

The Most Attractive Employers in Poland

STUDENTS
2020



Map of Universum Rankings

The results of Universum's Student Survey pinpoint how talent perceive employers in your country.

The research functions as a basis for decision-making when choosing target groups, messages and channels for future employer branding campaigns. Moreover, it can be used as a control instrument for measuring the appeal an organization has over its specific target groups.

Countries where we conduct our studies



And these

- | | | | |
|----------|-----------|--------------|----------------------|
| Austria | Finland* | Kazakhstan | Singapore |
| Belgium | Germany* | Netherlands* | Switzerland* |
| Czechia | Hong Kong | Norway* | Thailand |
| Denmark* | Ireland | Poland | Turkey* |
| Egypt | Italy* | Portugal | United Arab Emirates |

*Professional Rankings are also available in these countries



Where do you rank?

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 16,000 students in Poland, this preview of the 2020 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.

Want to learn more? Contact us

About us

We shape Employer Branding.

As an essential and trusted partner for employers, we are the most recognized Employer Branding specialist in the top 50 economies of the world.

We ensure employers around the world achieve their goals through data-driven Employer Branding, enabling them to engage the talent they need to succeed. Our services include actionable research, strategic consulting, and data-driven communications and social media solutions for talent branding, sourcing, and analytics.

We are a trusted partner to over 1,700 clients, including many Fortune 500 companies, as well as to 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.



**Did your
company
rank in
the top 100?**

**Please contact us
to receive your badge.**

Survey Specifics

Field Period

The survey for this ranking was carried out between October 2019 and April 2020.



16,254
STUDENTS



71
UNIVERSITIES



112
AREAS OF STUDY



54,837
EVALUATIONS



3,755
Business /
Commerce



3,838
Engineering



1,717
IT



2,139
Natural
Sciences



2,616
Humanities/
Liberal Arts/
Education



1,023
Law



1,166
Health/
Medicine



Business

The Most Attractive
Employers of 2020

1	Google	26	Bank Millennium	51	Grupa LOTOS	76	HEINEKEN Global Shared Services
2	Microsoft	27	Rolls-Royce Shared Service Centre	52	Rossmann SD Polska	77	Dell Polska
3	Polskie Linie Lotnicze LOT	28	Bank Pekao	53	Wirtualna Polska Media	78	Credit Suisse
4	Facebook	29	PKN Orlen	54	Capgemini	79	INDITEX
5	NBP Narodowy Bank Polski	30	H&M	55	Grupa Raben	80	BNY Mellon
6	TVN	31	PGE (Polska Grupa Energetyczna)	56	Ferrero	81	HSBC
7	PKO Bank Polski	32	Sony Polska	57	Tauron	82	ABB
8	Amazon	33	Santander Bank Polska	58	Poczta Polska	83	Ergo Hestia
9	Volkswagen Group	34	Wedel	59	Nivea Polska	84	Lidl
10	Deloitte	35	Intel	60	OLX	85	Jeronimo Martins Polska
11	Toyota	36	Philip Morris International w Polsce	61	Grupa Żywiec	86	Warta
12	adidas	37	Nestlé Polska	62	DB Schenker	87	AXA
13	IKEA	38	Hebe	63	Alior Bank	88	Eurocash
14	Lufthansa Group	39	Grupa Allegro	64	KGHM Polska Miedź	89	Bayer
15	mBank	40	Goldman Sachs	65	Deutsche Bank Polska	90	Grupa Energa
16	EY (Ernst & Young)	41	KPMG	66	Shell	91	Enea
17	L'Oréal Polska	42	LPP	67	Kompania Piwowarska	92	British American Tobacco
18	PwC	43	Procter & Gamble (P&G)	68	Philips Polska	93	3M
19	PZU	44	Boston Consulting Group	69	Citi	94	Grupa MAN
20	Volvo Group	45	McKinsey & Company	70	State Street Bank	95	Accenture
21	Grupa Empik	46	BNP Paribas Polska	71	Johnson & Johnson	96	Orange Polska
22	Coca-Cola HBC Polska	47	IBM Polska	72	Grupa Skanska	97	UBS
23	ING Bank Śląski	48	PGNiG	73	CCC	98	T-Mobile Polska
24	Samsung Electronics Polska	49	PepsiCo	74	InPost (Grupa Kapitałowa Integer.pl)	99	Groupe Crédit Agricole
25	Huawei	50	DHL	75	Unilever	100	Carlsberg Polska

Engineering

The Most Attractive
Employers of 2020

1	Mercedes-Benz Manufacturing Polska	26	L'Oréal Polska	51	Philips Polska	76	Electrolux
2	Google	27	Grupa Azoty	52	Nivea Polska	77	ArcelorMittal
3	Volkswagen Group	28	Amazon	53	Viessmann	78	Valeo w Polsce
4	Budimex	29	Polimex - Mostostal	54	MTU Aero Engines Polska	79	Danone
5	Microsoft	30	Grupa LOTOS	55	Pesa	80	Grupa Raben
6	Polskie Linie Lotnicze LOT	31	Warbud	56	Grupa MAN	81	Johnson & Johnson
7	Volvo Group	32	TVN	57	Dell Polska	82	Philip Morris International w Polsce
8	Toyota	33	Tauron	58	Bayer	83	Newag
9	Grupa Skanska	34	GE - General Electric	59	Bombardier	84	Cemex Polska
10	PGE (Polska Grupa Energetyczna)	35	Polpharma	60	Ferrero	85	Air Liquide
11	IKEA	36	KGHM Polska Miedź	61	Ceramika Paradyż	86	Fabryka Farb i Lakierów Śnieżka
12	Strabag	37	PKP Cargo Polska	62	Michelin	87	DB Schenker
13	Rolls-Royce Shared Service Centre	38	Coca-Cola HBC Polska	63	Schneider Electric	88	Mars Polska
14	PKN Orlen	39	Erbud	64	Fujitsu Technology Solutions	89	Eaton
15	Bosch	40	LG Chem	65	Procter & Gamble (P&G)	90	innogy
16	Samsung Electronics Polska	41	Scania Polska	66	ZF	91	Hilti Polska
17	PGNiG	42	Enea	67	DHL	92	JTI (Japan Tobacco International)
18	ABB	43	Wedel	68	Aptiv	93	Carlsberg Polska
19	Intel	44	Pratt & Whitney Rzeszów S.A.	69	PepsiCo	94	Würth
20	General Motors	45	Huawei	70	Shell	95	Faurecia
21	Facebook	46	Grupa Żywiec	71	Solaris Bus and Coach	96	BASF
22	Grupa Energa	47	IBM Polska	72	Whirlpool	97	PwC
23	Urząd Dozoru Technicznego	48	Sony Polska	73	PORR Polska Infrastructure	98	Alstom
24	Polska Grupa Zbrojeniowa	49	Nestlé Polska	74	Polska Grupa Górnicza	99	Saint-Gobain
25	Grupa Siemens	50	3M	75	Nokia	100	Veolia



IT



The Most Attractive
Employers of 2020

1	Google	26	Asseco
2	Microsoft	27	Bank Millennium
3	Facebook	28	ING Bank Śląski
4	Intel	29	OLX
5	Ubisoft	30	ING Tech Poland
6	Amazon	31	Orange Polska
7	Grupa Kapitałowa CD PROJEKT	32	Ericsson
8	Samsung Electronics Polska	33	Deloitte
9	IBM Polska	34	Accenture
10	Techland	35	Daftcode
11	Sony Polska	36	PwC
12	Huawei	37	Motorola Solutions Polska
13	Oracle	38	Fujitsu Technology Solutions
14	Grupa Allegro	39	SAP Polska
15	Cisco Systems	40	Capgemini
16	Dell Polska	41	T-Mobile Polska
17	Codewise	42	Atos
18	mBank	43	ABB
19	Nokia	44	Play (P4)
20	Volkswagen Group	45	Goldman Sachs
21	Volvo Group	46	Credit Suisse
22	Comarch	47	Future Processing
23	PKO Bank Polski	48	EY (Ernst & Young)
24	Netguru	49	Bosch
25	Sii	50	Grupa Siemens

Natural Sciences

The Most Attractive
Employers of 2020

1	Google	26	ING Bank Śląski
2	Polpharma	27	Bank Pekao
3	Ziaja	28	Procter & Gamble (P&G)
4	L'Oréal Polska	29	IBM Polska
5	Dr Irena Eris	30	Grupa LOTOS
6	Microsoft	31	Apteki Gemini
7	Bayer	32	ESRI
8	Wedel	33	HEINEKEN Global Shared Services
9	Nestlé Polska	34	PZU
10	Nivea Polska	35	Carlsberg Polska
11	Grupa Azoty	36	Roche Polska
12	PGE (Polska Grupa Energetyczna)	37	Rolls-Royce Shared Service Centre
13	Grupa Adamed	38	BASF
14	PKN Orlen	39	PwC
15	Coca-Cola HBC Polska	40	ING Tech Poland
16	BOŚ (Bank Ochrony Środowiska)	41	Synthos
17	PGNiG	42	Selvita
18	IKEA	43	Mars Polska
19	KGHM Polska Miedź	44	Grupa Skanska
20	Danone	45	Air Liquide
21	PKO Bank Polski	46	Deloitte
22	Grupa Żywiec	47	Unilever
23	Johnson & Johnson	48	3M
24	Ferrero	49	EY (Ernst & Young)
25	Apteki DOZ	50	Mondelēz International

Humanities / Lib. Arts / Education

The Most Attractive
Employers of 2020

1	Google	26	Nestlé Polska
2	TVN	27	Santander Bank Polska
3	Polskie Linie Lotnicze LOT	28	Grupa Żywiec
4	Grupa Empik	29	IBM Polska
5	Facebook	30	Philip Morris International w Polsce
6	Microsoft	31	CCC
7	Polskie Radio	32	Decathlon
8	Telewizja Polsat	33	LPP
9	IKEA	34	British American Tobacco
10	Sephora	35	Ferrero
11	Telewizja Polska	36	Capgemini
12	adidas	37	Nivea Polska
13	Douglas	38	Orange Polska
14	Samsung Electronics Polska	39	Procter & Gamble (P&G)
15	Sony Polska	40	EY (Ernst & Young)
16	L'Oréal Polska	41	INDITEX
17	PKO Bank Polski	42	Play (P4)
18	Agora	43	JTI (Japan Tobacco International)
19	Coca-Cola HBC Polska	44	Carlsberg Polska
20	Grupa Allegro	45	Lidl
21	Grupa Onet (Ringier Axel Springer)	46	Johnson & Johnson
22	Rolls-Royce Shared Service Centre	47	Mondelēz International
23	Intel	48	Unilever
24	Grupa Polska Press	49	State Street Bank
25	PKN Orlen	50	Shell

Law

The Most Attractive
Employers of 2020

1	Ministerstwo Spraw Zagranicznych	26	Sony Polska
2	Kancelaria Wardyński i Wspólnicy	27	PGE (Polska Grupa Energetyczna)
3	Google	28	Coca-Cola HBC Polska
4	Polskie Linie Lotnicze LOT	29	Rödl & Partner
5	Microsoft	30	Grupa Allegro
6	PKO Bank Polski	31	adidas
7	TVN	32	KPMG
8	SMM LEGAL Maciak Mataczyński Adwokaci	33	Santander Bank Polska
9	Deloitte	34	CMS Cameron McKenna Nabarro
10	Sołtysiński Kawecki & Szlęzak	35	Kubas, Kos, Gałkowski
11	PKN Orlen	36	IKEA
12	Domański Zakrzewski Palinka	37	Clifford Chance
13	Baker & McKenzie	38	BNP Paribas Polska
14	Kochański & Partners	39	Raczkowski Paruch
15	Volvo Group	40	KGHM Polska Miedź
16	Bank Pekao	41	IBM Polska
17	PwC	42	Boston Consulting Group
18	EY (Ernst & Young)	43	Tauron
19	L'Oréal Polska	44	Carlsberg Polska
20	ING Bank Śląski	45	JTI (Japan Tobacco International)
21	PZU	46	Agora
22	Telewizja Polska	47	Ergo Hestia
23	Samsung Electronics Polska	48	Grupa Generali Polska
24	Dentons	49	Bain & Company
25	McKinsey & Company	50	PRA Group

Health/Medicine

 The Most Attractive
Employers of 2020

1	Centralny Szpital Kliniczny MSWiA w Warszawie	26	Procter & Gamble (P&G)
2	Ministerstwo Zdrowia	27	Johnson & Johnson
3	Grupa Lux Med	28	Unident Union Dental Spa
4	Instytut Pomnik - Centrum Zdrowia Dziecka	29	Falck Medycyna
5	Medicover	30	Nestlé Polska
6	Centrum Medycyny Sportowej	31	Pfizer
7	Centrum Medyczne ENEL-MED	32	Sandoz (wczesniej Lek)
8	Polpharma	33	Medtronic Polska
9	Bayer	34	Novartis
10	EMC Instytut Medyczny	35	GSK (GlaxoSmithKline)
11	Dr Irena Eris	36	Unilever
12	Grupa Adamed	37	PZU
13	INGLOT	38	YASUMI
14	L'Oréal Polska	39	Invicta
15	Ziaja	40	3M
16	Rehasport Clinic	41	GE - General Electric
17	Swissmed	42	Danone
18	Aflofarm	43	Sanitas Group (Jelfa)
19	Roche Polska	44	Grupa Sanofi
20	Nutricia	45	AstraZeneca
21	Nivea Polska	46	Selvita
22	Farmacol	47	KRKA Polska
23	Eveline Cosmetics	48	Mabion
24	AA Cosmetics		
25	Hasco - Lek		

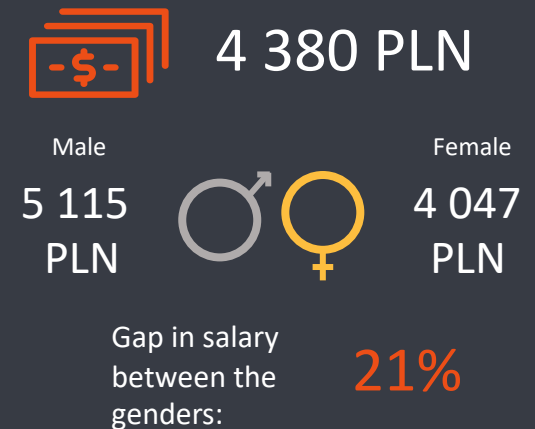
Beyond the Rankings

Our rankings are just one of the many data and insights we gather from the over 1 million students and professionals worldwide.

Top Preferences

- | | | | |
|---|---------------------------------------|----|---------------------------------------|
| 1 | High future earnings | 6 | A friendly work environment |
| 2 | Good reference for future career | 7 | Market success |
| 3 | Respect for its people | 8 | Recognising performance (meritocracy) |
| 4 | Secure employment | 9 | Fast-growing/entrepreneurial |
| 5 | Professional training and development | 10 | Encouraging work-life balance |

Salary Expectation



Beyond the Rankings

Generation Differences

GENERATION Z

Born 1997 - Onwards

GENERATION Y

Born 1981 - 1996

GENERATION Z

59%   41%

AVERAGE EXPECTED MONTHLY SALARY

4 398 PLN

GENERATION Y

52%   48%

AVERAGE EXPECTED MONTHLY SALARY

4 754 PLN

GENERATION Z

1 High future earnings

2 Good reference for future career

3 Respect for its people

4 Secure employment

5 Professional training and development

GENERATION Y

1 High future earnings

2 Good reference for future career

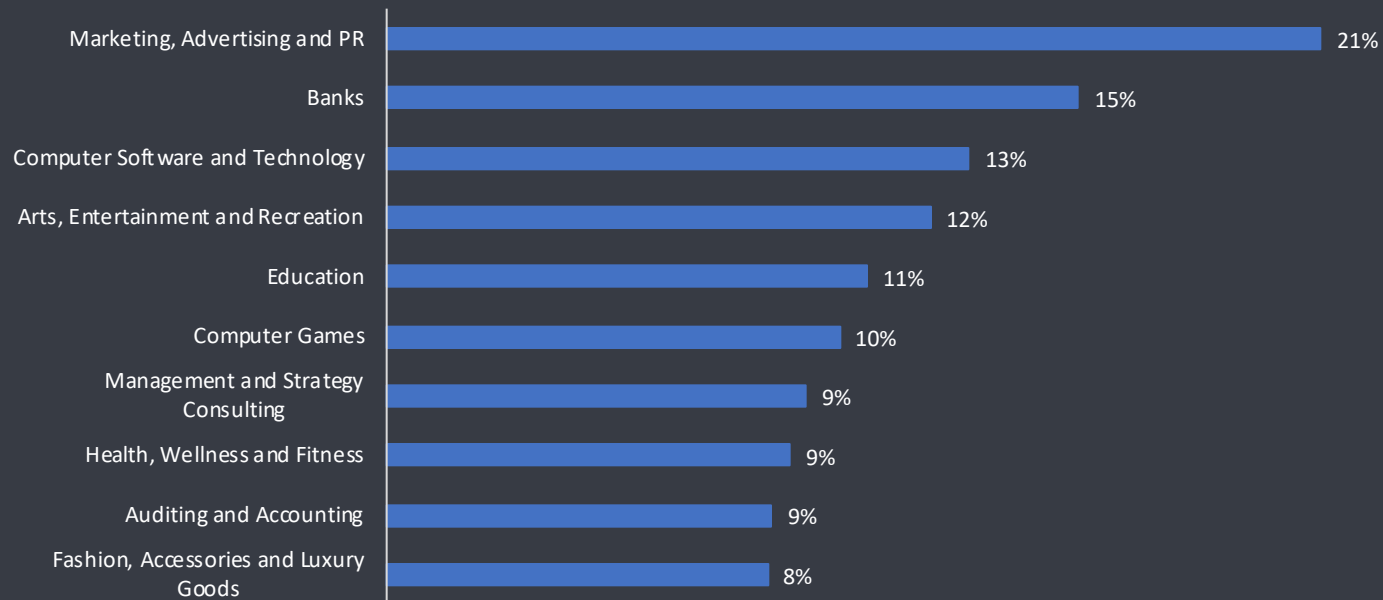
3 Respect for its people

4 Secure employment

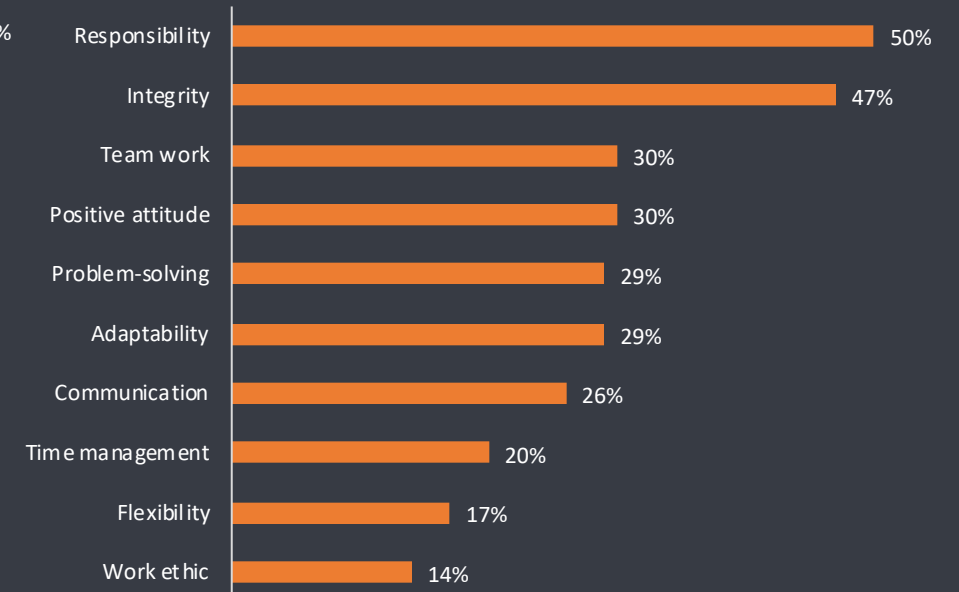
5 Professional training and development

Beyond the Rankings

Top Preferred Industries



Top Skills






Universum's Analytics Solutions


Today, through building **the most extensive career preference data set in the world**, we are able to offer companies unique insights into their employer brand's positioning among talent.


Using a data-driven approach to Employer Branding means that you will be able to attract more relevant talent to your company.

Universum provides analytics and data relevant to your brand's positioning when it comes to attracting talent. Universum's Analytics solutions help employers better understand:

 Their
recruitment
funnel

 What talent
associates with
employers

 Competitors

 Why and to
whom you are
losing talent to

 Communication
channels you
should focus on

 Industry
benchmarks

[Read more here >>](#)



Where do we go from here

Do you want to be among the top considered companies?

Make sure you have a data-driven Employer Brand strategy in place.

Our data will allow you to drive these strategies and help you improve.

Reach out to our team:



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