

2026 GEURS

GLOBAL EMPLOYABILITY AND UNIVERSITY RANKING AND
SURVEY

METHODOLOGY

SURVEY PERIOD : JULY – SEPTEMBER 2025.
DATA COLLECTION VIA ONLINE QUESTIONNAIRES

 **emerging** driving
employability

 **Geurs2026** 15th Edition
Global Employability University Ranking & Survey

EMERGING

WHAT IS GEURS?

THE LEADING EMPLOYABILITY
SURVEY & RANKING

The **ONLY TOP 250** universities and schools ranking based on direct employer assessment

A market-driven survey, produced by **Emerging**, that identifies trends, skills gaps, and employer expectations beyond self-reported university data.

- **Dynamic employer survey** – Updating performance indicators since 2010 with real-time market insights.
- **Benchmarking employability** – Measuring competitive advantages and workforce alignment from the market's perspective.
- **Tracking key trends** – Monitoring job market demands, required skills, best collaborations, and global workforce shifts.
- **Providing a direct market signal**– a collective assessment by employers of the performance of universities in terms of employability.

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GEURS is more than a ranking, it's a strategic tool bridging education and employment.

GEURS METHODOLOGY



A DISTINCTIVE APPROACH

- **Employer-driven:** all respondents are active professionals responsible for recruitment or graduate supervision.
- **Independent:** GEURS is designed and produced by Emerging and conducted by a specialized polling institute.
- **List continuity (not cumulative results):** the eligibility list is built and updated incrementally over editions, while the ranking results are recalculated from scratch each year.
- **Focused on employability:** expert-based angle, not perturbed by other indicators, to keep the insights clear and readable. .
- **Complementary** to rankings or university evaluations based on research or reputation.

(For details on the eligibility and maintenance of the university list, see “How universities enter the GEURS list” page 7).

(For details on respondent profiles and participation criteria, see « profile of respondents » starting page 9).

EMPLOYABILITY

GEURS METHODOLOGY



THE CORE QUESTION:

Every year, Emerging asks thousands of employers worldwide a simple but decisive question: **“which universities and schools do you believe best prepare graduates for employability and future challenges, and why?”**

Through a rigorous, data-driven process, GEURS transforms employer feedback into a structured assessment and measurable insights, making it the worldwide benchmark for employability.

FIELDWORK OVERVIEW:

SURVEY PERIOD : JULY – SEPTEMBER 2025.
DATA COLLECTION VIA ONLINE QUESTIONNAIRES
12 350 RESPONDENTS in 32 COUNTRIES
POLLING INSTITUTE : TRENDENCE (trendence.com)

RESPONDENTS SELECTION :

Selection targets qualified employers with a minimum of 5 years of experience and responsibility for recruiting and supervising at least 5 graduates annually.

The panel ensures balanced representation across sectors, company sizes and countries.

For details on respondent profiles and participation criteria, see « profiles of respondents »

EMPLOYABILITY

GEURS METHODOLOGY



THE METHODOLOGY IN FOUR STEPS:

1. EMPLOYER INSIGHTS

This first stage immerses respondents in the issues surrounding employability.

These insights frame the voting stage and ensure that each participant's contribution is grounded in current professional realities.

2. VOTING PROCESS

Employers are then invited to vote for the universities whose graduates they consider most employable based on direct experience, industry archetypes, or reputation within their own professional field.

Each respondent can cast between 10 and 15 votes, maximum.

The selection is made from a curated list of approximately 1,000 universities worldwide. This list is updated every year through a cumulative and evidence-based methodology.

(For eligibility criteria, see "How universities enter the GEURS list" page 7)

Every vote must be justified: for each institution selected, respondents identify up to **2 decisive factors** among the GEURS Employability Drivers.



3. EMPLOYABILITY DRIVERS

To interpret and contextualize the results, employers indicate the **decisive factors** behind each vote.

These **Employability Drivers** reveal what employers value most when they think of employability and how perceptions evolve across countries and industries.

The 2026 GEURS Drivers are:

- Focus on Work Expertise
- Graduate Skills
- Specialization
- Social Impact and Leadership
- Academic Performance
- Internationality
- Reputation

These dimensions do not weight the ranking but explain the votes, helping to identify the main trends shaping global employability and universities performance.

No vote is validated without this justification.

4. UNIVERSITY SELECTION

Institutions receiving the highest total number of validated votes form the **GEURS Top 250**.

Votes are then consolidated as raw results without any weighting, normalization, or correction for size or geography

HOW UNIVERSITIES ENTER THE LIST?

Each year's GEURS ranking is based on a living list of around 1,000 universities worldwide.

This list is continuously updated through an incremental, evidence-based methodology refined since the first edition.

1. NATIONAL NOMINATIONS

Before the global vote, participating employers identify the best universities for employability in their own country.

These insights are incorporated into the overall list, helping reveal institutions that may not appear in international academic rankings.

2. EMERGING'S RADAR OF EXCELLENCE

Emerging continuously tracks and detects signals of employability excellence across more than 100 countries, drawing on fifteen years of expertise, previous GEURS results, and recruitment data. This global radar enables the inclusion of national or specialized universities showing strong outcomes or rising reputation.

3. LIST MAINTENANCE

- Employers can also add universities not listed when casting their votes if they recruit from them.
- Institutions without votes for three consecutive years are removed.

This cumulative, open approach ensures that the GEURS list reflects a genuine market-based landscape of employability, combining employer recognition, expert validation, and continuity over time.

UNDERSTANDING GEURS STABILITY AND SENSITIVITY



RESULTS STABILITY NOTICE

The GEURS ranking combines **long-term stability** with **responsiveness to genuine change** in employer perception.

Because both the eligibility list and the respondents panel evolve incrementally, results remain consistent where employer views are steady.

The panel follows **stable selection criteria**, with regular methodological reviews to ensure reliability, balanced across sectors and job roles, and verified in expertise in recruiting and managing young graduates. Only 5% of the panel is reviewed annually, mainly to test new geographies and industries.

Each edition is based on entirely new votes with **no weighting from previous years**, ensuring that **movements in the Top 250 reflect real evolutions** in how employers assess graduate performance, university-industry collaboration, and emerging skill priorities.

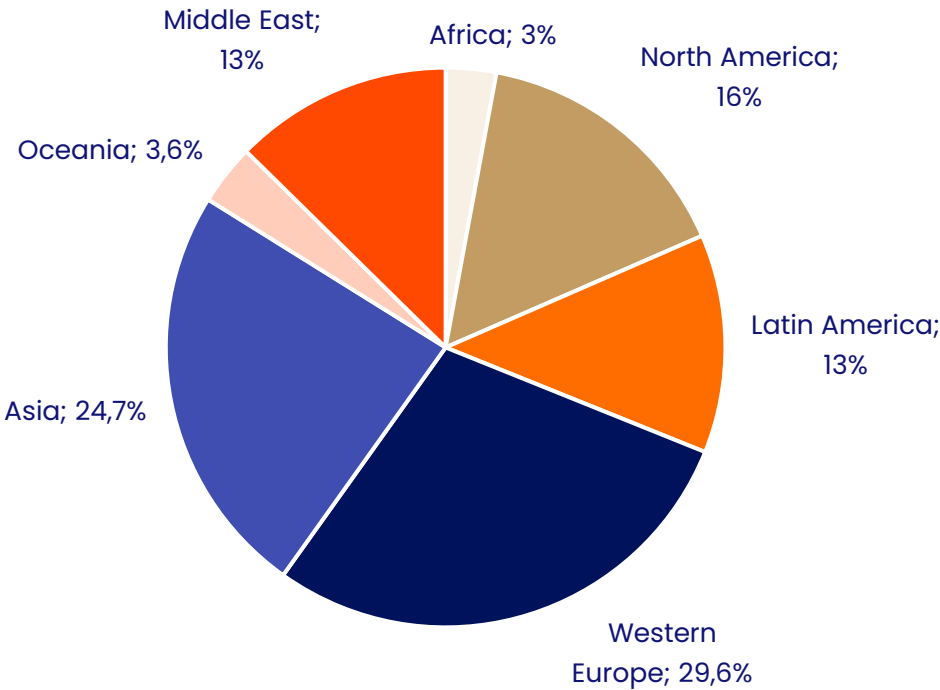
This balance between continuity and renewal ensures that GEURS captures **true shifts in employability signals**, not short-term visibility effects.

COMPETITIVE DYNAMICS

Most changes occur near the lower end of the top 250, where competition is particularly intense. Many institutions ranked **between 200 and 400** demonstrate strong results and often alternate between inclusion and near-inclusion from one year to the next. This reflects the high concentration of quality among institutions in that range, **a competitive frontier** where even small shifts in employer perception for one institution or another can determine who enters or exits the Top 250.

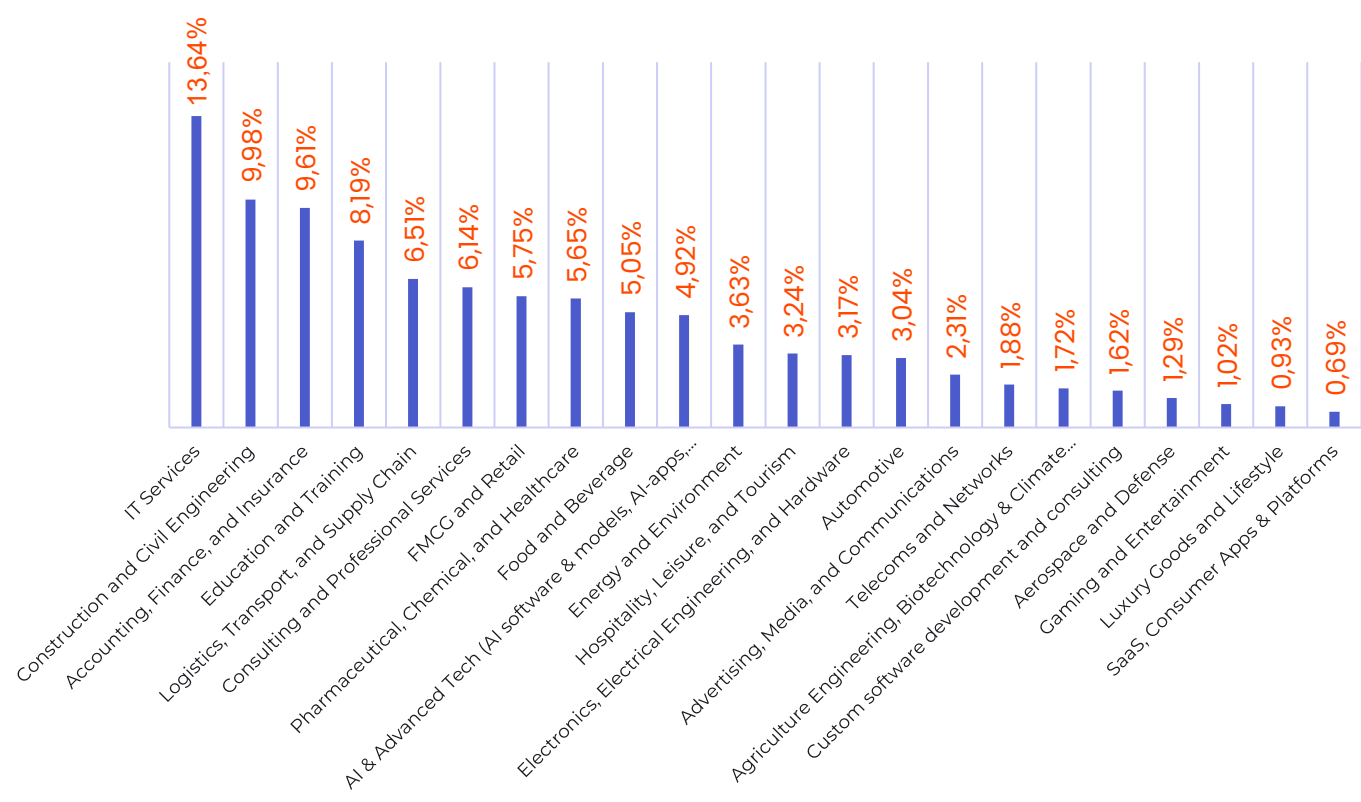
Such movement is a sign of **vitality, not instability**, confirming that GEURS operates **as a global benchmark and a reference framework** for employability, where each institution's progress depends on its **relative positioning among peers**.

PROFILE OF RESPONDENTS IN 2025–2026

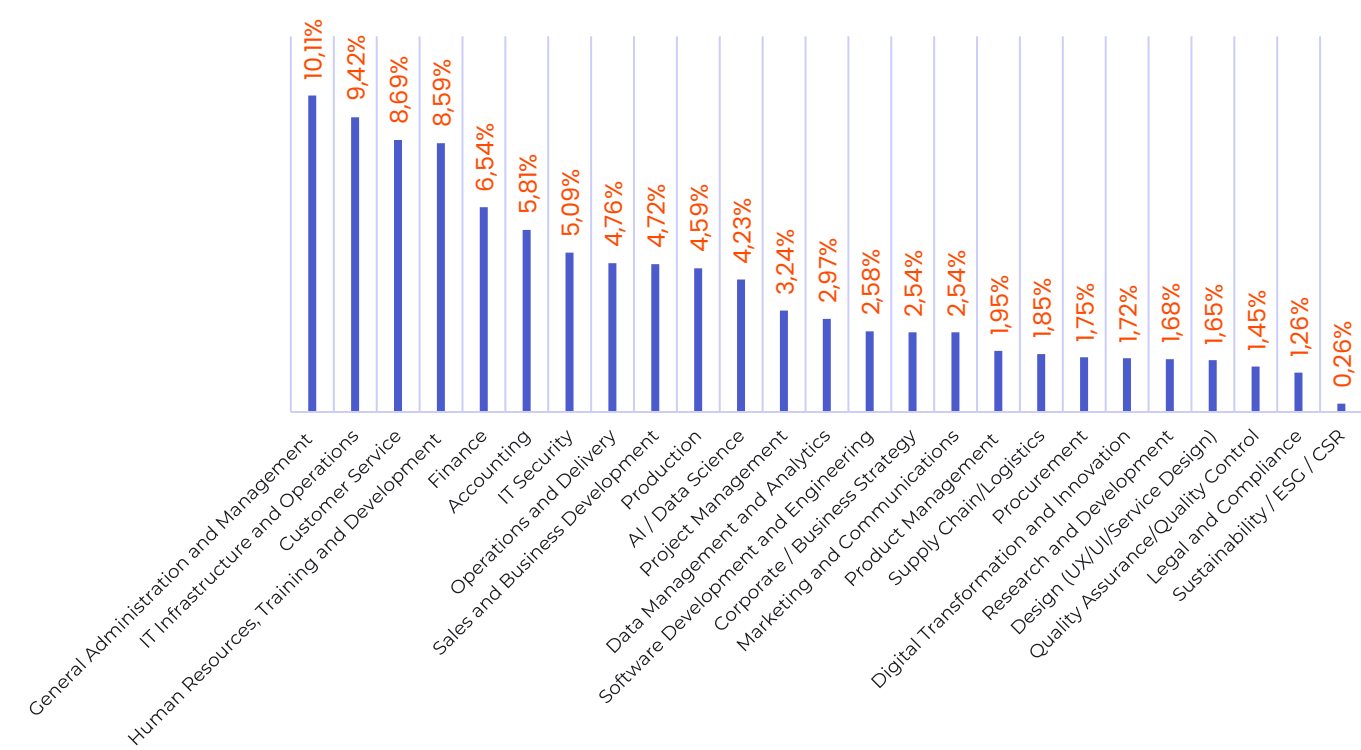


Australia	Morocco
Brazil	Netherlands
Canada	Peru
Chile	Qatar
China	Saudi Arabia
Colombia	Singapore
Czech Republic	South Africa
Egypt	South Korea
Estonia	Spain
France	Sweden
Germany	Switzerland
Hong Kong	Turkey
India	UAE
Japan	UK
Koweit	USA
Mexico	Vietnam

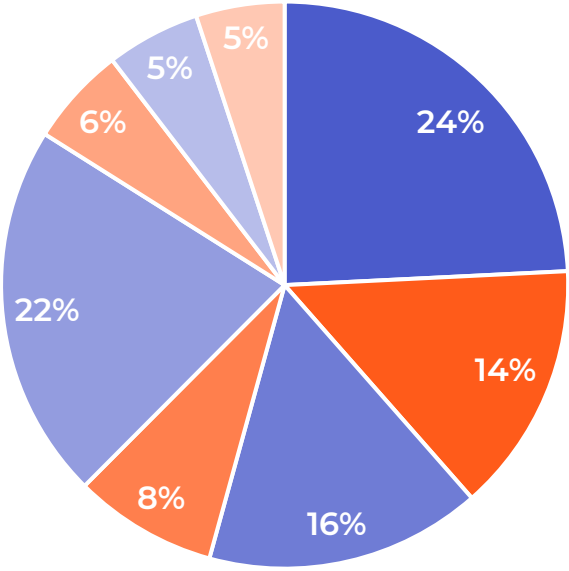
DISTRIBUTION OF PARTICIPANTS BY SECTOR



DISTRIBUTION OF PARTICIPANTS BY WORK DEPARTMENT



DISTRIBUTION OF PARTICIPANTS
BY SECTOR



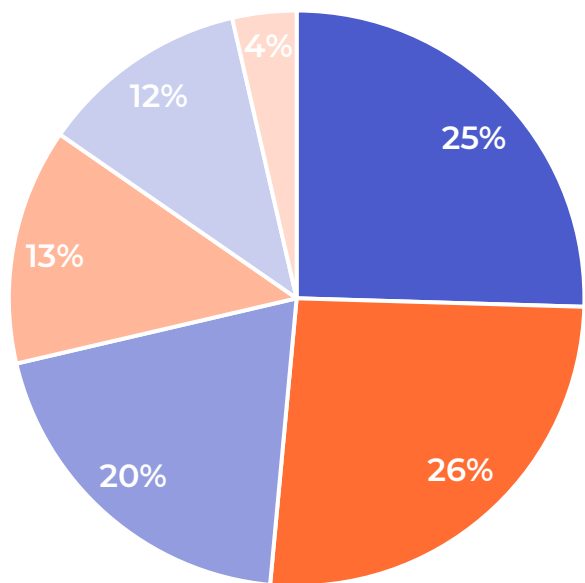
- Entertainment & Media & Software
- Automotive & Engineering
- Finance & Consulting
- Education & training
- Retail & Logistics & Supply Chain
- Pharmaceutical & Chemical
- Energy & Environment
- IT Hardware & Electronics

IT Services
Construction & Civil Engineering
Accounting, Finance & Insurance
Education & Training
Logistics, Transport & Supply Chain
Consulting & Professional Services
FMCG & Retail
Pharmaceutical, Chemical & Healthcare
Food & Beverage
AI & Advanced Tech (AI software & models, AI-apps, Cybersecurity, Devops/tools)
Energy & Environment

Hospitality, Leisure, & Tourism
Electronics, Electrical Engineering, & Hardware
Automotive
Advertising, Media & Communications
Telecoms & Networks
Agriculture Engineering, Biotechnology & Climate Science
Custom software development & consulting
Aerospace & Defense
Gaming & Entertainment
Luxury Goods & Lifestyle
SaaS, Consumer Apps & Platforms

DISTRIBUTION OF PARTICIPANTS

BY WORK DEPARTMENT



- Administration & Governance
- Technology & Innovation
- Operations & Value Chain
- People & Organization
- Market & Strategy

General Administration & Management

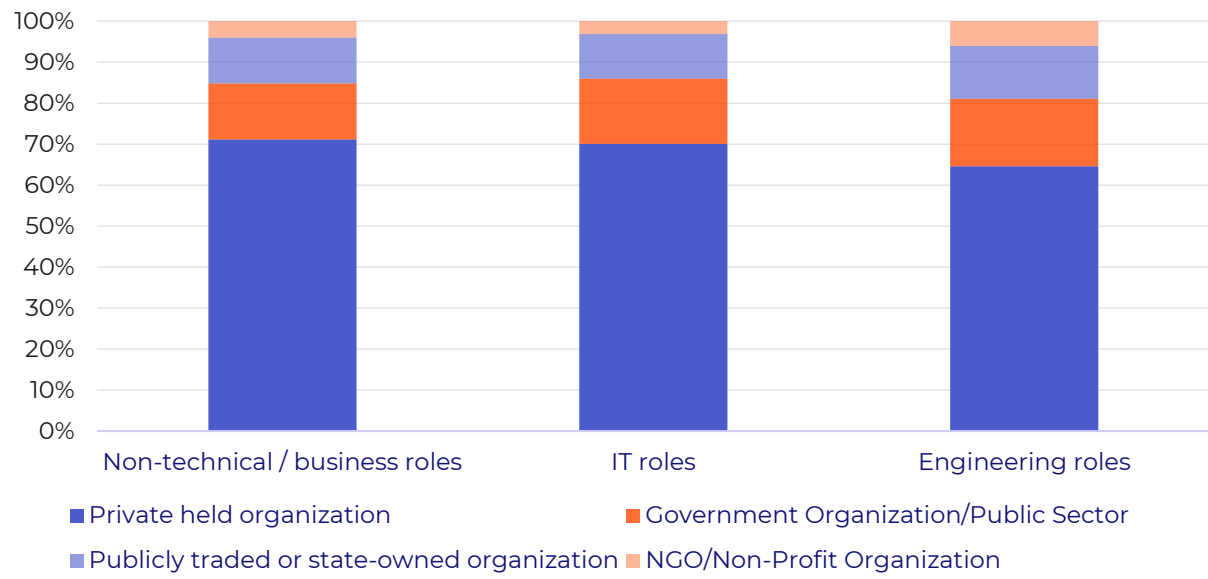
IT Infrastructure & Operations
Customer Service
Human Resources, Training & Development
Finance
Accounting
IT Security
Operations & Delivery
Sales & Business Development
Production
AI / Data Science
Project Management
Data Management and Analytics

Software Development & Engineering

Corporate / Business Strategy
Marketing & Communications
Product Management
Supply Chain/Logistics
Procurement
Digital Transformation & Innovation
Research & Development
Design (UX/UI/Service Design)
Quality Assurance/Quality Control
Legal & Compliance
Sustainability / ESG / CSR

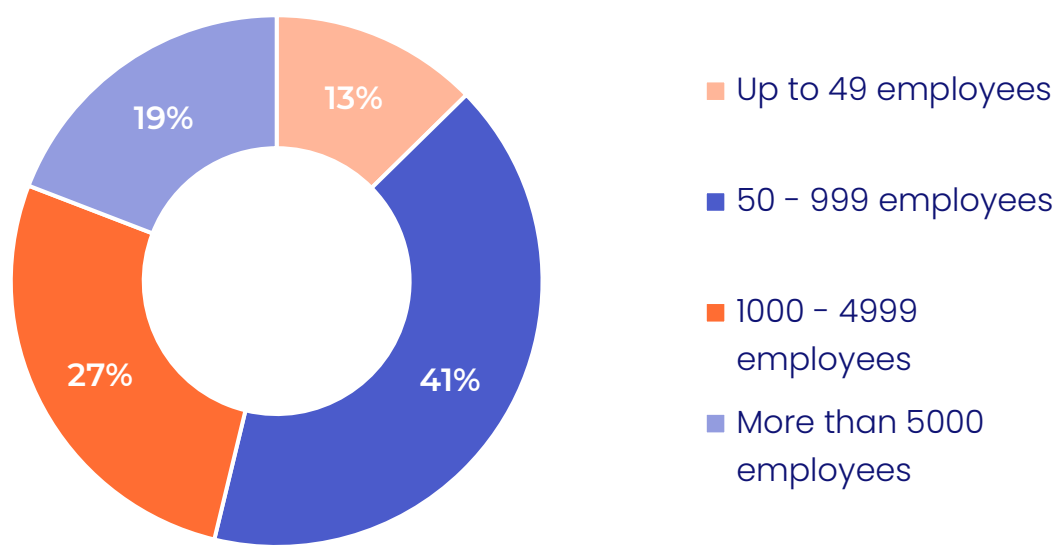
DISTRIBUTION OF PARTICIPANTS

BY ORGANIZATION TYPE & RECRUITMENT



NUMBER OF EMPLOYEES

IN COMPANY'S PARTICIPANT



GEURS SURVEY

HIGHLIGHT OF Geurs2026



119 967 VOTES

The GEURS 2026 edition reflects a total of **119 967 employer votes worldwide** and generates 1 million Data points.

100% SCREENED EMPLOYERS

A total of **12 350 respondents participated** in the GEURS 2026 survey. 100% of our survey respondents are top operational managers who work with and/or recruit more than 5 young graduates per year.

7,15/10 SCORE

The respondents have an **average influence score of 7,15/10** on the recruiting process of young graduates in their department.

312 500 RECRUITMENTS

Participating **employers are directly involved in 312,500 recruitments** within companies that collectively hired 3,8 million young graduates in 2024-2025.

32 COUNTRIES

Respondents are corporate managers from **32 countries**, representing **22 activity sectors** and **25 job roles**.

A YEARLY SURVEY

This year's online survey was conducted from **July to September 2025**.

15 YEARS OF DATA

GEURS is the leading barometer of graduate employability. **Conducted every year since 2010**, GEURS compiles 15 years of data on Higher Education and worldwide graduate employment.



INDEPENDENT

The survey **is commissioned by Emerging** and executed by Trendence, an independent consulting and polling institute.

GEURS SURVEY

Employer feedback on the GEURS 2026 survey

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"Boa pesquisa" (Good survey – Portuguese)

"Impressive"

“整体还不错，挺好的” (Overall quite good – Chinese)

"It's good to have this survey"

"Awesome survey topic"

"Thanks so much"

"Adorei participar da pesquisa" (I loved participating – Portuguese)

"Super sondage" (Great survey – French)

"Good survey"

"Me agrado la encuesta" (I liked the survey – Spanish)

"Fácil de entender y responder" (Easy to understand and answer – Spanish)

"Learnt a lot. Thought provoking"

"We need more surveys like this to better the economies of the world"

"Buena" (Good – Spanish)

"Très bien" (Very good – French)

"Me pareció interesante la encuesta. Siempre a su disposición..."
(I found the survey interesting. Always available to participate again – Spanish)

“我感觉非常好” (I feel very good about it – Chinese)

"Me gustó este estudio, primero en su tipo, felicidades por eso"
(I liked this study, first of its kind, congratulations – Spanish)

EMERGING

GEURS SURVEY PARTNERS



Pollup provides a range of AI-powered solutions and advanced services for the digital collecting, analyzing and leveraging of customer data.



Trendence Institute GmbH is an independent consulting and market research company, standing for data-driven employer branding and recruitment for 25 years. It has conducted the annual survey for the Global Employability University Ranking and Survey since 2010.

Trendence knows the career plans and preferred employers of applicants and helps employers understand the needs of their target group.

LET'S EXPLORE THE POSSIBILITIES TOGETHER!

Contact: communications@emerging.fr

