



Most Attractive Employers 2017 in the Netherlands

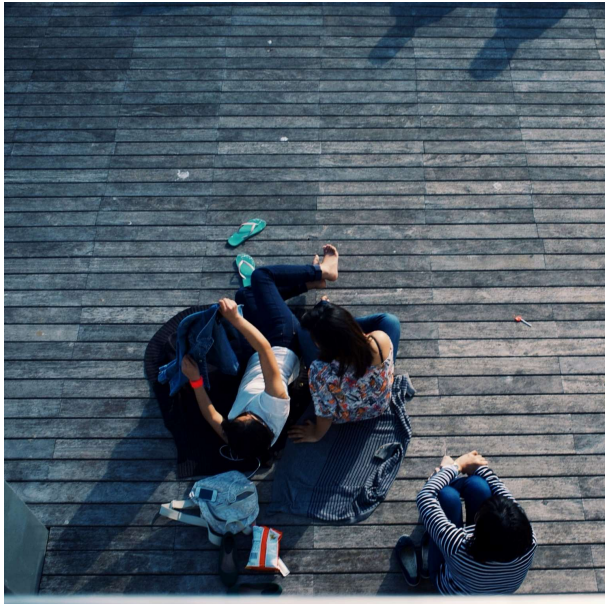
STUDENTS

Where do you rank?

Today's businesses operate in a highly competitive employment landscape, and you can gain a valuable insight into how your organization is perceived by tomorrow's workforce with the results of our 2017 Talent Survey in the Netherlands.



What is this?



AN ESSENTIAL RESOURCE

It's so important to secure the very best young talent out there, which is why HR and C-level leaders around the world refer to Universum's research. Drawing on the opinions of more than 22,000 students, this preview of the 2017 Talent Survey gives a clear indication of where your organization ranks when it comes to its potential to attract new recruits.

VALUABLE INSIGHTS

This preview provides you with an understanding of where your organization currently ranks, as well as highlighting career aspirations and desirable industries identified by the respondents.

ACTIONABLE ASSESSMENTS








But this preview is only the beginning. By becoming a member you can access Universum's full report, which contains company-specific findings and custom insights and recommendations that are critical when it comes to developing your employer branding strategy.

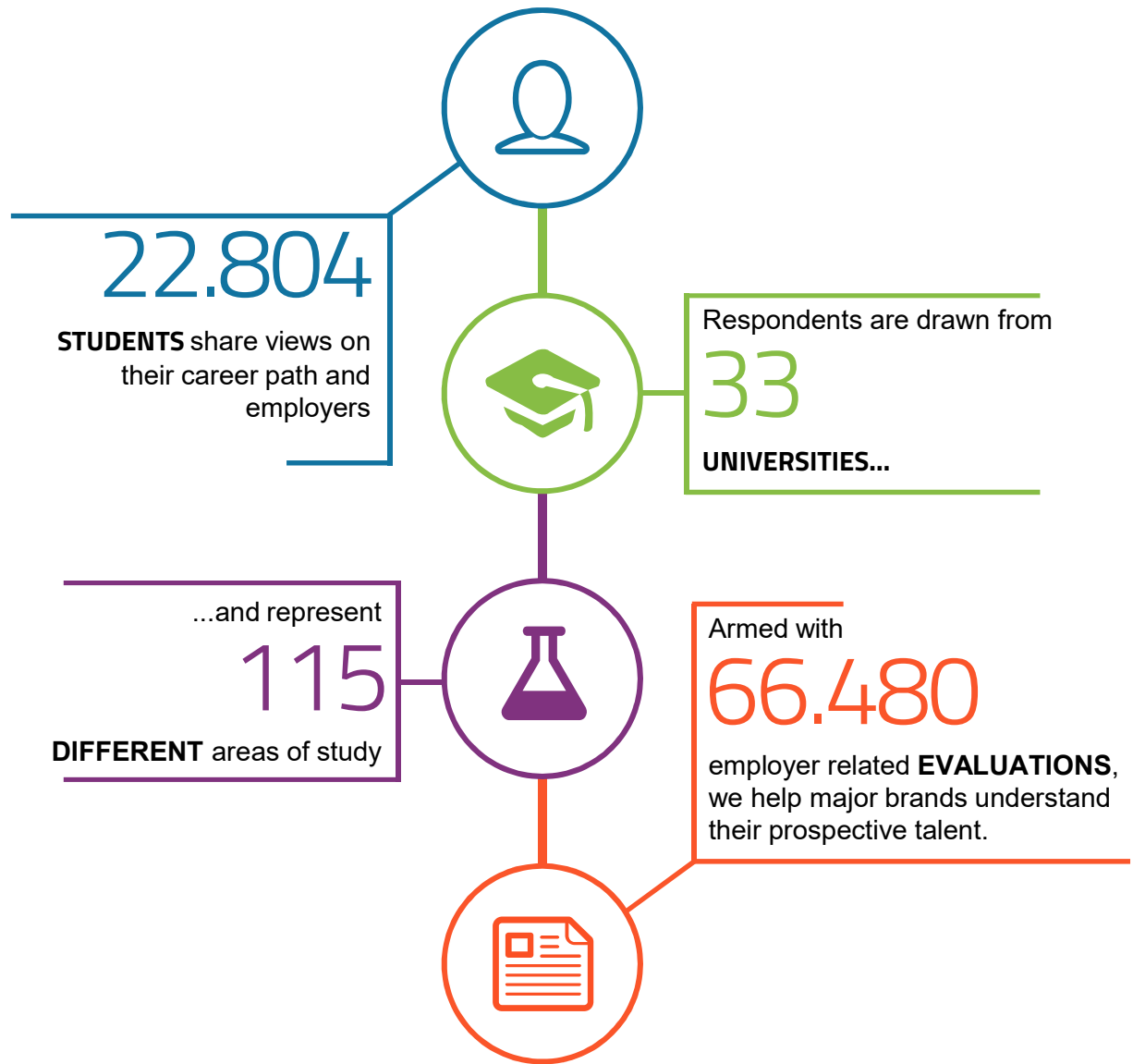
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Survey specifics

Field Period: The survey for this ranking was carried out between November 2016 and April 2017

	Business	6.944
	Engineering	2.621
	IT	607
	Natural Sciences	1.667
	Humanities	6.444
	Law	2.079
	Health/Medicine	2.442
Total number of respondents		22.804



The most attractive employers of 2017 – Business

1	Heineken
2	KLM
3	Google
4	Nike
5	Apple
6	Tesla
7	Coca-Cola Enterprises
8	Unilever
9	L'Oréal Group
10	Coolblue
11	adidas group
12	Schiphol Group
13	IKEA
14	Rijksoverheid
15	Tui
16	bol.com
17	Rabobank
18	BMW Group
19	Booking.com
20	ING Group
21	Shell
22	EY (Ernst & Young)
23	Deloitte
24	Philips
25	Microsoft

26	Belastingdienst
27	PwC
28	KPMG
29	ABN Amro
30	Volvo Cars
31	The Boston Consulting Group
32	Endemol Shine Group
33	De Nederlandsche Bank
34	Ahold Delhaize
35	FrieslandCampina
36	HEMA
37	McKinsey & Company
38	Nestlé
39	wehkamp
40	Sony
41	PepsiCo
42	Goldman Sachs
43	Canon
44	Rijkswaterstaat
45	Centraal Bureau voor de Statistiek
46	JACOBS DOUWE EGBERTS
47	AB InBev
48	Mars
49	Procter & Gamble (P&G)
50	Van Lanschot Bankiers

51	Nederlandse Spoorwegen
52	J.P. Morgan
53	BDO
54	ASML
55	Sanoma
56	Deutsche Bank
57	KPN
58	Lidl Netherlands
59	Strategy&
60	PostNL
61	Roland Berger
62	Accenture
63	Bain & Company
64	IBM
65	Maersk
66	Delta Lloyd
67	Danone
68	Morgan Stanley
69	Barclays
70	Vodafone
71	DAF Trucks
72	BAM Groep
73	Achmea
74	The Kraft Heinz Company
75	European Space Agency/ESTEC

76	Capgemini
77	Heijmans
78	DSM
79	Philip Morris International
80	Van Oord
81	Bosch
82	Mondelēz International
83	AkzoNobel
84	TATA Steel
85	DHL
86	Johnson & Johnson
87	Allianz
88	Mammoet
89	Damen Shipyards
90	Royal Boskalis Westminster N.V.
91	ProRail
92	TomTom
93	Eneco
94	Fokker Technologies
95	European Patent Office
96	Siemens
97	Bayer
98	Oracle
99	TNO
100	General Electric (GE)

The most attractive employers of 2017 – Engineering/IT/Natural Sciences

1	Tesla
2	Google
3	Philips
4	Rijksoverheid
5	Apple
6	KLM
7	Shell
8	Unilever
9	Heineken
10	Microsoft
11	Rijkswaterstaat
12	TNO
13	IKEA
14	ASML
15	BMW Group
16	Schiphol Group
17	Volvo Cars
18	Nike
19	FrieslandCampina
20	European Space Agency/ESTEC
21	AkzoNobel
22	BAM Groep
23	Sony
24	Fokker Technologies
25	Royal HaskoningDHV

26	Coca-Cola Enterprises
27	DSM
28	Van Oord
29	ARCADIS
30	Coolblue
31	Siemens
32	IBM
33	Nestlé
34	Mammoet
35	L'Oréal Group
36	Heijmans
37	bol.com
38	Royal Boskalis Westminster N.V.
39	Nederlandse Spoorwegen
40	TATA Steel
41	Damen Shipyards
42	McKinsey & Company
43	DOW Chemical
44	Bosch
45	DAF Trucks
46	adidas group
47	Centraal Bureau voor de Statistiek
48	Danone
49	Bayer
50	Canon

51	HEMA
52	The Boston Consulting Group
53	Rabobank
54	Deltares
55	BASF
56	Johnson & Johnson
57	Sweco
58	Tui
59	Ballast Nedam
60	Mars
61	ProRail
62	SBM Offshore
63	Maersk
64	BP
65	Thales
66	Capgemini
67	TomTom
68	Deloitte
69	ING Group
70	General Electric (GE)
71	Booking.com
72	Stork
73	EY (Ernst & Young)
74	Eneco
75	Nuon (part of Vattenfall)

76	wehkamp
77	Dell
78	Heerema Group
79	ABN Amro
80	SABIC
81	JACOBS DOUWE EGBERTS
82	Ahold Delhaize
83	PepsiCo
84	Goldman Sachs
85	KPMG
86	Accenture
87	NXP Semiconductors
88	Oracle
89	PwC
90	Bain & Company
91	KPN
92	The Kraft Heinz Company
93	Belastingdienst
94	Essent
95	De Nederlandsche Bank
96	Roland Berger
97	Hewlett Packard Enterprise
98	AB InBev
99	Endemol Shine Group
100	HP Inc.

The most attractive employers of 2017 – Humanities

1	Rijksoverheid
2	Google
3	KLM
4	Nike
5	IKEA
6	Apple
7	L'Oréal Group
8	Heineken
9	Centraal Bureau voor de Statistiek
10	Schiphol Group
11	Endemol Shine Group
12	Tui
13	Coca-Cola Enterprises
14	HEMA
15	adidas group
16	Unilever
17	bol.com
18	Tesla
19	Rijkswaterstaat
20	Canon
21	Booking.com
22	Sanoma
23	Coolblue
24	wehkamp
25	Microsoft

26	Rabobank
27	Philips
28	Sony
29	Belastingdienst
30	European Space Agency/ESTEC
31	Shell
32	Nederlandse Spoorwegen
33	ING Group
34	De Nederlandsche Bank
35	BMW Group
36	Nestlé
37	European Patent Office
38	The Boston Consulting Group
39	EY (Ernst & Young)
40	ABN Amro
41	Ahold Delhaize
42	JACOBS DOUWE EGBERTS
43	TNO
44	Volvo Cars
45	DSM
46	PostNL
47	FrieslandCampina
48	Deloitte
49	McKinsey & Company
50	PwC

51	Mars
52	PepsiCo
53	KPMG
54	KPN
55	Achmea
56	Strategy&
57	Deutsche Bank
58	Roland Berger
59	ProRail
60	IBM
61	Vodafone
62	Procter & Gamble (P&G)
63	Goldman Sachs
64	TomTom
65	Lidl Netherlands
66	Johnson & Johnson
67	Capgemini
68	ARCADIS
69	AB InBev
70	Accenture
71	Eneco
72	Danone
73	Bain & Company
74	Delta Lloyd
75	Van Lanschot Bankiers

76	AkzoNobel
77	Mondelēz International
78	Fokker Technologies
79	The Kraft Heinz Company
80	ORMIT
81	Royal HaskoningDHV
82	Bosch
83	BAM Groep
84	Barclays
85	Philip Morris International
86	ASML
87	Essent
88	Heijmans
89	Nuon (part of Vattenfall)
90	Allianz
91	Siemens
92	Maersk
93	Kempen & Co
94	Bayer
95	Royal Boskalis Westminster N.V.
96	HP Inc.
97	Mammoet
98	TATA Steel
99	BP
100	Alliander

The most attractive employers of 2017 – Law

1	Rijksoverheid
2	KLM
3	Loyens & Loeff
4	Google
5	Apple
6	Heineken
7	AKD Advocaten & Notarissen
8	Belastingdienst
9	Gemeente Amsterdam
10	Nike
11	Dirkzwager advocaten & notarissen
12	De Haan Advocaten & Notarissen
13	De Brauw Blackstone Westbroek
14	Shell
15	L'Oréal Group
16	Houthoff Buruma
17	Coca-Cola Enterprises
18	Trip Advocaten & Notarissen
19	EY (Ernst & Young)
20	NautaDutilh
21	Baker & McKenzie
22	Unilever
23	Stibbe
24	Allen & Overy
25	BMW Group

26	Rabobank
27	Deloitte
28	De Nederlandsche Bank
29	Academie voor Wetgeving
30	ING Group
31	Van Diepen Van der Kroef advocaten
32	ABN Amro
33	Pels Rijcken & Droogleever Fortuijn
34	Philips
35	DAS
36	PwC
37	KPMG
38	Simmons & Simmons
39	Van Doorne
40	Endemol Shine Group
41	European Patent Office
42	Goldman Sachs
43	Clifford Chance
44	Kennedy Van der Laan
45	McKinsey & Company
46	Ahold Delhaize
47	DLA Piper
48	Freshfields Bruckhaus Deringer
49	Boekel De Nerée
50	CMS Derks Star Busmann

Career aspirations

TALENT GOALS

Which of these career goals are most important to you?

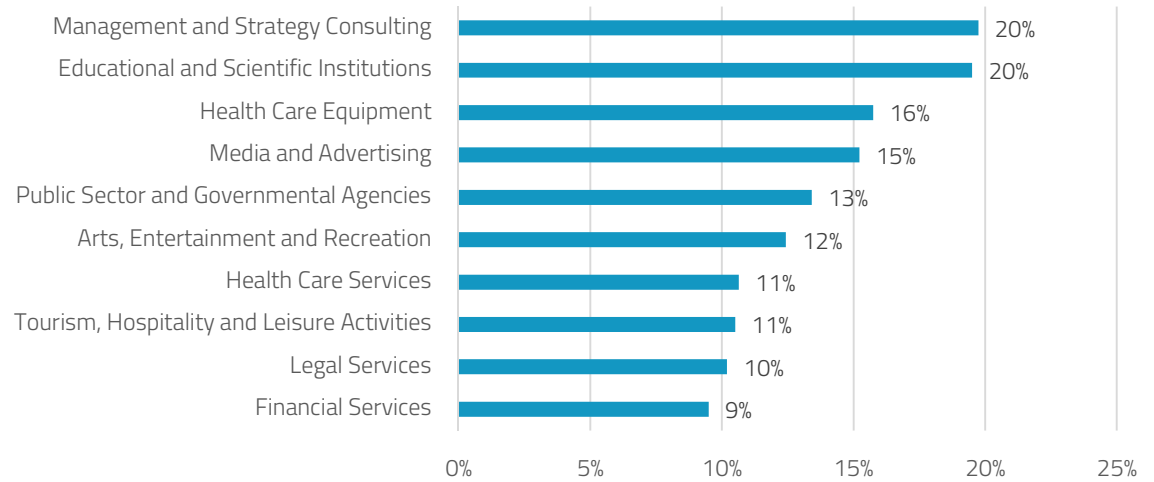
Up to 3 career goals could be chosen.



PREFERRED INDUSTRIES

In which industry would you most like to work after graduating?

Up to 3 industries could be chosen.



Where do I go from here?



Hopefully you have learned something new about the employment landscape in the Netherlands, and the qualities students want from an employer. But this is just the first step in thinking strategically about employer branding and attracting the talent you need to embrace the future.

Through the high-level data contained in the full report, members can uncover areas of weakness and identify demand they might not know existed. Armed with this comprehensive information, you have the ability to make real and positive change and, most importantly, position your organization as a highly attractive employer.

UNIVERSUM ACC>SS

Want to know more about our insightful data? We recommend you to start with Universum Access!

Universum Access is a strategic tool that allows you to explore every facet of our talent research, powered by a comprehensive framework of attributes to give tremendous granularity. With Universum Access, you can:

- Access to Universum data and much more,
- Stay abreast of the latest trends with exclusive content,
- Build an Employer Brand and a communication strategy that will attract and retain the right talent.

[Learn more](#)

About us



Universum is the global leader in employer branding. During our 25+ years we have established ourselves in 60 markets throughout the globe and our diverse workforce is physically present in 20 countries.

Our services include actionable research, strategic advisory, data driven communication and social media solutions for talent branding, sourcing and analytics.

A trusted partner to over 1.700 clients, including many Fortune 500 companies, as well as global media partners that publish our annual rankings and trend reports.

We work with over 2.000 universities, alumni groups, and professional organizations to gather insights from students and professionals in order to advise employers on how to attract and retain talent that fits their culture and purpose. On an annual basis Universum surveys over 1.500.000 students and professionals worldwide.

[Learn more](#)



Did your company rank in the top 100?
Contact us to receive your badge.

The image features a vibrant, abstract background composed of overlapping, semi-transparent geometric shapes in various shades of orange and red. The shapes create a sense of depth and movement. In the center, the word "universum" is written in a clean, white, lowercase sans-serif font.

universum