



Guanghua School of Management  
Peking University



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# The War for Young Talents

## What College Students Look for when they seek for a job?

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# Today's Young Talents Are...

- More confident
- More experience
- More ambitious
- Less patient
- .....

# College Students Survey:

## What do they look for when seeking a job?

- 4670 students from 15 universities nationwide
- 16 target organizations:

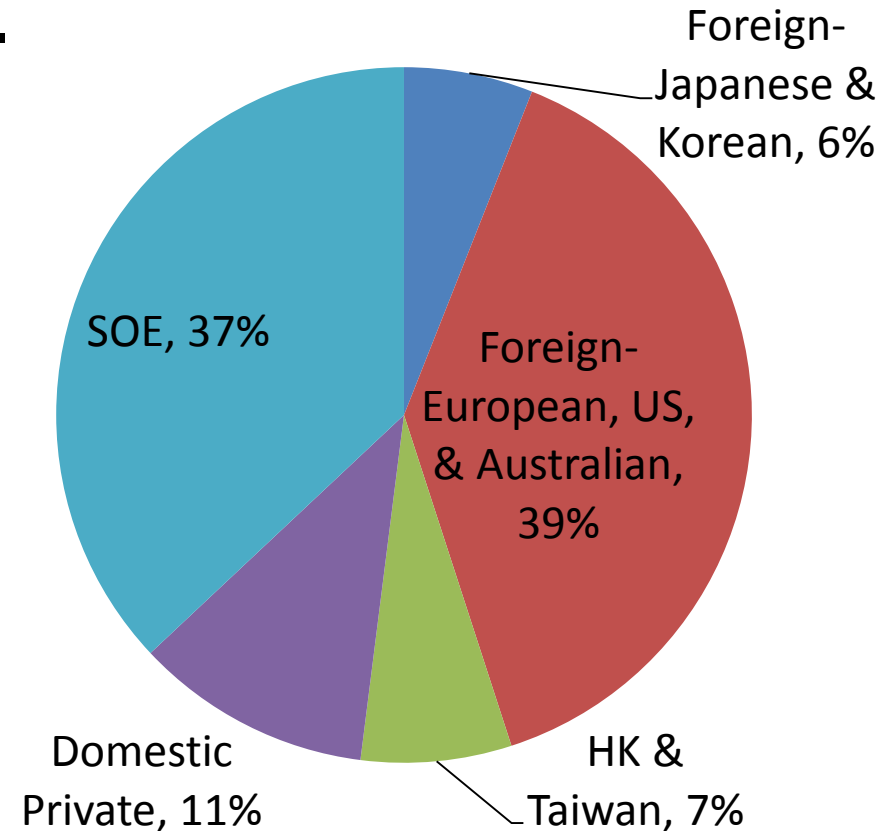


Sony Ericsson



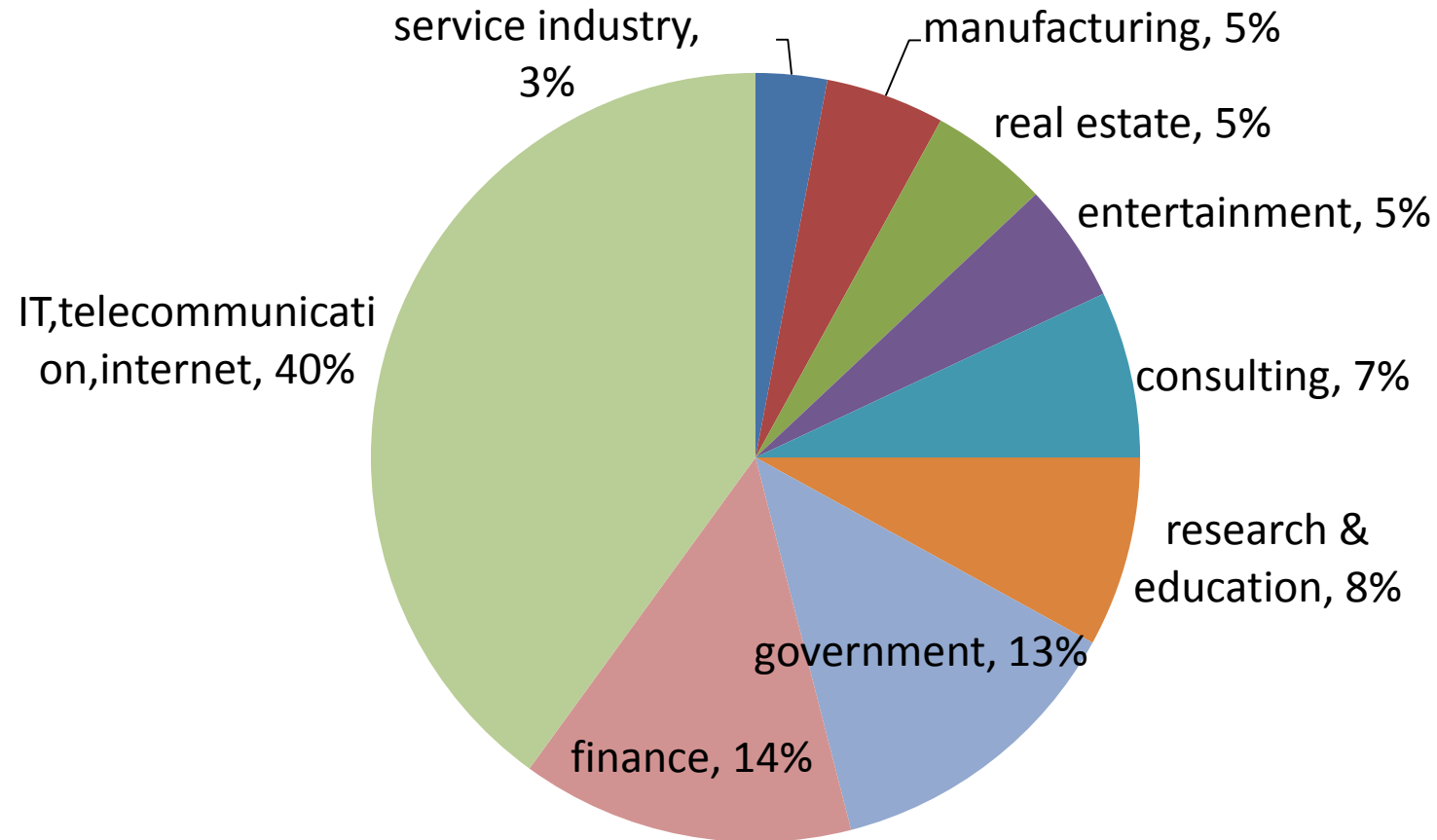
# Survey Findings

- SOE and European, US, & Australian companies are more preferred.



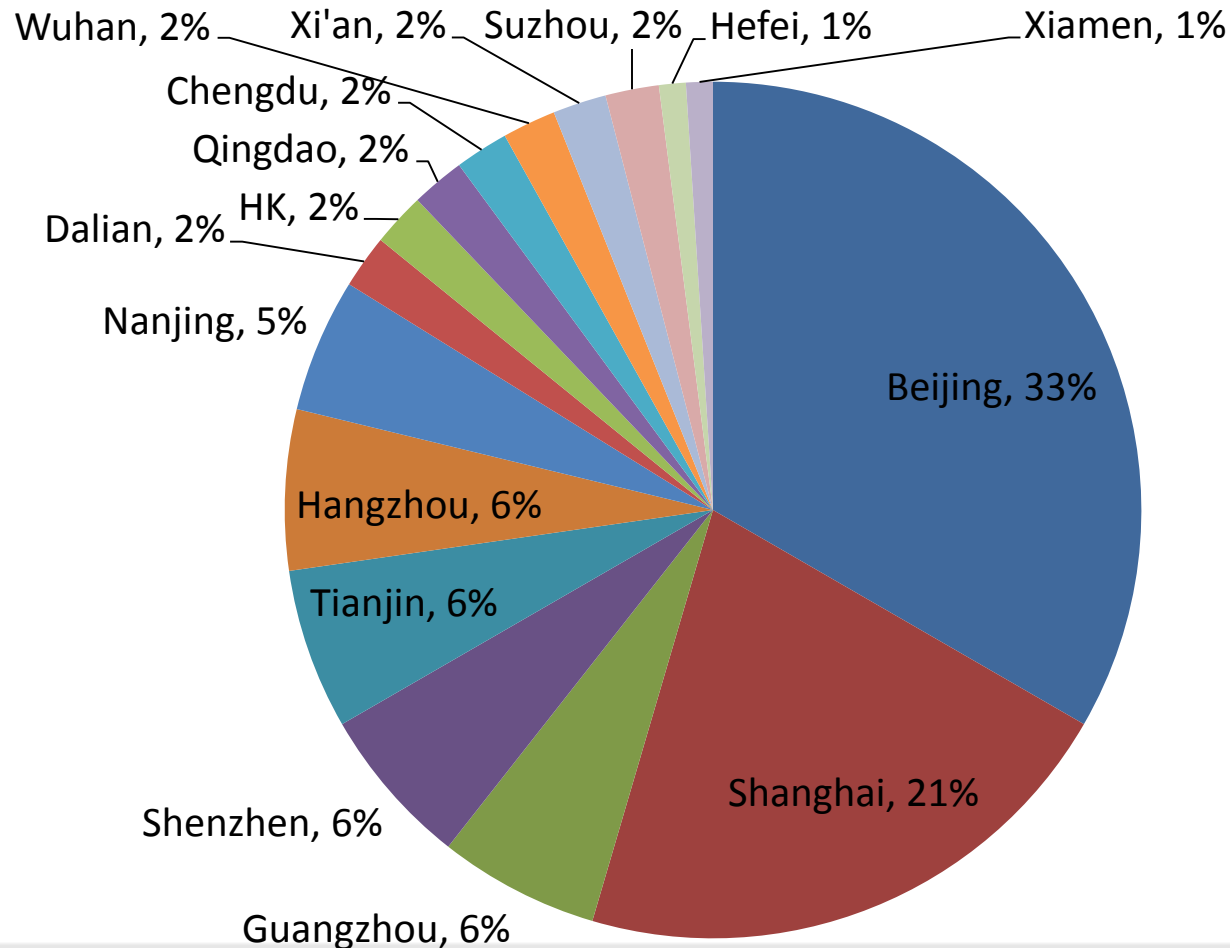
# Survey Findings

- IT, telecommunication, and internet industries are preferred.



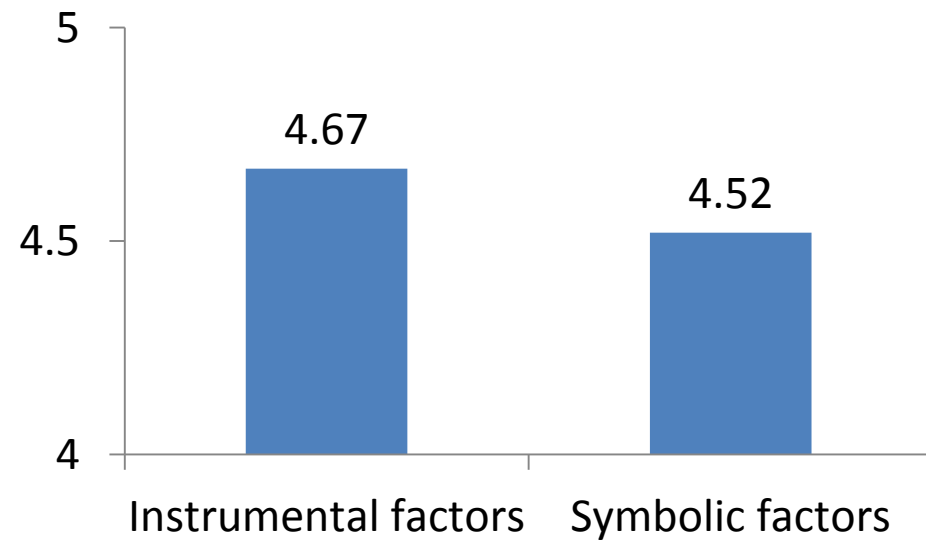
# Survey Findings

- First tier and developed cities are preferred



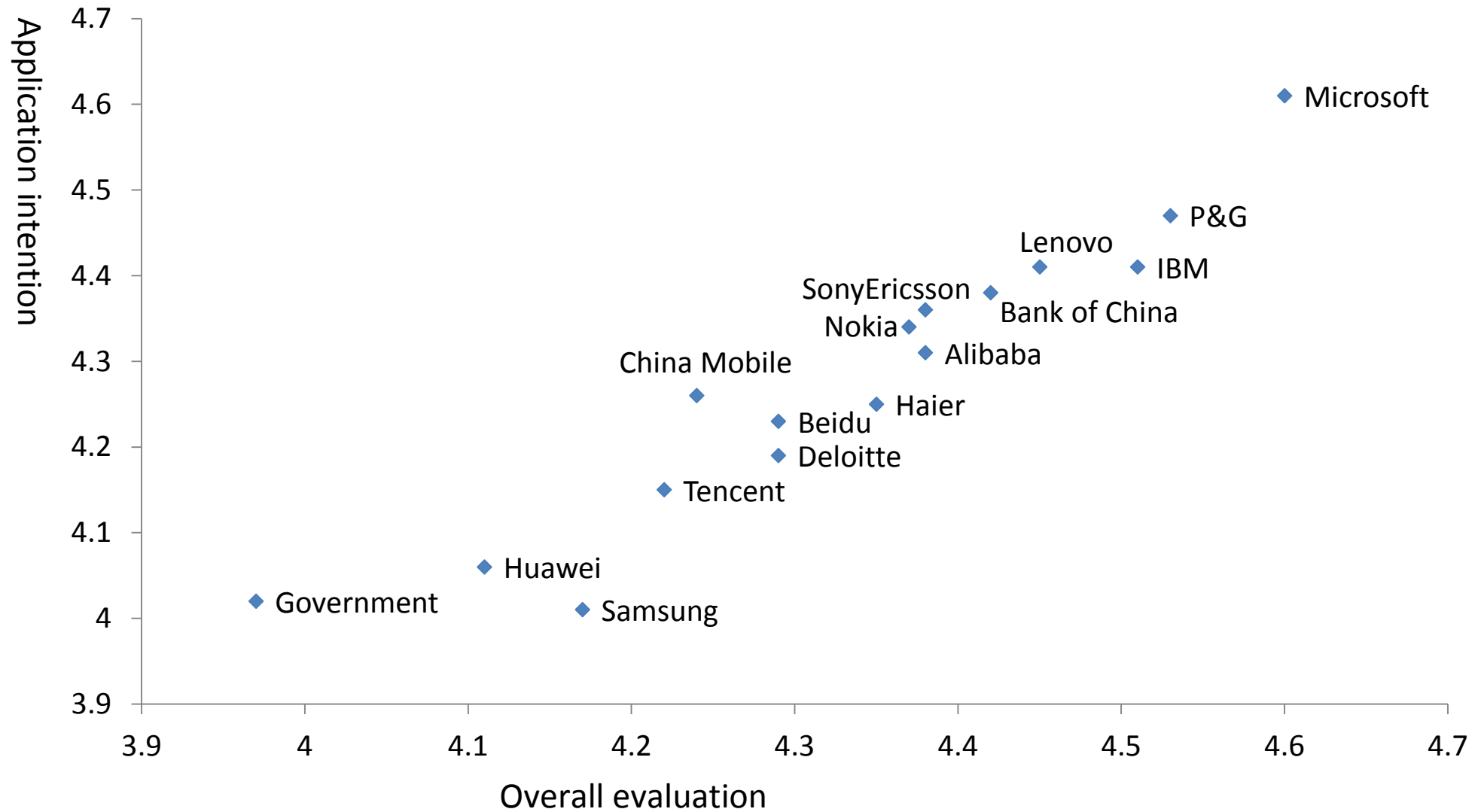
# Survey Findings

- Factors influencing students' job seeking: both instrumental and symbolic factors



\* 1-6 Likert scale

# Survey Findings





# Some Practice in Campus Recruiting

- The company sends university alumni to the campus to share their experiences.
- People from top management come to campus and introduce the company.
- The recruiting brochure has a lot of helpful information.
- The recruiter answers students' questions patiently.

# Implications

- What organizations offer to young talents needs to be “updated”
  - Be clear about “what kind of company are we?”
  - Offer compensation and benefits that can satisfy basic needs of young talents
  - Provide developmental opportunities
  - Provide room for individuality and freedom
- Promote the above and other practice to potential young talents
- Learn from competitors

# Thank You!

