

2025 Universum Partner Report

Bilkent University

2025 / TURKEY / STUDENTS



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01

Introduction

In this section you will learn more about Universum and the CareerTest. You will also understand how you can use this report.



Introducing Universum

Founded in 1988 in Stockholm, Sweden, Universum began as a class project aimed at improving communication between students and recruiters.

Today, we're the leading global specialist in employer branding, offering talent research and advisory services.

Each year, we partner with over 2,000 universities, alumni networks, and professional organizations across 15 markets to gather insights from students and professionals.

We help employers attract the right talent, foster thriving workplaces, and build communities of motivated, value-aligned employees. We don't think of top talent, but rather the right talent for any organization.

+250k

Yearly respondents

The CareerTest is present for 250 000 students and professionals, helping them to improve their professional career.

+3 000

Evaluated employers

We create competitor benchmarks and insights for over 3000 employer brands.

15

Markets

We are present in 15 markets across the globe uncovering global trends.

2 200

Educational institutions

We collaborate with 2 200 schools and universities to reveal what the next generation of talent thinks.

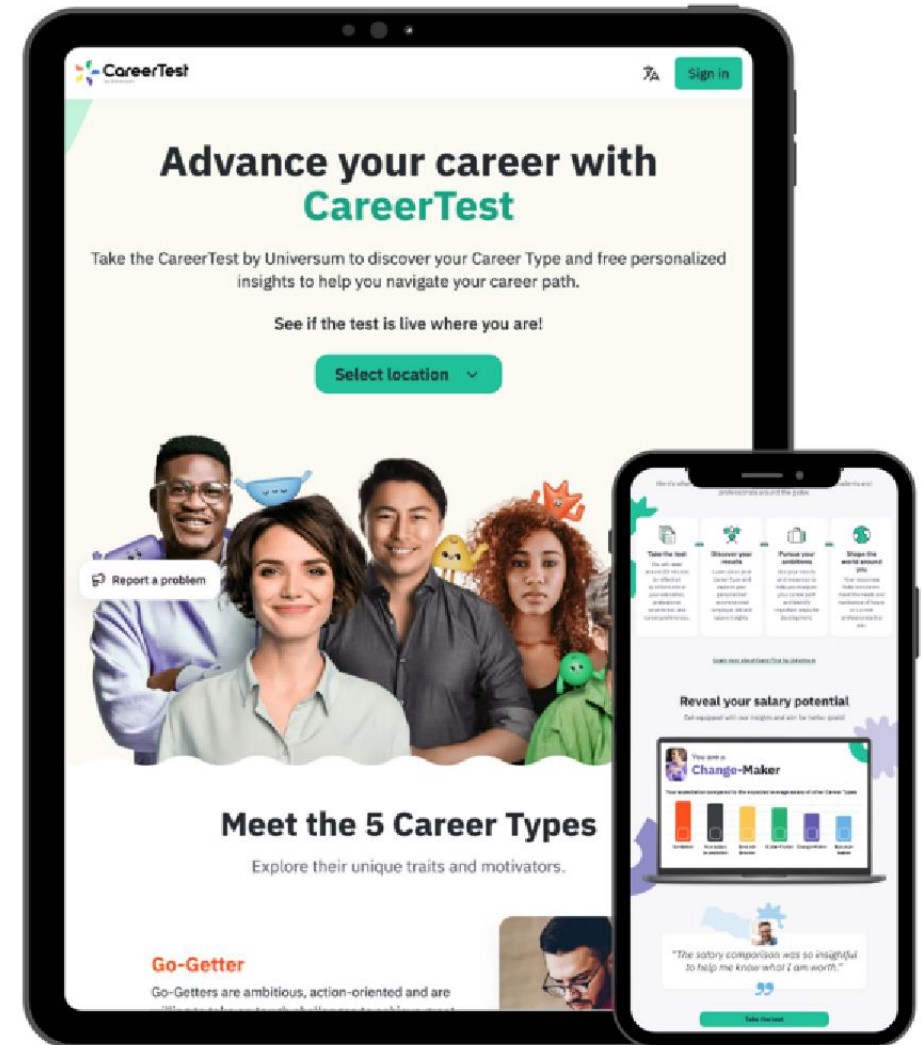
Data Insights

We collaborate with partners around the globe to help create a more transparent world in education and career readiness.

As part of our mission to connect talent with the future, we go straight to the source using our flagship tool, the CareerTest by Universum.

Universum collaborates with partners all over the world, including universities, student associations, and related organizations. We not only help partners better understand their students, alumni, and professionals, but we also provide relevant career advice and offer guidance on how partners can increase collaboration with top employers.

In addition to these efforts, we also collect data through targeted social media ad campaigns to reach and engage diverse talent pools.



CareerTest
by Universum

Global Clients

For over 30 years now, Universum has been the trusted partner of many of the world's best-known employers. As a result, our data, insights and guidance have shaped Employer Branding and assisted companies from around the globe in their efforts to attract, recruit and retain the right talent.

By following the World's Most Attractive Employers, we can analyze the desires of talent to learn how they align with the perception of the employers themselves. Understanding the motivations of candidates will help organizations of any size be better prepared to attract and retain talent.



Report Insights



UNDERSTAND YOUR STUDENTS

1. Dive into your students' career & communication preferences.
2. Understand why students are satisfied or dissatisfied with your career services
3. Get a reality check of your students' expectations – will their expectations be met in the labour market?



LEARN ABOUT YOUR BRAND

1. Gauge your students' opinion on your university brand.
2. Learn what is unique about your university brand.
3. Understand where your university and its perception by your students is standing in the market.



IMPROVE THROUGH COMPARISON

1. Compare different groups of students internally as well as with other students on national and international levels.
2. Pinpoint your students' skills in comparison to their peers.
3. Compare your students' employer preferences with those of other students.

02

Talent Profile

This chapter focuses on the demographic background and career profile classification of your students and how they relate to the comparison group. This will help you contextualize findings in later sections of the report and have a starting point in improving the employability of your talent by being able to communicate their unique value to employers.



The Universum CareerTest 2025

Bilkent University



817

2025

1,237

2024

All Students



24,445

2025

45,387

2024



Field Period

Jan 2025 - May 2025

About the CareerTest

The CareerTest by Universum is a global survey and a free career orientation tool that has been used by millions of students and young professionals around the world to get a better insight into their career preferences and university perceptions.

The CareerTest provides a unique opportunity to make young talents' voices heard by employers and universities alike.

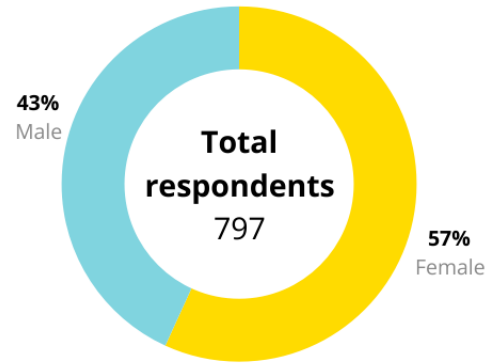


CareerTest
by Universum

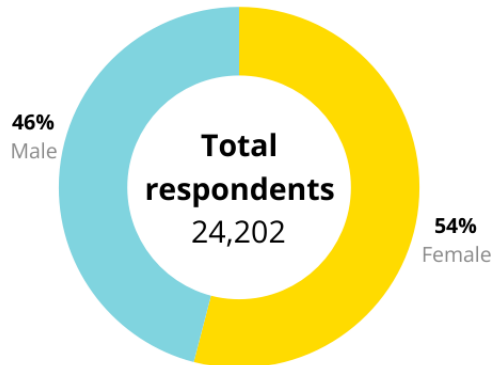
Demographic Profile

Gender

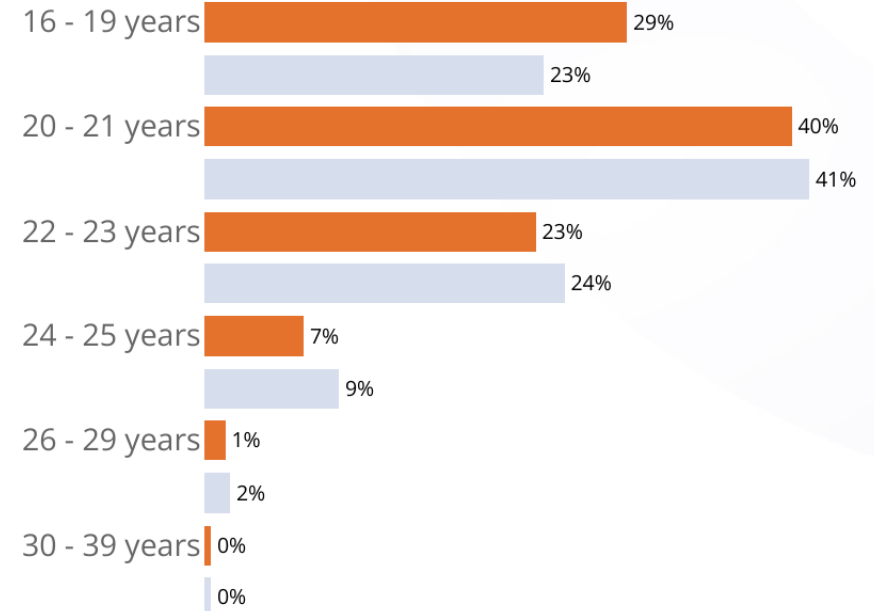
Bilkent University



All Students



Age



Degree Profile

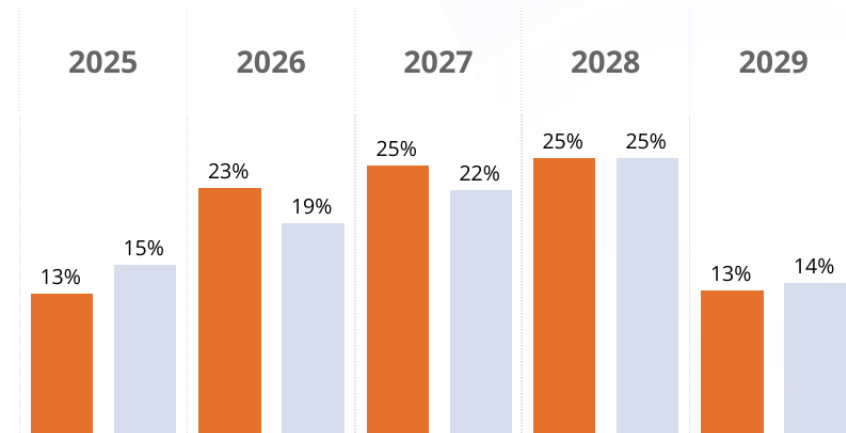
Main Field of Study/AOS

	Bilkent University	All Students
Natural Sciences	67	1,705
Business	208	5,169
Engineering/IT	313	9,314
Health/Medicine	0	3,446
Humanities/Liberal Arts/Education/Law	229	4,811

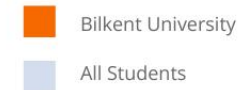
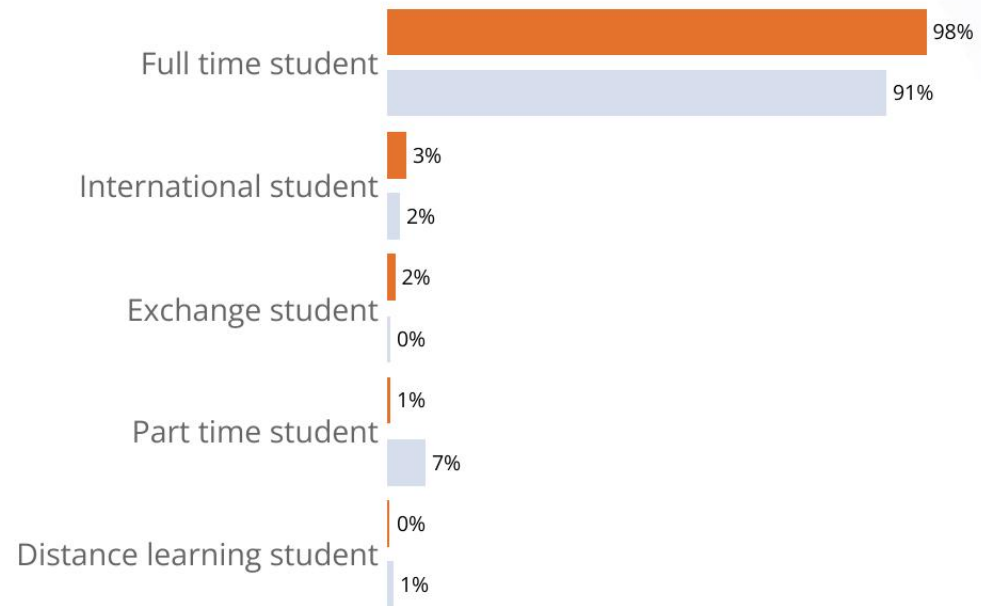
Degree

	Bilkent University	All Students
Bachelor's	97%	97%
Master's (non-MBA)	3%	3%
PhD	0%	0%

Graduation Year



Which types of students do you have?



Career Profiles



Balance-Seeker

are satisfied with secure jobs that enable them to explore their broader life-loving interests to the full.

Home-Oriented

Prefer Small-Medium Sized Companies/Towns

Seeking Work Life Balance



Change-Maker

are purpose-driven, equality seekers, who believe in serving the greater good.

Purpose-Oriented

Equality Seekers

Seeking to Serve the Common Good



Globe-Trotter

have an international outlook, thrive on diversity and frequent change.

Cosmopolitan

City Focused

Open Minded

The Most Likely to Choose an MNC



Go-Getter

are ambitious, action-oriented and are willing to take on tough challenges to achieve great results.

Ambitious Achievers

Challenge Seeking

Results Oriented

Looking for Fast-Track Progress



Ground-Breaker

are team-oriented leaders with a passion for technology and innovation.

Entrepreneurial

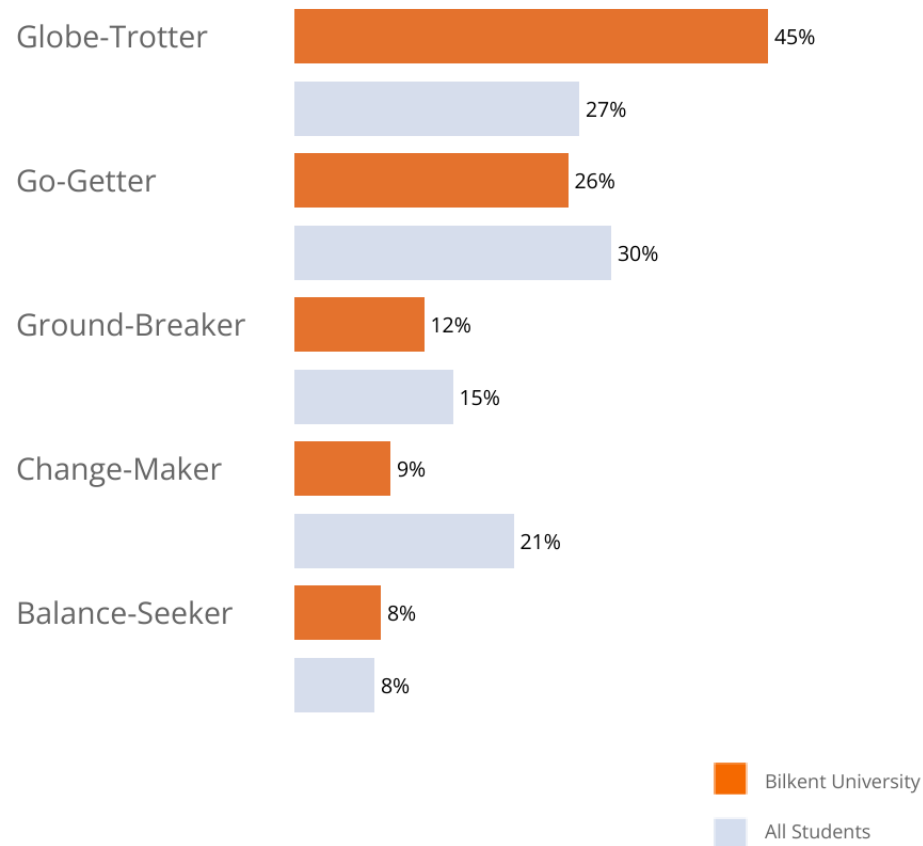
Team Oriented

Tech Savvy

Most Likely to Choose a Start-up

Universum Career Profiles

The most common career profiles among students



Strongest career profiles globally in 2024



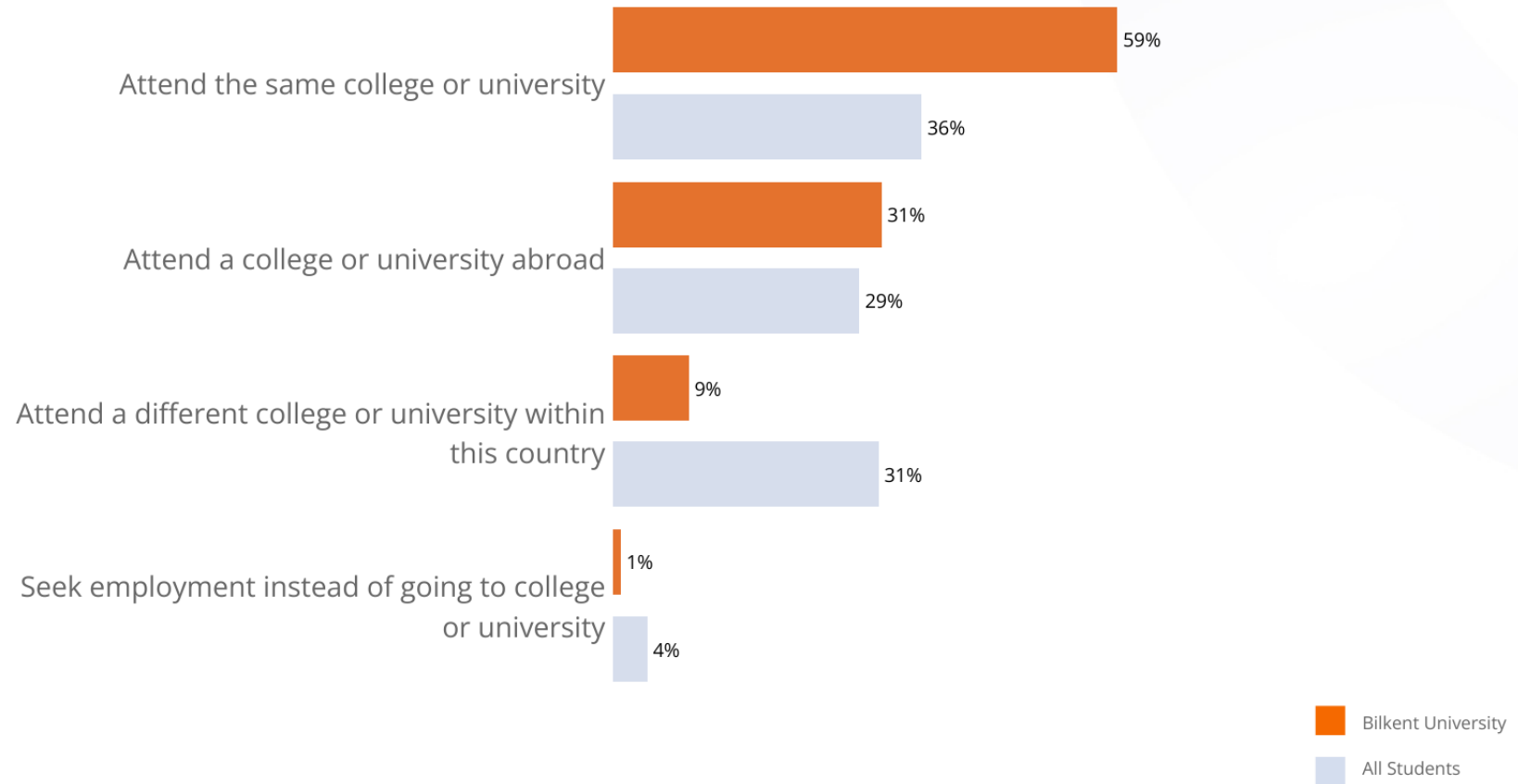
03

University Brand Perception

This chapter evaluates your university brand perception, university satisfaction and NPS score. This will help you to adjust your communication towards current students and alumni and determine which topics are best suited for use when attracting new students.



Would students choose your university again?



• If you were to restart your studies, what would you do?

Which universities would your students choose instead?

9%

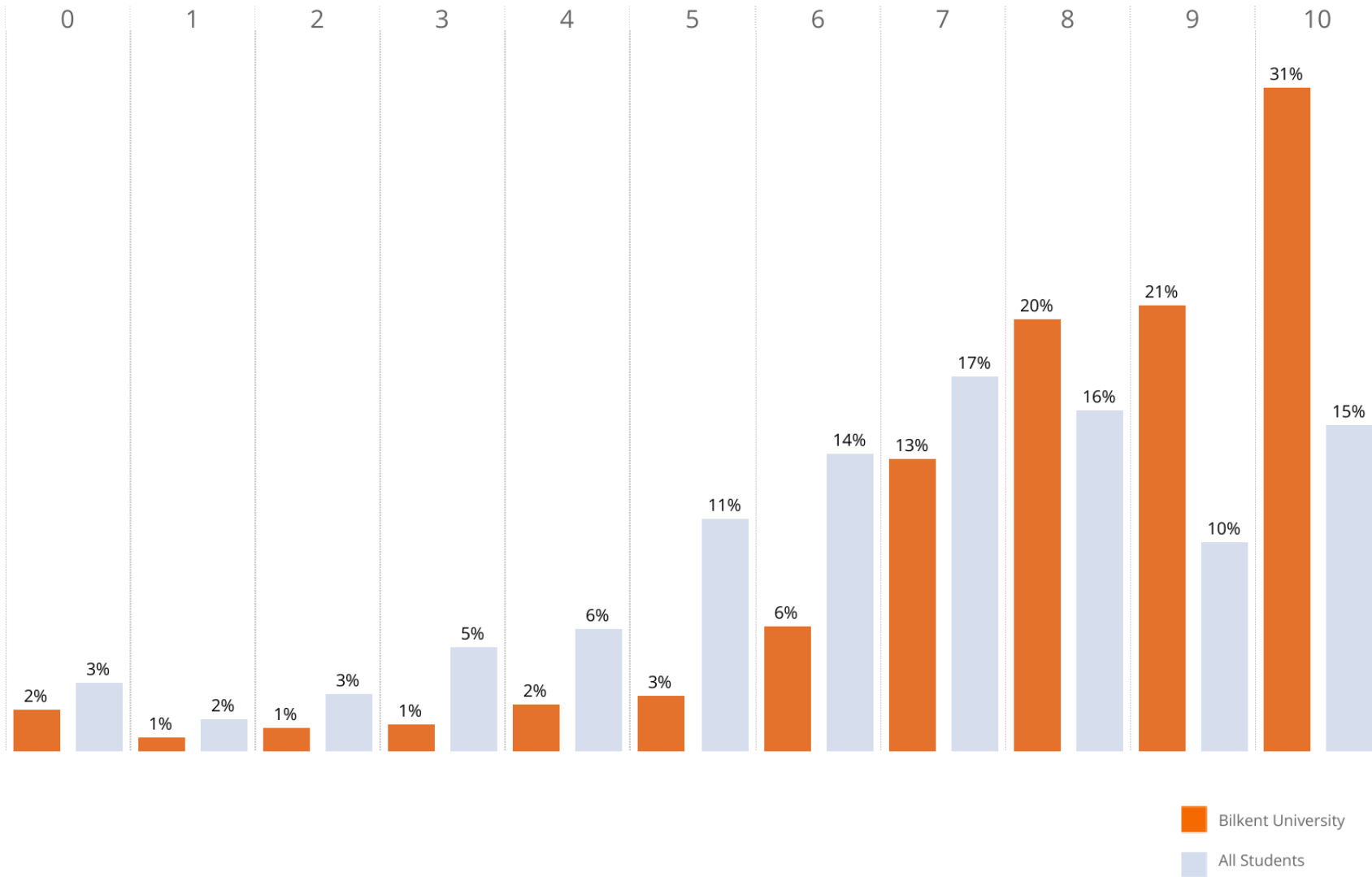
...of your students said they would attend a different university in your country if they could choose again.

Universities your students would have chosen instead

Koc University	24%
Middle East Technical University (METU)	22%
Istanbul Technical University (ITU)	15%
Bogazici University	12%
Hacettepe University	7%
Istanbul University	7%
Istanbul Bilgi University	2%
Mimar Sinan University of Fine Arts	2%
Sabanci University	2%
18 Mart Çanakkale University	0%

- If you were to restart your studies, what would you do?
- Which university or college would you rather have attended?

Would students recommend your university?



Average rate 2025

Bilkent University All Students



Gender differences

Bilkent University



All Students

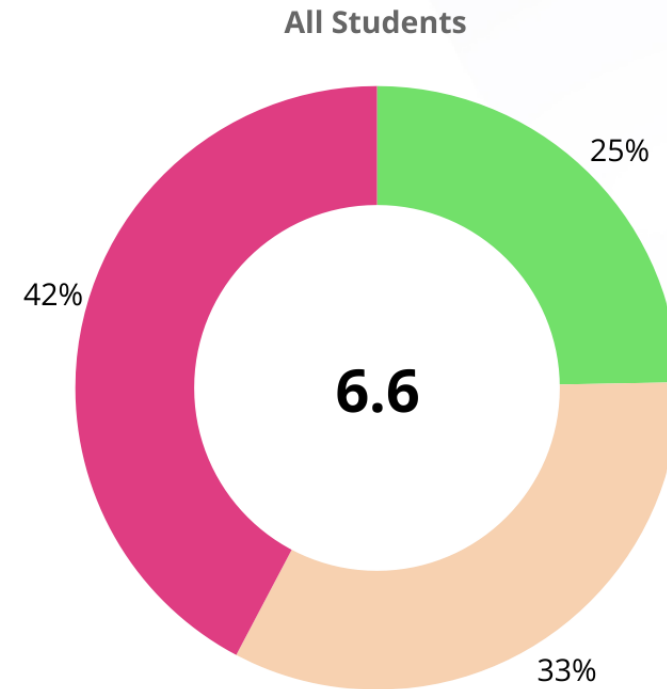
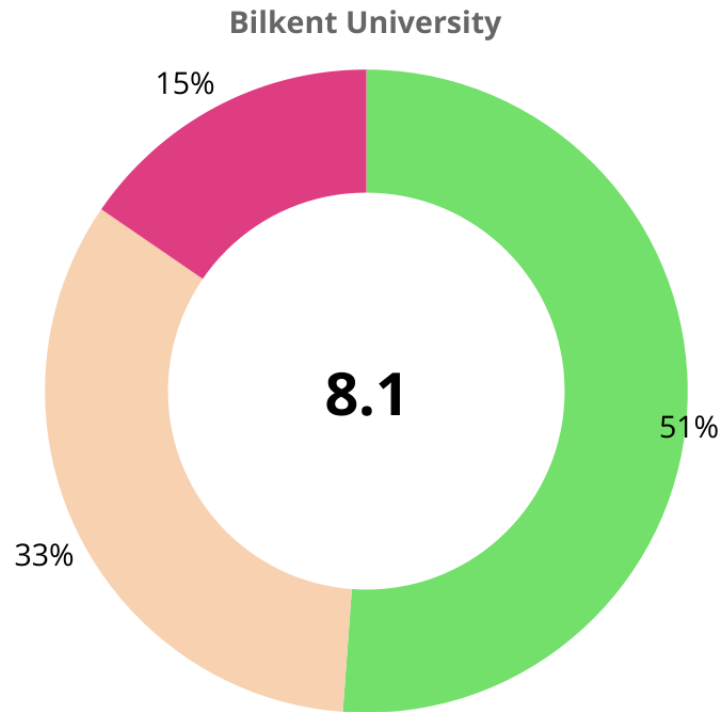


Bilkent University
 All Students

Male
 Female

• How likely is it that you would recommend your university to a friend or family member?

Net Promoter Score (NPS)



• How likely is it that you would recommend your university to a friend or family member?

Universum Drivers of University Attractiveness



REPUTATION

1. Internationally renowned
2. Research excellence
3. Successful alumni
4. Unique programs
5. High quality of programs
6. Variety of courses



PEOPLE & CULTURE

1. Affordability of studies
2. Friendly and open environment
3. Institutional commitment to diversity and inclusion
4. International student body
5. Safe campus environment
6. Drives changes in society



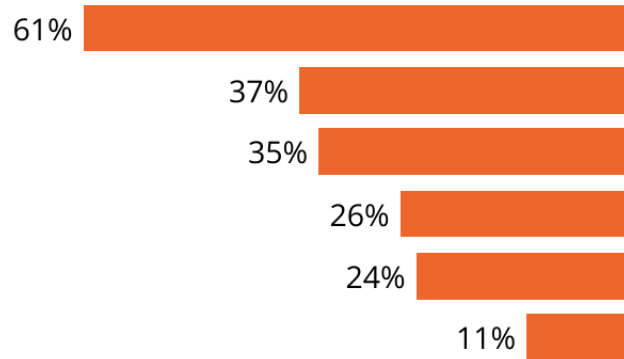
EMPLOYABILITY & CAREER OPPORTUNITIES

1. Good employment opportunities
2. Good reference for future career or education
3. Opportunities to network with employers
4. Teaching skills employers are looking for
5. Opportunities to study abroad
6. Drives innovation and entrepreneurship

Employability and Career Opportunities



Importance



Bilkent University

Good reference for future career or education

Opportunities to study abroad

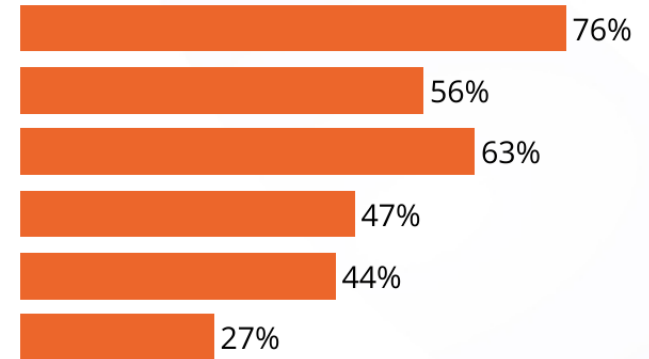
Good employment opportunities

Opportunities to network with employers

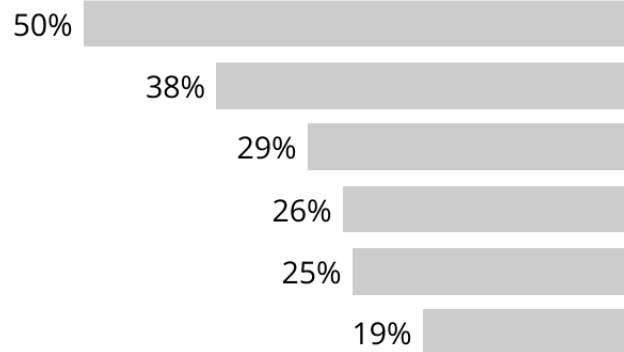
Teaching skills employers are looking for

Drives innovation or entrepreneurship

Association



Importance



All Students

Good reference for future career or education

Good employment opportunities

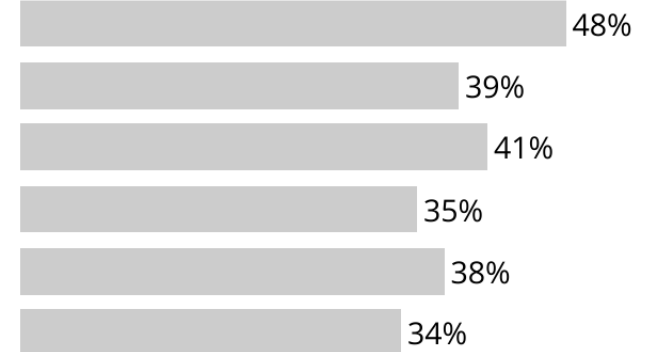
Opportunities to network with employers

Opportunities to study abroad

Teaching skills employers are looking for

Drives innovation or entrepreneurship

Association

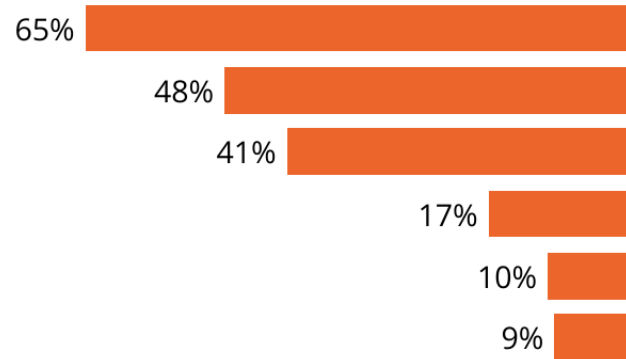


- Which of the following attributes are most important to you?
- Which of these do you associate with your college or university?

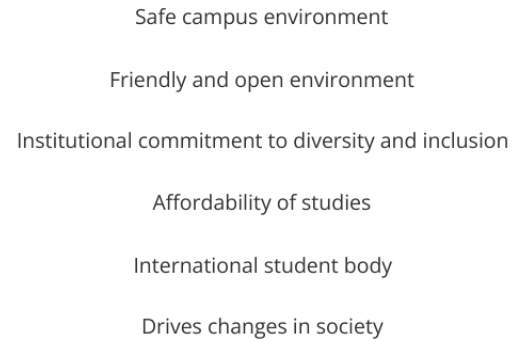
People and Culture



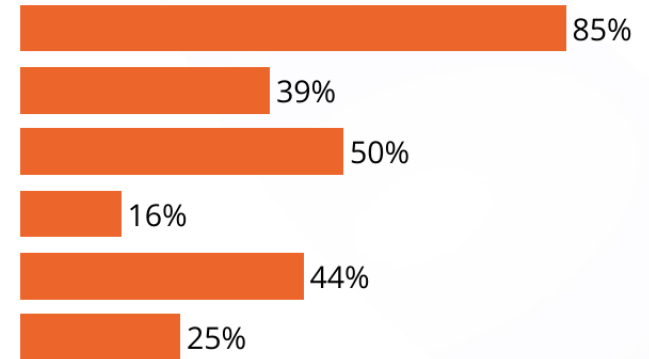
Importance



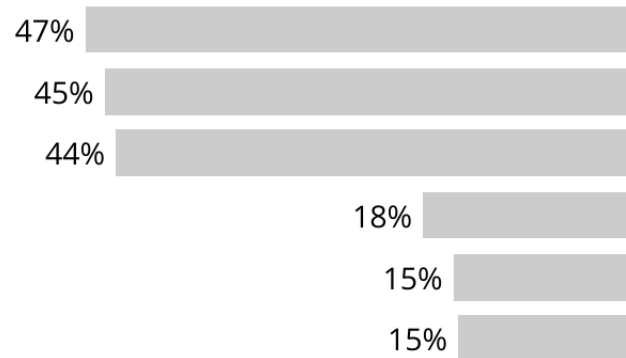
Bilkent University



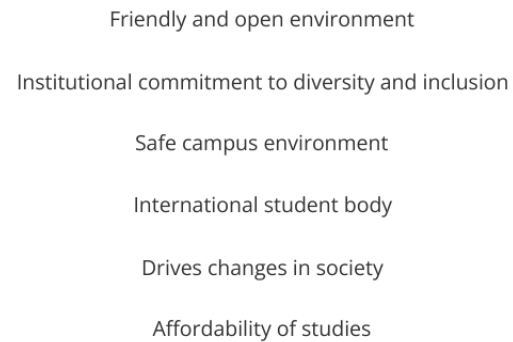
Association



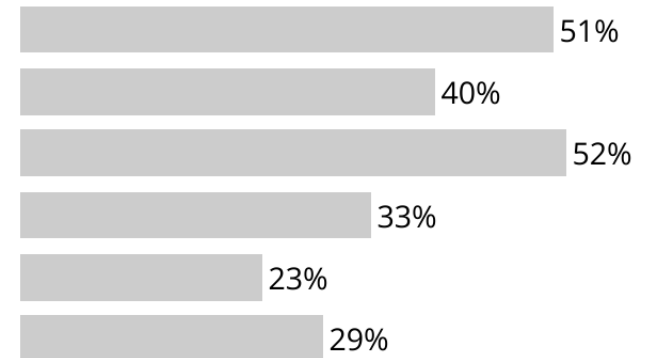
Importance



All Students



Association

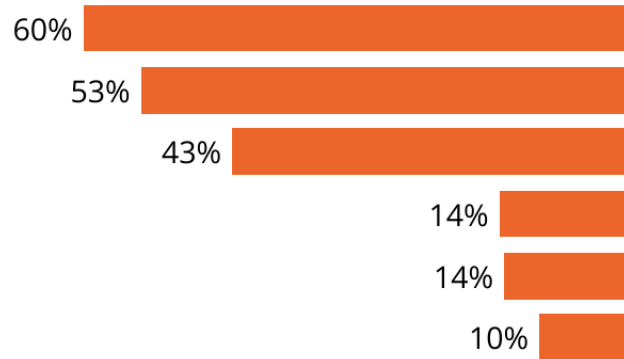


- Which of the following attributes are most important to you?
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Reputation and Image



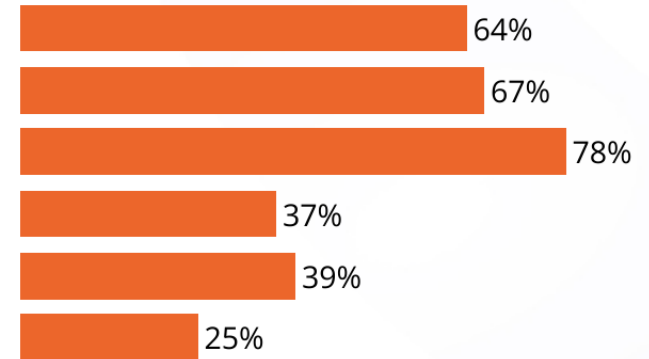
Importance



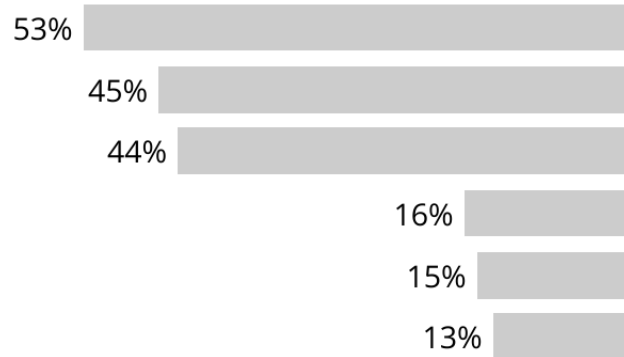
Bilkent University

High quality of programs
 Internationally renowned
 Successful alumni
 Variety of courses
 Research excellence
 Unique programs

Association



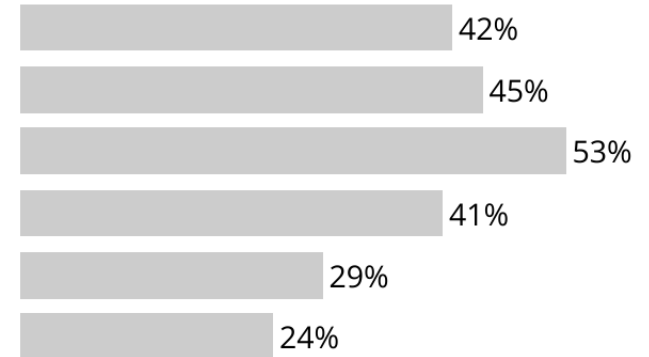
Importance



All Students

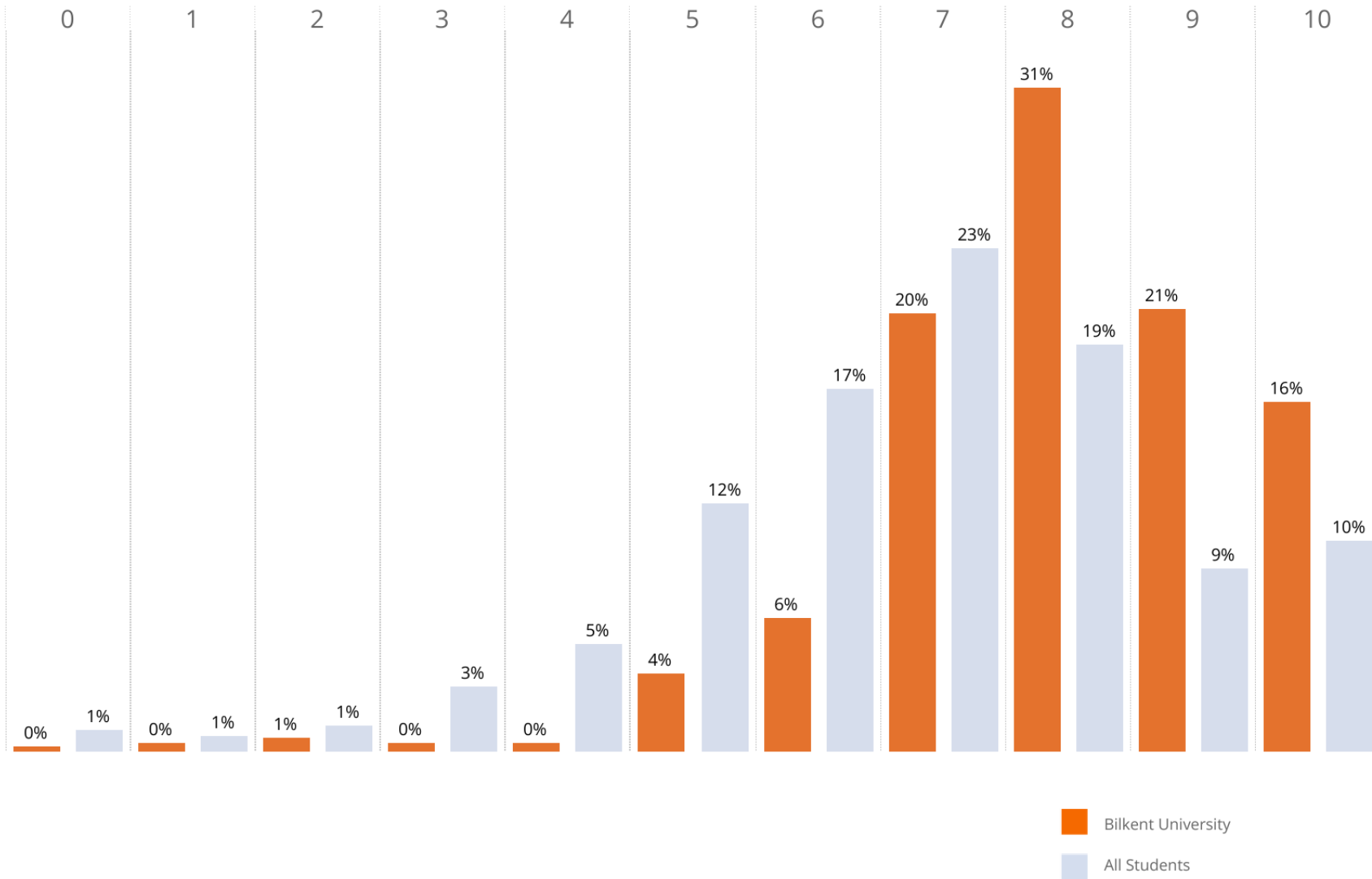
High quality of programs
 Internationally renowned
 Successful alumni
 Variety of courses
 Unique programs
 Research excellence

Association



- Which of the following attributes are most important to you?
- Which of these do you associate with your college or university?

University Satisfaction



Average rate 2025

Bilkent University All Students



Gender differences

Bilkent University



All Students



Bilkent University
 All Students

Male
 Female

• How satisfied are/were you with your college or university?

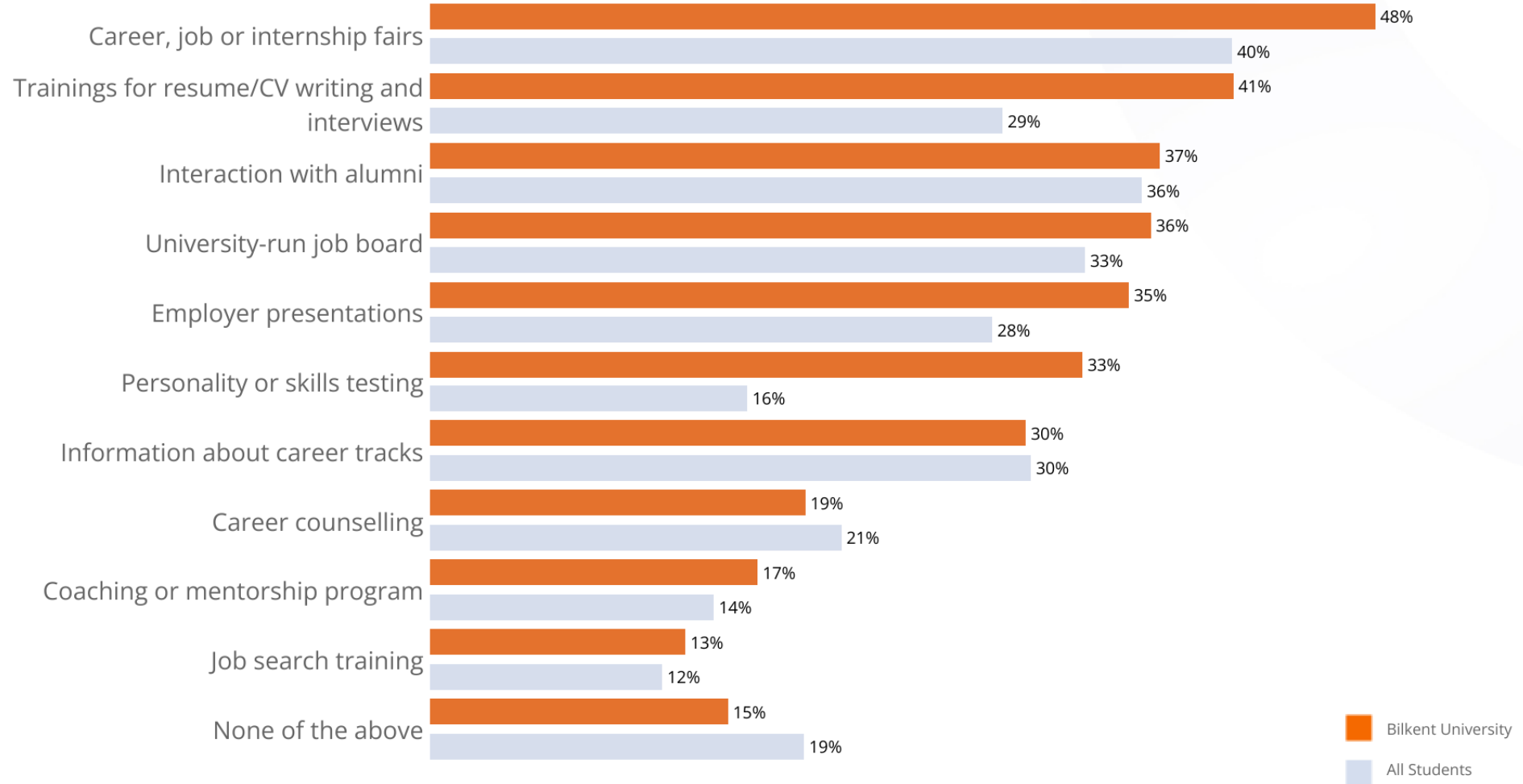
04

Career Services

This chapter illustrates which career services your talent uses, which services they deem important, and how satisfied they are with the currently offered services. It will help you tactically focus on the career services that are in highest demand and are most effective for your talent.

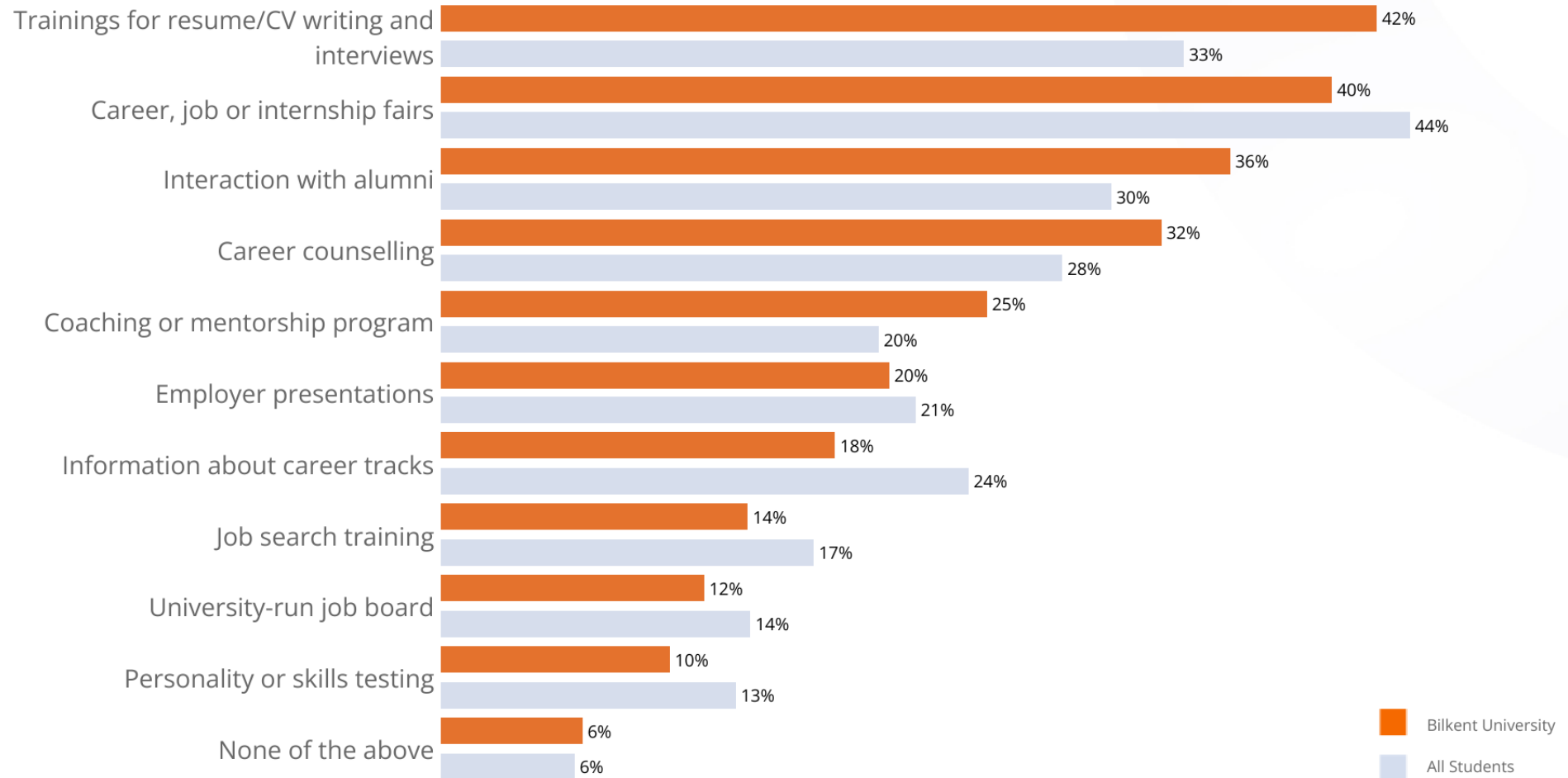


The most used career services



• Which of these career services have you used at your college or university?

The most useful career services

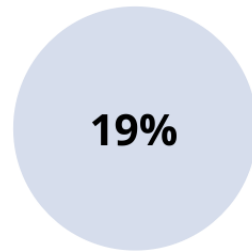


• Which of these career services do you find the most useful?

Usage of career services

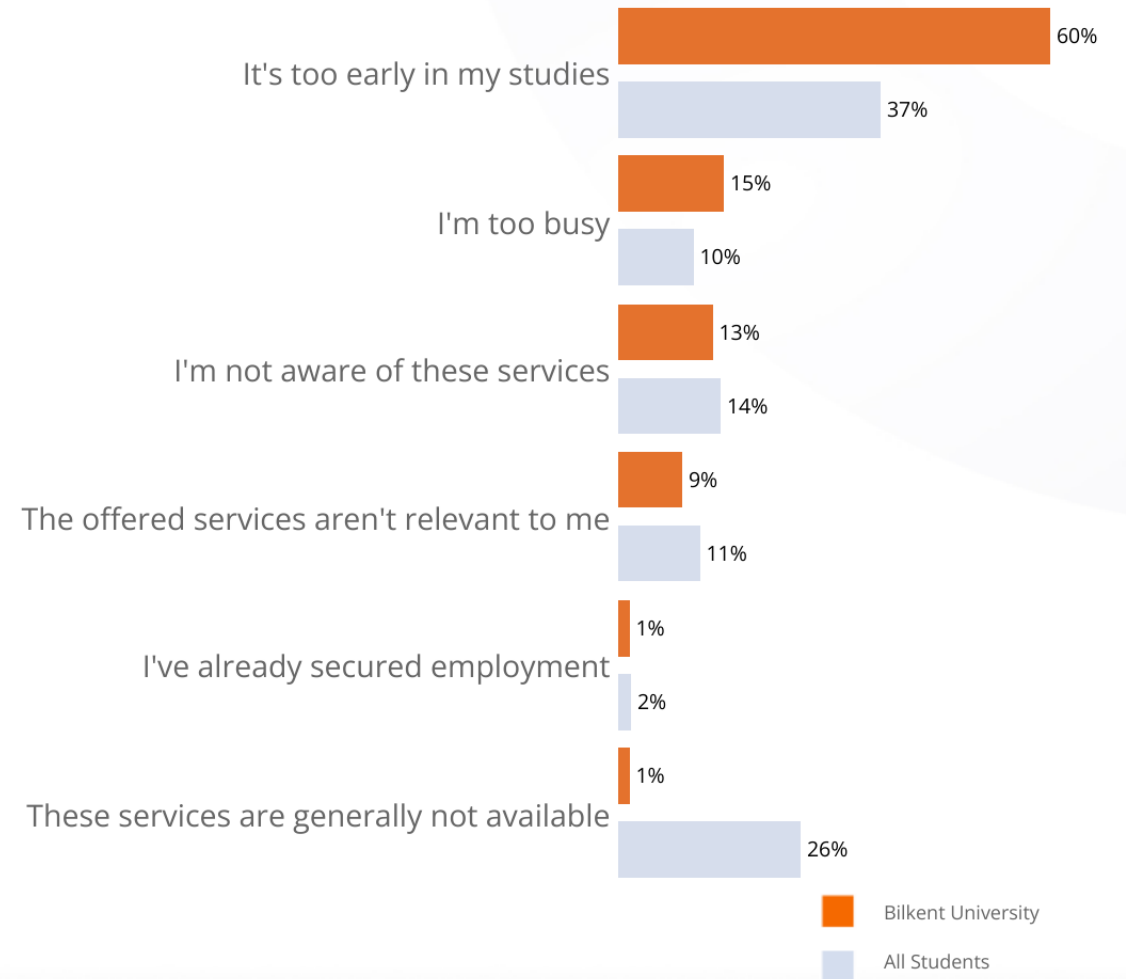
Bilkent University

All Students



...do not make use of the available career services.

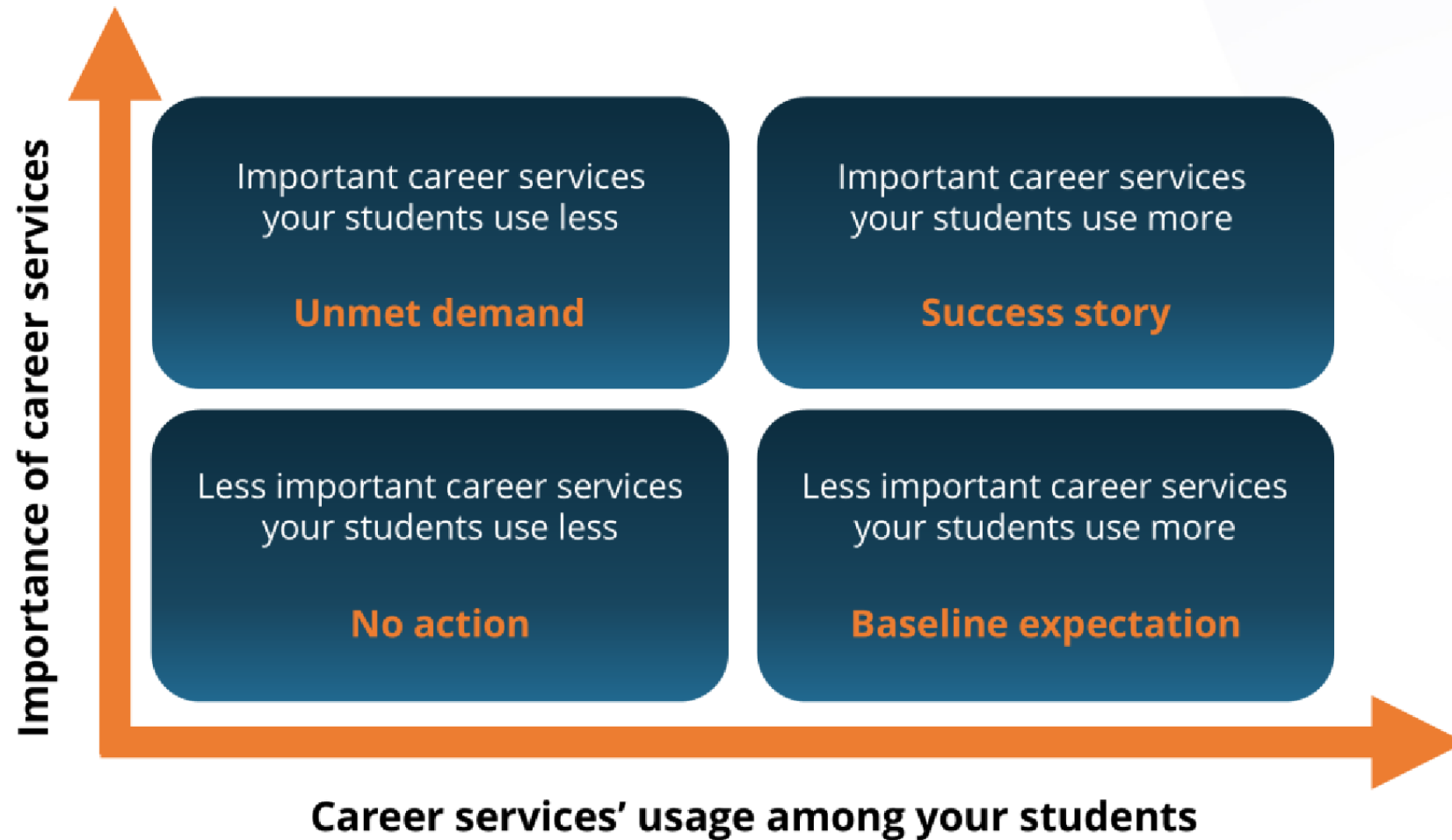
Why are some students not using any of the career services?



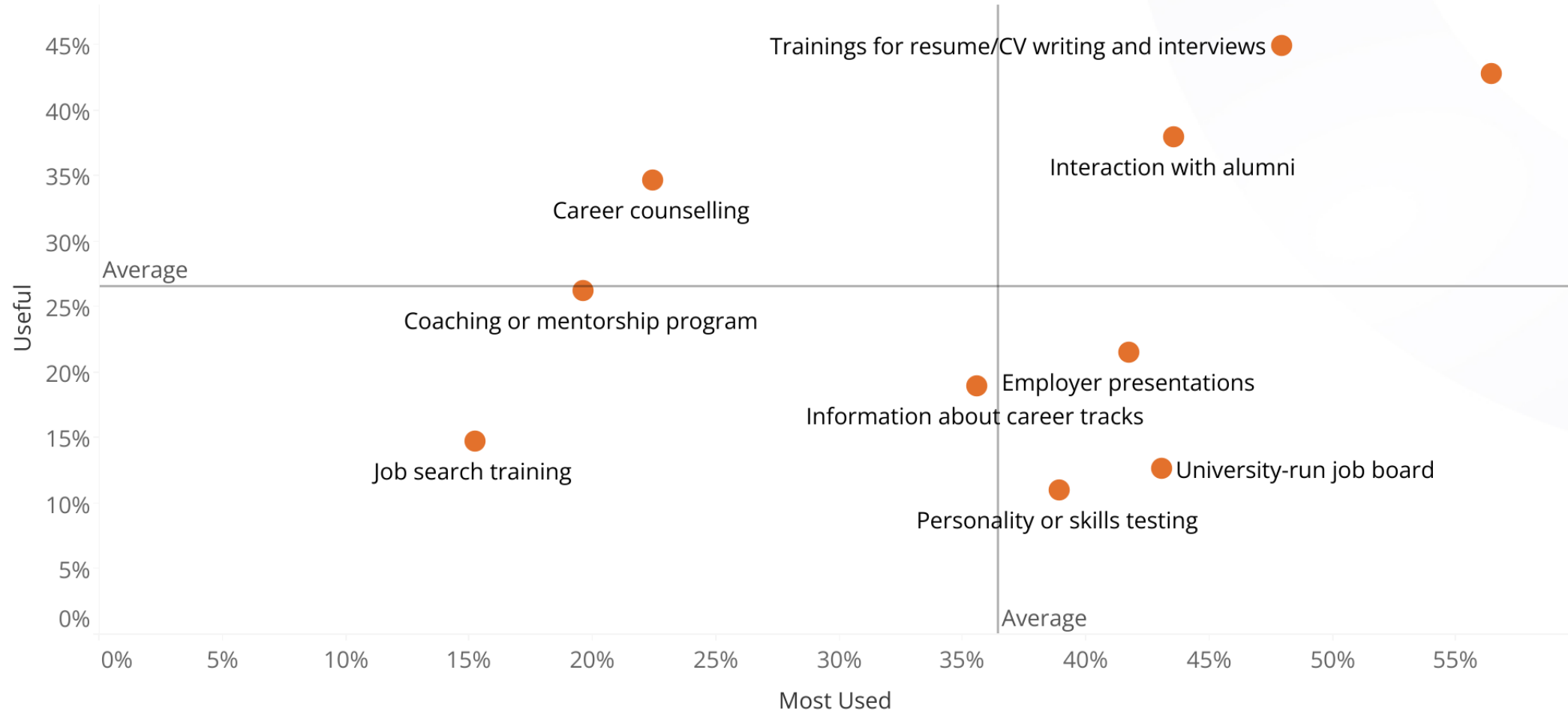
■ Bilkent University
■ All Students

- Which of these career services have you used at your college or university?
- Why haven't you used the career services offered at your college or university?

Are your students using the career services they find important?

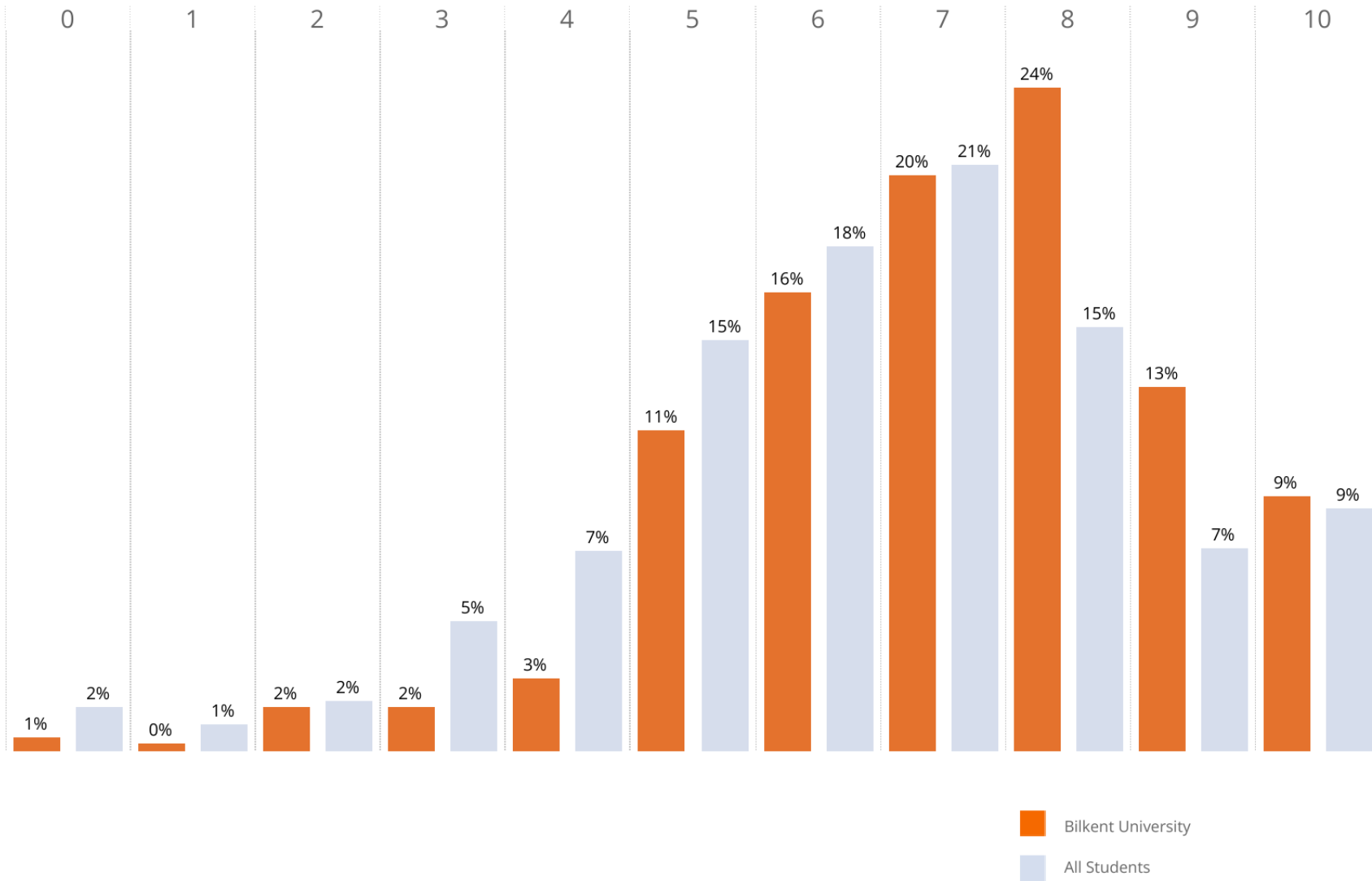


Career services demand versus usage



- Which of these career services do you find the most useful?
- Which of these career services have you used at your college or university?

Satisfaction with career services



Average rate 2025

Bilkent University All Students



Gender differences

Bilkent University



All Students

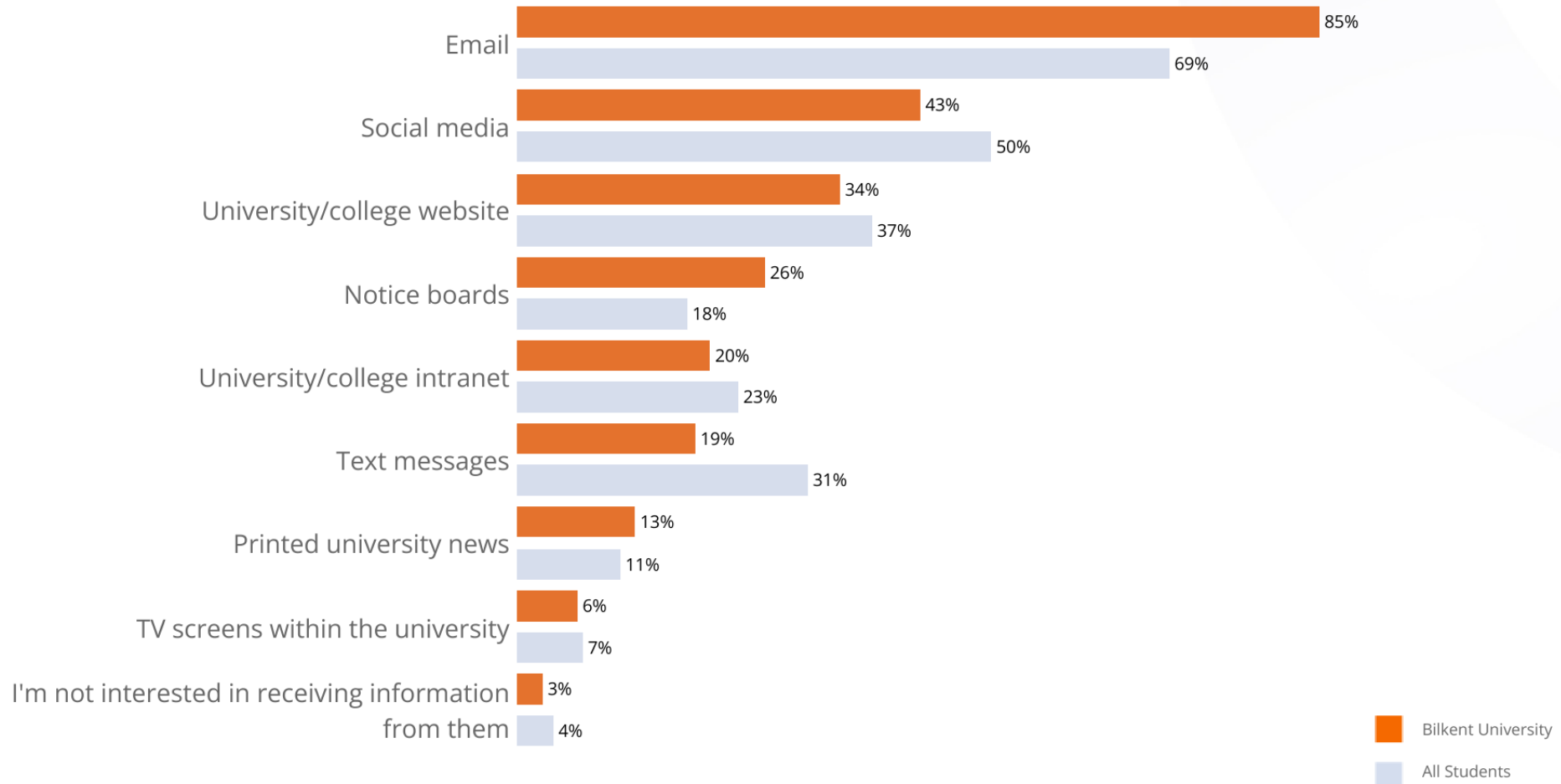


■ Bilkent University
■ All Students

■ Male
■ Female

• How would you rate the career services offered at your college or university?

Preferred communication channels for career service information



• Which channels would you like your career services to use to communicate with you?

05

Communication with Employers

This chapter covers which employers have impressed your talent with their communication activities and examines your talent's preferred communication channels. You can use to educate employers how to best reach out and connect with your talent.



Best recruitment activities on campus

Bilkent University



All Students



• Which employer has impressed you the most with their recruitment activities through your college/university in the past 12 months?

Best Recruitment Activities on Social Media

Bilkent University



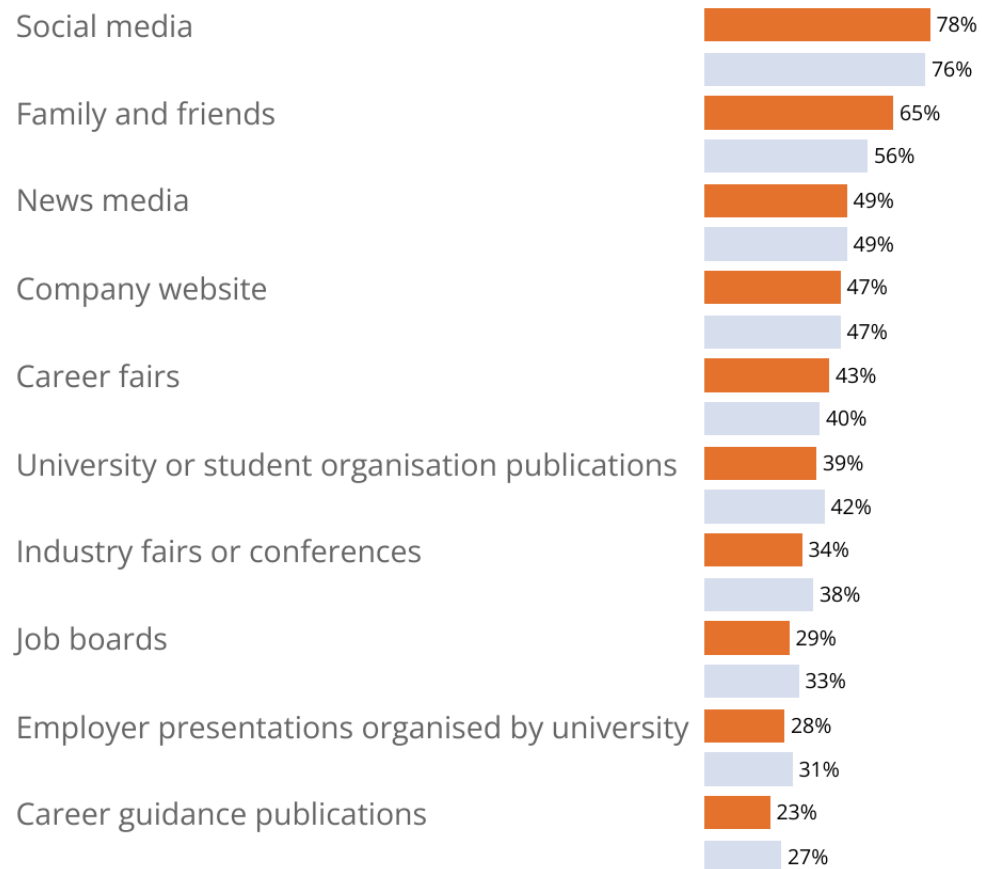
All Students



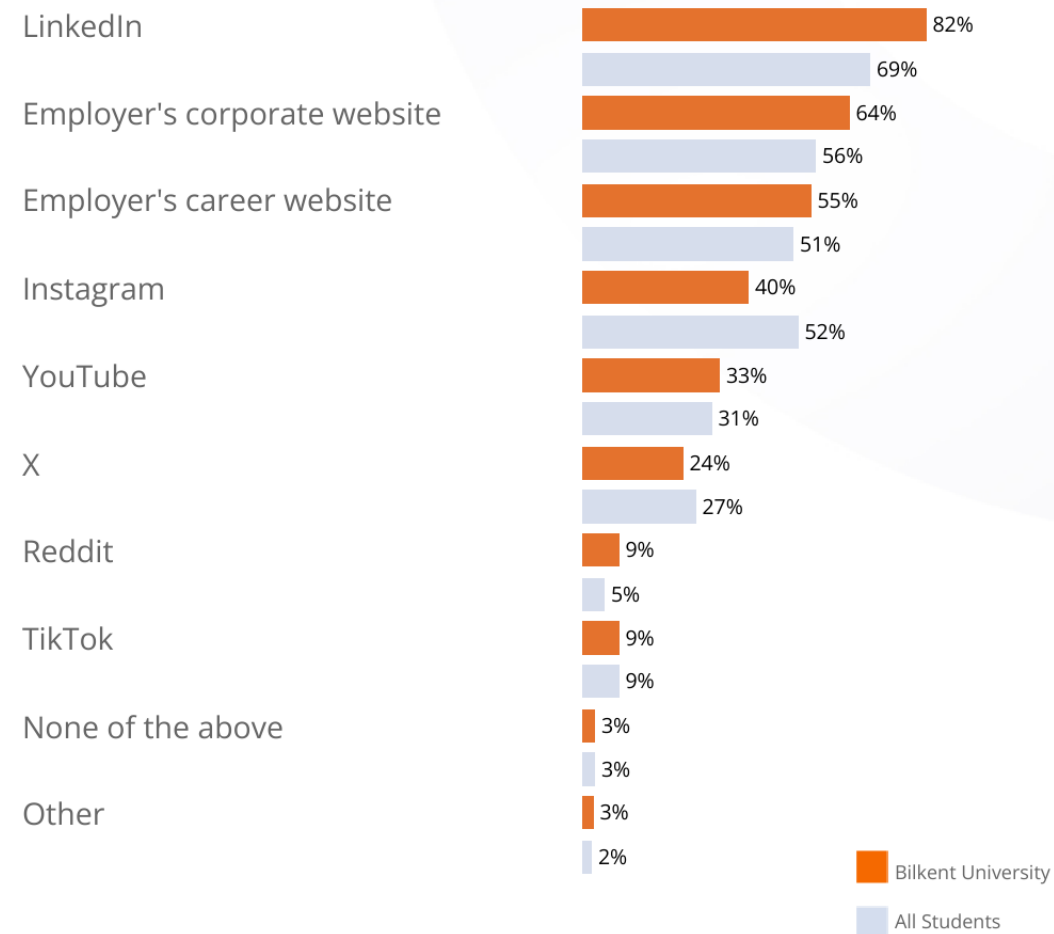
• Which employer has impressed you the most with its social media activity in the last 12 months?



Preferred Communication Channels

Most Used Channels



Popularity of Online Platforms



 Bilkent University
 All Students

- Which of these platforms do you use to inform yourself about employers? (Please choose as many as applicable.)
- Through which channels have you learnt about these employers in the last 12 months? (Please choose as many as applicable.)

06

Career and Employer Preferences

This chapter focuses on the employer attributes that are most attractive to your talent and covers your talent ideal employers. You will discover how well aligned your talent's preferences are with the reality of the labour market. You will also identify which industries your students are most interested in working and get insight into their salary expectations.

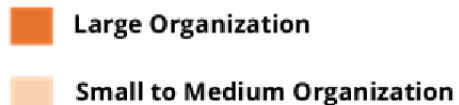


Organization type preferences

Organizational maturity



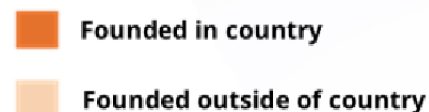
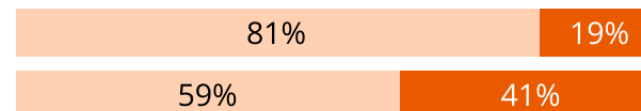
Size



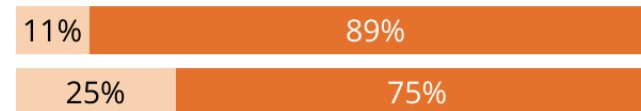
Operations



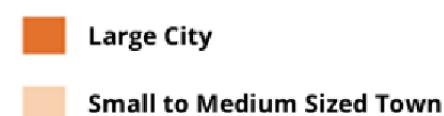
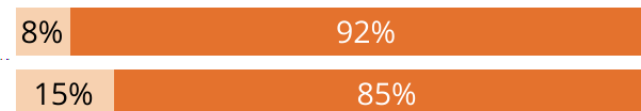
Origin



Sector



Location

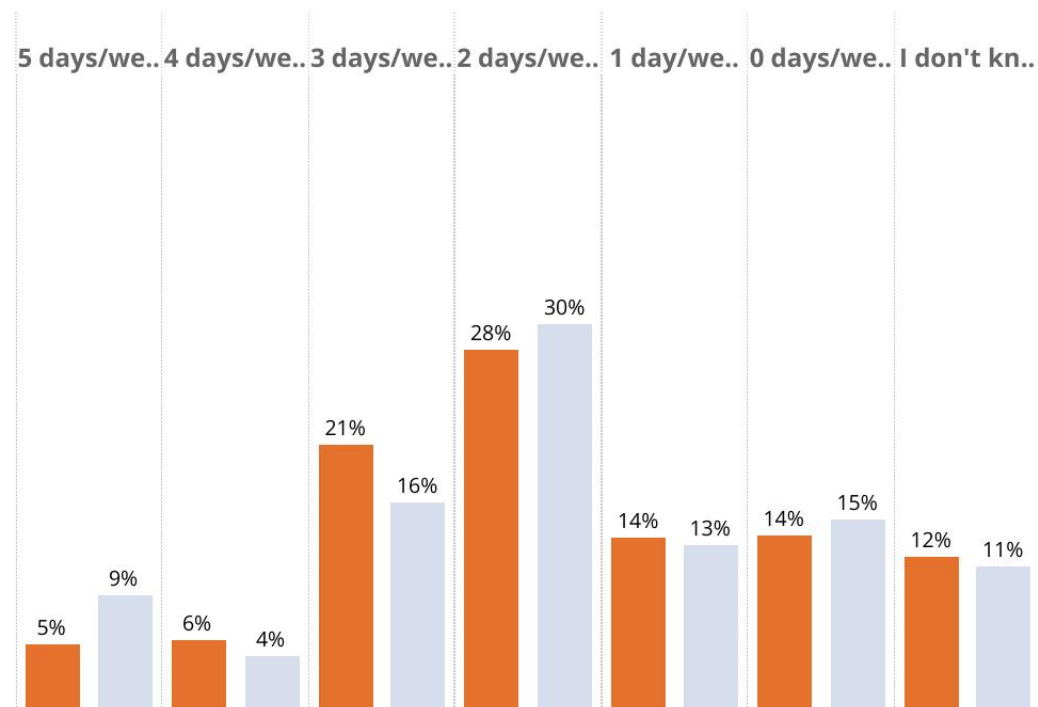


• If you had to choose one, where would you prefer to work?

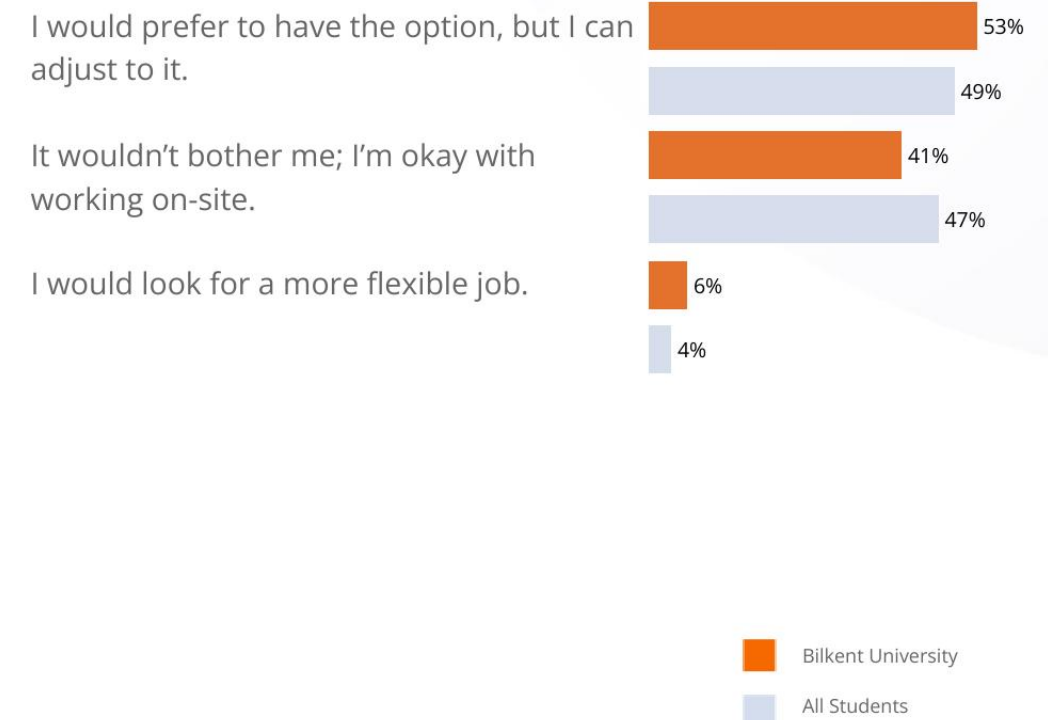
Work preferences

Talent's Expectations for Work Flexibility

Based on a 5-day work week, how many days would you prefer to work remotely?



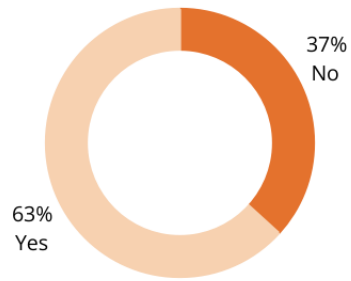
How would you react if your (future) employer didn't offer any remote work options?



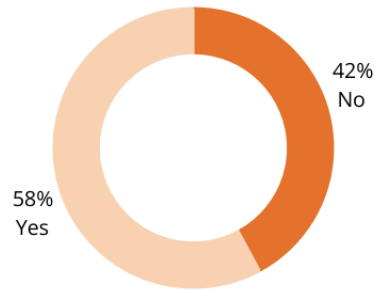
Talent Perceptions of AI

Have you actively developed AI-related skills for your future career?

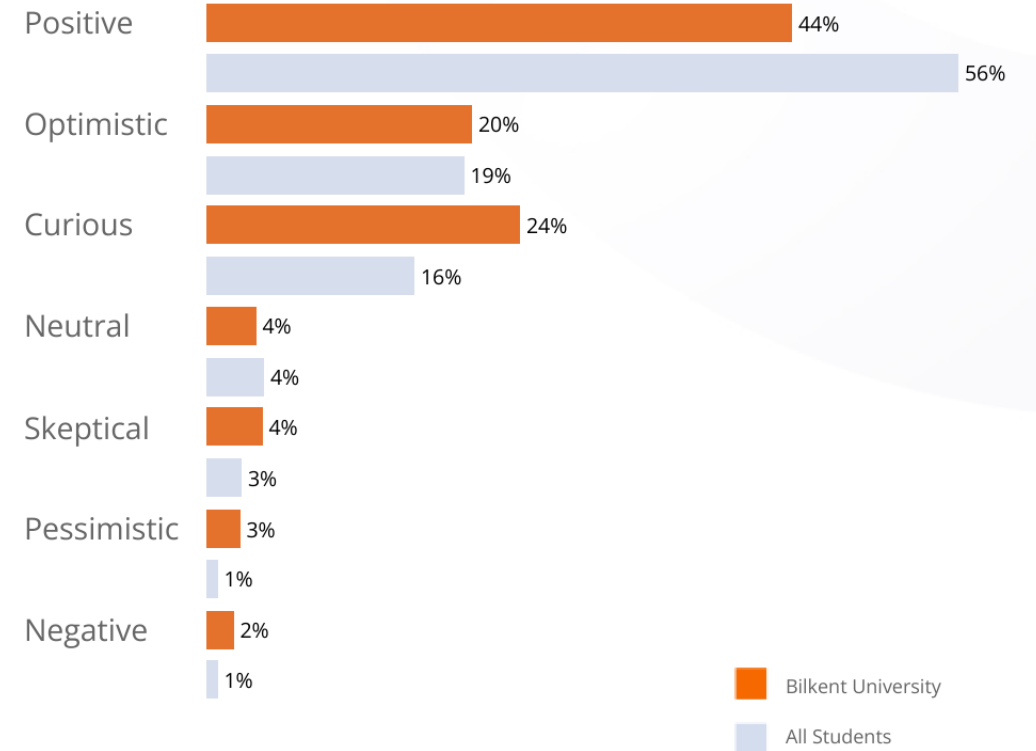
Bilkent University



All Students

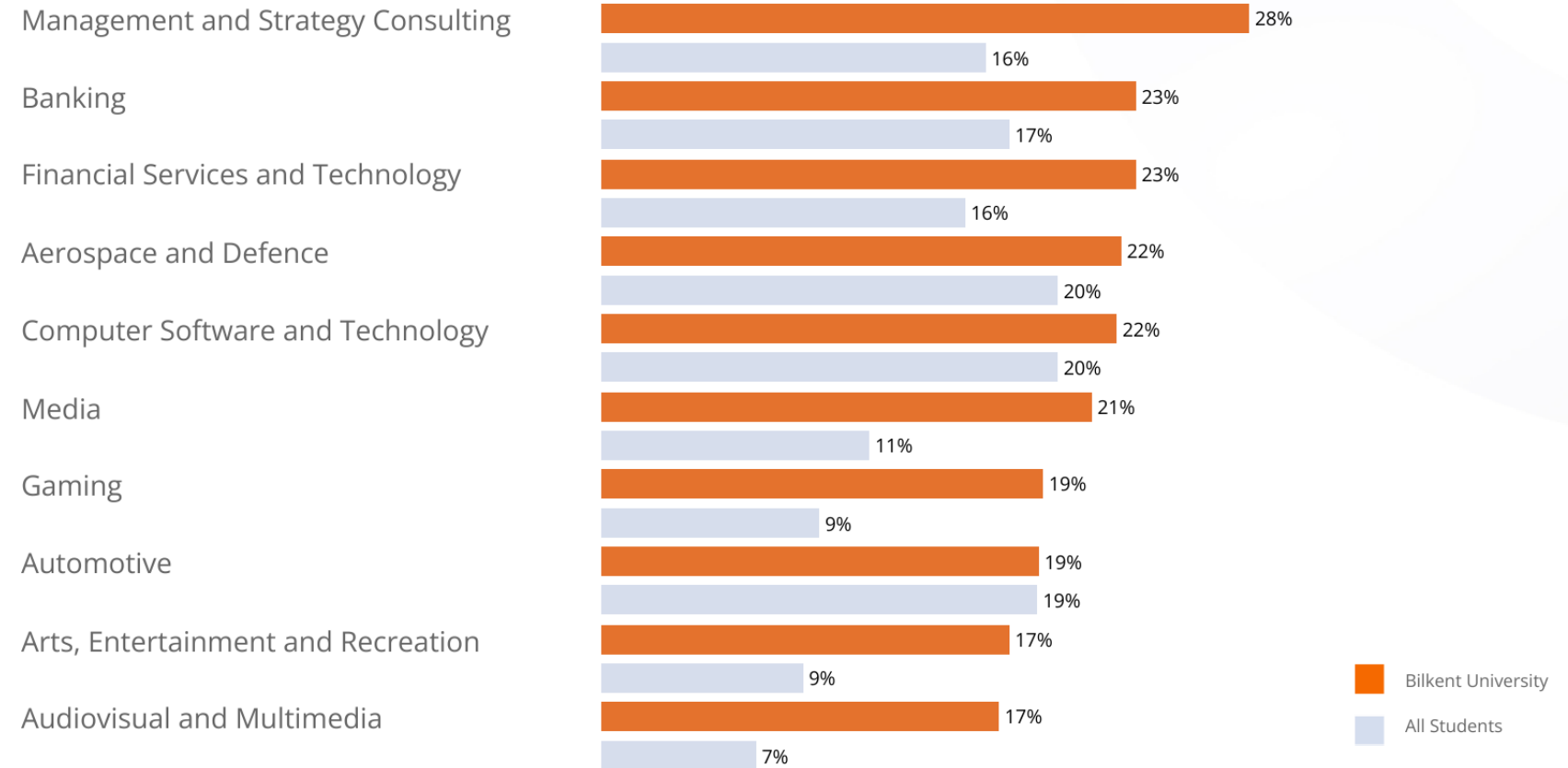


How do you feel about working for an employer that incorporates AI into its everyday practices and workflows?



Preferred Industries

Which industries are you interested to work in after graduation?



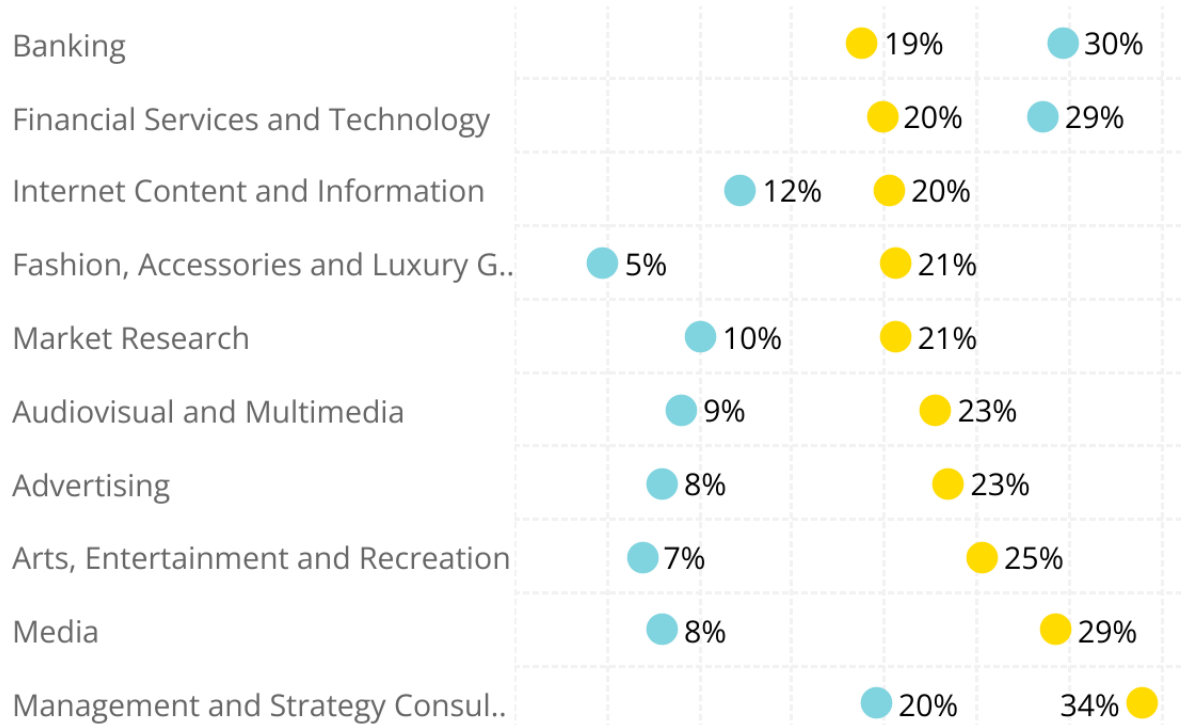
Preferred Industries

Bilkent University

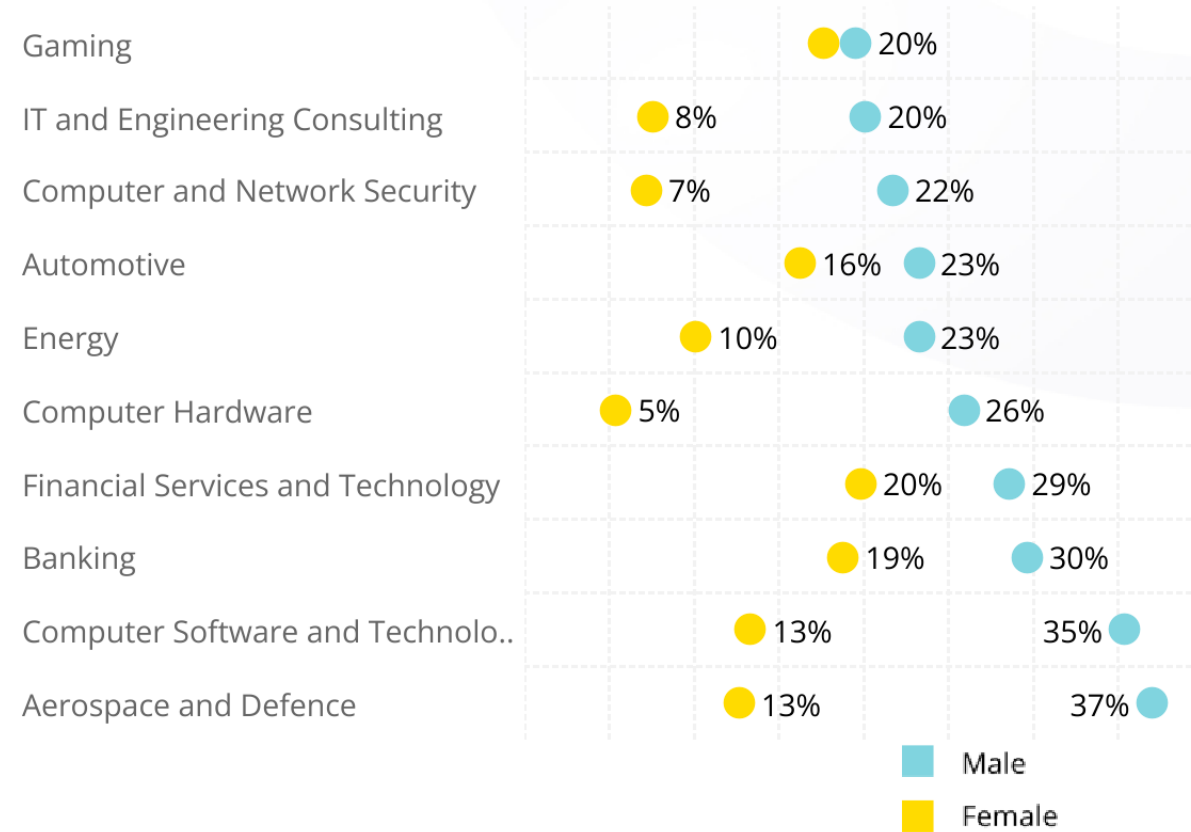


Which industries are you interested to work in after graduation?

Top 10 - Female



Top 10 - Male



Male
Female

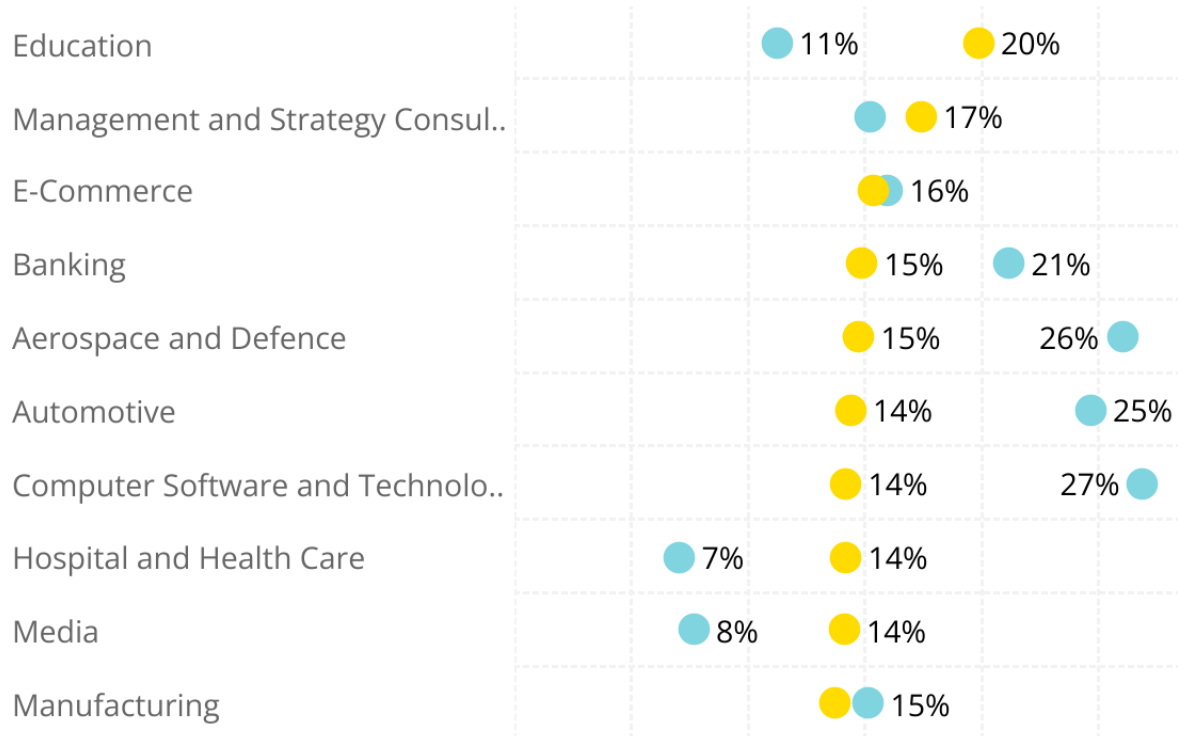
Preferred Industries

All Students

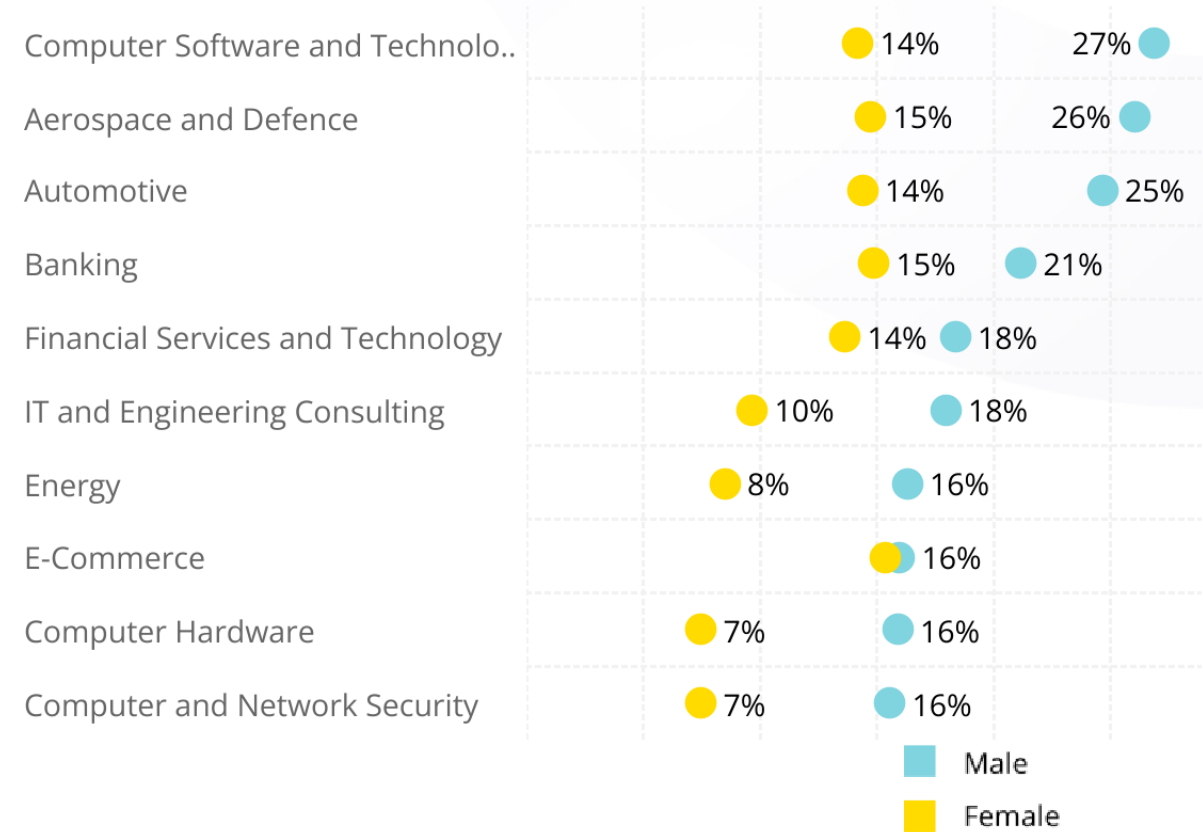


Which industries are you interested to work in after graduation?

Top 10 - Female



Top 10 - Male



Male
Female

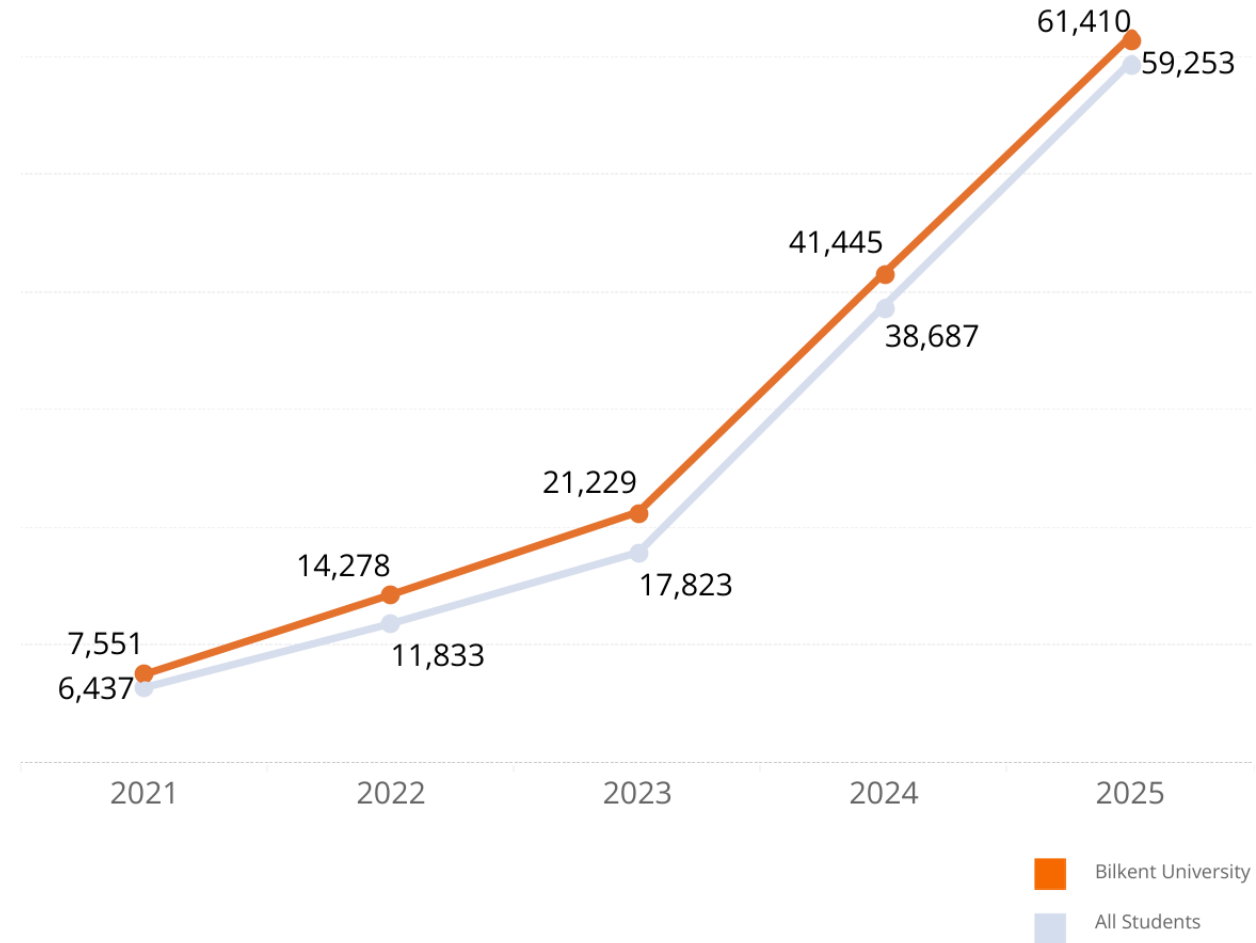
Expected salary

2025

(Monthly salary)

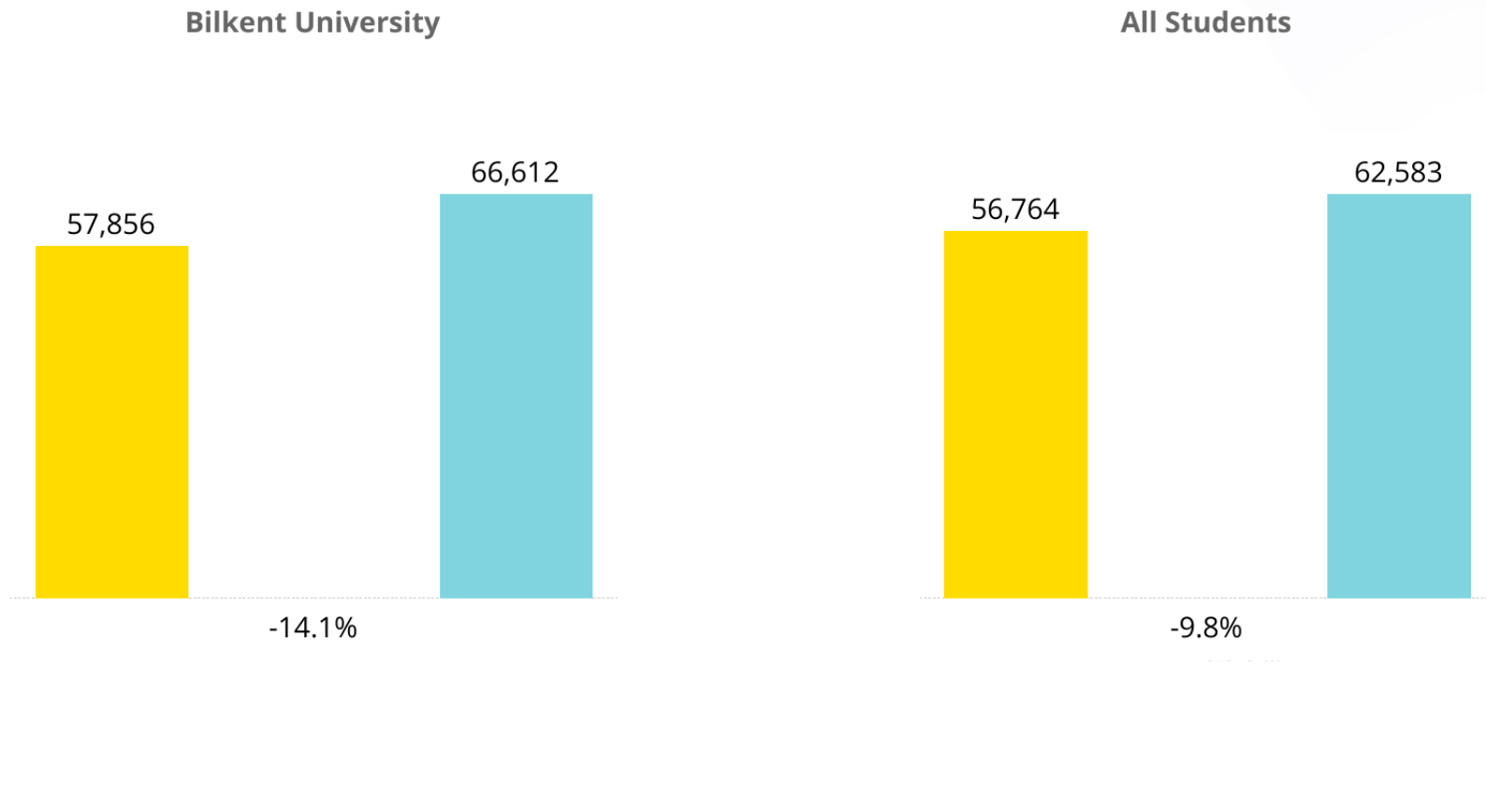


Trends in Salary Expectations Over Time



• What salary do you expect to earn in your first full-time job after graduation?

Expected salary – Gender Gap



Male
Female

• What salary do you expect to earn in your first full-time job after graduation (Monthly salary)

Universum Attribute Framework

Status

- Good reference for future
- Great products/services
- Market success
- Job security

Performance

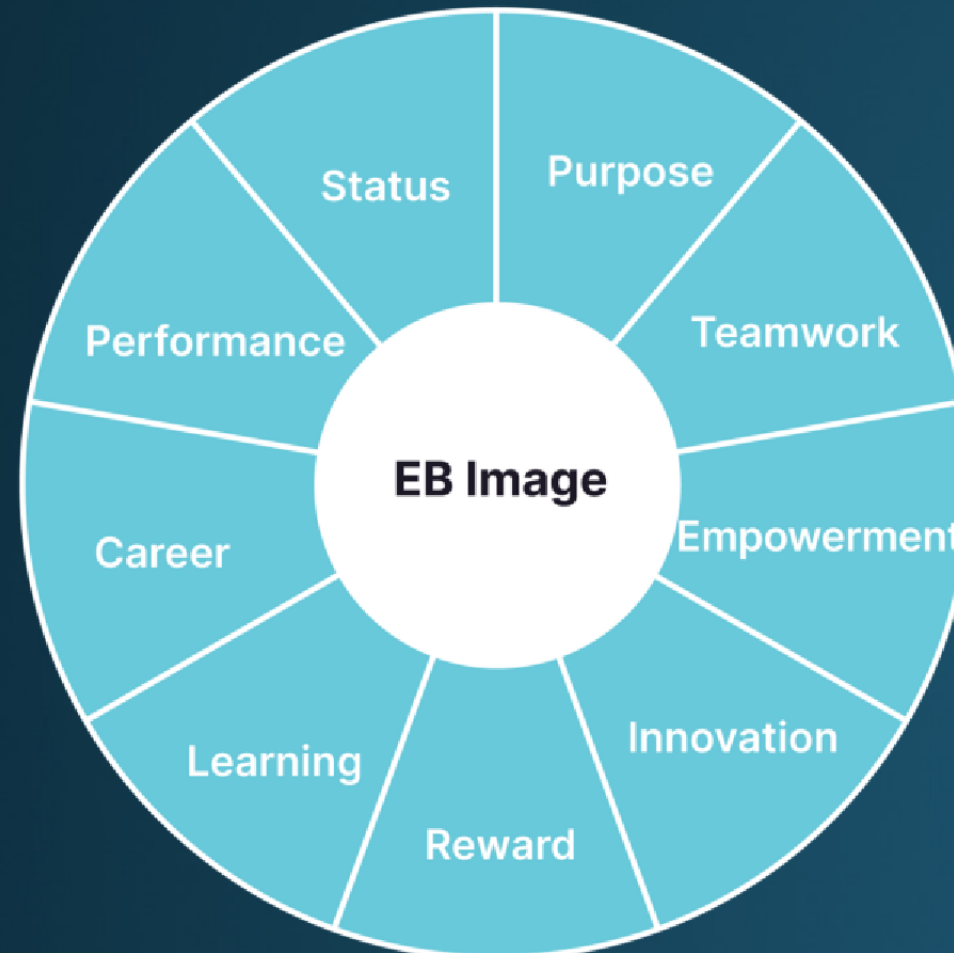
- Recognition for performance
- High performance focus

Career

- Leadership opportunities
- Career growth opportunities
- International opportunities

Learning

- Learning & development
- Variety of tasks



Purpose

- Meaningful mission
- Inspiring leadership
- Sustainability

Teamwork

- Diversity, Equity and Inclusion
- Respect for its people
- Collaborative work environment

Empowerment

- Employee wellbeing
- Work-life balance
- Flexible work conditions
- Opportunity for personal initiative

Innovation

- Innovation

Reward

- Competitive benefits
- Competitive salary

Talent Preferences



Bilkent University

Rank	Attribute	Percentage
1	Respect for its people	73%
2	International opportunities	70%
3	Career growth opportunities	66%
4	Good reference for future career	64%
5	Competitive salary	63%
6	Learning and development	62%
7	Work-life balance	57%
8	Job security	56%
9	Recognition for performance	55%
10	Employee well-being	55%
11	Diversity, equity and inclusion	50%
12	Meaningful mission	44%

Rank	Attribute	Percentage
13	Competitive benefits	40%
14	Market success	37%
15	Innovation	36%
16	Inspiring leadership	35%
17	High performance focus	35%
18	Flexible work conditions	34%
19	Variety of tasks	33%
20	Leadership opportunities	33%
21	Sustainability	33%
22	Collaborative work environment	32%
23	Great products and services	32%
24	Opportunity for personal initiative	30%

Talent Preferences

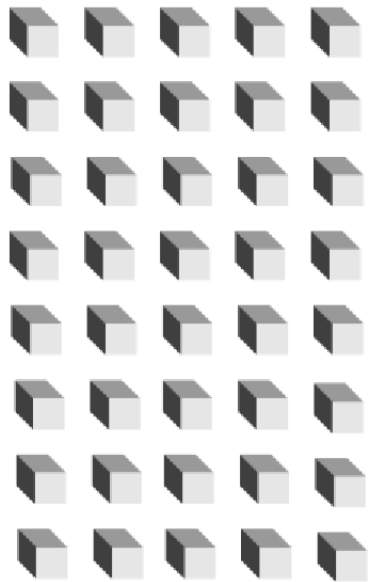
All Students

Rank	Attribute	Percentage
1	Respect for its people	80%
2	Competitive salary	73%
3	Career growth opportunities	73%
4	Good reference for future career	72%
5	Learning and development	71%
6	Job security	69%
7	International opportunities	68%
8	Work-life balance	64%
9	Employee well-being	61%
10	Recognition for performance	58%
11	Diversity, equity and inclusion	57%
12	Meaningful mission	50%

Rank	Attribute	Percentage
13	Sustainability	50%
14	Competitive benefits	50%
15	Inspiring leadership	47%
16	High performance focus	46%
17	Market success	46%
18	Collaborative work environment	46%
19	Innovation	45%
20	Variety of tasks	44%
21	Flexible work conditions	44%
22	Leadership opportunities	43%
23	Great products and services	42%
24	Opportunity for personal initiative	39%

The Universum Rankings

FULL COMPANY LIST



CONSIDERED EMPLOYER RANKING

(as many as applicable)



"Below is a list of employers. Please select which employers you would consider working for."

IDEAL EMPLOYER RANKING

(maximum five employers)



"Now choose the five (5) employers you most want to work for, your five Ideal Employers."

POTENTIAL APPLICANTS' RANKING



*"Have you applied, or will you apply to these employers?"
(Yes, I've applied / Yes, I'll apply)"*

The employers' names might be shortened in this report for layout reasons.

Considered employer ranking | Top 20 | Business



Bilkent University

Employer	Rank	Percentage	Trend
Koç Holding	1	53.14%	0
Amazon	2	51.21%	3
Apple	3	50.24%	-1
Türk Hava Yolları	4	48.31%	7
McKinsey & Company	5	46.86%	4
Google	6	46.38%	0
Sabancı Holding	7	46.38%	0
Mercedes-Benz Türk	8	43.00%	-5
Microsoft	9	42.03%	1
Unilever	10	42.03%	-2
L'Oréal Groupe	11	41.55%	1
Türkiye İş Bankası	12	40.58%	5
Mercedes-Benz Otomotiv	13	40.10%	-9
Merkez Bankası	14	40.10%	2
Pegasus	15	39.61%	13
Yapı Kredi Bankası	16	39.13%	18
The Coca-Cola Company	17	37.20%	-4
PwC	18	33.82%	5
Samsung	19	33.82%	7
Nestlé	20	33.33%	-5

All Students

Employer	Rank	Percentage	Trend
Koç Holding	1	47.35%	0
Türk Hava Yolları	2	45.03%	1
Sabancı Holding	3	42.94%	-1
Mercedes-Benz Türk	4	41.15%	1
Mercedes-Benz Otomotiv	5	39.63%	1
Apple	6	38.88%	-2
Türkiye İş Bankası	7	35.99%	4
Amazon	8	35.18%	-1
Google	9	34.80%	-1
Microsoft	10	34.30%	-1
Zorlu Holding	11	30.88%	-1
Merkez Bankası	12	30.68%	0
Garanti BBVA	13	30.54%	5
Pegasus	14	30.36%	1
Trendyol	15	29.82%	-2
L'Oréal Groupe	16	29.53%	3
Doğuş Otomotiv (Volkswagen, ..	17	29.19%	0
Yapı Kredi Bankası	18	29.03%	3
Samsung	19	28.89%	-5
Ziraat Bankası	20	28.33%	-4

• Below is a list of employers. Please select which employers you would consider working for. (Choose as many as applicable.)

Considered employer ranking | Top 20 | Natural Sciences



Bilkent University

Employer	Rank	Percentage	Trend
Tübitak	1	52.38%	1
Pfizer	2	44.44%	-1
Google	3	38.10%	10
Apple	4	34.92%	7
Microsoft	5	34.92%	12
Bilim İlaç	6	33.33%	0
Aselsan	7	31.75%	2
L'Oréal Groupe	8	30.16%	2
Roketsan	9	30.16%	-6
Havelsan	10	28.57%	2
Johnson & Johnson	11	28.57%	10
IBM	12	26.98%	29
Koç Holding	13	26.98%	1
Nobel İlaç	14	26.98%	-10
Türk Havacılık ve Uzay Sanayii..	15	26.98%	4
Abdi İbrahim	16	25.40%	-9
Eczacıbaşı Topluluğu	17	25.40%	-9
Intel	18	25.40%	11
Türk Hava Yolları	19	25.40%	5
Unilever	20	25.40%	0

All Students

Employer	Rank	Percentage	Trend
Tübitak	1	38.42%	0
Bilim İlaç	2	37.63%	1
Eczacıbaşı Topluluğu	3	37.20%	-1
Nobel İlaç	4	35.62%	0
Abdi İbrahim	5	31.37%	2
L'Oréal Groupe	6	29.85%	4
Aselsan	7	29.30%	-2
Koç Holding	8	28.63%	-2
Türk Havacılık ve Uzay Sanayi..	9	26.02%	5
Türk Hava Yolları	10	25.71%	5
Pfizer	11	24.86%	0
Sabancı Holding	12	24.38%	0
Microsoft	13	23.83%	-4
Apple	14	23.65%	-6
Google	15	23.65%	-2
Mercedes-Benz Türk	16	22.86%	4
Mercedes-Benz Otomotiv	17	22.67%	1
Bayer	18	22.31%	-1
Roketsan	19	21.95%	-3
Samsung	20	19.45%	1

• Below is a list of employers. Please select which employers you would consider working for. (Choose as many as applicable.)

Considered employer ranking | Top 20 | Engineering/IT

Bilkent University

Employer	Rank	Percentage	Trend
Apple	1	58.58%	0
Microsoft	2	56.63%	0
Amazon	3	53.07%	1
Google	4	50.49%	-1
Aselsan	5	48.54%	1
Mercedes-Benz Otomotiv	6	48.22%	-1
Mercedes-Benz Türk	7	46.60%	0
Samsung	8	46.60%	2
Intel	9	44.66%	4
Koç Holding	10	44.66%	-1
Roketsan	11	44.01%	-3
Türk Hava Yolları	12	43.37%	0
Türk Havacılık ve Uzay Sanayii..	13	39.48%	2
Havelsan	14	39.16%	-3
Sabancı Holding	15	38.19%	2
IBM	16	36.25%	2
Siemens	17	35.28%	-1
Sony	18	34.95%	-4
Huawei	19	34.30%	5
Ford Otosan	20	32.69%	3

All Students

Employer	Rank	Percentage	Trend
Mercedes-Benz Otomotiv	1	43.01%	1
Mercedes-Benz Türk	2	42.50%	1
Aselsan	3	41.52%	-2
Türk Hava Yolları	4	40.89%	1
Türk Havacılık ve Uzay Sanayi..	5	37.93%	-1
Koç Holding	6	36.94%	0
Roketsan	7	35.57%	1
Apple	8	35.19%	-1
Microsoft	9	34.48%	0
Ford Otosan	10	33.51%	3
Sabancı Holding	11	33.06%	0
Google	12	32.13%	-2
Havelsan	13	31.09%	-1
Doğuş Otomotiv (Volkswagen,..	14	30.92%	2
Samsung	15	30.65%	-1
Toyota Türkiye	16	30.27%	1
Baykar	17	29.53%	3
Bosch	18	29.08%	0
Amazon	19	29.00%	-4
Siemens	20	28.48%	-1

• Below is a list of employers. Please select which employers you would consider working for. (Choose as many as applicable.)

Ideal employer ranking | Top 20 | Business

Bilkent University

Employer	Rank	Percentage	Trend
Merkez Bankası	1	21.95%	11
McKinsey & Company	2	21.46%	3
Koç Holding	3	20.49%	-2
Apple	4	18.54%	-2
L'Oréal Groupe	5	18.05%	1
Google	6	16.59%	-3
Türk Hava Yolları	7	15.61%	3
Unilever	8	15.12%	1
Amazon	9	13.66%	-5
Mercedes-Benz Otomotiv	10	11.71%	-3
Türkiye İş Bankası	11	11.22%	7
Deloitte	12	10.24%	12
Goldman Sachs	13	10.24%	2
Boston Consulting Group (BC..	14	9.76%	2
Microsoft	15	9.76%	-7
Procter & Gamble (P&G)	16	9.27%	-5
PwC	17	9.27%	-4
EY (Ernst & Young)	18	7.80%	3
Sabancı Holding	19	7.32%	-5
Johnson & Johnson	20	6.34%	8

All Students

Employer	Rank	Percentage	Trend
Koç Holding	1	22.52%	0
Türk Hava Yolları	2	19.86%	1
Apple	3	17.20%	-1
Sabancı Holding	4	16.64%	0
Mercedes-Benz Otomotiv	5	14.31%	1
Google	6	13.57%	-1
Mercedes-Benz Türk	7	13.09%	3
Merkez Bankası	8	12.45%	0
Microsoft	9	12.29%	0
Amazon	10	11.91%	-3
L'Oréal Groupe	11	10.85%	0
Türkiye İş Bankası	12	9.61%	1
Türk Havacılık ve Uzay Sanayii..	13	7.67%	6
Aselsan	14	7.29%	3
Doğuş Otomotiv (Volkswagen, ..	15	6.55%	-1
Ziraat Bankası	16	6.17%	-1
Trendyol	17	5.91%	-1
Zorlu Holding	18	5.91%	-6
Samsung	19	5.53%	1
Unilever	20	5.19%	-2

- Now choose your Ideal Employers - the employers you most want to work for.

Ideal employer ranking | Top 20 | Natural Sciences

Bilkent University

Employer	Rank	Percentage	Trend
Tübitak	1	32.26%	1
Pfizer	2	25.81%	-1
Google	3	20.97%	3
Microsoft	4	19.35%	4
Apple	5	14.52%	8
IBM	6	14.52%	16
Aselsan	7	12.90%	-3
Intel	8	11.29%	15
Johnson & Johnson	9	11.29%	8
Unilever	10	11.29%	2
Bayer	11	9.68%	-6
Roketsan	12	9.68%	-9
Abdi İbrahim	13	8.06%	16
Eczacıbaşı Topluluğu	14	8.06%	-4
L'Oréal Groupe	15	8.06%	-8
Nobel İlaç	16	8.06%	0
Procter & Gamble (P&G)	17	8.06%	-2
Türk Hava Yolları	18	8.06%	20
Türk Havacılık ve Uzay Sana..	19	8.06%	-8
Amazon	20	6.45%	-11

All Students

Employer	Rank	Percentage	Trend
Eczacıbaşı Topluluğu	1	18.22%	1
Tübitak	2	18.22%	-1
Abdi İbrahim	3	16.69%	5
Pfizer	4	14.29%	-1
Nobel İlaç	5	13.13%	4
Aselsan	6	12.88%	0
L'Oréal Groupe	7	12.45%	5
Bilim İlaç	8	12.09%	2
Koç Holding	9	11.04%	2
Türk Havacılık ve Uzay Sana..	10	11.04%	4
Microsoft	11	10.31%	-4
Google	12	10.12%	-7
Apple	13	9.69%	-9
Türk Hava Yolları	14	9.69%	2
Bayer	15	9.26%	-2
Roketsan	16	7.67%	1
Sabancı Holding	17	7.06%	2
Mercedes-Benz Otomotiv	18	6.87%	0
Unilever	19	6.56%	1
AstraZeneca	20	6.26%	2

- Now choose your Ideal Employers - the employers you most want to work for.

Ideal employer ranking | Top 20 | Engineering/IT

Bilkent University

Employer	Rank	Percentage	Trend
Apple	1	31.82%	0
Google	2	31.82%	0
Microsoft	3	30.52%	0
Amazon	4	26.62%	0
Aselsan	5	22.40%	0
Mercedes-Benz Otomotiv	6	17.21%	0
Intel	7	16.56%	0
Samsung	8	12.99%	3
Türk Hava Yolları	9	12.99%	4
Roketsan	10	11.36%	5
IBM	11	10.06%	-3
Türk Havacılık ve Uzay Sanayii (TU..	12	10.06%	-3
Havelsan	13	9.74%	-1
Mercedes-Benz Türk	14	9.42%	2
Riot Games	15	9.09%	5
Koç Holding	16	8.77%	-6
McKinsey & Company	17	7.79%	-3
Sony	18	6.82%	0
Oracle	19	6.49%	-2
GE Aerospace	20	5.19%	8

All Students

Employer	Rank	Percentage	Trend
Aselsan	1	19.77%	0
Mercedes-Benz Otomotiv	2	16.69%	3
Apple	3	16.18%	-1
Türk Havacılık ve Uzay Sanayii (TU..	4	15.87%	2
Microsoft	5	15.43%	-2
Türk Hava Yolları	6	15.00%	1
Google	7	14.57%	-3
Mercedes-Benz Türk	8	12.26%	3
Roketsan	9	11.99%	-1
Baykar	10	11.30%	2
Koç Holding	11	11.24%	-2
Amazon	12	9.62%	-2
Havelsan	13	8.94%	0
TEI (TUSAŞ Motor Sanayii A.Ş.)	14	8.73%	1
Sabancı Holding	15	8.24%	-1
Doğuş Otomotiv (Volkswagen, Au..	16	6.95%	1
Samsung	17	6.89%	-1
Ford Otosan	18	6.43%	2
Intel	19	6.14%	-1
Tübitak	20	5.10%	1

- Now choose your Ideal Employers - the employers you most want to work for.

Potential applicants' ranking | Top 20 | Business



Bilkent University

Employer	Rank	Percentage	Trend
McKinsey & Company	1	6.15%	0
Koç Holding	2	5.64%	5
Merkez Bankası	3	5.13%	12
L'Oréal Groupe	4	4.87%	3
Deloitte	5	3.85%	17
Goldman Sachs	6	3.33%	19
Türkiye İş Bankası	6	3.33%	7
Google	8	3.08%	-2
Amazon	9	2.82%	-6
Apple	9	2.82%	-5
Boston Consulting Group (BCG)	9	2.82%	2
Procter & Gamble (P&G)	9	2.82%	-5
PwC	9	2.82%	3
Türk Hava Yolları	9	2.82%	1
Unilever	9	2.82%	-7
Mercedes-Benz Otomotiv	16	2.56%	-9
EY (Ernst & Young)	17	2.31%	8
Microsoft	17	2.31%	-4
Garanti BBVA	19	1.54%	9
Mercedes-Benz Türk	19	1.54%	-2

All Students

Employer	Rank	Percentage	Trend
Türk Hava Yolları	1	4.98%	1
Koç Holding	2	4.83%	-1
Mercedes-Benz Otomotiv	3	3.96%	2
Sabancı Holding	4	3.67%	-1
Mercedes-Benz Türk	5	3.46%	4
Apple	6	3.33%	-2
L'Oréal Groupe	7	3.27%	3
Merkez Bankası	8	3.23%	-1
Google	9	2.89%	-3
Amazon	10	2.73%	-2
Microsoft	11	2.68%	0
Türkiye İş Bankası	12	2.51%	1
Aselsan	13	1.68%	4
Türk Havacılık ve Uzay Sanayii (TU..	14	1.58%	11
McKinsey & Company	15	1.50%	4
Unilever	16	1.46%	-4
Doğuş Otomotiv (Volkswagen, Au..	17	1.43%	-2
Ziraat Bankası	17	1.43%	-1
Garanti BBVA	19	1.29%	11
Trendyol	20	1.25%	-2

- Have you applied or will you apply to these employers?

Potential applicants' ranking | Top 20 | Natural Sciences



Bilkent University

Employer	Rank	Percentage	Trend
Tübitak	1	10.87%	1
Google	2	6.52%	11
Türk Havacılık ve Uzay Sanayii (TU..	2	6.52%	6
Amazon	4	4.35%	17
Goldman Sachs	4	4.35%	38
IBM	4	4.35%	17
McKinsey & Company	4	4.35%	17
Microsoft	4	4.35%	4
Türkiye İş Bankası	4	4.35%	9
Abdi İbrahim	10	2.17%	11
Apple	10	2.17%	3
Aselsan	10	2.17%	-3
AstraZeneca	10	2.17%	-2
Boston Consulting Group (BCG)	10	2.17%	11
Colgate-Palmolive	10	2.17%	
Garanti BBVA Teknoloji	10	2.17%	32
GE Vernova	10	2.17%	
Getir	10	2.17%	11
Mercedes-Benz Türk	10	2.17%	32
Nobel İlaç	10	2.17%	32

All Students

Employer	Rank	Percentage	Trend
Eczacıbaşı Topluluğu	1	5.36%	1
Abdi İbrahim	2	5.10%	2
Tübitak	3	4.97%	-2
Pfizer	4	4.02%	-1
Aselsan	5	3.67%	0
L'Oréal Groupe	6	3.11%	5
Nobel İlaç	7	3.03%	6
Türk Havacılık ve Uzay Sana..	8	2.98%	9
Google	9	2.59%	-3
Bilim İlaç	10	2.51%	4
Bayer	11	2.46%	-1
Roketsan	12	2.42%	0
Koç Holding	13	2.38%	-4
Türk Hava Yolları	14	2.25%	4
Microsoft	15	2.20%	-7
Apple	16	2.12%	-9
AstraZeneca	17	1.94%	3
Unilever	18	1.86%	-2
Mercedes-Benz Türk	19	1.69%	6
Amazon	20	1.64%	-5

- Have you applied or will you apply to these employers?

Potential applicants' ranking | Top 20 | Engineering/IT

Bilkent University

Employer	Rank	Percentage	Trend
Google	1	7.53%	0
Apple	2	6.52%	-1
Microsoft	2	6.52%	1
Amazon	4	6.02%	0
Aselsan	5	5.69%	0
Mercedes-Benz Otomotiv	6	3.85%	1
Mercedes-Benz Türk	7	3.18%	12
Intel	8	2.84%	-2
Türk Hava Yolları	8	2.84%	5
Riot Games	10	2.01%	16
Türk Havacılık ve Uzay Sanayii (TU..	10	2.01%	4
McKinsey & Company	12	1.84%	-3
Oracle	12	1.84%	7
Peak Games	12	1.84%	7
Roketsan	12	1.84%	2
Havelsan	16	1.67%	-7
Koç Holding	16	1.67%	3
Samsung	16	1.67%	1
Siemens	16	1.67%	1
IBM	20	1.51%	-12

All Students

Employer	Rank	Percentage	Trend
Aselsan	1	5.58%	0
Mercedes-Benz Otomotiv	2	4.78%	0
Türk Havacılık ve Uzay Sana..	3	4.50%	0
Türk Hava Yolları	4	4.09%	5
Mercedes-Benz Türk	5	3.56%	5
Baykar	6	3.46%	2
Microsoft	7	3.44%	-1
Apple	8	3.41%	-4
Roketsan	9	3.37%	-2
Google	10	3.11%	-5
TEI (TUSAŞ Motor Sanayii A.Ş.)	11	2.84%	1
Havelsan	12	2.52%	-1
Koç Holding	13	2.42%	1
Amazon	14	2.17%	-1
Doğuş Otomotiv (Volkswage..	15	1.85%	1
Ford Otosan	16	1.83%	-1
Sabancı Holding	17	1.55%	0
Bosch	18	1.50%	3
Siemens	19	1.49%	-1
Samsung	20	1.32%	2

- Have you applied or will you apply to these employers?

07

Summary

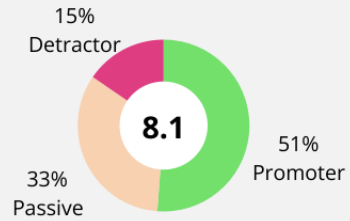
This chapter provides a quick overview of the most important findings from your students' responses. It highlights key trends in career preferences, employer expectations, and student priorities. Use this section to quickly understand the overall profile of your students and identify areas for further exploration in the report.



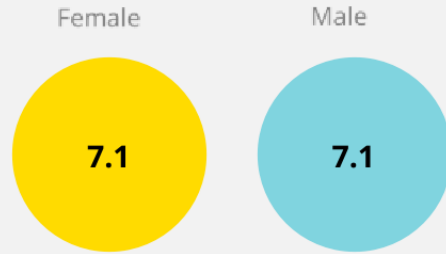
General Talent Insights

Bilkent University

University recommendation

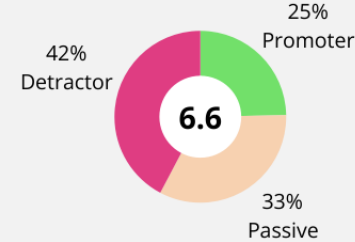


Career service satisfaction

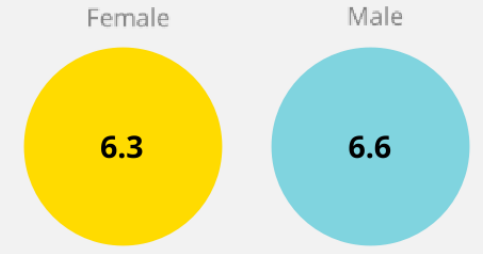


All Students

University recommendation



Career service satisfaction



Most useful career services

- 1 Trainings for resume/CV writing ..
- 2 Career, job or internship fairs
- 3 Interaction with alumni
- 4 Career counselling
- 5 Coaching or mentorship program

Most used career services

- 1 Career, job or internship fairs
- 2 Trainings for resume/CV writing a..
- 3 Interaction with alumni
- 4 University-run job board
- 5 Employer presentations

Preferred channels

- 1 Email
- 2 Social media
- 3 University/college we..
- 4 Notice boards
- 5 University/college intr..

Most useful career services

- 1 Career, job or internship fairs
- 2 Trainings for resume/CV writing ..
- 3 Interaction with alumni
- 4 Career counselling
- 5 Information about career tracks

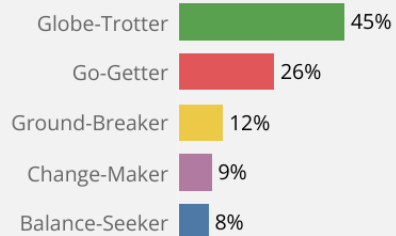
Most useful career services

- 1 Career, job or internship fairs
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Preferred channels

- 1 Email
- 2 Social media
- 3 University/college w..
- 4 Text messages
- 5 University/college i..

Top Career Types



Top preferred industries

- 1 Management and Strategy Consulting
- 2 Banking ...
- 3 Aerospace and Defence
- 4
- 5 Computer Software and Technology

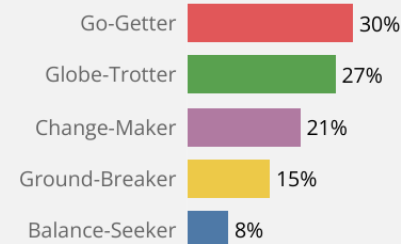
Salary expectation

61,410

Gender Gap

-14.1%

Top Career Types



Top preferred industries

- 1 Computer Software and Technology
- 2 Aerospace and Defence
- 3 Automotive
- 4 Banking
- 5 Management and Strategy Consulting

Salary expectation

59,253

Gender Gap

-9.8%

Thank you!

Let's stay connected:

