



Students globally rank J.P. Morgan as an Ideal Employer

The J.P. Morgan brand continues to show increasing strength with students around the globe, based on recent results from campus surveys of undergrads and MBAs.

Of late, students gravitated toward accounting firms due to a perceived sense of stability, while tech companies with strong consumer brands like Google and Apple fared well among those who viewed them as highly innovative places to work. Even with the shift, campus surveys showed financial services still attracted top talent looking to join the industry.

Measuring student attitudes in geographies across the globe, J.P. Morgan turned in a strong overall performance, rising in the rankings in the U.S., Hong Kong, Singapore, Japan, Germany, Netherlands, and Sweden.

No. 1 financial services firm and diverse undergraduates

Demonstrating the trend, for the second consecutive year in the U.S., undergraduates surveyed by research firm Universum voted J.P. Morgan the #1 financial services firm for college students seeking jobs, as reported in ***Bloomberg BusinessWeek***. J.P. Morgan is also the #1 financial services firm among diverse undergraduates.

It's not just undergrads though. Universum also researched MBAs and diverse MBA students at top U.S. business schools, with J.P. Morgan as the #2 financial services firm among both groups and #7 overall, two places ahead of last year. The findings were recently reported in ***Fortune*** magazine.

J.P. Morgan improved its standing in most European countries and landed second in the financial services industry, 13th overall in the Pan-European rankings. In the U.K., students voted J.P. Morgan second within the industry and 14th overall.

In Asia, J.P. Morgan scored #2 within the industry and #3 in the overall rankings in Hong Kong and Singapore across all industries, an incredibly strong standing given the trend of students seeking employment with local companies in Asia over larger global employers.

Building a pipeline

The ability to attract top undergrads and MBAs is vital aspect to maintaining J.P. Morgan's leadership in the industry. Internships and J.P. Morgan's comprehensive training program are opportunities for the firm's managers to interact with some of the best and brightest on the college campuses.