

2020  
edition

→ gradmalaysia

2020

MALAYSIA'S

100

leading graduate  
EMPLOYERS

Brought to you by



In association with



Research powered by



# The Survey by the Numbers

Here are some of the most interesting findings on local student and graduate job-hunting preferences from this year's Malaysia's 100 Survey!

## SURVEY FIELD PHASE

January 2020

TO  
December 2020



## SURVEYS COMPLETED



# 26,654

▼ Respondents completed 44,906 surveys in 2019

## GENDER



Female  
**63.3%**



Male  
**36.3%**



Prefer not  
to answer  
**0.7%**

Survey question: Please tell us your gender

## MAIN SUBJECTS OF STUDY



1

Business/  
Management



2

Engineering



3

IT and  
Technology



4

Economics



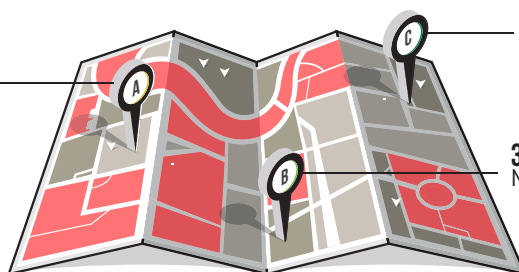
5

Mathematical  
Science/Statistics

Survey question: Which of the following best describes the main subject you are studying? (Top 5 responses only)

## NATIONALITY

96.4%  
Malaysian

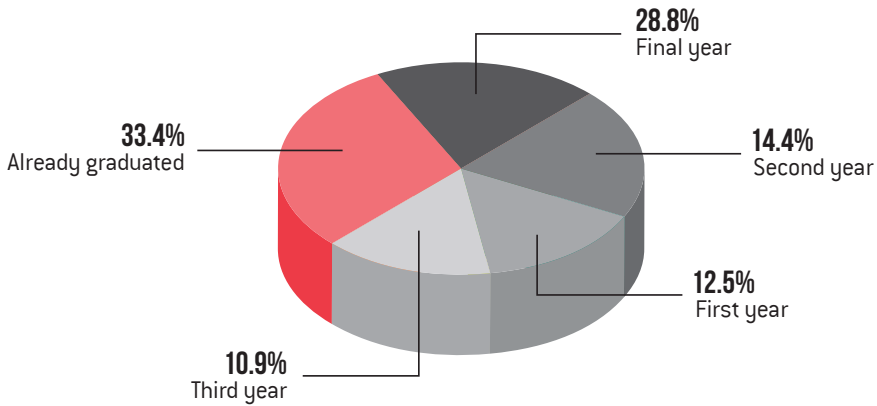


0.4%  
Malaysian PR

3.2%  
Non-Malaysian

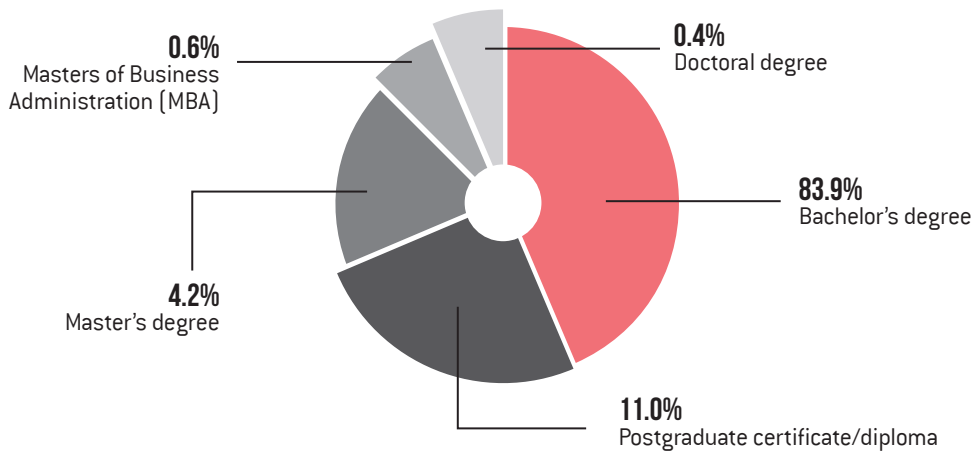
Survey question: What nationality are you?

## YEAR IN CURRENT HIGHER EDUCATION STUDIES



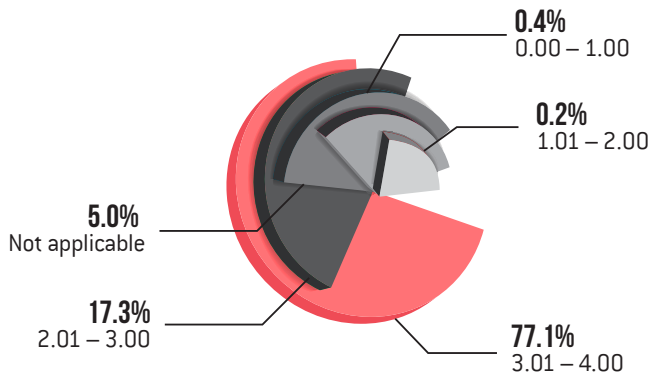
Survey question: What year are you in your current higher education studies?

## HIGHEST QUALIFICATION UPON GRADUATION



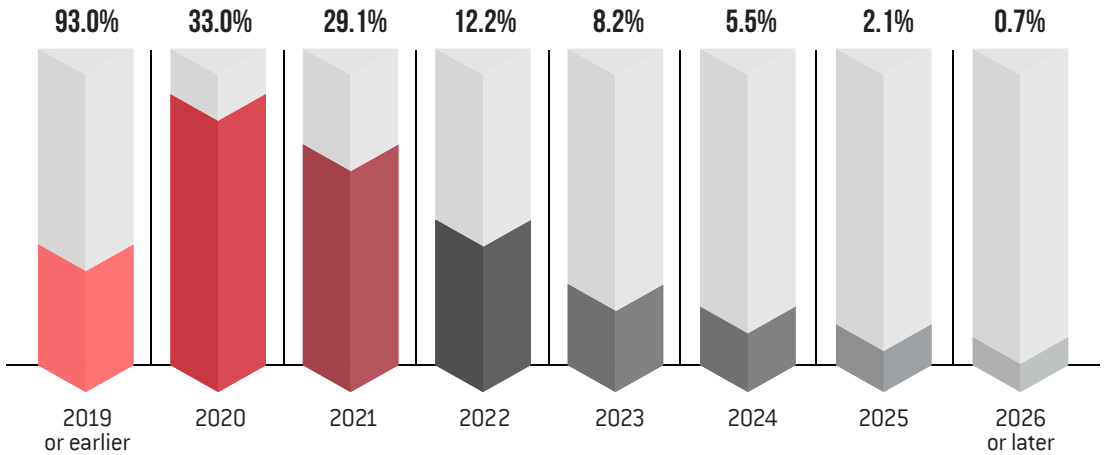
Survey question: What will be your highest qualification when you graduate?

## ESTIMATED OR ACTUAL CGPA



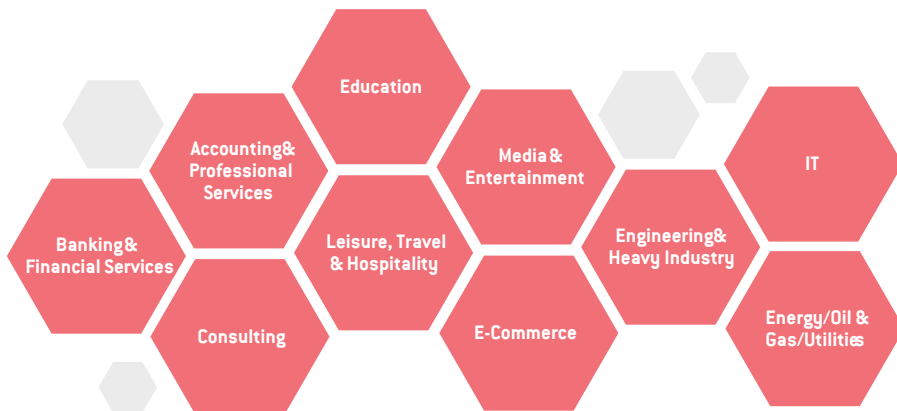
Survey question: Based on your results so far, what is your estimated or actual CGPA?

## YEAR TO START FIRST PROFESSIONAL POSITION AFTER GRADUATION



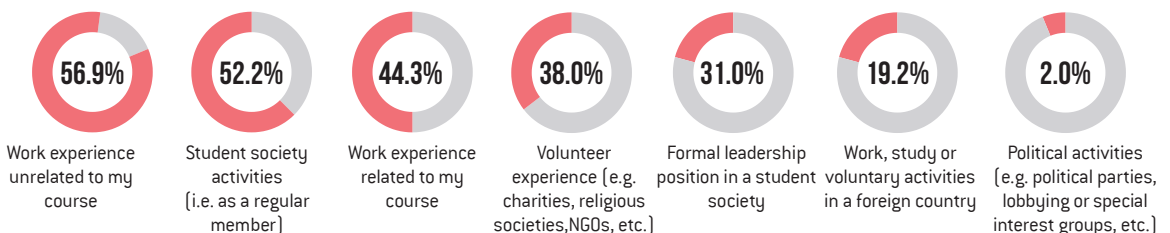
Survey question: What year do you expect to start your first professional position after graduation?

## CAREER SECTORS GRADUATES ARE MOST KEEN ON



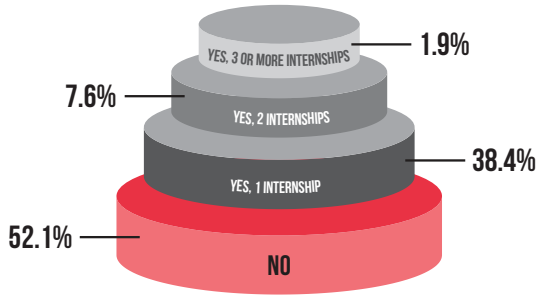
Survey question: Which career sectors are you most interested in working in after graduation? (Top 10 responses only)

## EXPERIENCES



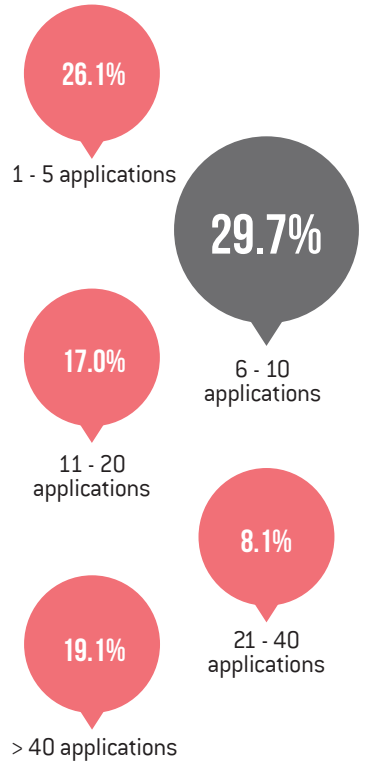
Survey question: Do you have any of the following experiences (of at least 3 months in length)?

## FORMAL INTERNSHIP WITH AN EMPLOYER/PROFESSIONAL ORGANISATION



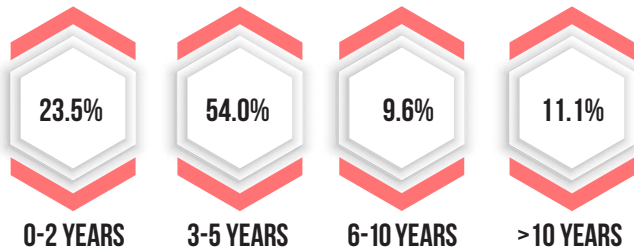
Survey question: Have you completed a formal internship with an employer/professional organisation?

## NUMBER OF APPLICATIONS BEFORE GETTING FIRST PROFESSIONAL JOB



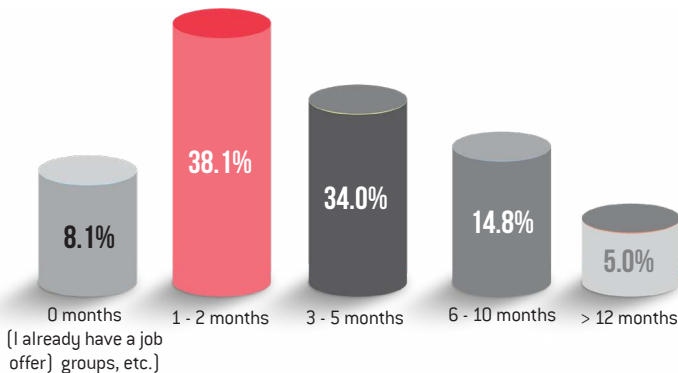
Survey question: How many applications do you expect to make to get your first professional job?

## EXPECTED NUMBER OF YEARS IN FIRST PROFESSIONAL POSITION



Survey question: How many years do you intend to work in your first professional position?

## NUMBER OF MONTHS TO FIND FIRST PROFESSIONAL JOB



Survey question: How many months after graduating do you think it will take to find your first professional job?

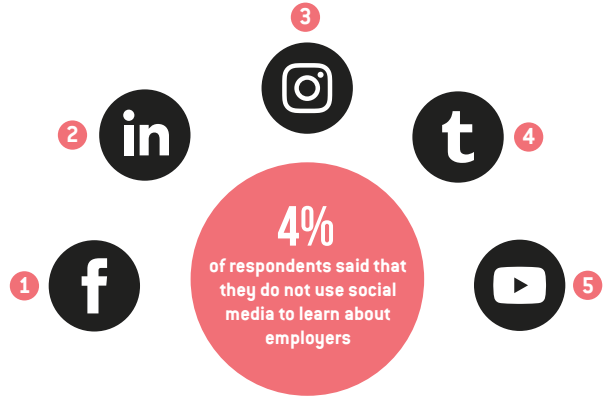
## RECRUITMENT EVENTS STUDENTS HAVE ATTENDED



**15.7%** of respondents said that they have not attended any recruitment events

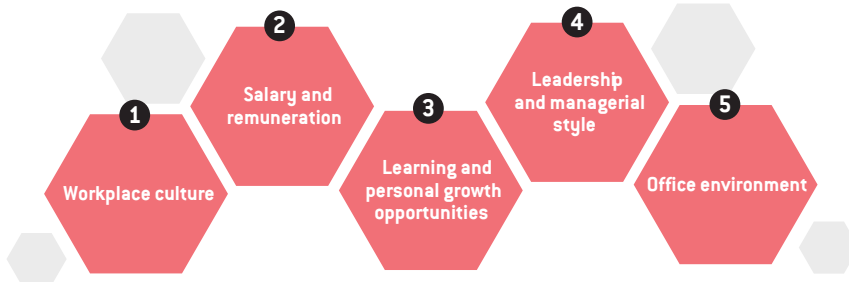
Survey question: Which kinds of recruitment events have you attended?

## SOCIAL MEDIA PLATFORMS TO FIND INFORMATION ABOUT EMPLOYERS



Survey question: Which social media platforms have you used to find information about employers? (Top 5 responses only)

## INFORMATION ABOUT EMPLOYERS AND THEIR JOB OPPORTUNITIES THAT HAS BEEN MOST DIFFICULT TO FIND DURING JOB SEARCH



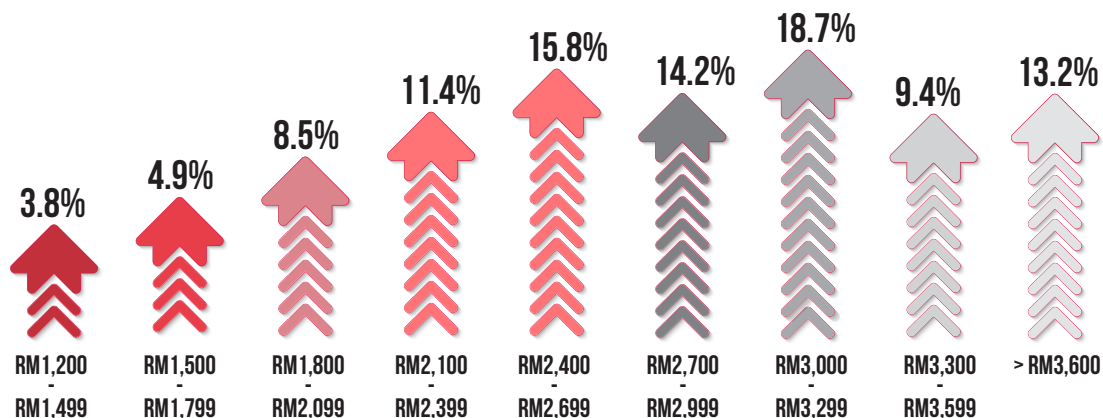
Survey question: What information about employers and their job opportunities has been most difficult for you to find during your job search? (Top 5 responses only)

## IMPORTANT FACTORS WHEN CHOOSING AN EMPLOYER



Survey question: How important are the following factors to you when choosing an employer? (Top 5 responses only)

## EXPECTATION TO EARN PER MONTH IN FIRST PROFESSIONAL JOB AFTER GRADUATION



Survey question: How much do you expect to earn per month in your first professional job after graduation?

## VOTING CHANNELS

		ONLINE	SESSIONS
1	Survey sessions on supporting university campuses (including branch campuses)	●	62
2	Digital Mega Careers & Study Fair	●	2
3	Digital Campus Career Fair	●	7
4	Webinars (e.g. gradmalaysia Digital Roundtables)	●	56
5	Career Talks/Workshops (e.g. gradmalaysia Résumé Resource Workshops)	●	68
6	Career Forums	●	2
7	Digital M100 Challenge	●	1
8	On-The-Ground: Survey sessions on campuses (pre-MCO)	●	15
9	Social media/EDM campaigns (e.g. WhatsApp, Facebook, Instagram, LinkedIn, university portals, university social media pages)	●	∞

# THE MOST POPULAR GRADUATE RECRUITERS OF 2020

1	Maybank	38	Malaysia Airports Holdings Berhad (MAHB)	70	AMD Malaysia
2	PETRONAS	39	BMW Group (BMW, Mini, Rolls-Royce)	71	Sony Malaysia Sdn Bhd
3	PwC	40	Accenture	72	Chemical Company of Malaysia (CCM)
4	KPMG	41	SapuraKencana Petroleum	73	AEON BiG
5	EY	42	ExxonMobil	74	Baker Hughes Malaysia
6	Bank Negara Malaysia	43	Permodalan Nasional Berhad (PNB)	75	Infineon Technologies
7	AirAsia	44	Hartalega	76	Uniqlo Malaysia
8	Intel Malaysia	45	DKSH	77	Agrobank
9	Deloitte	46	Human Resources Development Fund (HRDF)	78	YTL Corporation
10	RHB Banking Group	47	Gamuda	79	Kumpulan Wang Persaraan (KWAP)
11	Bank Islam	48	OCBC Bank (Malaysia) Berhad	80	AEON Co.
12	Nestlé	49	Telekom Malaysia	81	Pfizer Malaysia
13	Top Glove Corporation Berhad	50	Hong Leong Bank	82	Bosch
14	Shell Malaysia	51	AIA Bhd.	83	Boston Consulting Group
15	Keysight Technologies	52	Celcom Axiata	84	GlaxoSmithKline Malaysia
16	Pharmaniaga	53	Proton Holdings	85	McKinsey & Company
17	Huawei	54	HSBC Bank Malaysia	86	Dell Global Business Center
18	Sime Darby Berhad	55	Great Eastern Life Assurance	87	Dutch Lady
19	Schlumberger	56	Lazada	88	Johnson & Johnson
20	Public Bank	57	Bank Simpanan Nasional (BSN)	89	Procter & Gamble (P&G)
21	Malaysia Airlines	58	Malaysian Communications and Multimedia Commission (MCMC)	90	Zalora
22	Microsoft Malaysia	59	Maxis Communications	91	S P Setia
23	CIMB Group	60	B. Braun Malaysia	92	Hewlett Packard Enterprise (HPE)
24	Genting Malaysia Berhad	61	Eco World Development Group Berhad	93	Berjaya Corporation
25	BDO	62	Sime Darby Property	94	AmBank Group
26	Tenaga Nasional Berhad (TNB)	63	IJM Corporation	95	Perodua (Perusahaan Otomobil Kedua)
27	Astro	64	KLCC Property Holdings Berhad	96	Securities Commission Malaysia
28	IKEA Malaysia	65	Golden Screen Cinemas (GSC)	97	Zuellig Pharma
29	Shopee	66	L'Oréal Malaysia	98	Malaysian Resources Corporation Berhad (MRCB)
30	Sunway Group	67	Media Prima Group	99	Fashion Valet
31	Tabung Haji	68	Employees Provident Fund (EPF/KWSP)	100	Kumpulan Media KarangKraf
32	Honda Malaysia	69	Alliance Bank		
33	Samsung Malaysia				
34	IBM Malaysia				
35	Bursa Malaysia				
36	Bank Rakyat				
37	AIA Shared Services				



# THE MOST POPULAR GRADUATE RECRUITERS BY CAREER SECTOR

## ACCOUNTING & PROFESSIONAL SERVICES

SECTOR WINNER **PwC**

FIRST RUNNER-UP EY  
SECOND RUNNER-UP KPMG

## AUTOMOTIVE

SECTOR WINNER **BMW Group (BMW, Mini, Rolls-Royce)**

FIRST RUNNER-UP Honda Malaysia  
SECOND RUNNER-UP Proton Holdings

## BANKING & FINANCIAL SERVICES

SECTOR WINNER **Maybank**

FIRST RUNNER-UP RHB Banking Group  
SECOND RUNNER-UP Bank Islam

## BPO & SHARED SERVICES

SECTOR WINNER **AIA Shared Services**

FIRST RUNNER-UP DKSH  
SECOND RUNNER-UP TDCX (MY) Sdn Bhd

## CONSULTING

SECTOR WINNER **PwC**

FIRST RUNNER-UP EY  
SECOND RUNNER-UP KPMG

## E-COMMERCE

SECTOR WINNER **Shopee**

FIRST RUNNER-UP Lazada  
SECOND RUNNER-UP Zalora

## EDUCATION

SECTOR WINNER **Sunway Education Group**

FIRST RUNNER-UP INTI International University & Colleges  
SECOND RUNNER-UP Universiti Tunku Abdul Rahman (UTAR)

## ELECTRONICS

SECTOR WINNER **Keysight Technologies**

FIRST RUNNER-UP Intel Malaysia  
SECOND RUNNER-UP Huawei

## ENERGY/OIL & GAS/UTILITIES

SECTOR WINNER **PETRONAS**

FIRST RUNNER-UP Schlumberger  
SECOND RUNNER-UP ExxonMobil

## ENGINEERING & HEAVY INDUSTRY

SECTOR WINNER **Top Glove Corporation Berhad**

FIRST RUNNER-UP Hartalega  
SECOND RUNNER-UP GE (General Electric)

## FMCG

SECTOR WINNER **Nestlé**

FIRST RUNNER-UP DKSH  
SECOND RUNNER-UP Procter & Gamble (P&G)

## GOVERNMENT REGULATORY BODIES

SECTOR WINNER **Bank Negara Malaysia**

FIRST RUNNER-UP Tabung Haji  
SECOND RUNNER-UP Human Resources Development Fund (HRDF)

# THE MOST POPULAR GRADUATE RECRUITERS BY CAREER SECTOR

## INSURANCE

**SECTOR WINNER** **Great Eastern Life Assurance**

**FIRST RUNNER-UP** AIA Bhd.  
**SECOND RUNNER-UP** Allianz Malaysia

## IT

**SECTOR WINNER** **Intel Malaysia**

**FIRST RUNNER-UP** Microsoft Malaysia  
**SECOND RUNNER-UP** IBM Malaysia

## LEISURE, TRAVEL & HOSPITALITY

**SECTOR WINNER** **AirAsia**

**FIRST RUNNER-UP** Malaysia Airlines  
**SECOND RUNNER-UP** Genting Malaysia Berhad

## MEDIA & ENTERTAINMENT

**SECTOR WINNER** **Astro**

**FIRST RUNNER-UP** Media Prima Group  
**SECOND RUNNER-UP** Golden Screen Cinemas

## PHARMACEUTICAL

**SECTOR WINNER** **Pharmaniaga**

**FIRST RUNNER-UP** DKSH  
**SECOND RUNNER-UP** GlaxoSmithKline Malaysia

## PROPERTY, CONSTRUCTION & DEVELOPMENT

**SECTOR WINNER** **IJM Corporation**

**FIRST RUNNER-UP** Gamuda  
**SECOND RUNNER-UP** Malaysian Resources Corporation Berhad (MRCB)

## RETAIL

**SECTOR WINNER** **IKEA Malaysia**

**FIRST RUNNER-UP** Uniqlo Malaysia  
**SECOND RUNNER-UP** AEON Co.

## TELECOMMUNICATIONS

**SECTOR WINNER** **Telekom Malaysia**

**FIRST RUNNER-UP** Celcom Axiata  
**SECOND RUNNER-UP** Maxis Communications

## BEST NEWCOMER

**Shopee**

## FASTEST MOVING EMPLOYER

**Bank Negara Malaysia**

For more information, please contact any of the following GTI Media account managers:

**Jason Ng**

*Business Development Director*  
jason.ng@gtimedia.asia  
016-3239071

**Vivien Chai**

*Business Development Manager*  
vivien.chai@gtimedia.asia  
012-2268847

**Simon Ang**

*Business Development Manager*  
simon.ang@gtimedia.asia  
018-3978587

**Tasha Yap**

*Business Development Manager*  
tasha.yap@gtimedia.asia  
012-6661346

**Sarah Suhaiman**

*Business Development Executive*  
sarah.suhaiman@gtimedia.asia  
013-2264874

**Arni Rozman**

*Business Development Executive*  
arni.rozman@gtimedia.asia  
018-2445535