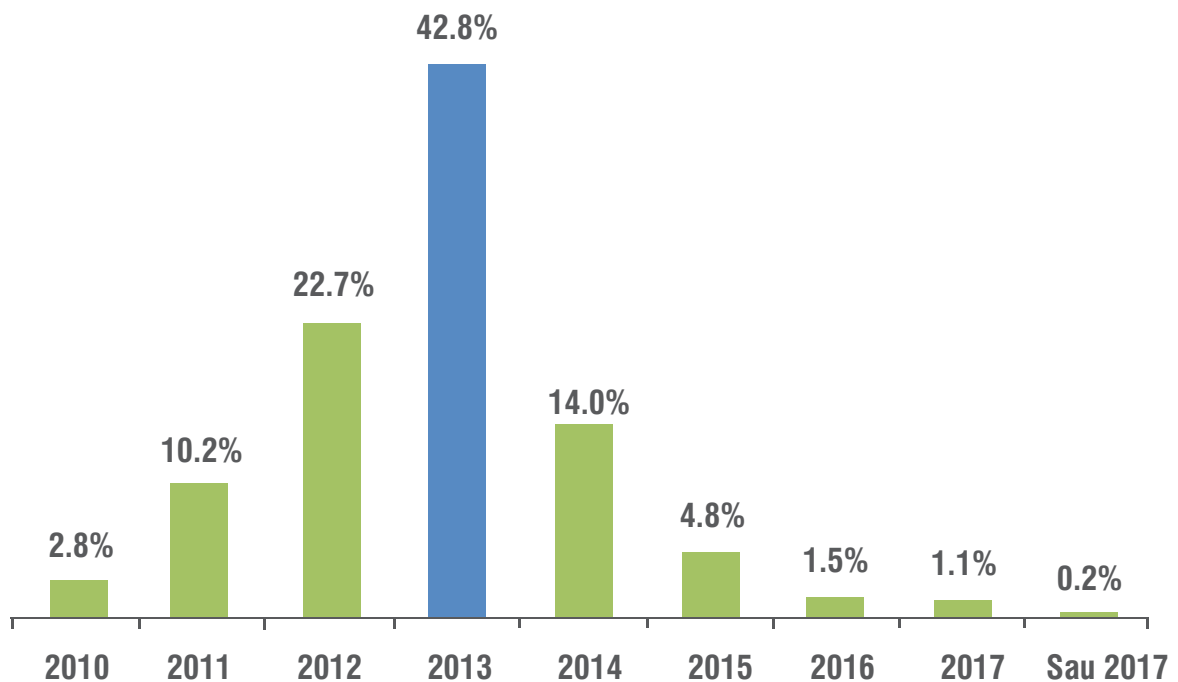
### Grade



GRADES	COUNT	PERCENTAGE
Top Tier (GPA: 9 - 10)	277	1.6%
2nd Tier (GPA: 8 - 9)	2,434	14.2%
3rd Tier (GPA: 7 - 8)	9,161	53.5%
Pass degree (GPA: 5 - 7)	5,201	30.4%
Failed	47	0.3%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

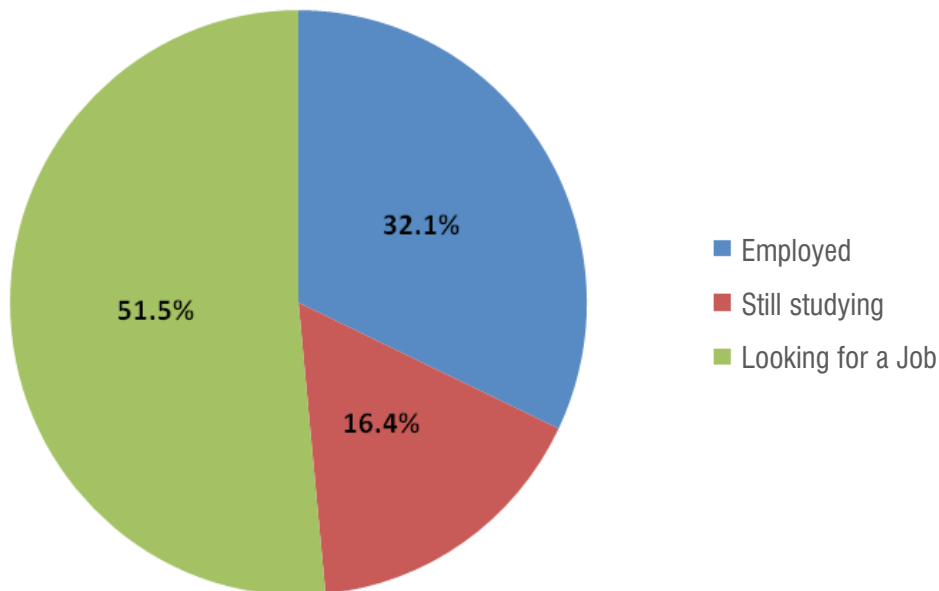
\*(GPA scores are calculated on a scale of 10)

### Year of Graduation



YEAR OF GRADUATION	COUNT	PERCENTAGE
2010	471	2.8%
2011	1747	10.2%
2012	3882	22.7%
2013	7320	42.8%
2014	2391	14.0%
2015	820	4.8%
2016	256	1.5%
2017	194	1.1%
After 2017	39	0.2%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

### Employment status



EMPLOYMENT STATUS	COUNT	PERCENTAGE
Employed	5,494	32.1%
Still studying	2,811	16.4%
Looking for a job	8,815	51.5%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

## Age

AGE	COUNT	PERCENTAGE
<18	20	0.1%
18	91	0.5%
19	227	1.3%
20	798	4.7%
21	1,984	11.6%
22	4,881	28.5%
23	4,542	26.5%
24	3,156	18.4%
25	924	5.4%
26	146	0.9%
27	88	0.5%
28	88	0.5%
29	29	0.2%
30	39	0.2%
31	40	0.2%
>31	67	0.4%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

## Gender

GENDER	COUNT	PERCENTAGE
Male	6,383	37.3%
Female	10,737	62.7%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

## Type of residence

TYPE OF RESIDENCE	COUNT	PERCENTAGE
University Housing/Dormitory	440	2.6%
Family house/apartment	5,418	31.6%
Own house/apartment	1,876	11.0%
Rented Accommodation	9,386	54.8%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

## Most Popular Work Industries

“Human resources” was the preferred work industry among respondents, receiving an overwhelming 5,406 votes. The 2nd and 3rd most preferred industries, “Banking & Financial Services” and “Auditing / Accounting / Taxation”, fall in terms of votes. “Banking & Financial Services” received 4,171 votes from respondents while “Auditing / Accounting / Taxation” trails closely with a total of 4,042 votes.

Respondents were asked to select the industries which they would like to work in. Respondents were allowed to select as many as they wish.



RANK	INDUSTRY	VOTES
1	Human Resources	5,406
2	Banking & Financial Services	4,171
3	Auditing / Accounting / Tax	4,042
4	Consulting - Management	3,193
5	Investment Banking	3,028
6	Education / Training	2,477
7	Consumer Goods	2,425
8	Airline / Travel	2,420
9	Media (Print, Broadcast, Web, Multimedia)	2,362
10	Advertising	2,355

RANK	INDUSTRY	VOTES
11	Food & Beverage	2,213
12	Public Relations	2,195
13	Hospitality Management	2,104
14	Research & Development	1,873
15	Internet / Online Business	1,699
16	Non Profit	1,658
17	Manufacturing	1,639
18	Entertainment	1,619
19	Others	1,512
20	Retail	1,486
21	Engineering	1,281
22	Telecommunications	1,054
23	Real Estate	881
24	Design	877
25	Chemical / Oil	858
26	IT - Software	848
27	Biology / Life Sciences	832
28	Environment	801
29	Medicine	719
30	Healthcare / Medical	666
31	Consulting - Information Technology	660
32	Insurance	656
33	Constructing	641
34	Electronics	603
35	IT - Hardware	482
36	Military	462
37	Legal / Law	442
38	Logistics & Transportation	411
39	Power / Electricity	367

## What Makes an Employer of Choice?

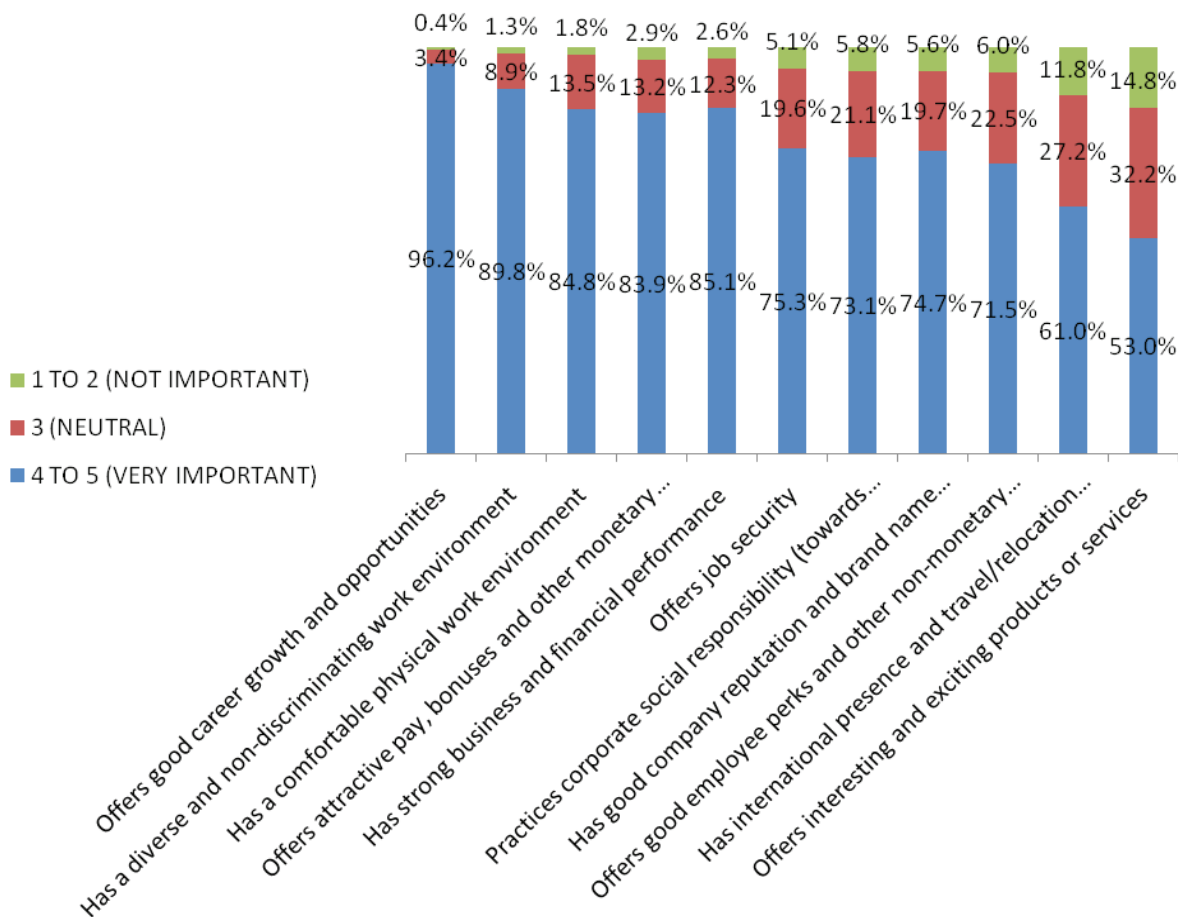
### “Good career growth and opportunities” associated most frequently as the key trait of an EOC

Respondents were asked to rate the following traits commonly associated with an employer of choice. Each trait was to be rated between a scale of 1 and 5, with 1 being the least important and 5 being very important.

A greater proportion of respondents believe that an Employer of Choice is one who offers “Good career growth and opportunities”. “Good career growth and opportunities” has the highest average score (score of 4.62) amongst other employer traits, with more than 96 percent (96.2%) of the respondents rating it with an importance score of between “4” and “5”.

This is followed by “Has a diverse and non-discriminating work environment” (score of 4.40) and “Has a comfortable physical work environment” (score of 4.24).

“Offers interesting and exciting products or services” attained the lowest score (score of 3.5) with the least number of respondents (53%) rating it as being an important trait necessary of an EOC.





TRAITS OF AN EOC	TOTAL RESPONDENTS	SCORE	1 TO 2 (NOT IMPORTANT)	3 (NEUTRAL)	4 TO 5 (VERY IMPORTANT)
<b>Offers good career growth and opportunities</b>	<b>17,120</b>	<b>4.62</b>	<b>0.4%</b>	<b>3.4%</b>	<b>96.2%</b>
Has a diverse and non-discriminating work environment		4.40	1.3%	8.9%	89.8%
Has a comfortable physical work environment		4.24	1.8%	13.5%	84.8%
Offers attractive pay, bonuses and other monetary benefits		4.19	2.9%	13.2%	83.9%
Has strong business and financial performance		4.18	2.6%	12.3%	85.1%
Offers job security		4.06	5.1%	19.6%	75.3%
Practices corporate social responsibility (toward environment and society)		3.98	5.8%	21.1%	73.1%
Has good company reputation and brand name recognition		3.98	5.6%	19.7%	74.7%
Offers good employee perks and other non-monetary benefits		3.89	6.0%	22.5%	71.5%
Has international presence and travel/relocation opportunities		3.68	11.8%	27.2%	61.0%
Offers interesting and exciting products/services		3.50	14.8%	32.2%	53.0%

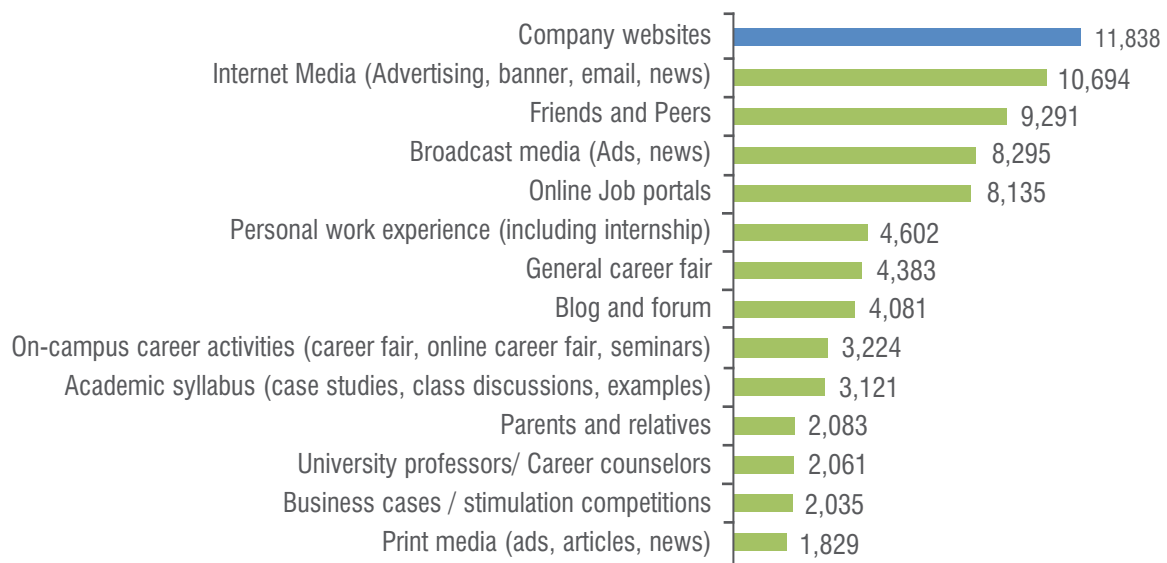
## Where did They Learn about Their Employer of Choice?

### Most learn about their EOC from company’s websites

Respondents were asked to indicate where they learn about their employers of choice. They were allowed to select up to five choices.

More than two-third of the respondents (69.1%, 11,838 votes) indicated that “Company’s websites” are usually the channel in which they learn about their EOC.

The other platforms that made it to the top six most popular list include “Internet media” (2nd place, 10,694 votes), “Friends and peers” (3rd place, 9,291 votes), “Broadcast media” (4th place, 8,295 votes), “Online job portals” (5th place, 8,135 votes) and “Personal work experience” (6th place, 4,602 votes).

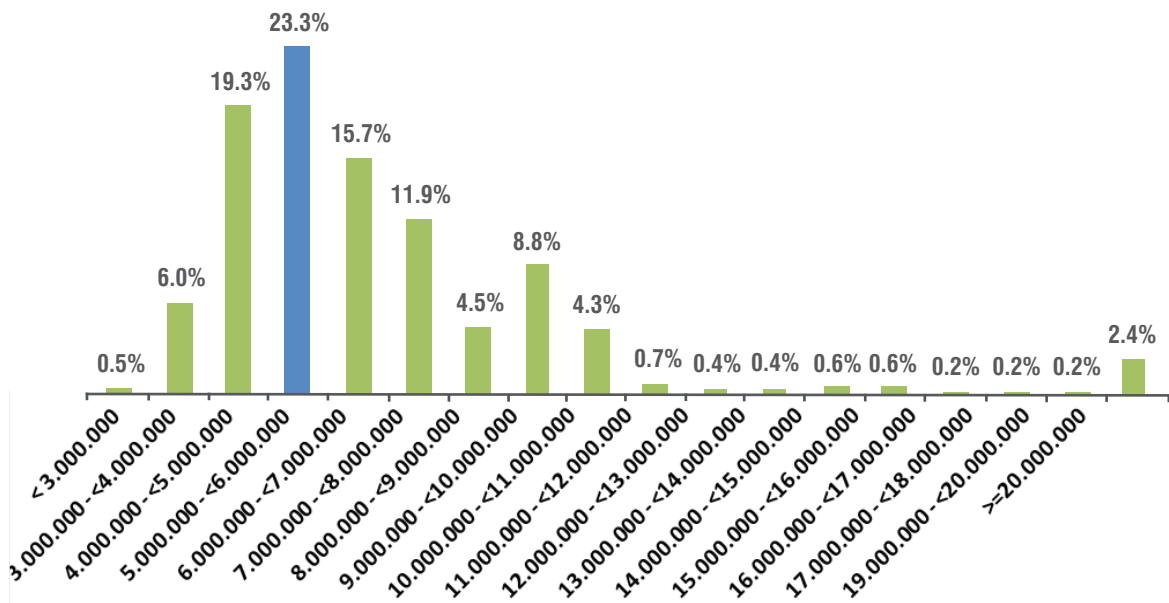


RANK	MEDIA AND CHANNELS	COUNT
1	Company websites	11,838
2	Internet Media (Advertising, banner, email, news)	10,694
3	Friends and Peers	9,291
4	Broadcast media (Ads, news)	8,295
5	Online Job portals	8,135
6	Personal work experience (including internship)	4,602
7	General career fair	4,383
8	Blog and forum	4,081
9	On-campus career activities (career fair, online career fair, seminars)	3,224
10	Academic syllabus (case studies, class discussions, examples)	3,121
11	Parents and relatives	2,083
12	University professors/ Career counselors	2,061
13	Business cases / stimulation competitions	2,035
14	Print media (ads, articles, news)	1,829

## Career Expectations & Preferences

### Expectation of Starting Month Salary

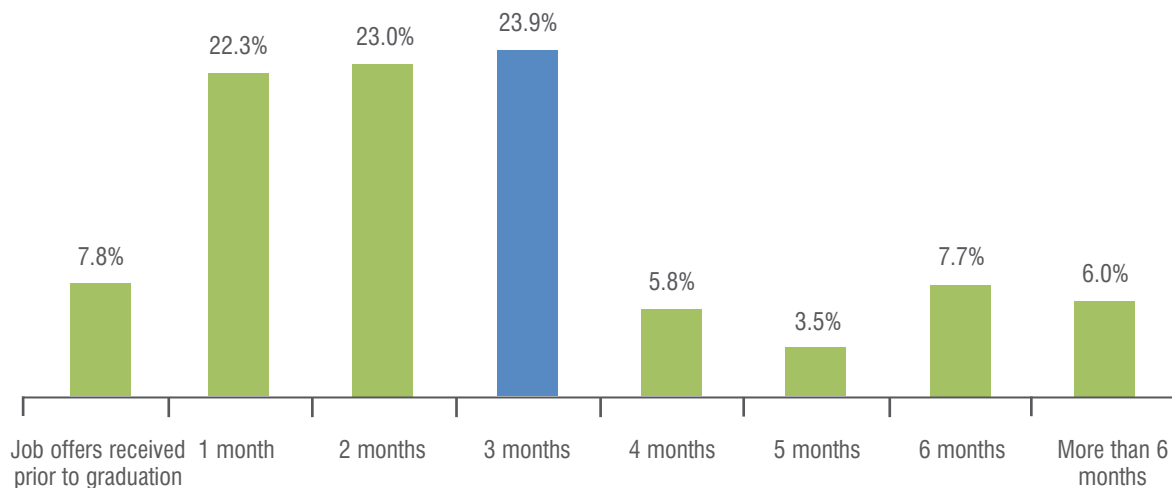
A little more than one-fifth (23.3%) of this year's respondents expected their starting monthly salary to fall between the range of 5,000,000 and 6,000,000 VND.



SALARY RANGE	COUNT	PERCENTAGE
< 3,000,000	88	0.5%
3,000,000 - <4,000,000	1,034	6.0%
4,000,000 - <5,000,000	3,312	19.3%
<b>5,000,000 - &lt;6,000,000</b>	<b>3,991</b>	<b>23.3%</b>
6,000,000 - <7,000,000	2,696	15.7%
7,000,000 - <8,000,000	2,031	11.9%
8,000,000 - <9,000,000	773	4.5%
9,000,000 - <10,000,000	1,508	8.8%
10,000,000 - <11,000,000	734	4.3%
11,000,000 - <12,000,000	118	0.7%
12,000,000 - <13,000,000	67	0.4%
13,000,000 - <14,000,000	68	0.4%
14,000,000 - <15,000,000	96	0.6%
15,000,000 - <16,000,000	103	0.6%
16,000,000 - <17,000,000	28	0.2%
17,000,000 - <18,000,000	29	0.2%
19,000,000 - <20,000,000	30	0.2%
>=20,000,000	414	2.4%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

### Expectation in Time to Land First Job

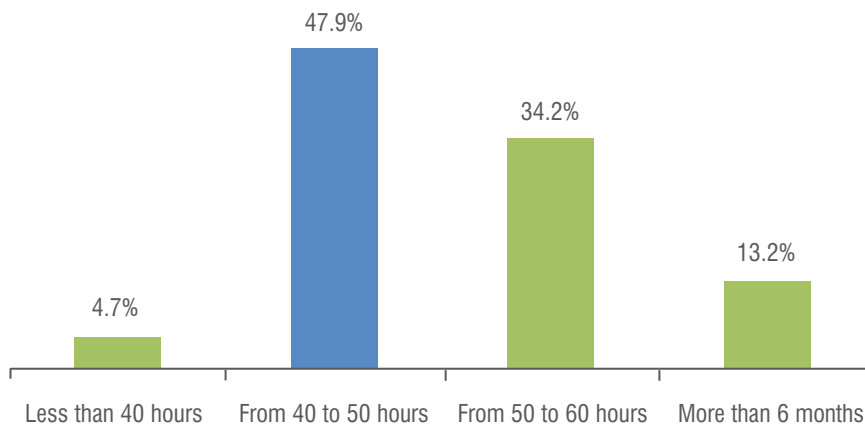
When asked about the expected time required to land their first job, more than one out of five respondents (23.9%) have indicated that they anticipate job offers 3 months from graduation.



TIME PERIOD	COUNT	PERCENTAGE
Job offers received prior to graduation	1,332	7.8%
1 month	3,820	22.3%
2 months	3,944	23.0%
<b>3 months</b>	<b>4,093</b>	<b>23.9%</b>
4 months	991	5.8%
5 months	596	3.5%
6 months	1,310	7.7%
More than 6 months	1,034	6.0%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

### Expectation in Weekly Working Hours

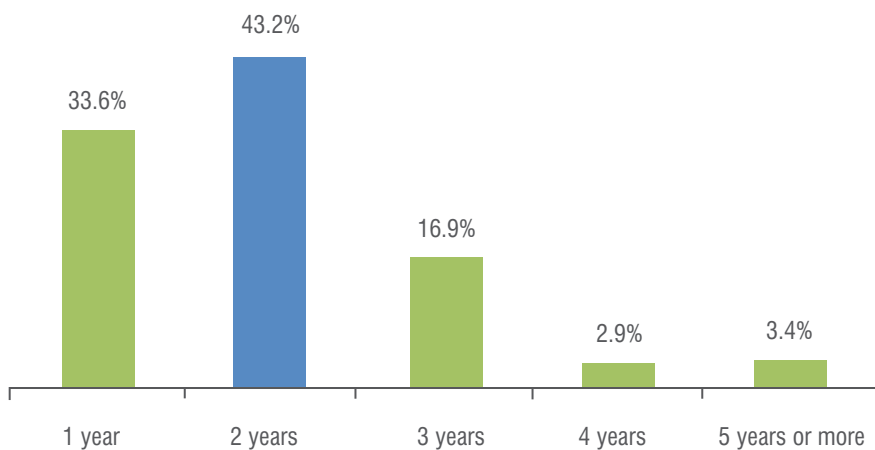
Survey results show that the majority of respondents (47.9%) deem working for 40-50 hours per week acceptable for an entry-level job. This translates to between 8 and 10 hours of work per day, assuming a 5-day work week.



WEEKLY WORKING HOURS	COUNT	PERCENTAGE
Less than 40 hours	800	4.7%
From 40 to 50 hours	8,203	47.9%
From 50 to 60 hours	5,849	34.2%
More than 6 months	2,268	13.2%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

### Expectation in Time for First Work Promotion

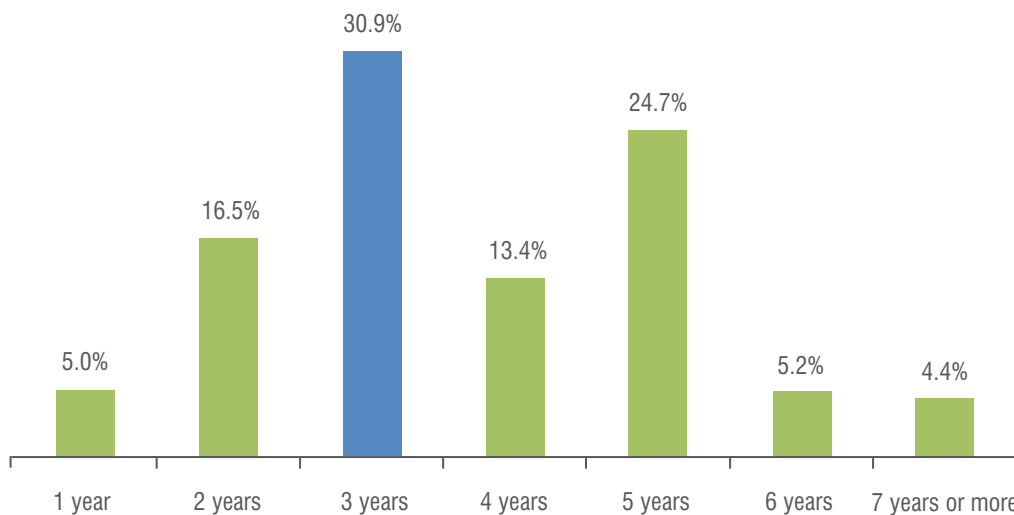
More than half the respondents surveyed (43.2%) have indicated that they aim to get a promotion after 2 years in their first job.



TIME PERIOD	COUNT	PERCENTAGE
1 year	5,746	33.6%
<b>2 years</b>	<b>7,389</b>	<b>43.2%</b>
3 years	2,896	16.9%
4 years	500	2.9%
5 years or more	589	3.4%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

### Expectation in Time to Become a Manager

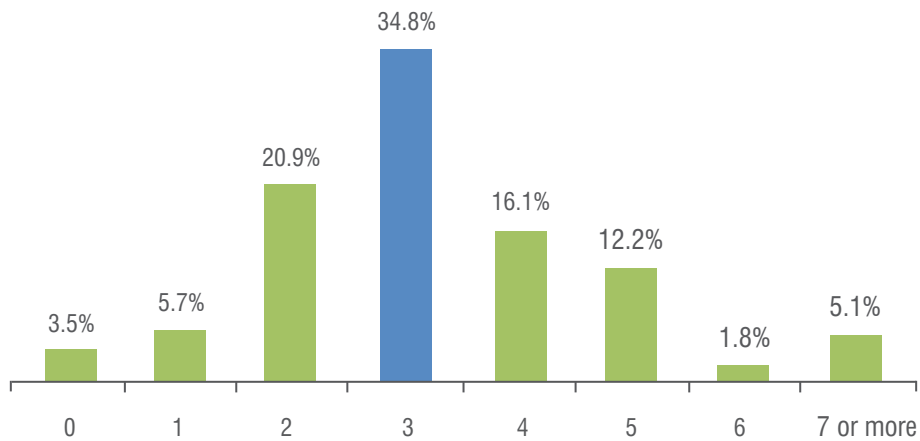
About one-third of them (30.9%) expect to get promoted to the role of manager after 3 years of working.



TIME PERIOD	COUNT	PERCENTAGE
1 year	852	5.0%
2 years	2,829	16.5%
<b>3 years</b>	<b>5,284</b>	<b>30.9%</b>
4 years	2,295	13.4%
5 years	4,231	24.7%
6 years	883	5.2%
7 years or more	746	4.4%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

## Expectation in Number of Job Changes

Only 3.5 percent (3.5%) of the respondents are determined to stick to one job until the age of 35. A larger majority of those surveyed (34.8%) are expecting to have three career switches by the age of 35.



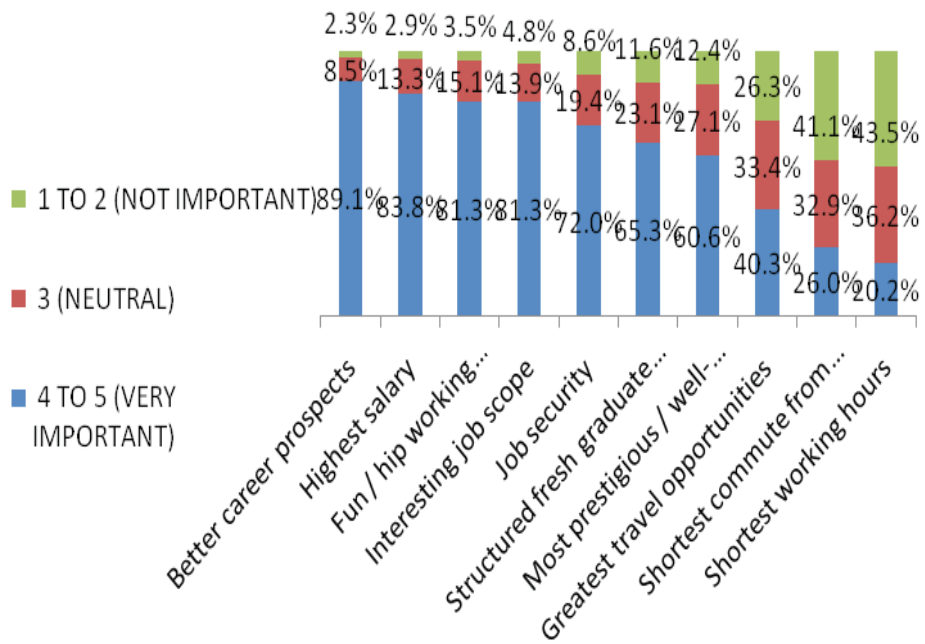
NUMBER OF CHANGES	COUNT	PERCENTAGE
0	592	3.5%
1	970	5.7%
2	3,576	20.9%
<b>3</b>	<b>5,958</b>	<b>34.8%</b>
4	2,748	16.1%
5	2,095	12.2%
6	316	1.8%
7 or more	865	5.1%
<b>Grand Total</b>	<b>17,120</b>	<b>100%</b>

## Most Important Factors when Considering Multiple Job Offers

Respondents were asked to rate between a scale of 1 and 5, the factors that would most influence their choice of employer in the event that they receive multiple job offers.

The majority of respondents regarded “Better career prospects” as the most important factor when considering a job offer. Survey results found that 89.1 per cent of the respondents ranked “Better career prospects” as the number 1 factor influencing their decision to take up a job offer, giving it the highest average score (score of 4.51) out of all other deciding factors.

On the other hand, “Shortest working hours” achieved the lowest score (score of 2.62) among other considerations, as only a little more than one-fifth (20.2%) of respondents rate it as being a very important consideration.



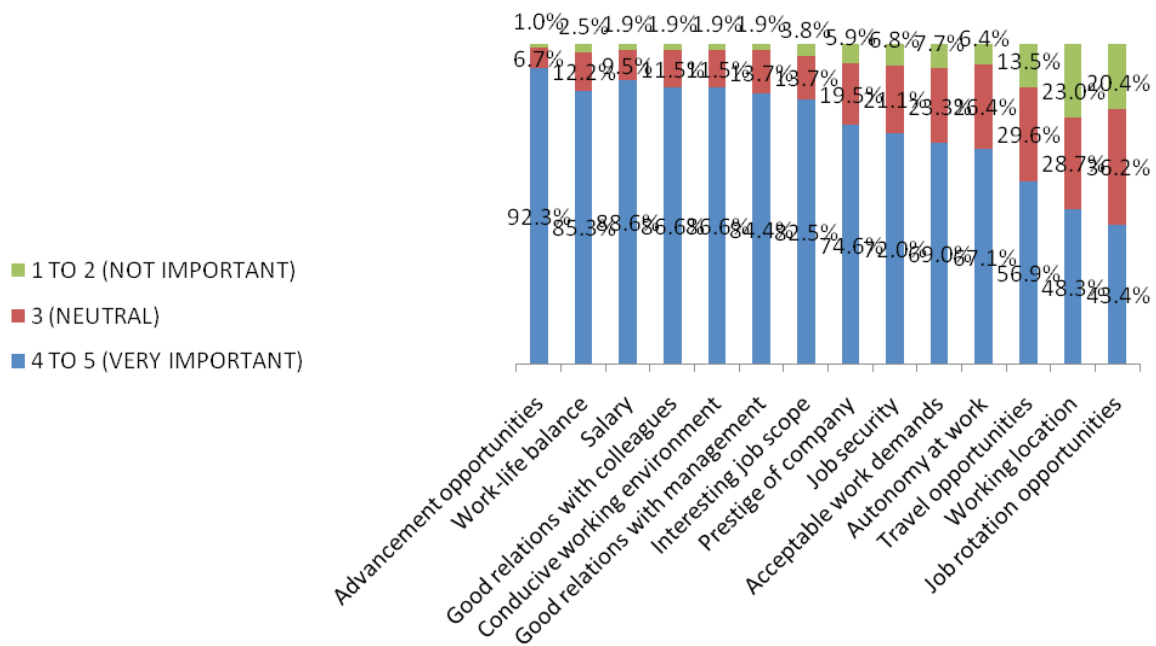
RANK	FACTORS	TOTAL RESPONDENTS	SCORE	1 TO 2 (NOT IMPORTANT)	3 (NEUTRAL)	4 TO 5 (VERY IMPORTANT)
1	Better career prospects	17,120	4.51	2.3%	8.5%	89.1%
2	Highest salary		4.20	2.9%	13.3%	83.8%
3	Fun/hip working environment		4.19	3.5%	15.1%	81.3%
4	Most interesting job scope		4.18	4.8%	13.9%	81.3%
5	Job security		4.00	8.6%	19.4%	72.0%
6	Structured fresh graduate program (management trainee program, job rotation opportunities)		3.77	11.6%	23.1%	65.3%
7	Most prestigious/well-known organizations		3.67	12.4%	27.1%	60.6%
8	Greatest travel opportunities		3.18	26.3%	33.4%	40.3%
9	Shortest commute from home		2.74	41.1%	32.9%	26.0%
10	Shortest working hours		2.62	43.5%	36.2%	20.2%



### Most Important Attributes to an Ideal Job

The respondents were asked to rate attributes that they felt would make an ideal job. Each attribute was to be rated between a scale of 1 and 5, with 1 being the least important and 5 being very important.

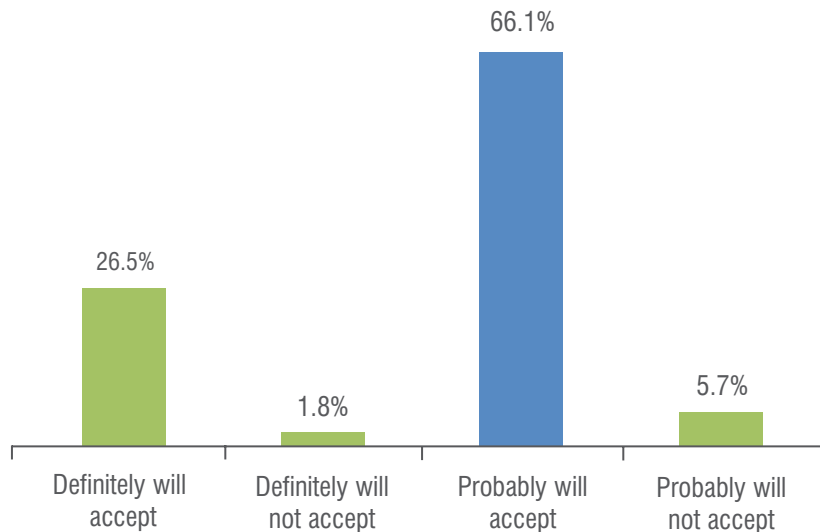
“Advancement opportunities” was observed to be the most important feature of an ideal job with 92.3 per cent of undergraduates and entry-level graduates rating it an importance score of between “4” and “5”. It attained the highest average score of 4.52 and comes before “Work-life balance” (score of 4.34) and “Salary” (score of 4.31) when comparing attributes associated to an ideal job.



RANK	ATTRIBUTES OF IDEAL JOB	TOTAL RESPONDENTS	SCORE	1 TO 2 (NOT IMPORTANT)	3 (NEUTRAL)	4 TO 5 (VERY IMPORTANT)
1	Advancement opportunities	17,120	4.52	1.0%	6.7%	92.3%
2	Work-life balance		4.34	2.5%	12.2%	85.3%
3	Salary		4.31	1.9%	9.5%	88.6%
4	Good relations with colleagues		4.29	1.9%	11.5%	86.6%
5	Conductive working environment		4.27	1.9%	11.5%	86.6%
6	Good relations with Management		4.24	1.9%	13.7%	84.4%
7	Interesting job scope		4.20	3.8%	13.7%	82.5%
8	Prestige of company		4.02	5.9%	19.5%	74.6%
9	Job security		3.94	6.8%	21.1%	72.0%
10	Acceptable work demands		3.89	7.7%	23.3%	69.0%
11	Autonomy at work		3.82	6.4%	26.4%	67.1%
12	Travel opportunities		3.59	13.5%	29.6%	56.9%
13	Working location		3.31	23.0%	28.7%	48.3%
14	Job rotation opportunities		3.27	20.4%	36.2%	43.4%

## Likelihood of Accepting a Contract-based Position

More than nine out of ten of the respondents (92.5%) have indicated that they would not mind accepting a contract-based position. Amongst this group, 26.5 per cent are definitive about accepting a job even if it is contract-based while 66.1 per cent pointed out that they would probably do so. Only 1.8 per cent of the respondents are convinced that they will never accept a job that is on a contract basis.

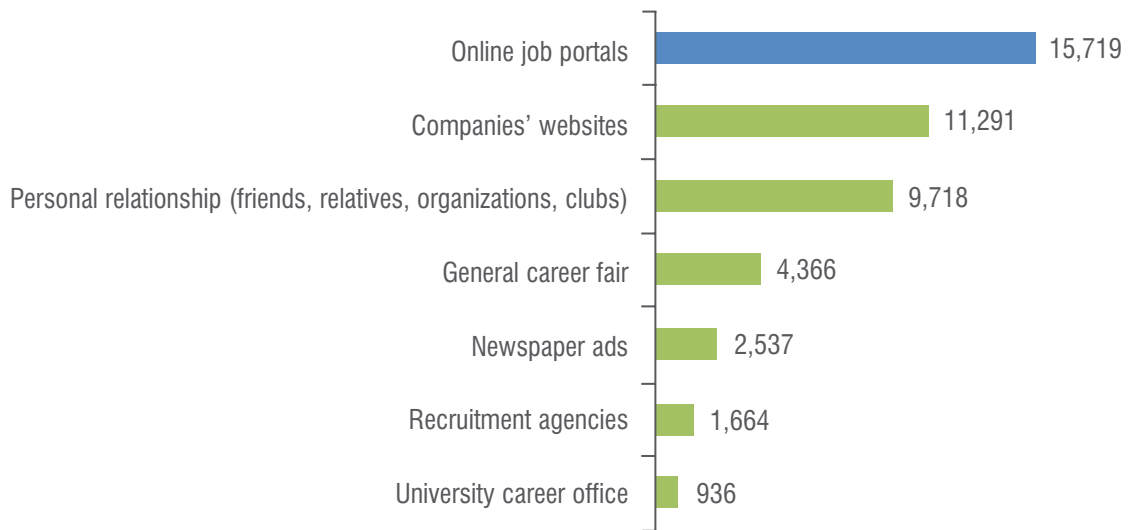


LIKELIHOOD	COUNT	PERCENTAGE
Definitely will accept	4,531	26.5%
Definitely will not accept	300	1.8%
Probably will accept	11,312	66.1%
Probably will not accept	977	5.7%
Grand Total	17,120	100%

## Job Search Methods

### Preferred Job Search Channel

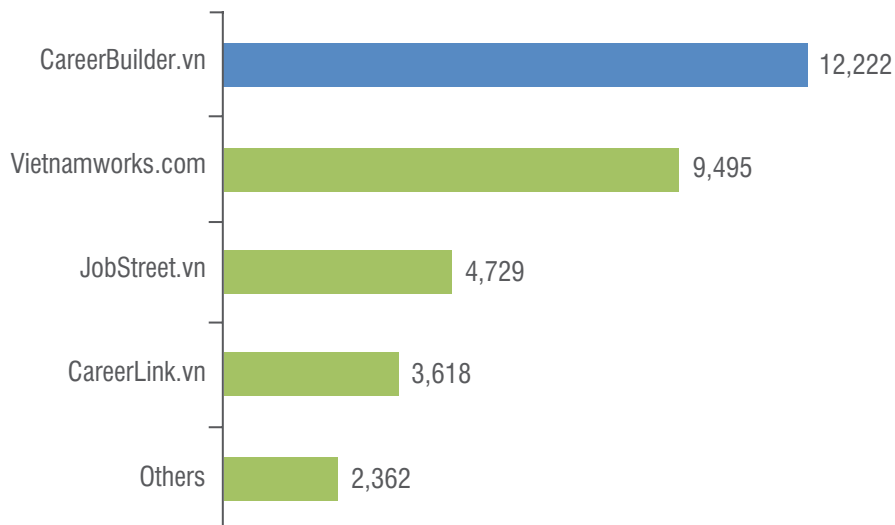
Respondents were asked to select the channels they use to look for a job and were allowed to select up to three choices. Results from the survey found that, online job portals are the most common channels that respondents utilize to look out for job openings. “Online job portals” received the highest number of votes (15,719 votes) making it the most popular job search channel. Job openings posted on “Companies’ websites” trails as the next most popular job search channel, receiving a total of 11,291 votes. On the other hand, “University career office” (936 votes) and “Recruitment agencies” (1,664 votes) were found to be the least used channels when looking for a job.



RANK	SOURCE	COUNT
1	Online job portals	15,719
2	Companies' websites	11,291
3	Personal relationship (friends, relatives, organizations, clubs)	9,718
4	General career fair	4,366
5	Newspaper ads	2,537
6	Recruitment agencies	1,664
7	University career office	936

### Preferred Job Portal

CareerBuilder.vn is the job portal of choice among respondents. It received the largest number of votes (12,222 votes) and bested other job portals such as Vietnamworks (9,495 votes) and JobStreet (4,729 votes).



RANK	JOB PORTAL	COUNT
1	CareerBuilder.vn	12,222
2	Vietnamworks.com	9,495
3	JobStreet.vn	4,729
4	CareerLink.vn	3,618
5	Others	2,362

### Qualities of a Preferred Job Portal

Most respondents have highlighted that the most important quality of a good job portal is one that provides “Quality of jobs listed” (12,029 votes). “Regular job updates/job posting” (11,807 votes) and “Good responses for my job applications” (11,001 votes) are the next key features of a job portal that are highly regarded by users.



RANK	QUALITIES	COUNT
1	Quality of jobs listed (good-name employers)	12,029
2	Regular job updates / job posting	11,807
3	Good responses for my job applications	11,001
4	Job alert system and job matching system	9,739
5	Easy navigation and user interface	8,148
6	Attractive design and branding	6,777
7	Relevancy of jobs listed	5,954
8	Quantity of jobs listed	4,971
9	Communities feature (career resources, forums, social media such as Facebook and Twitter)	4,825
10	Helpful customer service	2,897
11	Attractive gifts from lucky draws and campaigns	455

### Preferred Source of Information and Updates from an Employer

Attaining the most number of votes (11,552 votes), “E-mails” are found to be the most preferred source by respondents to receive information and updates on employers. Other preferred sources of information are through the Online job portals (9,431 votes) and at “Digital Newsletter” (8,471 votes).



RANK	SOURCES OF INFORMATION AND UPDATES	COUNT
1	Email	11,552
2	Online job portals	9,431
3	Digital newsletter	8,471
4	Company website	5,980
5	Direct mailers	3,168
6	Community websites, forum and blogs	2,811
7	General career fair	1,794
8	On-campus events (career fairs, online career fairs, networking sessions/talks)	1,429
9	Career magazines	1,022
10	Newspapers	949

# SURVEY METHODOLOGY

## Survey Population

The population targeted for the CareerBuilder.vn Employers of Choice Survey consists of two following categories:

- Working professional who graduated for not more than three years
- Current undergraduates from universities

By surveying both undergraduates and graduates, this survey attempts to provide a comprehensive study into the preferences and expectations of educated talents entering the workforce.

Estimated Survey population:

GROUP	SAMPLE SIZE	ESTIMATED POPULATION
Working Professional who graduated for not more than three years	13,420	540,000
Current University Students	3,700	500,000
<b>TOTAL</b>	<b>17,120</b>	<b>1,040,000</b>

Estimation statistics provided by GSS (<http://www.yourgss.com>). Estimation: 180,000 students graduating per year nationwide, with approximately 500,000 students currently enrolled in universities in Vietnam.

## Survey Sample & Statistical Significance

A total of 17,120 respondents completed the 2013 survey. Incomplete and duplicated responses were discarded and do not contribute to this count.

The sample size for this survey is statistically significant for the population size. For a target population of 1,480,000 a sample size of 17,120 at a confidence level of 99%, assuming normal distribution, has a confidence interval of 0.98%. This means that, if the survey was to be repeated 100 times, the results obtained are conformable to a margin of error of +/- 0.98%, 99 per cent of the time.

## Survey Duration

The survey was conducted from 16th Sept to 15th Nov 2013.

## Method of Delivery

The survey was conducted both online and offline. Respondents were invited to participate via emails and electronic banners with the help of the respective universities and students' associations. Paper surveys were also distributed randomly at universities nationwide.

## Employers of Choice Ranking Methodology

The 2013 Employers of Choice rankings are determined based on the votes of the respondents who had participated in the Employers of Choice Survey. There is a total of one question in the survey for respondents to vote for their employers of choice.

Respondents were shown a list of employers relevant for each question and were allowed to select as many employers as they wished.

## Employers' Prelists

The employers of choice for each category were selected based on a prelist of 200 companies.

Organizations do not pay to appear on the Employers Prelist. The main objective of the Employers Prelist is to serve as memory triggers for the respondents. If they see a particular employer from an industry listed, it will set off "triggers" to consider other employers within that same industry even if they are not listed. The rationale for this methodology is that since it is not practical to list every employer in Vietnam, this is the best way to ensure even representation across different industries.

In addition, a free text box was provided for the respondents to name employers not on the Employers Prelist. This allowed total flexibility for the respondents to select employers of their choice.

The alternative option of making these two questions as unprompted open-ended questions was considered as well. This means that respondents would have complete freedom to name their Employers of Choice off the top of their mind. However, this method was eventually not adopted as the element of deliberate consideration would be missing from the selection process. Respondents would simply enter the first few names that come to their mind in a random manner and move on with the Survey. But having to go through a prelist compels them to think about the employers, there by taking some time to consider which organizations they would like to work for.

We acknowledge the unavoidable and inherent advantages for employers who are included in the Employers Prelists. However, in view of practicality and provisions for free selection, we believe our methodology is a pragmatic approach that will not detract from the validity of the results.

Note that we have used the dominant brand of an employer instead of the legal corporate entities which they may operate with in Vietnam. The logic behind this is that most respondents, when asked who they want to work for, will tend to think of the employer's overall brand identity instead of a specific business entity.

## How were the prelists formed

Employers representative of about 15 key industries were chosen based on their financial performance. The bulk of the organizations in the Employers Prelist are recognizable names from annual business directories which rank the largest corporations in Vietnam according to financial performances. Other "well-known" companies in Vietnam make up the rest on the list.

This survey also weighted deliberately on employers considered private enterprises and less on governmental institutions (i.e. public schools, utilities, wholly owned government or state enterprises, etc.).

## Open-ended Text Box Answers

For this question, respondents were allowed to select as many employers as they wished. If they did not see the employers they wished to select on the Employers Prelist, they could make use of the free text box provided to name them. The votes that each employer received were then added up at the end of the Survey, tabulated and ranked. The values within the free text boxes were also sorted and included in the tabulation and rankings. Employers who received the same number of votes were given the same ranking.

## Respondent Bias

Survey invitations were sent out to all eligible from our database. To minimize the inherent bias of survey respondents that come from a single source, we also enlisted the assistance of the universities and student associations to disseminate the survey to students and alumni. We believe this approach will ensure good representation across all groups and improve the integrity of the results.

**Disclosure:** CareerBuilder Vietnam has business relations with many companies and organizations in Vietnam. Some of the employers ranked are CareerBuilder clients and/or business partners but many of the others do not have business relations with CareerBuilder. Being a CareerBuilder client or business partner does not advantage nor disadvantage an organization in this Survey.

## Report Terms and Formulas

The report presents its survey findings in three different ways, depending on the objective of the question. The three presentation methods are namely:

1. Count indicates the total number of responses received for a particular survey parameter. The Counts are sorted and, where appropriate, ranked accordingly.
2. Percentages (%) are used to show the spread or relativity of how the respondents answered for a question.
3. Score refers to the consolidation and resultant average of all (i) Ratings or (ii) Rankings garnered by a particular item.

Rating-based question: Rating questions in this survey used a scale between 1 to 5, with 1 being the least important and 5 being very important.

**Example:** Calculating the Rating Score of “Better career prospects”

RANK	FACTORS	TOTAL RESPONDENTS	SCORE
1	Better career prospects	17,120	4.51
2	Highest salary		4.20
3	Fun / hip working environment		4.19
4	Interesting job scope		4.18
5	Job security		4.00
6	Structured fresh graduate programs (Management trainee programs, job rotation etc.)		3.77
7	Most prestigious / well-known organization		3.67
8	Greatest travel opportunities		3.18
9	Shortest commute from home		2.74
10	Shortest working hours		2.62



- Number of respondents who selected “5 Very Important”: 11,078
- Number of respondents who selected “4 Very Important”: 4,181
- Number of respondents who selected “3”: 1,459
- Number of respondents who selected “2”: 372
- Number of respondents who selected “1 Not Important”: 30

Score of “Better career prospects”

$$\frac{11078 \times 5 + 4181 \times 4 + 1459 \times 3 + 372 \times 2 + 30 \times 1}{17120} = 4.513$$

# APPENDIX 1 - CAREERBUILDER EMPLOYERS OF CHOICE 2013 SURVEY (UNIVERSITY EDITION)

## Welcome Page

Welcome to the 2013 CareerBuilder.vn Employers of Choice Survey - University Edition!

Thank you for your interest in participating in Vietnam's largest career survey for university graduates.

Please note that this survey is only intended for:

- Graduates from universities for not more than 3 years (2010 to 2013).
- Current undergraduates from universities.

CareerBuilder.vn respects your privacy. Your responses will only be used in an aggregated form and at no time will you or your responses be identified individually.

**Mr. Linh** - [Linh.Huynh@mail.careerbuilder.vn](mailto:Linh.Huynh@mail.careerbuilder.vn)  
or **Mr. Denis** - [Denis.Desjardins@careerbuilder.vn](mailto:Denis.Desjardins@careerbuilder.vn)

Regards,  
The CareerBuilder.vn Research Team.

## Personal Details

Please use real name and correctly input all your data. We will use this information for the lucky draw game.

**Note:** You have to complete the whole survey in order to be eligible for the lucky draw.

### Full Name

.....

### Contact Number

.....

### Email Address

.....

### Home province

- |  |                                     |   |
|--|-------------------------------------|---|
| <input type="checkbox"/> Cần Thơ           | <input type="checkbox"/> Đồng Nai   | <input type="checkbox"/> Ninh Thuận     |
| <input type="checkbox"/> Đà Nẵng           | <input type="checkbox"/> Đồng Tháp  | <input type="checkbox"/> Phú Thọ        |
| <input type="checkbox"/> Hải Phòng         | <input type="checkbox"/> Gia Lai    | <input type="checkbox"/> Quảng Bình     |
| <input type="checkbox"/> Hà Nội            | <input type="checkbox"/> Hà Giang   | <input type="checkbox"/> Quảng Nam      |
| <input type="checkbox"/> TP. Hồ Chí Minh   | <input type="checkbox"/> Hà Nam     | <input type="checkbox"/> Quảng Ngãi     |
| <input type="checkbox"/> An Giang          | <input type="checkbox"/> Hà Tĩnh    | <input type="checkbox"/> Quảng Ninh     |
| <input type="checkbox"/> Bà Rịa - Vũng Tàu | <input type="checkbox"/> Hải Dương  | <input type="checkbox"/> Quảng Trị      |
| <input type="checkbox"/> Bắc Giang         | <input type="checkbox"/> Hậu Giang  | <input type="checkbox"/> Sóc Trăng      |
| <input type="checkbox"/> Bắc Kạn           | <input type="checkbox"/> Hòa Bình   | <input type="checkbox"/> Sơn La         |
| <input type="checkbox"/> Bạc Liêu          | <input type="checkbox"/> Hưng Yên   | <input type="checkbox"/> Tây Ninh       |
| <input type="checkbox"/> Bắc Ninh          | <input type="checkbox"/> Khánh Hòa  | <input type="checkbox"/> Thái BìnhThái  |
| <input type="checkbox"/> Bến Tre           | <input type="checkbox"/> Kiên Giang | <input type="checkbox"/> Nguyên         |
| <input type="checkbox"/> Bình Định         | <input type="checkbox"/> Kon Tum    | <input type="checkbox"/> Thanh Hóa      |
| <input type="checkbox"/> Bình Dương        | <input type="checkbox"/> Lai Châu   | <input type="checkbox"/> Thừa Thiên Huế |
| <input type="checkbox"/> Bình Phước        | <input type="checkbox"/> Lâm Đồng   | <input type="checkbox"/> Tiền Giang     |
| <input type="checkbox"/> Bình Thuận        | <input type="checkbox"/> Lạng Sơn   | <input type="checkbox"/> Trà Vinh       |
| <input type="checkbox"/> Cà Mau            | <input type="checkbox"/> Lào Cai    | <input type="checkbox"/> Tuyên Quang    |
| <input type="checkbox"/> Cao Bằng          | <input type="checkbox"/> Long An    | <input type="checkbox"/> Vĩnh Long      |
| <input type="checkbox"/> Đắk Lắk           | <input type="checkbox"/> Nam Định   | <input type="checkbox"/> Vĩnh Phúc      |
| <input type="checkbox"/> Đắk Nông          | <input type="checkbox"/> Nghệ An    | <input type="checkbox"/> Yên Bái        |
| <input type="checkbox"/> Điện Biên         | <input type="checkbox"/> Ninh Bình  | <input type="checkbox"/> Phú Yên        |

**Age**

- |                              |                             |                              |
|------------------------------|-----------------------------|------------------------------|
| <input type="checkbox"/> <18 | <input type="checkbox"/> 23 | <input type="checkbox"/> 29  |
| <input type="checkbox"/> 18  | <input type="checkbox"/> 24 | <input type="checkbox"/> 30  |
| <input type="checkbox"/> 19  | <input type="checkbox"/> 25 | <input type="checkbox"/> 31  |
| <input type="checkbox"/> 20  | <input type="checkbox"/> 26 | <input type="checkbox"/> 32  |
| <input type="checkbox"/> 21  | <input type="checkbox"/> 27 | <input type="checkbox"/> >32 |
| <input type="checkbox"/> 22  | <input type="checkbox"/> 28 |                              |

**Gender**

- Male  
 Female

**Nationality**

- Vietnamese  
 Vietnamese with foreign citizenship  
 Other nationality

**National ID Number / Passport Number**

.....

**Type of Residence**

- University housing/dormitory  
 Family house/ apartment  
 Rented Accommodation  
 Owned house/ apartment

**University/College you are attending/ graduated from within the last 3 years**

- |  |  |
|--|--|
| <input type="checkbox"/> Trường ĐH Công nghệ - ĐH Quốc gia Hà Nội                  | <input type="checkbox"/> Học viện Báo chí - Tuyên truyền               |
| <input type="checkbox"/> Trường ĐH Khoa học Tự nhiên - ĐH Quốc gia Hà Nội          | <input type="checkbox"/> Học viện Công nghệ Bưu chính viễn thông       |
| <input type="checkbox"/> Trường ĐH Khoa học Xã hội và Nhân văn - ĐHQG Hà Nội       | <input type="checkbox"/> Học viện Hành chính quốc gia                  |
| <input type="checkbox"/> Trường ĐH Ngoại ngữ - ĐH Quốc gia Hà Nội                  | <input type="checkbox"/> Học viện Ngân hàng                            |
| <input type="checkbox"/> Trường ĐH Kinh tế - ĐH Quốc gia Hà Nội                    | <input type="checkbox"/> Học viện Quan hệ quốc tế                      |
| <input type="checkbox"/> Khoa Luật - ĐH Quốc gia Hà Nội                            | <input type="checkbox"/> Học viện Tài chính                            |
| <input type="checkbox"/> Khoa Sư phạm - ĐH Quốc gia Hà Nội                         | <input type="checkbox"/> Học viện Công nghệ Bưu chính viễn thông TPHCM |
| <input type="checkbox"/> Trường ĐH Kinh tế và Quản trị kinh doanh - ĐH Thái Nguyên | <input type="checkbox"/> Trường ĐH Bách khoa Hà Nội                    |
| <input type="checkbox"/> Trường ĐH Kỹ thuật công nghiệp - ĐH Thái Nguyên           | <input type="checkbox"/> Trường ĐH Công nghiệp Hà Nội                  |
| <input type="checkbox"/> Trường ĐH Nông Lâm - ĐH Thái Nguyên                       | <input type="checkbox"/> Trường ĐH Dược Hà Nội                         |
| <input type="checkbox"/> Trường ĐH Sư phạm - ĐH Thái Nguyên                        | <input type="checkbox"/> Trường ĐH Điện lực                            |
| <input type="checkbox"/> Trường ĐH Y - ĐH Thái Nguyên                              | <input type="checkbox"/> Trường ĐH FPT                                 |
| <input type="checkbox"/> Khoa Công nghệ thông tin - ĐH Thái Nguyên                 | <input type="checkbox"/> Trường ĐH Giao thông Vận tải                  |
| <input type="checkbox"/> Khoa Khoa học Tự nhiên - ĐH Thái Nguyên                   | <input type="checkbox"/> Trường ĐH Hà Nội                              |
| <input type="checkbox"/> Trường CĐ Kinh tế - Kỹ thuật Thái Nguyên - ĐH Thái Nguyên | <input type="checkbox"/> Trường ĐH Hàng Hải                            |
| <input type="checkbox"/> Trường ĐH Luật Hà Nội                                     | <input type="checkbox"/> Trường ĐH Hải Phòng                           |

- Trường ĐH Mở Địa chất
- Trường ĐH Nông nghiệp 1
- Trường ĐH Ngoại thương
- Trường ĐH Sư phạm Hà Nội
- Trường ĐH Sư phạm Kỹ thuật Hưng Yên
- Trường ĐH Sư phạm Kỹ thuật Nam Định
- Trường ĐH Sư phạm Nghệ thuật Trung ương
- Trường ĐH Sân khấu Điện ảnh
- Trường ĐH Tây Bắc
- Trường ĐH Thương mại
- Trường ĐH Thể dục Thể thao I
- Trường ĐH Thủy lợi
- Trường ĐH Văn hoá Hà Nội
- Trường ĐH Vinh
- Trường ĐH Xây dựng Hà Nội
- Trường ĐH Y Hà Nội
- Trường ĐH Y Thái Bình
- Trường ĐH Y tế Công cộng
- Viện ĐH Mở Hà Nội
- Trường ĐH Dân lập Đông Đô
- Trường ĐH Dân lập Hải Phòng
- Trường ĐH Dân lập Phương Đông
- Trường ĐH Dân lập Thăng Long
- Trường ĐH Kinh doanh và Công nghệ Hà Nội
- Trường CĐ Công nghiệp Nam Định
- Trường CĐ Công nghiệp Phúc Yên
- Trường CĐ Công nghiệp Sao Đỏ
- Trường CĐ Công nghệ Viettronics
- Trường CĐ Cơ khí luyện kim
- Trường CĐ Du lịch Hà Nội
- Trường CĐ Hoá chất
- Trường CĐ Kinh tế - Tài chính Thái Nguyên
- Trường CĐ Kỹ thuật Mỏ
- Trường CĐ Kỹ thuật Y tế I
- Trường CĐ Văn thư TW1
- Trường CĐ Y tế Nghệ An
- Trường CĐ Tư thực Công nghệ Bắc Hà
- Trường Đại học Quốc tế Bắc Hà
- Trường ĐH Bách khoa - ĐH Quốc gia TPHCM
- Trường ĐH Công nghệ thông tin - ĐH Quốc gia TPHCM
- Trường ĐH Khoa học Tự nhiên - ĐH Quốc gia TPHCM
- Trường ĐH Khoa học Xã hội và Nhân văn - ĐHQG TPHCM
- Trường ĐH Quốc Tế - ĐH Quốc gia TPHCM
- Khoa Kinh tế - ĐH Quốc gia TPHCM
- Trường ĐH Khoa học - ĐH Huế
- Trường ĐH Kinh tế - ĐH Huế
- Trường ĐH Nông Lâm - ĐH Huế
- Trường ĐH Nghệ thuật - ĐH Huế
- Trường ĐH Hồng Đức
- Trường ĐH Hùng Vương
- Trường ĐH Kinh tế Quốc dân
- Trường ĐH Kiến trúc Hà Nội
- Trường ĐH Lâm nghiệp
- Trường ĐH Ngoại ngữ - ĐH Huế
- Trường ĐH Sư phạm - ĐH Huế
- Khoa giáo dục thể chất - ĐH Huế
- Trường ĐH Bách khoa - ĐH Đà Nẵng
- Trường ĐH Kinh tế - ĐH Đà Nẵng
- Trường ĐH Ngoại ngữ - ĐH Đà Nẵng
- Trường ĐH Sư phạm - ĐH Đà Nẵng
- Trường CĐ Công nghệ - ĐH Đà Nẵng
- Trường CĐ Công nghệ thông tin - ĐH Đà Nẵng
- Trường ĐH An Giang
- Trường ĐH Bán công Tôn Đức Thắng
- Trường ĐH Công nghiệp TPHCM
- Trường ĐH Cần Thơ
- Trường ĐH Đà Lạt
- Trường ĐH Giao thông Vận tải TPHCM
- Trường ĐH Kinh tế TPHCM
- Trường ĐH Kiến trúc TPHCM
- Trường ĐH Luật TPHCM
- Trường ĐH Mở Bán công TPHCM
- Trường ĐH Mỹ thuật TPHCM
- Trường ĐH Ngân hàng TPHCM
- Trường ĐH Nha Trang
- Trường ĐH Nông Lâm TPHCM
- Trường ĐH Sư phạm Đồng Tháp
- Trường ĐH Sư phạm Kỹ thuật TPHCM
- Trường ĐH Sư phạm TPHCM
- Trường ĐH Sư phạm Thể dục Thể thao TPHCM
- Trường ĐH Tây Nguyên
- Trường ĐH Thể dục thể thao 2
- Trường ĐH Tiền Giang
- Trường ĐH Y Dược Cần Thơ
- Trường ĐH Y Dược TPHCM
- Trường ĐH Dân lập Bình Dương
- Trường ĐH Dân lập Công nghệ Sài Gòn
- Trường ĐH Dân lập Duy Tân
- Trường ĐH Dân lập Hồng Bàng
- Trường ĐH Dân lập Hùng Vương
- Trường ĐH Dân lập Kỹ thuật-Công nghệ TPHCM
- Trường ĐH Dân lập Lạc Hồng
- Trường ĐH Dân lập Ngoại ngữ - Tin học TPHCM
- Trường ĐH Dân lập Văn Hiến
- Trường ĐH Dân lập Văn Lang
- Trường ĐH Dân lập Yersin- Đà Lạt

- |  |  |
|--|--|
| <input type="checkbox"/> Trường CĐ Kinh tế đối ngoại TPHCM       | <input type="checkbox"/> Trường ĐH Hoa Sen                             |
| <input type="checkbox"/> Trường CĐ Kinh tế - Kỹ thuật Cần Thơ    | <input type="checkbox"/> Trường ĐH Sài Gòn                             |
| <input type="checkbox"/> Trường CĐ Kinh tế - Tài chính Vĩnh Long | <input type="checkbox"/> Trường CĐ Công nghiệp Tuy Hoà                 |
| <input type="checkbox"/> Trường CĐ Kỹ thuật Cao Thắng            | <input type="checkbox"/> Trường CĐ Công nghệ và Quản trị Sonadezi      |
| <input type="checkbox"/> Trường CĐ Lương thực Thực phẩm          | <input type="checkbox"/> Trường CĐ Cộng đồng Bà Rịa-Vũng Tàu           |
| <input type="checkbox"/> Trường CĐ Thể dục Thể thao Đà Nẵng      | <input type="checkbox"/> Trường CĐ Cộng đồng Đồng Tháp                 |
| <input type="checkbox"/> Trường CĐ Sư phạm Bà Rịa-Vũng Tàu       | <input type="checkbox"/> Trường CĐ Giao thông Vận tải III              |
| <input type="checkbox"/> Trường CĐ Sư phạm Đồng Nai              | <input type="checkbox"/> Trường CĐ Dân lập công nghệ thông tin TPHCM   |
| <input type="checkbox"/> Trường CĐ Sư phạm Kiên Giang            | <input type="checkbox"/> Trường CĐ Dân lập kinh tế kỹ thuật Bình Dương |
| <input type="checkbox"/> Trường CĐ Sư phạm Nha Trang             | <input type="checkbox"/> Trường CĐ Tư thục Đức Trí                     |
| <input type="checkbox"/> Trường CĐ Sư phạm Quảng Trị             | <input type="checkbox"/> Other, in Vietnam                             |
| <input type="checkbox"/> Trường CĐ Sư phạm Thừa Thiên Huế        | <input type="checkbox"/> Studying/Studied Abroad                       |
| <input type="checkbox"/> Trường ĐH Quảng Nam                     |  |

## Current employment status

- Employed
- Looking for a job
- Still studying

**Course of Study:** Double degree program students may select up to 2 choices. If you select "Others", please make use of the free text box provided.

- |  |  |
|--|--|
| <input type="checkbox"/> Accounting/Auditing/Finance/Banking                           | <input type="checkbox"/> Government Policy / International Relations                       |
| <input type="checkbox"/> Architecture  | <input type="checkbox"/> Health Sciences / Medicine / Dentistry / Nursing / Pharmaceutical |
| <input type="checkbox"/> Art / Design / Creative                                       | <input type="checkbox"/> Hospitality / Tourism / F&B                                       |
| <input type="checkbox"/> Arts and Social Sciences / Psychology                         | <input type="checkbox"/> Legal / Law   |
| <input type="checkbox"/> Business Administration / Human Resource / Management Studies | <input type="checkbox"/> Life Sciences / Biological Science                                |
| <input type="checkbox"/> Communication / Media   | <input type="checkbox"/> Maritime Studies  |
| <input type="checkbox"/> Computer Science / IT / Information Systems                   | <input type="checkbox"/> Music   |
| <input type="checkbox"/> Economics / Mathematics                                       | <input type="checkbox"/> Project and Facilities Management                                 |
| <input type="checkbox"/> Education   | <input type="checkbox"/> Real Estate   |
| <input type="checkbox"/> Entrepreneurship  | <input type="checkbox"/> Sciences / Applied Sciences                                       |
| <input type="checkbox"/> Engineering   | <input type="checkbox"/> Sports / Recreational Management                                  |
| <input type="checkbox"/> Other   |  |

## Grade (final or anticipated)

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 9.0 to 10.0 | <input type="checkbox"/> 6.0 to 6.99 |
| <input type="checkbox"/> 8.0 to 8.99 | <input type="checkbox"/> 5.0 to 5.99 |
| <input type="checkbox"/> 7.0 to 7.99 | <input type="checkbox"/> Below 5.0   |

## Year of Graduation

- |                               |                               |                                     |
|-------------------------------|-------------------------------|-------------------------------------|
| <input type="checkbox"/> 2010 | <input type="checkbox"/> 2013 | <input type="checkbox"/> 2016       |
| <input type="checkbox"/> 2011 | <input type="checkbox"/> 2014 | <input type="checkbox"/> 2017       |
| <input type="checkbox"/> 2012 | <input type="checkbox"/> 2015 | <input type="checkbox"/> After 2017 |

## Career Expectations and Preferences

**Which industries would you like to work in?** (You may select as many as you wish)

- |   |  |
|---|--|
| <input type="checkbox"/> Advertising                      | <input type="checkbox"/> Food & Beverage                           |
| <input type="checkbox"/> Airline / Travel                 | <input type="checkbox"/> Healthcare / Biomedical                   |
| <input type="checkbox"/> Auditing / Accounting / Taxation | <input type="checkbox"/> Hospitality / Hotel Human Resources       |
| <input type="checkbox"/> Banking & Financial Services     | <input type="checkbox"/> Insurance                                 |
| <input type="checkbox"/> Biotechnology / Life Sciences    | <input type="checkbox"/> Internet / E-Commerce                     |
| <input type="checkbox"/> Chemical / Petroleum             | <input type="checkbox"/> Investment Banking                        |
| <input type="checkbox"/> Construction                     | <input type="checkbox"/> IT - Hardware                             |
| <input type="checkbox"/> Consulting - IT                  | <input type="checkbox"/> IT - Software                             |
| <input type="checkbox"/> Consulting - Management          | <input type="checkbox"/> Legal / Law                               |
| <input type="checkbox"/> Consumer Goods                   | <input type="checkbox"/> Logistics & Transportation                |
| <input type="checkbox"/> Design                           | <input type="checkbox"/> Manufacturing                             |
| <input type="checkbox"/> Education / Teaching             | <input type="checkbox"/> Media (Print, Broadcast, Web, Multimedia) |
| <input type="checkbox"/> Electronics                      | <input type="checkbox"/> Retail                                    |
| <input type="checkbox"/> Energy / Power                   | <input type="checkbox"/> Research and Development                  |
| <input type="checkbox"/> Engineering                      | <input type="checkbox"/> Telecommunications                        |
| <input type="checkbox"/> Entertainment                    | <input type="checkbox"/> Other                                     |
| <input type="checkbox"/> Environmental                    |  |

**How much is the monthly basic salary you drew or expect to draw for your first job?**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> <3.000.000             | <input type="checkbox"/> 9.000.000 - <10.000.000  | <input type="checkbox"/> 16.000.000 - <17.000.000 |
| <input type="checkbox"/> 3.000.000 - <4.000.000 | <input type="checkbox"/> 10.000.000 - <11.000.000 | <input type="checkbox"/> 17.000.000 - <18.000.000 |
| <input type="checkbox"/> 4.000.000 - <5.000.000 | <input type="checkbox"/> 11.000.000 - <12.000.000 | <input type="checkbox"/> 18.000.000 - <19.000.000 |
| <input type="checkbox"/> 5.000.000 - <6.000.000 | <input type="checkbox"/> 12.000.000 - <13.000.000 | <input type="checkbox"/> 19.000.000 - <20.000.000 |
| <input type="checkbox"/> 6.000.000 - <7.000.000 | <input type="checkbox"/> 13.000.000 - <14.000.000 | <input type="checkbox"/> >=20.000.000             |
| <input type="checkbox"/> 7.000.000 - <8.000.000 | <input type="checkbox"/> 14.000.000 - <15.000.000 |   |
| <input type="checkbox"/> 8.000.000 - <9.000.000 | <input type="checkbox"/> 15.000.000 - <16.000.000 |   |

*\*Monetary unit: Vietnam Dong*

**What would be a minimum monthly basic salary for you to consider joining a company?**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> <3.000.000             | <input type="checkbox"/> 9.000.000 - <10.000.000  | <input type="checkbox"/> 16.000.000 - <17.000.000 |
| <input type="checkbox"/> 3.000.000 - <4.000.000 | <input type="checkbox"/> 10.000.000 - <11.000.000 | <input type="checkbox"/> 17.000.000 - <18.000.000 |
| <input type="checkbox"/> 4.000.000 - <5.000.000 | <input type="checkbox"/> 11.000.000 - <12.000.000 | <input type="checkbox"/> 18.000.000 - <19.000.000 |
| <input type="checkbox"/> 5.000.000 - <6.000.000 | <input type="checkbox"/> 12.000.000 - <13.000.000 | <input type="checkbox"/> 19.000.000 - <20.000.000 |
| <input type="checkbox"/> 6.000.000 - <7.000.000 | <input type="checkbox"/> 13.000.000 - <14.000.000 | <input type="checkbox"/> >=20.000.000             |
| <input type="checkbox"/> 7.000.000 - <8.000.000 | <input type="checkbox"/> 14.000.000 - <15.000.000 |   |
| <input type="checkbox"/> 8.000.000 - <9.000.000 | <input type="checkbox"/> 15.000.000 - <16.000.000 |   |

*\*Monetary unit: Vietnam Dong*

**Please estimate the time it took to land your first job or if you are still studying, the time you expect to take to land your first job upon graduation**

- |  |   |
|--|---|
| <input type="checkbox"/> Job offers received prior to graduation | <input type="checkbox"/> 4 months           |
| <input type="checkbox"/> Within 1 month                          | <input type="checkbox"/> 5 months           |
| <input type="checkbox"/> 2 months                                | <input type="checkbox"/> 6 months           |
| <input type="checkbox"/> 3 months                                | <input type="checkbox"/> More than 6 months |

**How many hours per week (on average) are you willing to put in for your first job?**

- Less than 40 hours
- 40 to < 50 hours
- 50 to 60 hours
- More than 60 hours

**How soon do you expect your first work promotion upon graduation from university?**

- 1st year
- 2nd year
- 3rd year
- 4th year
- 5th year or later

**How soon do you expect to become a manager? That is, actually having people report to you.**

- |                                   |  |
|-----------------------------------|--|
| <input type="checkbox"/> 1st year | <input type="checkbox"/> 5th year          |
| <input type="checkbox"/> 2nd year | <input type="checkbox"/> 6th year          |
| <input type="checkbox"/> 3rd year | <input type="checkbox"/> 7th year or later |
| <input type="checkbox"/> 4th year |  |

**How many times do you expect to change jobs before you hit 35 years old?**

- |                            |                                    |
|----------------------------|------------------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 5         |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 6         |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 7 or more |
| <input type="checkbox"/> 4 |                                    |



On a scale of 1 to 5 (1 being “Unimportant” and 5 being “Very important”), rate the importance of each of the following factors when considering multiple job offers.

FACTOR	1 (UNIMPORTANT)	2	3	4	5 (VERY IMPORTANT)
Better career prospects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fun / hip working environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greatest travel opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highest salary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting job scope	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most prestigious / well-known organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shortest working hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shortest commute from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Structured fresh graduate programs (Management trainee programs, job rotation etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

On a scale of 1 to 5 (1 being “Unimportant” and 5 being “Very important”), rate how important the following attributes are to your ideal job.

FACTOR	1 (UNIMPORTANT)	2	3	4	5 (VERY IMPORTANT)
Acceptable work demands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advancement opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autonomy at work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conducive working environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good relations with colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good relations with management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting job scope	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job rotation opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prestige of company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Salary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work-life balance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Would you accept a job offer that interests you but is a contract-based position and not a permanent one?**

- Definitely will accept
- Probably will accept
- Probably will not accept
- Definitely will not accept

## Employers of Choice

In the following section, you will be provided with lists of companies in Vietnam. These lists are not exhaustive as it is not possible for us to include every employer in Vietnam. Please use the lists as guides as you decide on your employers of choice. The organizations listed do NOT pay to be on the lists.

You may select as many employers as you like in any industry (not necessarily in industries which you are academically trained for). But please do select only the employers that you have a genuine interest to work for. You may also select or name your current employer.

**Please select the companies that you would like to work for. You may select as many employers as you wish. If the employer you are looking for is not listed, do include it in the free text box provided at the bottom of the list (separate each employer with a comma).**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> AAA Assurance                | <input type="checkbox"/> Cathay Life                 | <input type="checkbox"/> Fedex                            |
| <input type="checkbox"/> Abbott                       | <input type="checkbox"/> CBRE Group, Inc (CBRE)      | <input type="checkbox"/> Ford                             |
| <input type="checkbox"/> Accor                        | <input type="checkbox"/> CFVG                        | <input type="checkbox"/> FPT Group                        |
| <input type="checkbox"/> ACE Life                     | <input type="checkbox"/> CIENCO 5                    | <input type="checkbox"/> Gameloft                         |
| <input type="checkbox"/> Acer                         | <input type="checkbox"/> Cimigo                      | <input type="checkbox"/> GEMADEPT Corp.                   |
| <input type="checkbox"/> AGRIBANK                     | <input type="checkbox"/> Citibank                    | <input type="checkbox"/> Global Cyber Soft                |
| <input type="checkbox"/> AIG                          | <input type="checkbox"/> CMC Corp.                   | <input type="checkbox"/> GM-Chevrolet                     |
| <input type="checkbox"/> Air Mekong                   | <input type="checkbox"/> Coca Cola                   | <input type="checkbox"/> GS E&C GSK                       |
| <input type="checkbox"/> Ajinomoto                    | <input type="checkbox"/> COFICO                      | <input type="checkbox"/> GTel Mobile (Gmobile)            |
| <input type="checkbox"/> ANZ                          | <input type="checkbox"/> COTECCONS                   | <input type="checkbox"/> HAGL                             |
| <input type="checkbox"/> Aon Việt Nam                 | <input type="checkbox"/> CP Việt Nam Corp.           | <input type="checkbox"/> Hải Hà                           |
| <input type="checkbox"/> APL Logistics                | <input type="checkbox"/> CT Real Estate              | <input type="checkbox"/> HanesBrands                      |
| <input type="checkbox"/> Asia Commercial Bank (ACB)   | <input type="checkbox"/> Dai-ichi Life               | <input type="checkbox"/> Harvey Nash                      |
| <input type="checkbox"/> Baker Tilly A&C              | <input type="checkbox"/> Daikin                      | <input type="checkbox"/> HDBank                           |
| <input type="checkbox"/> Bảo hiểm Bưu điện (PTI)      | <input type="checkbox"/> Đất Xanh Group              | <input type="checkbox"/> Highland Coffee                  |
| <input type="checkbox"/> Bảo Minh                     | <input type="checkbox"/> Đất Việt VAC Group Holdings | <input type="checkbox"/> Hilton Hotels & Resorts          |
| <input type="checkbox"/> Bảo Việt                     | <input type="checkbox"/> Dell Việt Nam               | <input type="checkbox"/> Him Lam                          |
| <input type="checkbox"/> Bayer                        | <input type="checkbox"/> Deloitte                    | <input type="checkbox"/> HiPT                             |
| <input type="checkbox"/> BECAMEX IDC                  | <input type="checkbox"/> Dentsu Group                | <input type="checkbox"/> Hòa Bình Corp.                   |
| <input type="checkbox"/> Bến Thành Jewelry (BTJ)      | <input type="checkbox"/> DHL                         | <input type="checkbox"/> Hoà Phát Group                   |
| <input type="checkbox"/> BHD Star Cineplex            | <input type="checkbox"/> Diageo                      | <input type="checkbox"/> Hoa Sen Group                    |
| <input type="checkbox"/> Bia Việt Nam (Heniken/Tiger) | <input type="checkbox"/> Diana Việt Nam              | <input type="checkbox"/> HOLCIM                           |
| <input type="checkbox"/> BIDV                         | <input type="checkbox"/> Điện Quang                  | <input type="checkbox"/> Honda                            |
| <input type="checkbox"/> BigC                         | <input type="checkbox"/> Doji Gold & Gem Group       | <input type="checkbox"/> HP Việt Nam                      |
| <input type="checkbox"/> Bitexco Group                | <input type="checkbox"/> DongA Bank                  | <input type="checkbox"/> HPT Việt Nam Corp.               |
| <input type="checkbox"/> Biti's                       | <input type="checkbox"/> Dragon Capital              | <input type="checkbox"/> HSBC                             |
| <input type="checkbox"/> Bosch                        | <input type="checkbox"/> Dược Hậu Giang              | <input type="checkbox"/> Hyatt                            |
| <input type="checkbox"/> British Council              | <input type="checkbox"/> Dutch Lady                  | <input type="checkbox"/> Hyundai                          |
| <input type="checkbox"/> Brother Industries           | <input type="checkbox"/> Ernst & Young               | <input type="checkbox"/> IBM                              |
| <input type="checkbox"/> Buffalo Tours                | <input type="checkbox"/> Eurowindow                  | <input type="checkbox"/> ICP (X-Men)                      |
| <input type="checkbox"/> Canon                        | <input type="checkbox"/> Evergreen Line              | <input type="checkbox"/> ILA                              |
| <input type="checkbox"/> CareerBuilder                | <input type="checkbox"/> Eximbank                    | <input type="checkbox"/> Indo Trans Logistics Corp. (ITL) |

- Indochina Capital
- Intel Việt Nam
- Intercontinental Hotel
- Ivy Moda
- Jetstar Pacific Airlines
- K+
- Keangnam- Vina
- KFC
- Khang Điền
- KIA Motors
- Kimberly Clark
- Kinh Bắc City
- Kinh Đô Corp.
- KPMG
- Kumho E&C
- Leo Burnett/M&T Việt Nam
- Levi Strauss Việt Nam
- LG
- Liberty Insurance
- Logigear Việt Nam
- LOTTE Group
- Lotteria
- Luxoft Việt Nam
- Maersk Line
- Mai Linh Group
- Manpower
- Manulife
- Maritime Bank
- Masan
- Megastar Media
- Mekong Capital
- Mercedes-Benz
- METRO Cash & Carry
- Microsoft Software
- Mind Share
- Mobifone (VMS)
- MOL Logistics
- Nam Long
- Navigos Group
- Nestle
- New World Hotels
- Nguyễn Kim
- Nielsen
- Nokia
- NTT Data
- NutiFood
- NYK Logistics
- Ogilvy & Mather Group
- OOCL Việt Nam
- Panasonic
- Pepsi
- Pfizer
- Phố Xinh
- Phong Phú Corp.
- Phú Mỹ Hưng
- Phú Nhuận Jewelry (PNJ)
- Pizza Hut Việt Nam
- PJICO
- Pomina Steel
- POSCO E&C Việt Nam
- Prudential
- PVFC
- PVI
- PWC
- Reetech
- Rhoto
- RMIT
- Saatchi & Saatchi
- Sacombank
- Saigon CO.OP
- SaigonTourist
- Samsung
- Sanofi
- Savills Việt Nam
- Servier
- SHARP
- Sheraton Hotels & Resorts
- Sông Đà Holdings
- Sony
- Standard Chartered Bank
- SYM
- TalentNet
- Tân Hiệp Phát
- Tân Tạo Group
- Techcombank
- TH True Milk
- Thái Tuấn Group Corp.
- Thế giới Di động
- Thiên Hòa
- Thuduc House
- TMA Solutions
- TNS
- TNT Express
- Toshiba
- Toto
- Toyota
- Traphaco
- Trung Nguyên Coffee
- Trường Thành Wood Processing
- Tường An Oil
- Unilever
- United International Pharma
- (UIP)
- UPS
- URC (C2 Green Tea)
- URGO Medical
- Vạn Thịnh Phát (VTP)
- Viễn Thông A
- Việt Tiến Garment Corp.
- Vietcombank
- Vietinbank
- VietJet Air
- Việt Nam Airlines
- Vietnamobile
- Vietravel
- Viettel
- Viglacera
- VinaCapital
- Vinacomin
- Vinaconex
- Vinamilk
- Vinaphone
- Vinasun Corp.
- Vinataba
- VINGROUP
- VNG Corp.
- VPBank
- VUS
- WallStreet English
- Yamaha
- Zamil Steel
- Zuellig Pharma Việt Nam
- Other(s): \_\_\_\_\_

## Influences on Choice of Employers

**Where did you learn about your employers of choice?** (You may select up to 5 choices)

- Academic syllabus (case studies, class discussions, industry examples)
- Blogs and forums
- Broadcast media (ads, news)
- Business case / simulation competitions
- Company websites
- Friends and peers
- General career fairs
- Internet media (ads, banners, emailers, news)
- On-campus career activities (career fair, online career fair, networking sessions/talks)
- Online job portals
- Parents and relatives
- Personal work experience (including internships)
- Print media (ads, articles, news)
- University professors/Career counselors

**On a scale of 1 to 5 (1 being “Unimportant” and 5 being “Very important”), rate the importance of the following traits commonly associated with an employer of choice.**

FACTOR	1 (UNIMPORTANT)	2	3	4	5 (VERY IMPORTANT)
Offers attractive pay, bonuses and other monetary compensation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has good company reputation and brand name recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has a comfortable physical work environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has a diverse and non-discriminating work environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers good career growth and opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers good employee perks and other non-monetary benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has international presence and travel/relocation opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers interesting and exciting products or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers job security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Practices corporate social responsibility (towards environment and society)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has strong business and financial performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Job Search Methods

**Which channels would you use to look for a job?** (You may select up to 3 choices)

- Companies' websites
- General career fairs
- Newspaper ads
- Online job portals
- Recruitment agencies
- Personal relationships (friends, relatives, churches, organisations, clubs, etc.)
- University career office

**Which job portals in Vietnam do you prefer to use?** (You may select up to 3 choices)

- CareerBuilder.vn
- Vietnamworks.com
- JobStreet.com
- CareerLink.vn
- Other

**Please tell us the attributes that are important to you when you select which job portal to use** (You may select up to 5 attributes)

- Attractive designs and branding
- Community features (career resources, forums, social media like Facebook and Twitter)
- Easy navigation and user interface
- Good responses for my job applications
- Helpful customer service
- Job alert system and job matching system
- Quantity of jobs listed
- Quality of jobs listed (good-name employers)
- Relevancy of jobs listed
- Regular job updates / job posting
- Attractive gifts from lucky draws and campaigns

**Which channels would you prefer to receive information and updates from an employer?** (You may select up to 3 channels)

- Career magazines
- Community sites, forums and blogs
- Company website
- Direct mailers
- Emails
- Digital Newsletter
- General career fairs
- Newspapers
- On-campus events (career fair, online career fair, networking sessions/talks)
- Online job portals

## APPENDIX 2 - ABOUT CAREERBUILDER VIETNAM

**CareerBuilder.vn**, is owned by CareerBuilder USA - a global leader in recruitment solutions. Empowered by world-class technology, a comprehensive partner network, and superior customer service, **CareerBuilder.vn** matches the right talent with the right job and helps businesses build their winning teams.

### CareerBuilder Facts & Figures:

- CareerBuilder has presence in more than 70 markets worldwide including: the United States, Europe, Canada, Asia and South America.
- More than 2 million jobs posted.
- Over 200 million job seekers around the world have joined CareerBuilder's network.
- CareerBuilder works with over 300,000 employers globally, including 92% of the Fortune 1000.

### Why more than 13,000 employers in Vietnam already use CareerBuilder.vn for their recruiting solutions:

- Hundreds of thousands of completed and frequently-updated resumes
- Wider access to quality candidates from our network of career portals: CareerBuilder.vn; TalentNetwork.vn; Tienphong.vn; Tuoitre.vn; Tailieu.vn
- Exclusive tailor made employment branding events
- Custom hiring event solution
- Talent Solution