

The Deloitte Talent in Banking Survey 2014 Poland in Focus

The top four most popular sectors among Polish business students have remained the same since 2008, but the gaps between them have narrowed, suggesting tougher competition for talent. Banking and FMCG are still easily the two most popular sectors for Polish business students. However, with FMCG declining steadily in popularity, banking could soon make a bid for first place.

About the Research

This report is based on the Universum Talent Survey 2014. Universum has been researching students' career intentions since 1988. In 2013-14, it surveyed about 700,000 students and professionals drawn from around 2,000 universities and institutions of higher education in 36 markets.

Deloitte examined the survey results from 174,000 business students in the 31 markets most relevant to banking: in the Americas, Brazil, Canada, Mexico and the US; in APAC, Australia, China, Hong Kong, India, Indonesia, Japan and Singapore; and in EMEA, Austria, Belgium, the Czech Republic, Denmark, France, Germany, Ireland, Italy, Middle East (defined by Universum as Egypt, Lebanon, Kuwait, Qatar and Saudi Arabia), the Netherlands, Norway, Poland, Russia, South Africa, Spain, Sweden, Switzerland, Turkey, the UAE and the UK. The number of markets included in global and regional averages varies between 24 and 31.

Our research shows banking holding steady in the 2013-14 academic year; however other sectors have gained in popularity.

Consumer goods and banking dominant

Fast-moving consumer goods (FMCG) and banking are still easily the two most popular sectors for Polish business students¹, with a big gap between them and others. However, with FMCG declining steadily in popularity since 2010 banking could soon make a bid for first place. (See Figure 2.)

Software challenges

Software and computer services are now the third most popular sector, having just overtaken auditing and accounting, while transport and logistics is also gaining popularity.

Variety is the spice of life

The five most popular "ideal employers"² for Polish business students are from five different sectors. They include one bank, PKO Bank Polski, but no FMCG company, despite the sector as a whole being the most popular. In other EMEA countries, two or three sectors normally dominate the top five employers.

Everyone loves Google

Google is the number one "ideal employer" for Polish business students, as it is in 14 other markets surveyed globally.

Women vastly outnumber men, at entry level

In most EMEA countries, the proportions of banking-inclined students³ are more or less evenly split between men and women, while investment banking-inclined students are invariably more likely to be men. In contrast, among Polish business students it is overwhelmingly women who are inclined towards a career in banking, and even investment banking. (See Figure 1.)

Figure 1. Student demographics, Poland, 2014

	All business students	Banking-inclined students	Investment banking-inclined students
Female	75.7%	75.7%	68.1%
Male	24.3%	24.3%	31.9%
Number of students	6,646	2,119	617
Average age	22.4	22.3	22.3

Source: Universum Talent Survey 2014; Deloitte analysis

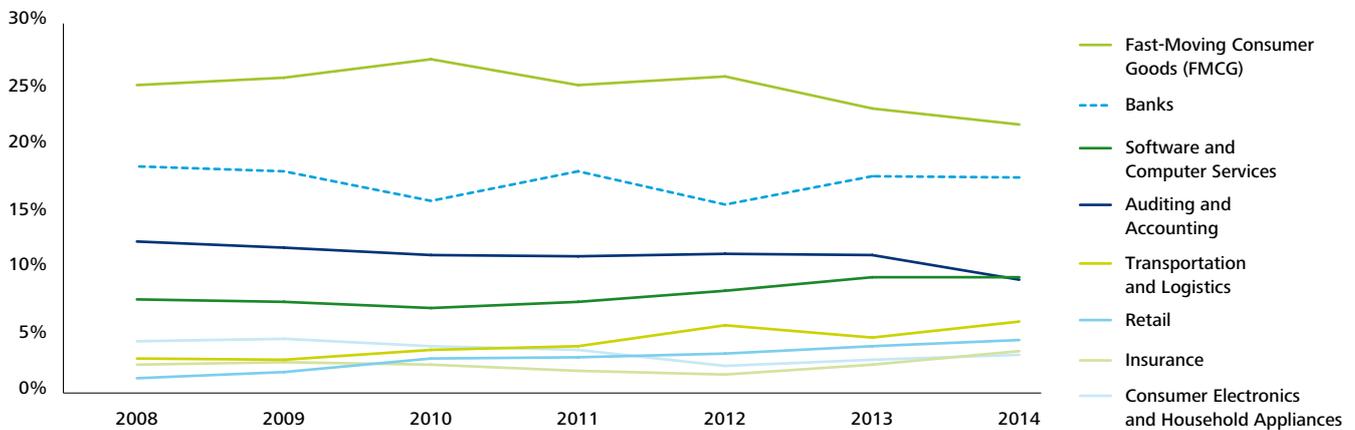
1 Students studying business-related subjects.

2 Business students were presented with a list of employers from a range of sectors. They chose an unlimited list of companies for which they might consider working. Next they narrowed the choice to a maximum of five "ideal employers"

3 "Banking-inclined students" are a subset who put at least one bank in their top five "ideal employers".

Banking stays strong but competition gets tougher

Figure 2. Industry popularity among Polish business students, 2008 to 2014



Source: Universum Talent Survey 2014; Deloitte analysis
See Appendix for survey question

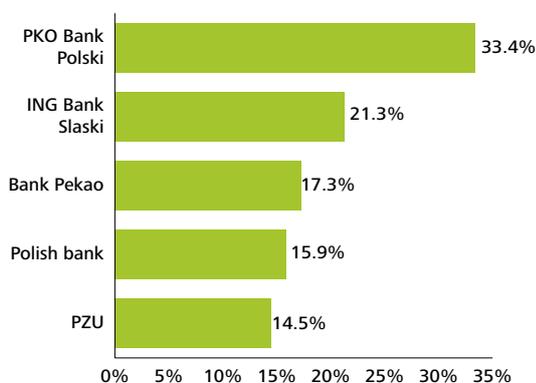
Job security is paramount

From nine possible choices, the top career goal among banking-inclined students is “to be secure or stable in my job”, followed by “to be a technical or functional expert”. (See Figure 4.)

Not motivated by money

In contrast to other countries, salary expectations in Poland are lower among banking-inclined students than among the broader population of business students. (See Figure 5.)

Figure 3. Top five most popular employers, Polish banking-inclined students, 2014



Source: Universum Talent Survey 2014; Deloitte analysis
See Appendix for survey questions

The top four most popular sectors among Polish business students have remained the same since 2008, but the gaps between them have narrowed, suggesting tougher competition for talent. Although banking remains a strong second, there is no room for complacency.

The gender problem

The large proportion of women among banking-inclined students is mirrored in other post-communist economies. But it is particularly noticeable in Poland where three-quarters of banking-inclined students and more than two-thirds of those inclined towards investment banking are women.

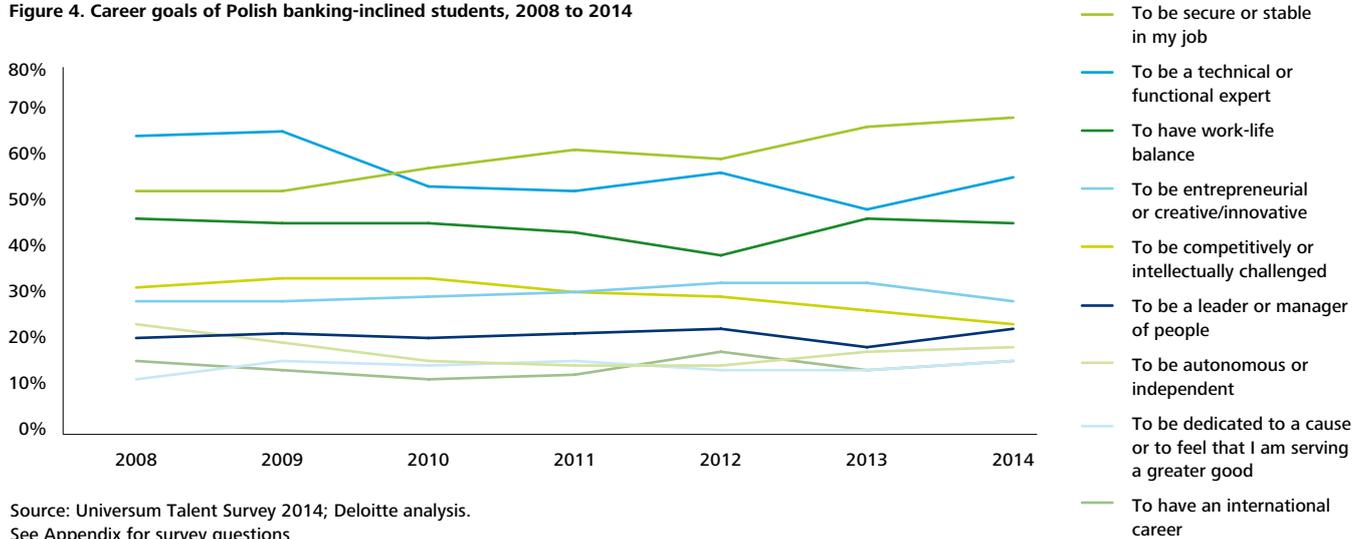
Despite the sector attracting many women at entry level, the composition of the boards of the big Polish banks shows a pattern of male domination. Of the 124 management board members of the top banks, only 17 (13.7 per cent) are women.

The challenge for banks with talent management is twofold: to promote more women to senior positions, and to attract more men at entry level.

In contrast to other markets, the salary expectations of banking-inclined students in Poland are lower than for business students on average. (See Figure 5.) This may well be explained by the large proportion of women among banking-inclined students compared with other countries.

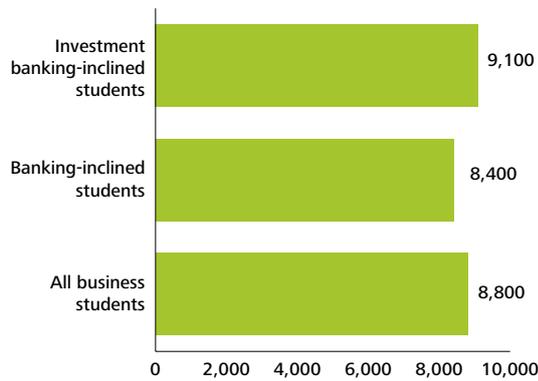
Job security, gaining expertise

Figure 4. Career goals of Polish banking-inclined students, 2008 to 2014



Source: Universum Talent Survey 2014; Deloitte analysis. See Appendix for survey questions

Figure 5. Expected annual salary (EUR), Polish students, 2014



Source: Universum Talent Survey 2014; Deloitte analysis. See Appendix for survey questions

Students were asked to pick their three most important career goals from nine possibilities. The most common choices of banking-inclined students were “to be secure or stable in my job” and “to be a technical or functional expert”.

The strong desire to become an expert is not mirrored anywhere else in the 14 EMEA countries that were analysed, where this is often the lowest-scoring aspiration. Banking-inclined students elsewhere generally give a higher rating to “to be a leader or manager of people”, “to be competitively or intellectually challenged” and “to have an international career”.

The high score for “to be secure or stable in my job” is understandable in a country with a recent history of great economic change and youth unemployment of around 30 per cent.

Given the predominance of women among Polish banking-inclined students, it seems likely that there may be a gender aspect to some of the choices of career aspirations. Women are often more inclined to seek stability and less inclined to express a desire for leadership or competition. Instead many women believe that the way to get on in their career is by being really good at it. This would be consistent with choosing “to be a technical or functional expert” as a top career goal. In fact being really good at the job is rarely enough for promotion, a fact that has contributed to the relatively low number of women in senior positions throughout the world.

Appendix

Note to Figure 2

Survey question: "Choose the five employers you most want to work for [from the list of employers you would consider working for], your five ideal employers".

Industry popularity is calculated as the number of times employers from that industry are short-listed among the five "ideal employers".

Note to Figure 3

Survey question: "Choose the five employers you most want to work for [from the list of employers you would consider working for], your five ideal employers".

Note to Figure 4

Survey question: "Below is a list of nine possible career goals. Which are most important to you? Please select a maximum of 3 alternatives." Importance of goals is then calculated as the percentage of students choosing each career goal on their shortlist of top three goals.

Note to Figure 5

Survey question: "What is your expected salary before tax at your first employment after graduation, excluding commission and bonus?"

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