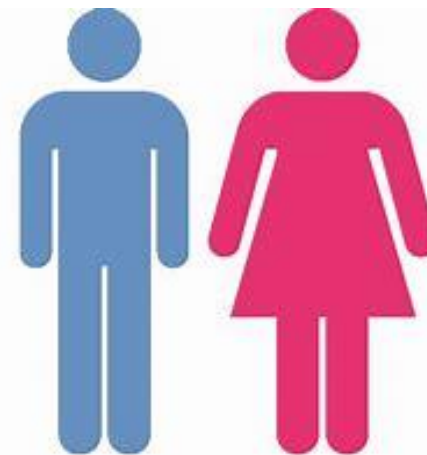




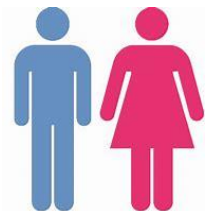
# 2025: A PINK VS. BLUE EMPLOYMENT MARKET

DO CAREER ASPIRATIONS HAVE A GENDER  
AND WHAT CAN BUSINESS SCHOOLS DO  
ABOUT IT?  
March 2019



## Female Students – Class of 2017 (graduated in 2018)

- ❖ Overall, across all Masters programmes: **47% female students**
  
- ❖ In the Business Management Track **52% were women**, while the Finance Track, « only » had **36%** female graduates
  
- ❖ Female students in Business Management programmes:
  - MSc Marketing: **77%**
  - MSc Creative Business: **74%**
  - MSc Strategy & Consulting: **35%**
  - MSc Entrepreneurship: **34%**
  
- ❖ Female students in Finance programmes:
  - ❖ MSc International Accounting: **63%**
  - ❖ MSc Corporate Finance: **39%**
  - ❖ MSc Financial Markets: **29%**
  - ❖ MSc Risk & Finance: **17%**

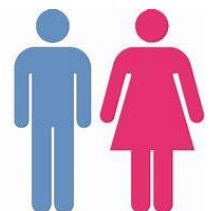




# What careers do high-school female graduates dream of, before being influenced by higher education and their first internship experience?

Which industries, job functions, companies and locations are they attracted to?

What are their career goals? What's the meaning of work to them? What do they expect from their future employers?



## METHODOLOGY & PROFILE OF RESPONDENTS

This quantitative survey was conducted by **EDHEC NewGen Talent Centre** in 2018 collecting answers from 2392 **future business school students in preparatory classes**. Their average age was 20 years old. **51% of respondents were young women and 49% young men.**

### 5 MAIN TOPICS ASKED:

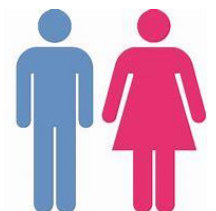
#### How do they see themselves in 5 years in terms of:

- ✓ Employment status: Working for a company or Entrepreneur
- ✓ Size and type of company
- ✓ Work organisation preferences
- ✓ Location, function and sector

#### What are their career priorities?

#### What is the meaning or sense of work for them?

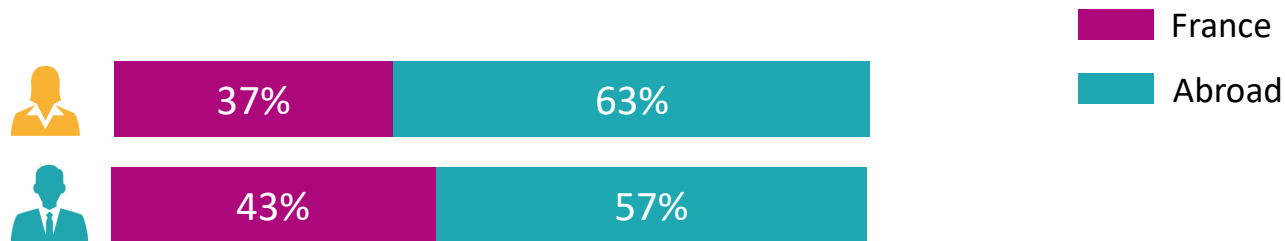
#### What is their vision of the business world?



# YOUNG WOMEN ARE MORE INTERNATIONAL



- **YOUNG WOMEN ARE MORE INTERESTED IN A FIRST JOB ABROAD THAT YOUNG MEN...**



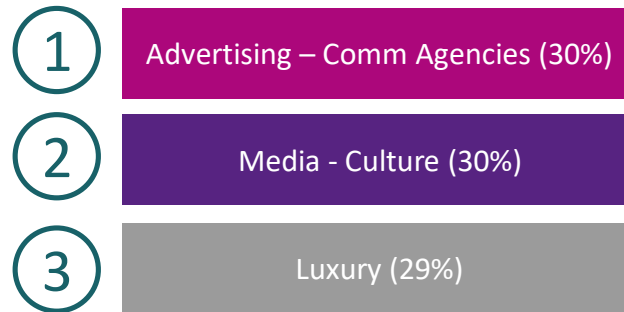
- **...BUT THEY ARE LESS INTERESTED IN BEING ENTREPRENEURS OR SELF-EMPLOYED**



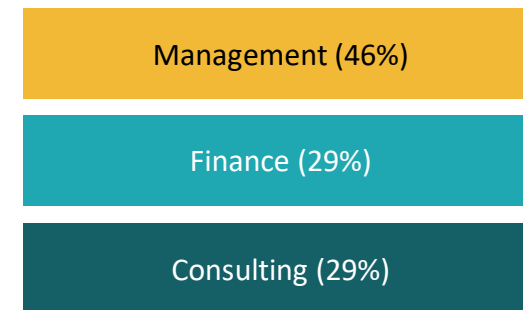
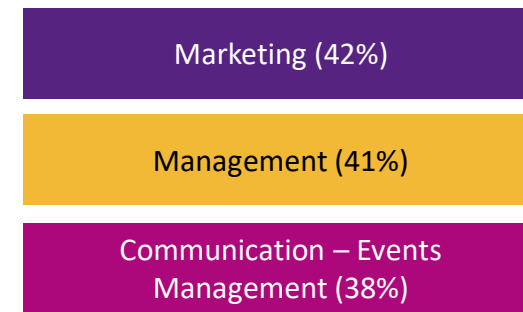
# CAREER GOALS ARE STILL VERY MUCH INFLUENCED BY GENDER



## TOP 3 SECTORS



## TOP 3 FUNCTIONS



# WHILE LVMH AND GOOGLE ARE CHOSEN BY BOTH, YOUNG WOMEN PREFERE FMCG AND LUXURY AND YOUNG MEN, BANKING AND INDUSTRY

## ● PREFERRED COMPANIES



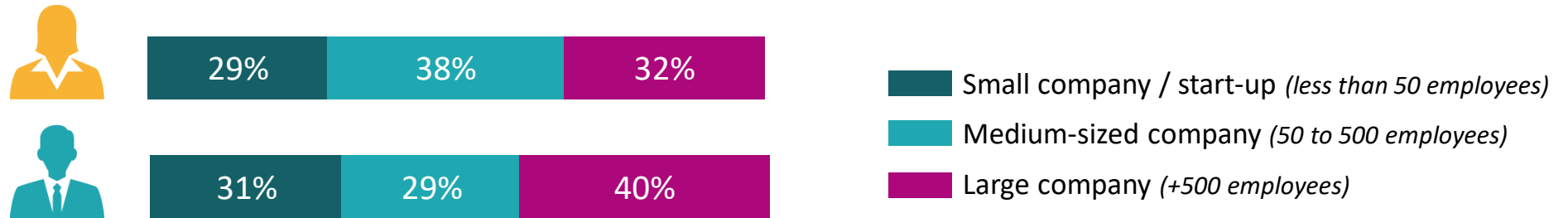
<b>LVMH</b>
L'OREAL
<b>GOOGLE</b>
DANONE
HERMÈS
DIOR
CHANEL
MCKINSEY
<b>DELOITTE</b>
EY
ACCORHOTELS
BOSTON CONSULTING GROUP



<b>LVMH</b>
TESLA
<b>GOOGLE</b>
GOLDMAN SACHS
NIKE
SOCIÉTÉ GÉNÉRALE
BNP PARIBAS
<b>DELOITTE</b>
APPLE
HSBC
ROTHSCHILD
AIRBUS

# YOUNG WOMEN ARE MORE ATTRACTED BY MEDIUM-SIZED COMPANIES

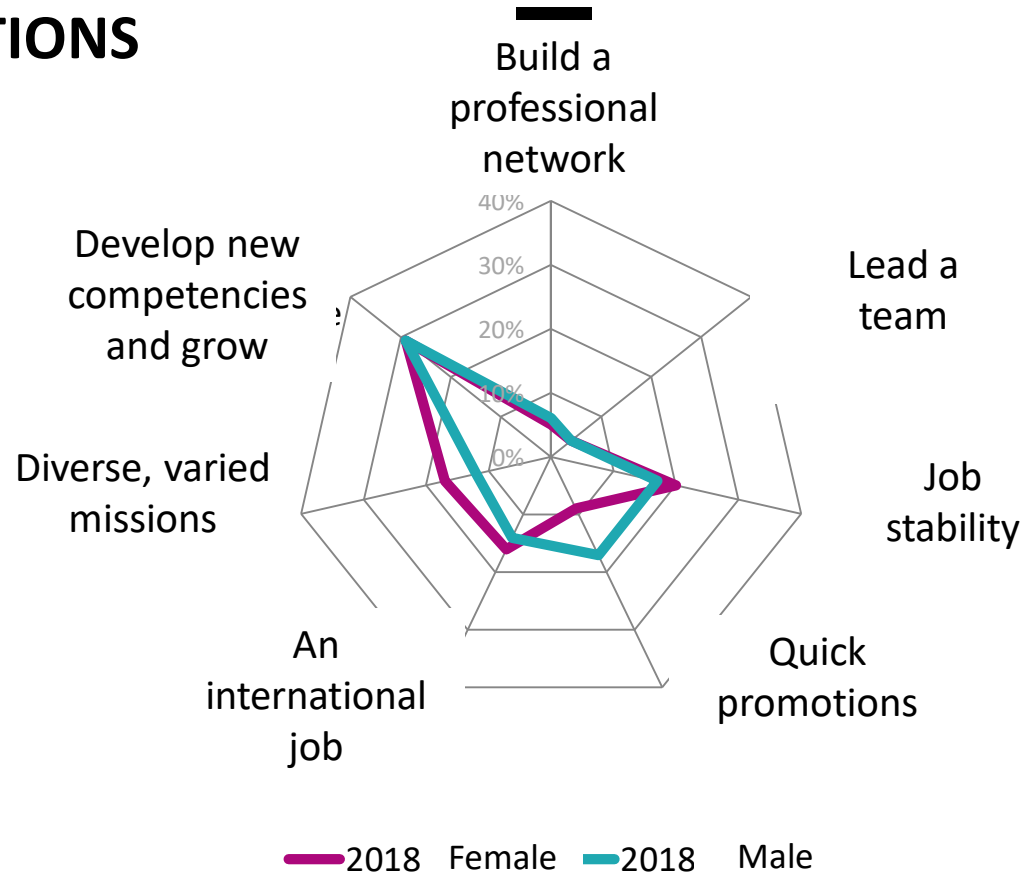
## ● COMPANY SIZE



**32% of young women want to work in large companies  
vs 40% of young men**



# YOUNG WOMEN SEEK VARIETY IN THEIR MISSIONS, YOUNG MEN WANT QUICK PROMOTIONS

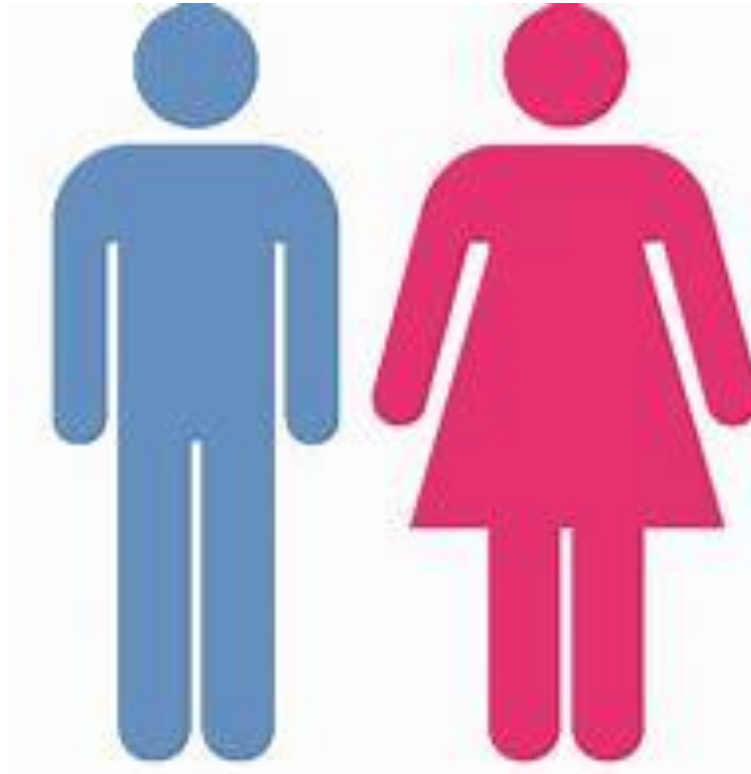


- 1 Be autonomous and responsible for my missions
- 2 Integration of new technologies in the company
- 3 Services that facilitate daily life (nursery, laundry, etc.)



- 1 Integration of new technologies in the company
- 2 Be autonomous and responsible for my missions
- 3 Sports and cultural facilities in the office or nearby

**Salary**



**A good work  
atmosphere**

**Thrive as a person**