

KARIYER VE MEZUNLAR OFİSİ (KAM) İŞVEREN MARKASI ANKET SONUÇLARI

2020 | Turkey | Students | All main fields of study



Considered employer ranking | Top 30

All students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Koç	1	49,79%	→ 0	Amazon	16	27,38%	NEW -
Türk Hava Yolları	2	45,31%	↑ 1	QNB Finansbank	17	27,34%	→ 0
Sabancı	3	45,27%	↓ -1	Garanti BBVA	18	26,67%	↓ -6
Apple	4	38,99%	↑ 1	Borusan	19	25,86%	↓ -3
Zorlu Holding	5	38,99%	↓ -1	VakıfBank	20	25,57%	NEW -
Mercedes-Benz	6	38,33%	↑ 46	Akbank	21	25,17%	↓ -3
Türkiye İş Bankası	7	35,04%	↓ -1	Toyota Türkiye	22	25,03%	↑ 3
Google	8	34,55%	→ 0	ING Bank	23	24,90%	↓ -2
Ziraat Bankası	9	33,65%	↓ -2	Aselsan	24	24,65%	↓ -4
Microsoft	10	31,36%	↓ -1	Halkbank	25	24,28%	↓ -6
Dogan	11	29,40%	↓ -1	Turkcell	26	23,92%	↓ -4
Yıldız Holding	12	29,16%	↓ -1	Eczacıbaşı Topluluğu	27	23,02%	↓ -4
Samsung	13	28,93%	→ 0	IKEA	28	22,94%	↑ 3
Pegasus	14	27,87%	↑ 1	Huawei	29	22,85%	↓ -2
Yapı Kredi Bankası	15	27,51%	↓ -1	The Coca-Cola Company	30	22,48%	↓ -6

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

Considered employer ranking | Top 30

All students | Engineering/IT

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Aselsan	1	43,44%	→ 0	Zorlu Holding	16	27,34%	↓ -2
Mercedes-Benz	2	39,93%	↑ 29	Tübitak	17	26,26%	↑ 1
Koç	3	38,32%	↓ -1	Vestel	18	25,56%	↓ -1
Türk Hava Yolları	4	37,41%	↓ -1	Huawei	19	25,47%	↓ -3
Roketsan	5	35,13%	↑ 1	Arçelik Group	20	25,14%	↓ -1
Apple	6	34,21%	↓ -2	TAI (TUSAŞ)	21	24,92%	↑ 2
Sabancı	7	33,22%	→ 0	Borusan Otomotiv	22	24,64%	↓ -2
Microsoft	8	31,68%	↓ -3	Doğuş Otomotiv	23	24,05%	↓ -1
Ford Otosan	9	31,27%	↑ 1	Amazon	24	22,79%	NEW -
Google	10	31,10%	↓ -2	Sony	25	22,78%	↓ -4
Samsung	11	29,79%	↓ -2	Borusan	26	22,53%	↓ -1
Toyota Türkiye	12	29,58%	↑ 3	Turkcell	27	21,64%	↓ -3
Bosch	13	29,17%	↓ -1	Pegasus	28	21,55%	↑ 1
Havelsan	14	29,12%	↓ -3	Intel	29	21,30%	↓ -3
Siemens	15	27,49%	↓ -2	Philips	30	21,30%	↓ -3

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

Considered employer ranking | Top 30

All students | Natural Sciences

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Tübitak	1	40,77%	→ 0	Zorlu Holding	16	22,20%	↓ -1
Eczacıbaşı Topluluğu	2	37,60%	→ 0	Nestlé	17	21,44%	↓ -1
Koç	3	36,47%	→ 0	Samsung	18	19,74%	↓ -1
Bilim İlaç	4	34,58%	→ 0	Roketsan	19	18,56%	→ 0
Nobel İlaç	5	31,98%	→ 0	Ziraat Bankası	20	17,60%	↑ 5
Sabancı	6	30,97%	→ 0	Pfizer	21	17,11%	→ 0
Abdi İbrahim	7	29,54%	→ 0	Unilever	22	17,09%	↓ -4
Aselsan	8	29,27%	→ 0	Türkiye İş Bankası	23	17,02%	↑ 3
Apple	9	27,79%	→ 0	Eti	24	16,67%	→ 0
Türk Hava Yolları	10	27,16%	→ 0	Amazon	25	16,52%	NEW -
Google	11	26,57%	→ 0	The Coca-Cola Company	26	16,37%	↓ -4
Microsoft	12	26,06%	→ 0	Coca-Cola İçecek (CCI)	27	16,28%	↓ -4
L'Oréal Group	13	24,92%	→ 0	Huawei	28	16,19%	↓ -8
Mercedes-Benz	14	24,30%	↑ 57	Novartis	29	15,70%	↑ 2
Bayer	15	23,95%	↓ -1	Dogan	30	15,57%	↓ -2

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

Ideal employer ranking | Top 30

All students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Koç	1	26,77%	→ 0	Unilever	16	4,73%	↓ -3
Türk Hava Yolları	2	22,10%	↑ 1	L'Oréal Group	17	4,69%	↑ 1
Sabancı	3	21,37%	↓ -1	Garanti BBVA	18	4,61%	↓ -1
Apple	4	18,70%	→ 0	Halkbank	19	4,56%	↑ 2
Google	5	15,97%	→ 0	VakıfBank	20	4,49%	NEW -
Mercedes-Benz	6	15,67%	↑ 21	Pegasus	21	4,36%	↑ 2
Ziraat Bankası	7	12,64%	↓ -1	Borusan	22	4,31%	↓ -7
Zorlu Holding	8	11,16%	↓ -1	The Coca-Cola Company	23	4,17%	↓ -7
Microsoft	9	10,88%	↓ -1	Yapı Kredi Bankası	24	4,13%	↓ -4
Türkiye İş Bankası	10	10,75%	↓ -1	Arkas	25	4,12%	↓ -3
Amazon	11	8,60%	NEW -	Eczacıbaşı Topluluğu	26	4,10%	↓ -7
Aselsan	12	7,77%	↓ -2	QNB Finansbank	27	4,10%	↓ -2
Dogan	13	6,26%	↓ -2	Tübitak	28	4,08%	↓ -2
Yıldız Holding	14	5,28%	↓ -2	TAV Havalimanları	29	3,96%	↓ -5
Samsung	15	5,00%	↓ -1	Toyota Türkiye	30	3,35%	↑ 4

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

Ideal employer ranking | Top 30

All students | Engineering/IT

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Aselsan	1	22,81%	→ 0	Samsung	16	6,08%	↓ -4
Mercedes-Benz	2	18,61%	↑ 20	Ağaoğlu İnşaat	17	6,02%	↓ -2
Apple	3	16,59%	↓ -1	TEI (TUSAŞ Motor Sanayii)	18	5,68%	↑ 7
Google	4	15,89%	→ 0	Siemens	19	5,41%	↓ -3
Türk Hava Yolları	5	14,75%	↑ 1	Toyota Türkiye	20	5,27%	↑ 3
Microsoft	6	14,62%	↓ -3	Intel	21	5,25%	↓ -4
Koç	7	13,32%	↓ -2	Zorlu Holding	22	5,13%	↓ -1
Roketsan	8	13,17%	↓ -1	Bosch	23	5,12%	↓ -3
TAI (TUSAŞ)	9	10,45%	→ 0	Huawei	24	4,19%	↓ -5
Sabancı	10	9,10%	↓ -2	Socar Enerji	25	4,16%	↑ 21
Havelsan	11	9,05%	↓ -1	IBM	26	4,14%	↓ -2
Rönesans İnşaat	12	8,66%	↓ -1	Eczacıbaşı Topluluğu	27	4,03%	↓ -1
Ford Otosan	13	7,39%	→ 0	Unilever	28	3,84%	→ 0
Amazon	14	6,79%	NEW -	Enerjisa	29	3,70%	↑ 1
Tübitak	15	6,76%	↓ -1	Borusan Otomotiv	30	3,59%	↓ -3

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

Ideal employer ranking | Top 30

All students | Natural Sciences

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Tübitak	1	21,75%	→ 0	Pfizer	16	7,69%	↓ -1
Eczacıbaşı Topluluğu	2	19,41%	→ 0	Roketsan	17	6,46%	→ 0
Koç	3	17,01%	→ 0	Novartis	18	6,38%	→ 0
Abdi İbrahim	4	15,76%	↑ 1	Unilever	19	5,43%	↓ -3
Apple	5	14,88%	↓ -1	Ziraat Bankası	20	5,29%	↑ 1
Google	6	14,06%	→ 0	Zorlu Holding	21	5,19%	↓ -2
Bilim İlaç	7	13,49%	→ 0	Türkiye İş Bankası	22	4,89%	↑ 3
Aselsan	8	13,45%	→ 0	Amazon	23	4,57%	NEW -
Microsoft	9	12,72%	→ 0	Samsung	24	4,23%	↓ -4
Nobel İlaç	10	11,88%	↑ 2	Havelsan	25	3,81%	↑ 3
Sabancı	11	11,57%	→ 0	Dogan	26	3,00%	↑ 11
Türk Hava Yolları	12	11,50%	↑ 1	Roche	27	2,85%	↓ -3
Bayer	13	10,88%	↓ -3	Johnson & Johnson	28	2,74%	↑ 28
Mercedes-Benz	14	8,72%	↑ 26	IBM	29	2,60%	↓ -3
L'Oréal Group	15	7,90%	↓ -1	Henkel	30	2,48%	↑ 18

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

Potential applicants' ranking | Top 30

All students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Koç	1	6,33%	→ 0	L'Oréal Group	16	1,30%	↓ -1
Türk Hava Yolları	2	5,83%	→ 0	Yıldız Holding	17	1,28%	↓ -3
Sabancı	3	5,01%	→ 0	Halkbank	18	1,25%	→ 0
Apple	4	4,17%	↑ 1	VakıfBank	19	1,20%	NEW -
Mercedes-Benz	5	3,88%	↑ 23	QNB Finansbank	20	1,19%	→ 0
Google	6	3,42%	↑ 1	Borusan	21	1,14%	↓ -8
Ziraat Bankası	7	3,32%	↓ -3	Yapı Kredi Bankası	22	1,12%	↓ -3
Türkiye İş Bankası	8	2,78%	↓ -2	Arkas	23	1,11%	→ 0
Zorlu Holding	9	2,53%	↓ -1	TAV Havalimanları	24	1,09%	↓ -2
Microsoft	10	2,45%	↓ -1	The Coca-Cola Company	25	1,08%	↓ -8
Amazon	11	1,91%	NEW -	Samsung	26	1,07%	↑ 4
Aselsan	12	1,73%	↓ -1	Eczacıbaşı Topluluğu	27	1,07%	↓ -6
Unilever	13	1,43%	↓ -3	Pegasus	28	1,06%	↑ 1
Garanti BBVA	14	1,40%	↓ -2	Akbank	29	0,89%	↓ -2
Dogan	15	1,33%	↑ 1	PwC (PricewaterhouseCoopers)	30	0,87%	↓ -5

? • Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply.

Potential applicants' ranking | Top 30

All students | Engineering/IT

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Aselsan	1	6,21%	→ 0	Bosch	16	1,54%	↓ -2
Mercedes-Benz	2	5,10%	↑ 15	Amazon	17	1,49%	NEW -
Türk Hava Yolları	3	3,87%	↓ -1	Siemens	18	1,41%	↓ -5
Apple	4	3,70%	↓ -1	Samsung	19	1,39%	→ 0
Roketsan	5	3,67%	↓ -1	Toyota Türkiye	20	1,38%	↓ -2
Google	6	3,67%	↑ 1	Unilever	21	1,19%	↓ -1
Microsoft	7	3,33%	↓ -1	Zorlu Holding	22	1,15%	↑ 5
TAI (TUSAŞ)	8	3,20%	↓ -3	Ağaoğlu İnşaat	23	1,15%	↓ -2
Koç	9	3,12%	↓ -1	Intel	24	1,10%	↓ -1
Havelsan	10	2,48%	↓ -1	Eczacıbaşı Topluluğu	25	1,06%	↑ 1
Rönesans İnşaat	11	2,05%	→ 0	Socar Enerji	26	1,05%	↑ 15
Ford Otosan	12	2,02%	↓ -2	Arçelik Group	27	0,98%	↑ 5
Sabancı	13	2,01%	↓ -1	Turkcell	28	0,93%	↑ 1
TEI (TUSAŞ Motor Sanayii)	14	1,71%	↑ 2	Enerjisa	29	0,88%	↑ 1
Tübitak	15	1,68%	→ 0	Tüpraş	30	0,88%	↓ -2

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Potential applicants' ranking | Top 30

All students | Natural Sciences

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Tübitak	1	5,97%	↑ 1	L'Oréal Group	16	2,10%	↓ -2
Eczacıbaşı Topluluğu	2	5,90%	↓ -1	Roketsan	17	2,02%	↔ 0
Abdi İbrahim	3	4,88%	↔ 0	Novartis	18	1,98%	↔ 0
Bayer	4	3,71%	↑ 3	Unilever	19	1,92%	↓ -3
Aselsan	5	3,65%	↑ 1	Amazon	20	1,27%	NEW -
Bilim İlaç	6	3,57%	↑ 4	Türkiye İş Bankası	21	1,24%	↔ 0
Apple	7	3,54%	↓ -3	Ziraat Bankası	22	1,15%	↑ 2
Google	8	3,47%	↑ 1	Havelsan	23	1,04%	↑ 3
Koç	9	3,38%	↓ -4	Henkel	24	1,02%	↑ 31
Nobel İlaç	10	3,20%	↑ 3	BASF	25	0,97%	↑ 3
Microsoft	11	3,18%	↔ 0	Roche	26	0,96%	↓ -7
Türk Hava Yolları	12	2,82%	↓ -4	Zorlu Holding	27	0,94%	↓ -5
Pfizer	13	2,76%	↑ 2	Samsung	28	0,82%	↓ -8
Sabancı	14	2,62%	↓ -2	Tüpraş	29	0,79%	↑ 10
Mercedes-Benz	15	2,18%	↑ 28	TAI (TUSAŞ)	30	0,76%	↓ -1

? • Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply.