

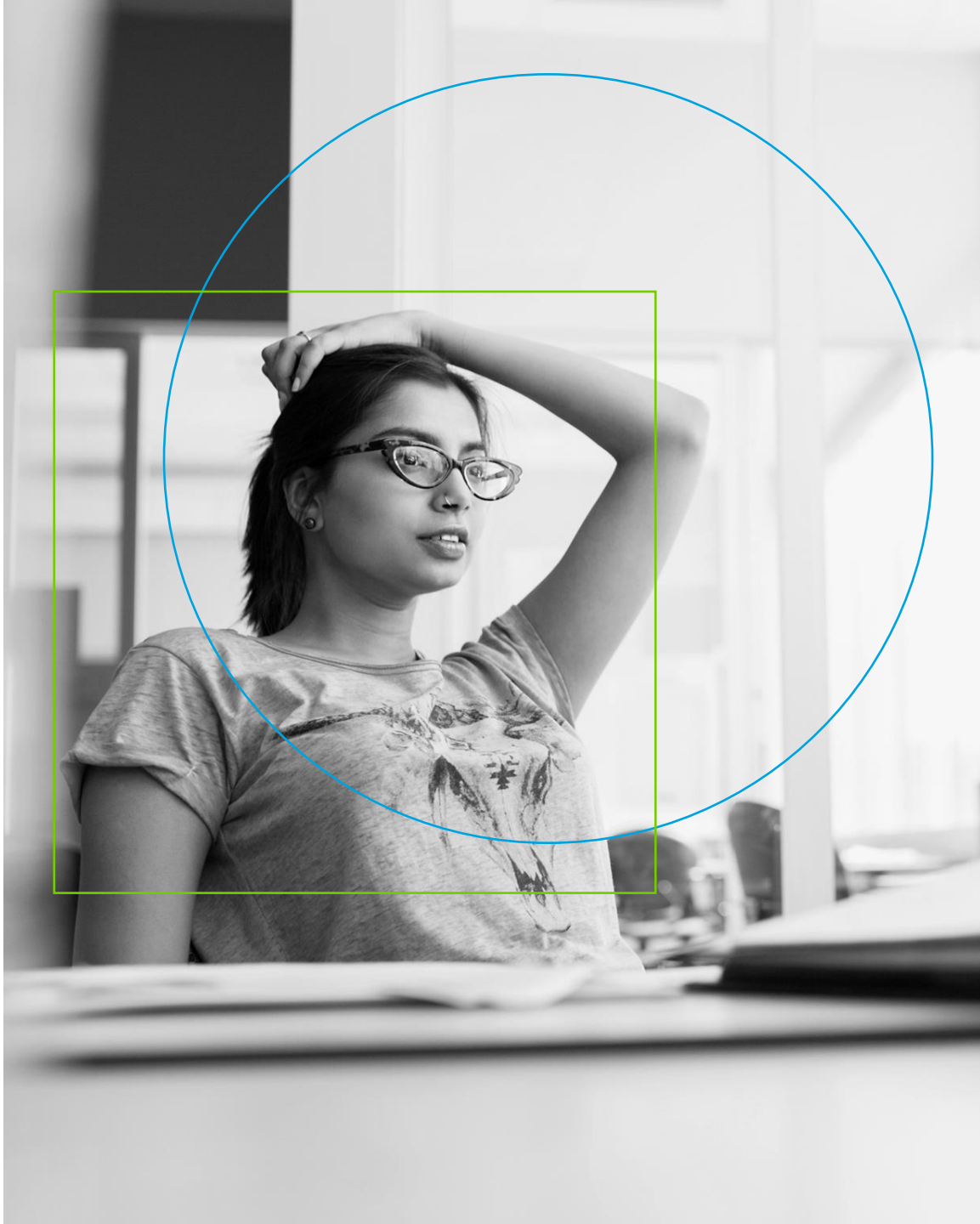
**Graduate  
Management  
Admission  
Council™**

# **Post-GME Career Aspirations**

**Overview Report**

**Prospective Students Survey  
2023 Data Report**

**May 2023**



*Post-GME Career Aspirations: Prospective Students Survey* is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 226 leading graduate business schools. Founded in 1953, we are actively committed to advancing the art and science of admissions by convening and representing the industry and offering best-in-class products and services for schools and students. GMAC is dedicated to creating access to and disseminating information about graduate management education that business schools and candidates need to learn, connect, and evaluate each other. School and industry leaders rely on the Council as the premier provider of reliable data about the graduate management education industry.

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# Over 2,700 individuals responded to the Prospective Students Survey in 2022

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The Prospective Students Survey is one of the Graduate Management Admission Council's (GMAC) keystone research programs. The global graduate management education (GME) community has relied on data from this survey to gain insights about candidates' decision-making processes when considering and applying to graduate business schools since 2009.

The findings detailed in this report are based on responses from a total of 2,710 individuals surveyed between January and December 2022.

Prospective students who responded represent those interested in various MBA and business master's program categories, including full-time MBA, professional MBA, executive MBA, master's in management and international management, and other specialized business master's programs.

Responses used for analysis included candidates who are at different stages of the GME journey, including those who are actively applying to business schools or currently doing research about graduate business degrees.

Additional information on the survey methodology and analytical procedures supporting this report can be found on [page 25](#).

## Explore the Data for Yourself

An Interactive Data Research Tool accompanies the Prospective Students Survey and is available for all readers with a valid gmac.com account. The tool empowers users to customize data searches by multiple survey response variables, such as preferred study destination, preferred program type, citizenship, residence, gender, age, and more. Access the tool with your gmac.com login at:

[gmac.com/prospectivestudents](https://gmac.com/prospectivestudents)

## Business School Participation in GMAC Research

Graduate business schools around the world are invited to take advantage of opportunities to gather data and generate insights about the business school pipeline.

Schools can sign up to participate in the GMAC Application Trends Survey and Corporate Recruiters Survey on our survey sign-up page:

[gmac.com/surveysignup](https://gmac.com/surveysignup)

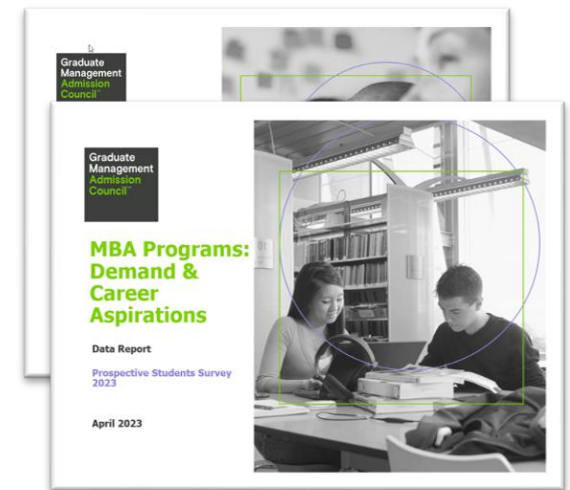
# More information available

This year, the rich information gleaned from the Prospective Students Survey is being released in a nine-part series for easier consumption and improved user experience.

## 2 Overview Reports

## 5 Regional Reports

## 2 Program Reports



Visit [gmac.com](https://www.gmac.com)  
to access all nine reports.



# Career Aspirations

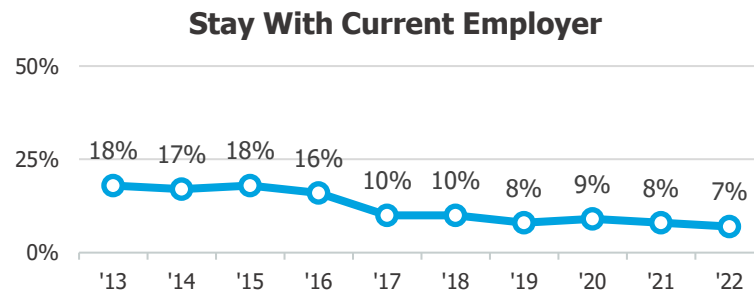
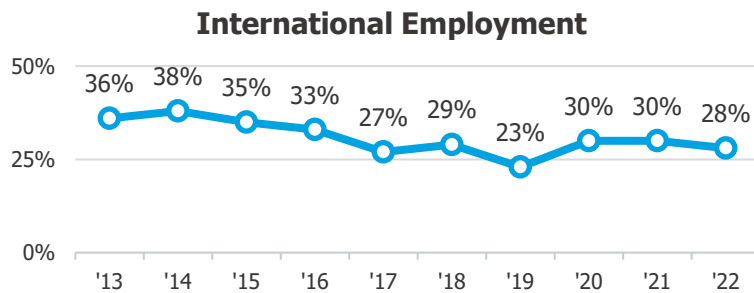
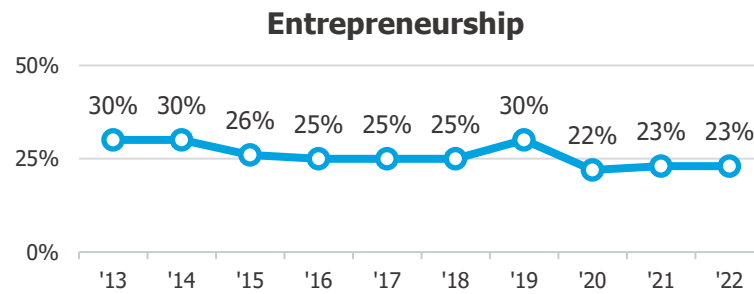
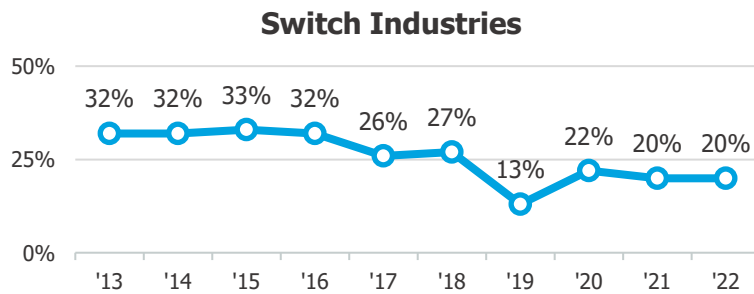
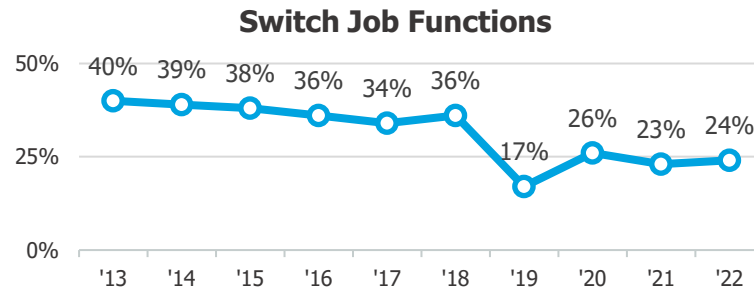
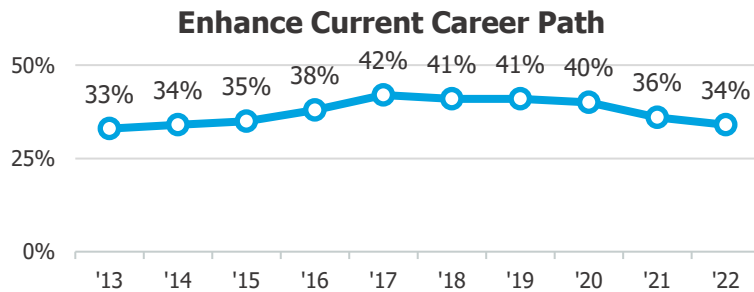
This section examines 10-year trends across the career aspirations candidates are most interested in pursuing upon graduating from graduate business school.

While every individual is propelled by unique motivations, the following six aspirations are most common among prospective students regardless of geography or demographic characteristic.

- Enhance current career path
- Switch industries or job functions
- Entrepreneurship
- International employment
- Stay with current employer



# Over 10-year trend in candidate post-GME career aspirations show most want to enhance current career path



# Career Goals

Our differences make us individuals and our similarities connect us to one other. This section centers on 2022 survey respondents and explores their specific post-GME career goals by the following demographic characteristics:

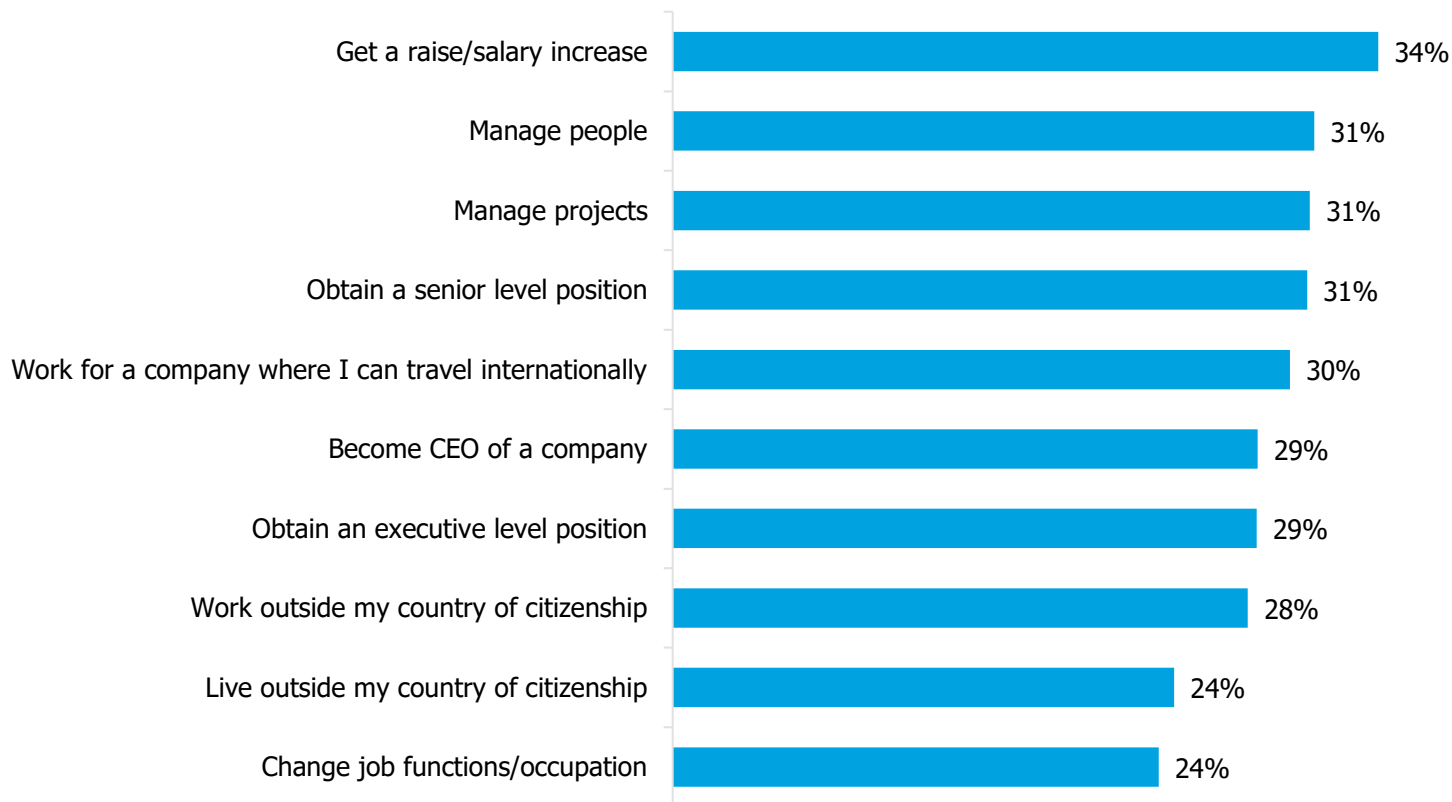
- Gender
- Age
- World region of citizenship





# Candidates strive for increased income, management opportunities, and enriched life experience

Percentage of 2022 candidates who aspire to pursue GME for different career goals

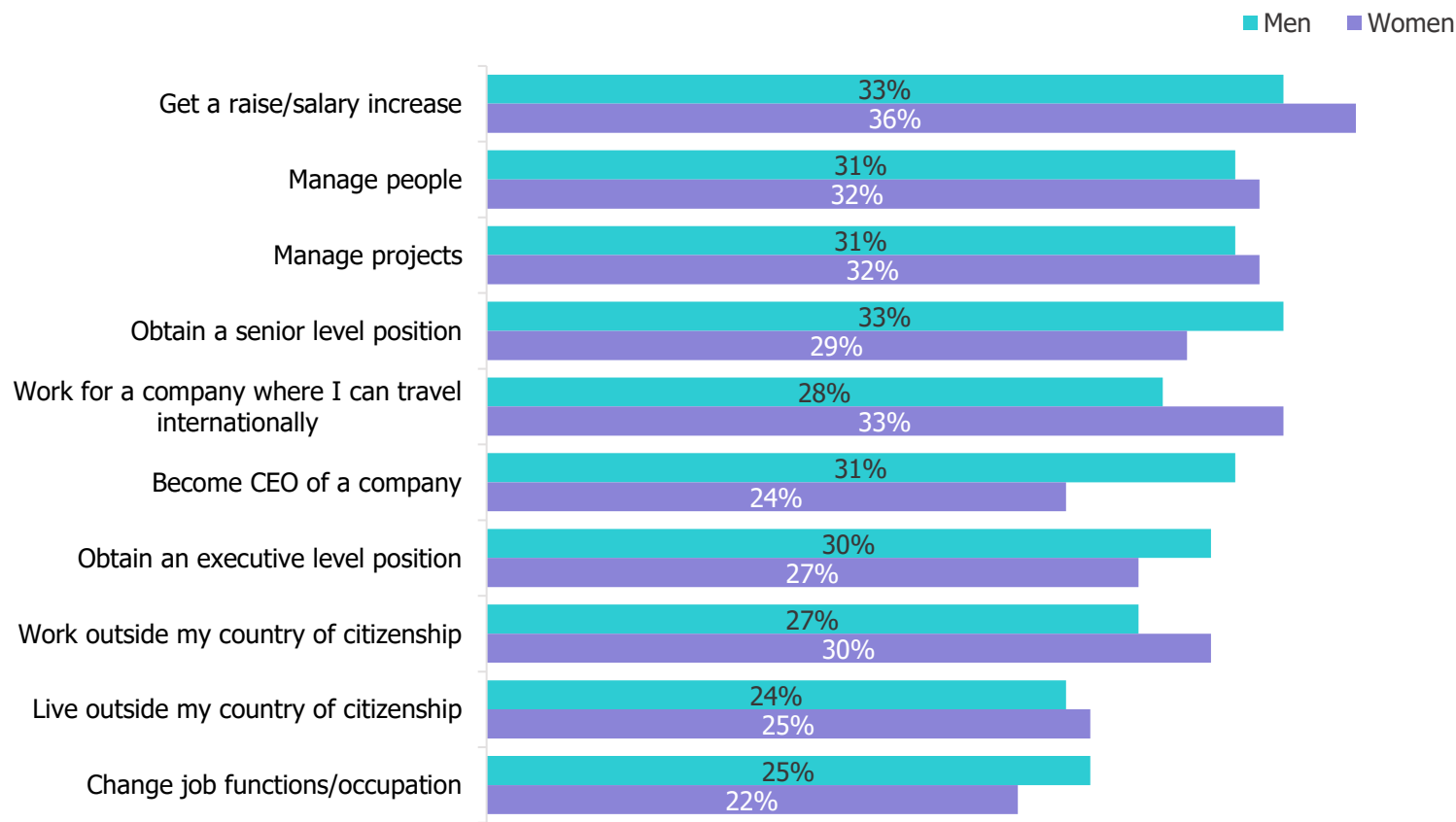


Note:

1. Percentages of candidates who aspire to pursue GME for different career goals do not sum to 100 percent due to multiple selections.

# Aspirations for top leadership roles are higher among men; travel opportunities and salary increase are higher for women

Percentage of men and women who aspire to pursue GME for different career goals in 2022



- Notes:**
1. Percentages of men or women who aspire to pursue GME for different career goals do not sum to 100 percent due to multiple selections.
  2. Results for candidates who self-identified as non-binary are not included because the sample size is below reporting threshold.



# Top post-GME goals vary by age group: 22 and younger want to travel internationally; 23-30 want salary increase; and 31 and older want both salary increase and higher positions

Post-GME Career Goals	Age <sup>1,2</sup>				
	22 and under	23 to 24	25 to 30	31 to 39	40 and older
Get a raise/salary increase	27%	<b>37%</b>	<b>42%</b>	<b>38%</b>	32%
Manage people	27%	35%	36%	31%	25%
Manage projects	28%	31%	34%	33%	32%
Obtain a senior level position	24%	29%	36%	<b>37%</b>	<b>37%</b>
Work for a company where I can travel internationally	<b>31%</b>	30%	30%	29%	21%
Become CEO of a company	29%	28%	29%	29%	19%
Obtain an executive level position	23%	25%	30%	<b>38%</b>	<b>37%</b>
Work outside my country of citizenship	29%	28%	30%	27%	18%
Live outside my country of citizenship	23%	29%	26%	23%	14%
Change job functions/occupation	11%	23%	34%	33%	31%

Notes:

1. Column percentages do not sum to 100 percent due to multiple selections.
2. Bolded cells highlight the most preferred post-GME goals within each age group.



# The top post-GME career goals are salary increase for US, Latin America, and East & Southeast Asian candidates, management experience for APAC, Canada, and Eastern Europe candidates

Post-GME Career Goals	World Region of Citizenship <sup>1,2</sup>									
	Africa	Australia & Pacific Islands	Canada	Central & South Asia	East & Southeast Asia	Eastern Europe	Latin America	Middle East	United States	Western Europe
Get a raise/salary increase	24%	38%	44%	27%	<b>37%</b>	20%	<b>46%</b>	35%	<b>53%</b>	27%
Manage people	31%	<b>52%</b>	37%	31%	22%	27%	29%	27%	40%	<b>33%</b>
Manage projects	39%	38%	43%	33%	22%	27%	29%	30%	34%	<b>32%</b>
Obtain a senior level position	27%	43%	<b>53%</b>	33%	27%	15%	36%	36%	39%	25%
Work for a company where I can travel internationally	<b>42%</b>	38%	23%	<b>38%</b>	26%	22%	28%	<b>40%</b>	22%	<b>33%</b>
Become CEO of a company	36%	29%	30%	35%	22%	<b>35%</b>	31%	34%	21%	27%
Obtain an executive level position	29%	29%	37%	32%	18%	24%	36%	<b>39%</b>	34%	23%
Work outside my country of citizenship	38%	24%	16%	35%	28%	25%	<b>46%</b>	37%	12%	29%
Live outside my country of citizenship	27%	19%	16%	27%	25%	31%	41%	37%	11%	23%
Change job functions/occupation	20%	38%	33%	25%	21%	9%	23%	25%	34%	20%

Notes:

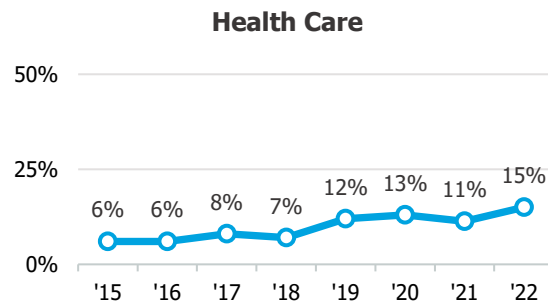
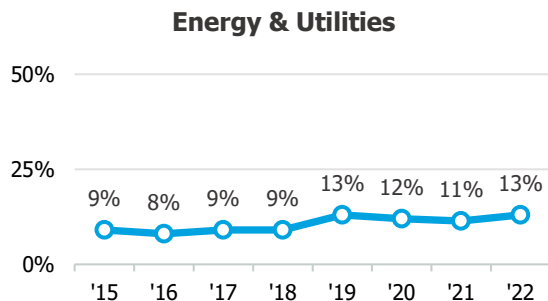
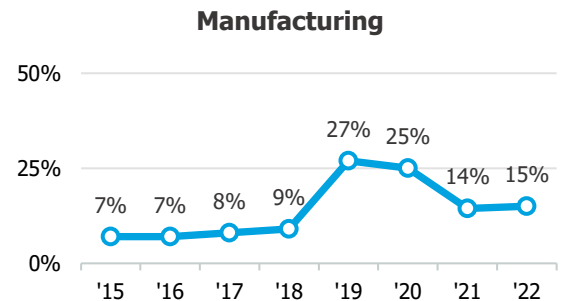
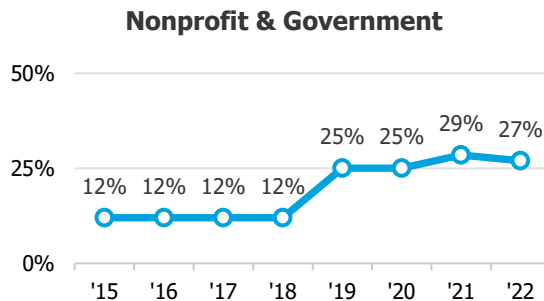
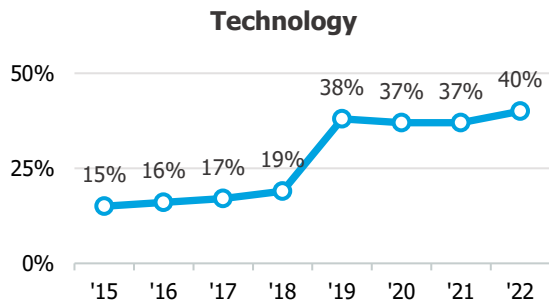
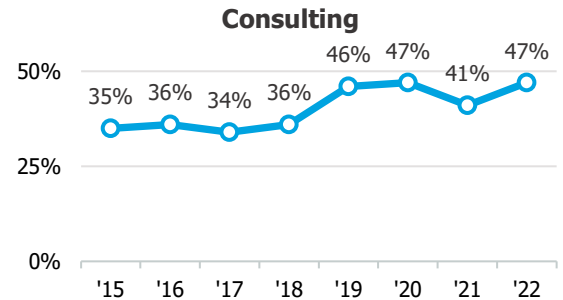
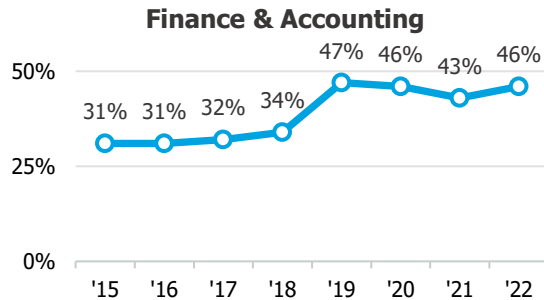
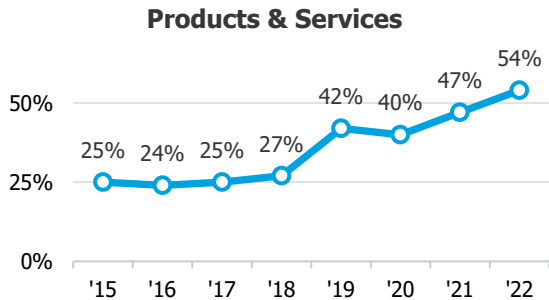
1. Column percentages do not sum to 100 percent due to multiple selections.
2. Cells in watermelon highlight the most preferred post-GME goals within each citizenship region.

# Industries of Interest

This section focuses on 2022 respondents' industries of interest for post-GME employment by the following demographic characteristics:

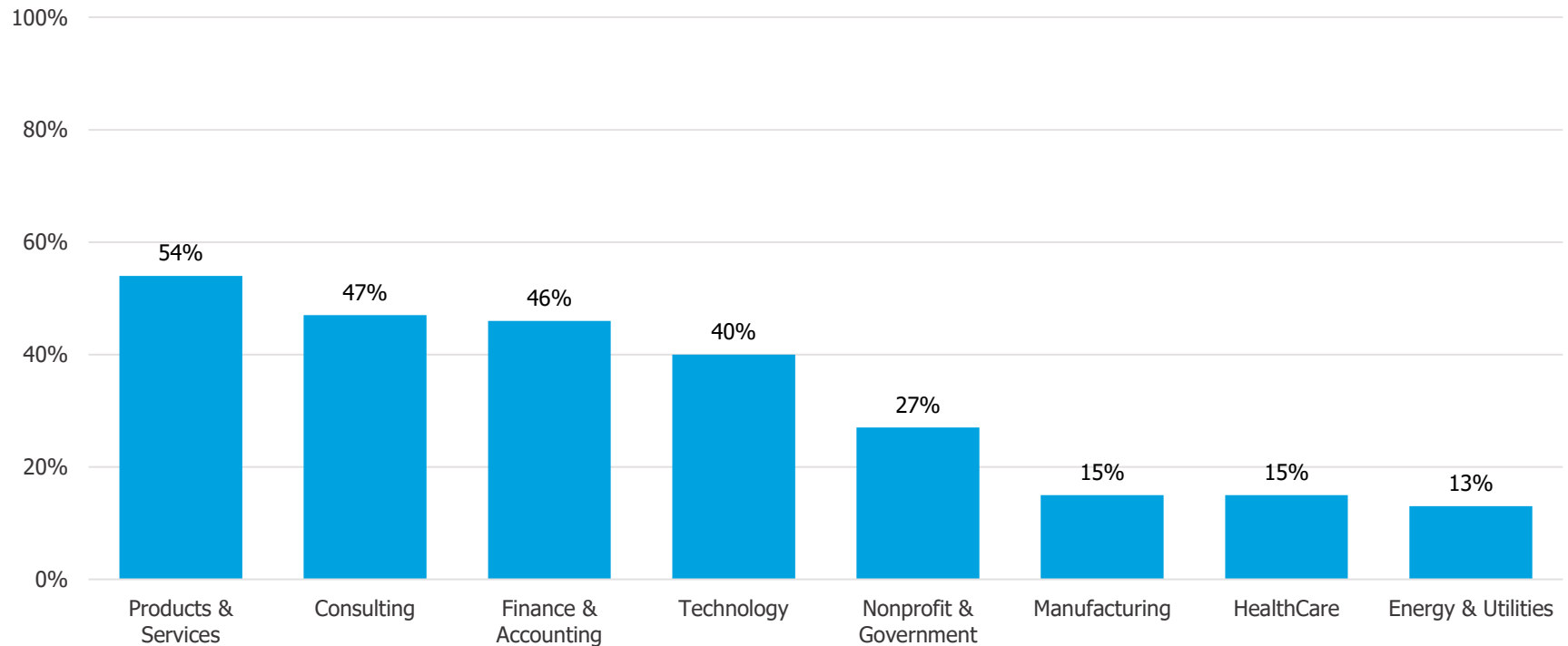
- Gender
- Age group
- World region of citizenship

# Post-GME interest in Product & Services, Finance & Accounting, Technology, and Consulting industry groups has been growing in the last 8 years



# Candidates most aspire to work in Products & Services, Consulting, and Finance & Accounting

Percentage of 2022 candidates interested in each post-GME industry

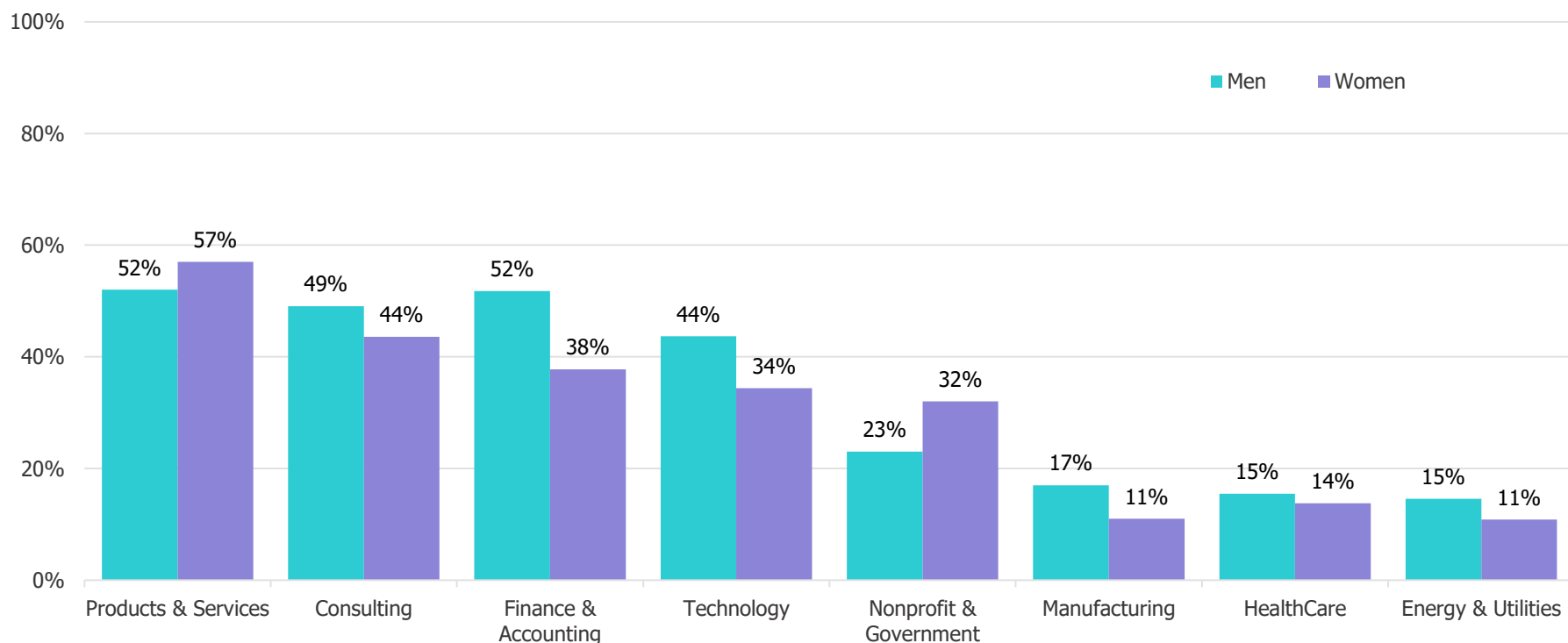


Note:

1. Percentages do not sum to 100 percent due to multiple selections.

# Men are more interested in Finance & Accounting, Consulting, Technology, and Manufacturing, while women are more interested in Products & Services, and Nonprofit & Government

Percentage of men and women interested in each post-GME industry in 2022



**Notes:**

1. Percentages of candidates among men or women who are interested in different industries do not sum to 100 percent due to multiple selections.
2. Results for candidates who self-identified as non-binary are not included because the sample size is below reporting threshold.

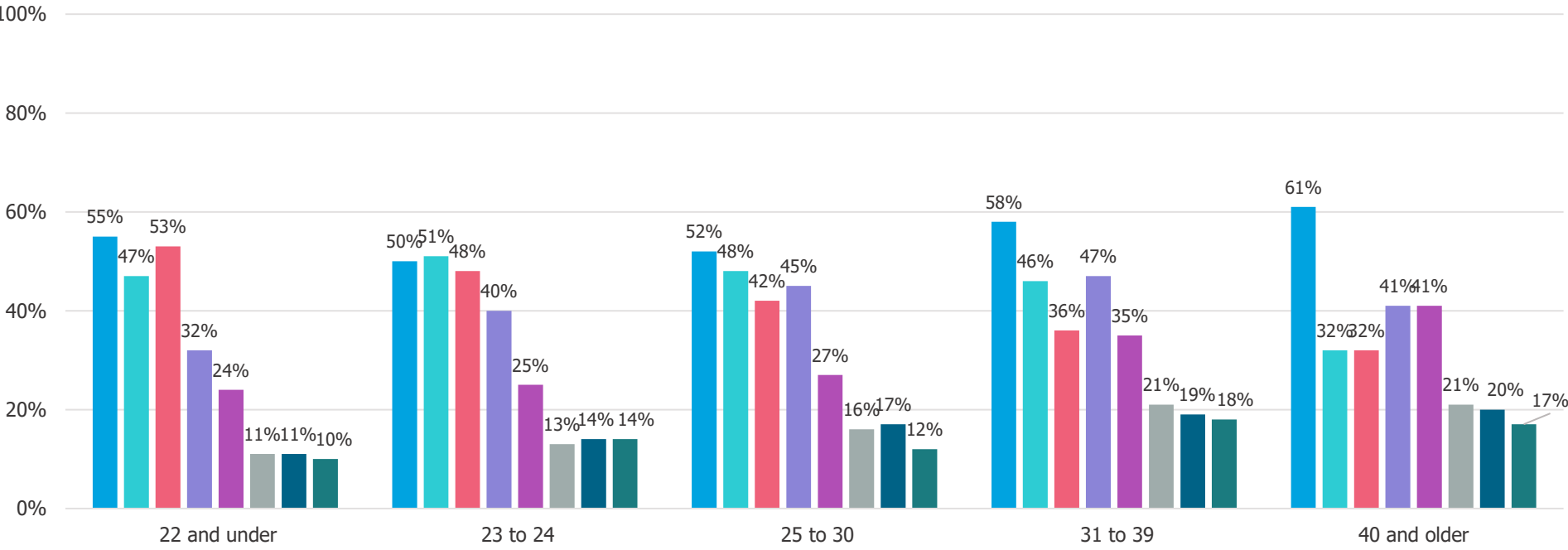




# Products & Services is the top choice of post-GME industry for candidates of all age groups, whereas preference for Consulting and Finance & Accounting decreases by age

Percentage of 2022 candidates interested in different post-GME industries, by age group

■ Products & Services 
 ■ Consulting 
 ■ Finance & Accounting 
 ■ Technology 
 ■ Nonprofit & Government 
 ■ Manufacturing 
 ■ HealthCare 
 ■ Energy & Utilities



Notes:

1. Percentages within the same age group do not sum to 100 percent due to multiple selections.



# Products & Services, Consulting, and Finance & Accounting are the top three post-GME industries for candidates from all regions except those from Canada and Latin America

World Region of Citizenship	Industries <sup>1</sup>							
	Products & Services	Consulting	Finance & Accounting	Technology	Nonprofit & Government	Manufacturing	HealthCare	Energy & Utilities
Africa	65%	44%	56%	43%	45%	22%	14%	29%
Australia & Pacific Islands	43%	43%	43%	24%	29%	5%	19%	19%
Canada	62%	42%	31%	36%	31%	13%	19%	9%
Central & South Asia	57%	58%	50%	47%	31%	21%	15%	14%
East & Southeast Asia	55%	43%	48%	29%	25%	13%	13%	9%
Eastern Europe	65%	45%	49%	44%	33%	11%	5%	18%
Latin America	56%	41%	48%	51%	29%	14%	14%	16%
Middle East	52%	51%	40%	38%	22%	15%	15%	21%
United States	51%	37%	36%	38%	28%	9%	17%	9%
Western Europe	44%	45%	47%	37%	18%	15%	18%	13%

Notes:

1. Row percentages do not sum to 100 percent due to multiple selections.
2. Cells in watermelon highlight the top three post-GME industries for candidates from each region of citizenships.

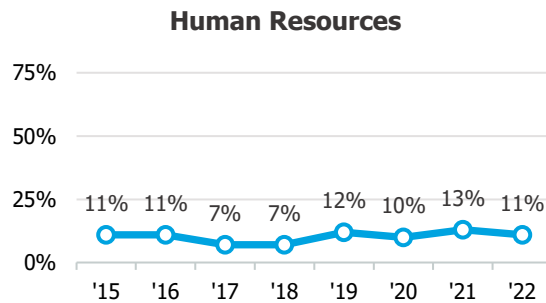
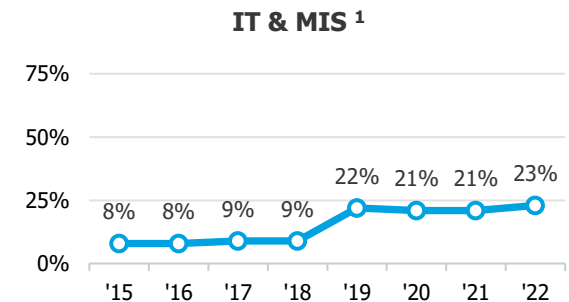
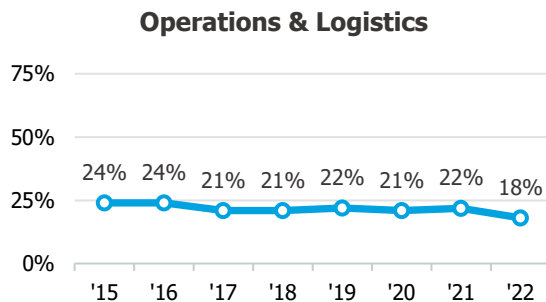
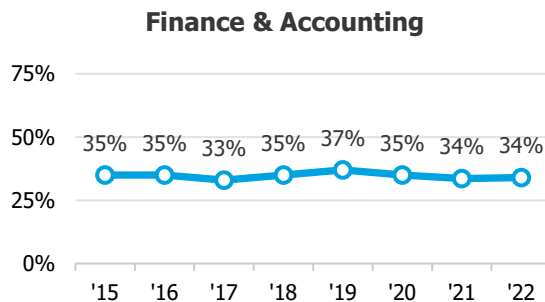
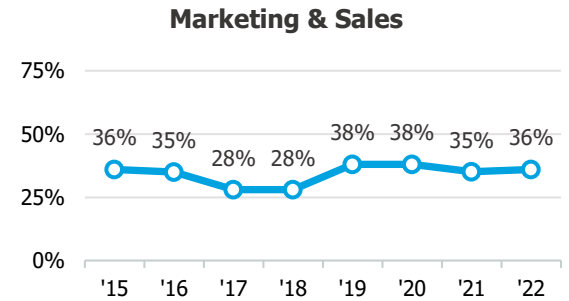
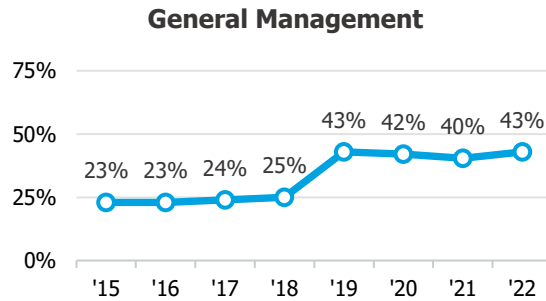
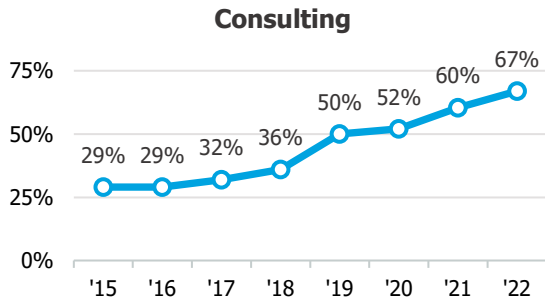
# Job Functions of Interest

This section provides 2022 respondents' job functions of interest for post-GME employment by the following demographic characteristics:

- Gender
- Age group
- World region of citizenship



# Eight-year trend shows a significant increase in interest for consulting job function

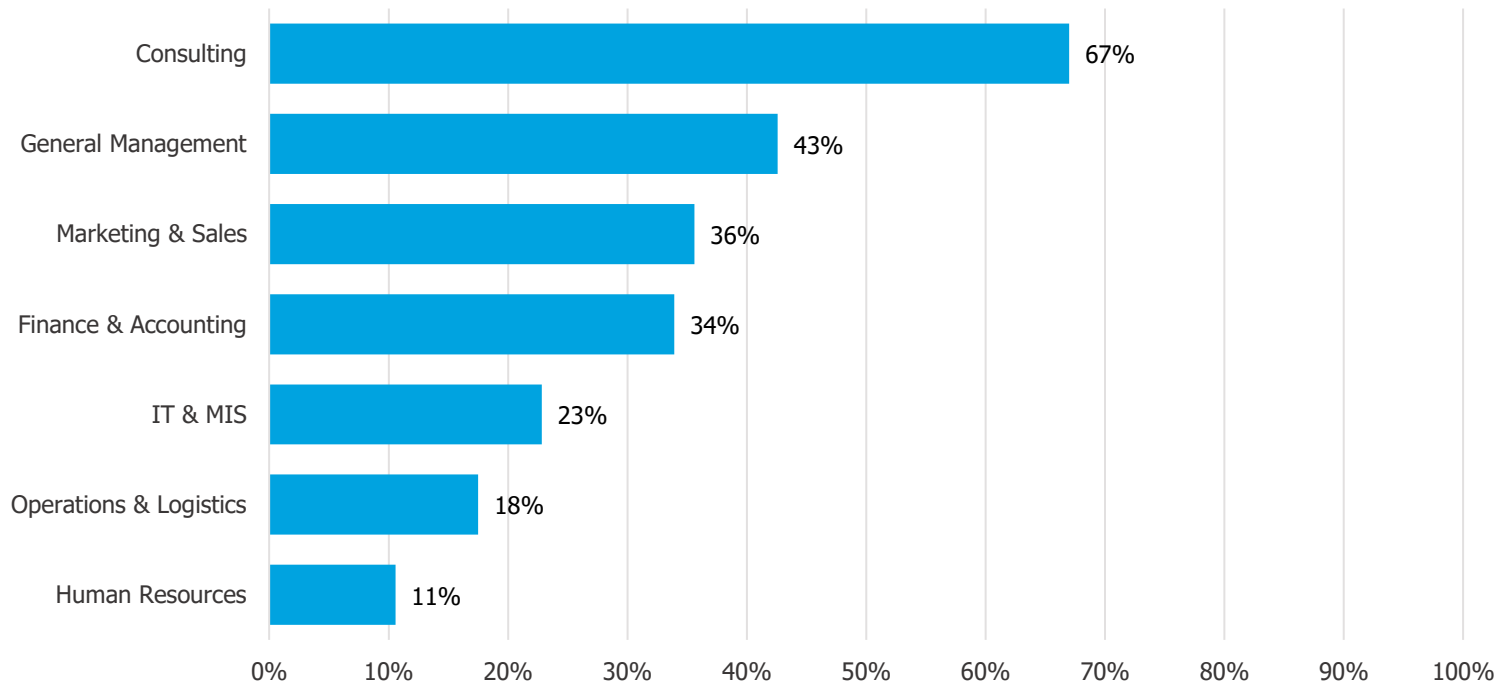


Note:

1. IT & MIS stands for information technology and management information systems.

# Consulting is the top job function of interest

Percentage of 2022 candidates interested in each job function

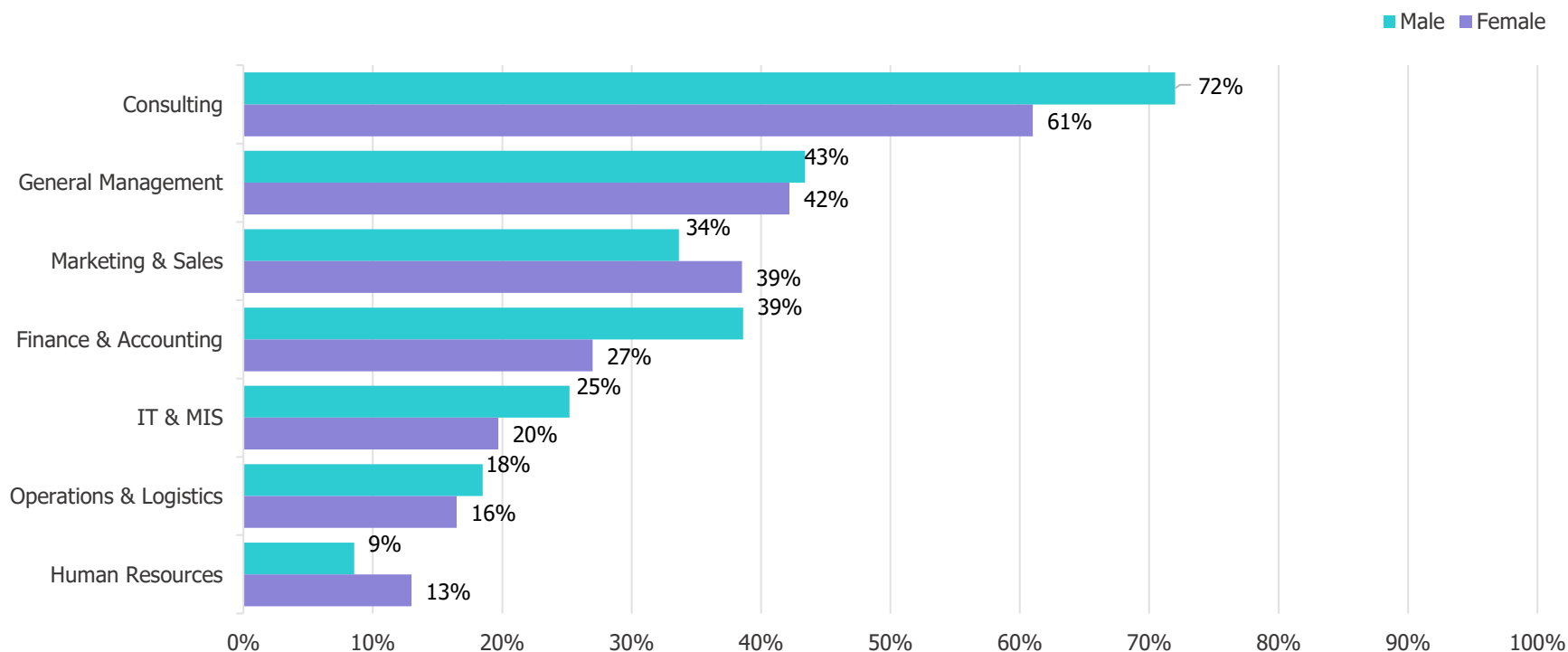


Notes:

1. IT & MIS stands for information technology and management information systems
2. Percentages do not sum to 100 percent due to multiple selections.

# Regarding post-GME job functions, men are more likely to choose Consulting, Finance & Accounting, IT & MIS, and women are more likely to choose Marketing & Sales and Human Resources

Percentage of men and women interested in each job function in 2022



- Notes:
1. IT & MIS stands for information technology and management information systems
  2. Percentages of men or women who are interested in different job functions do not sum to 100 percent due to multiple selections.
  3. Results for candidates who self-identified as non-binary are not included because the sample size is below reporting threshold.



# Candidates of all age groups prefer Consulting as a post-GME job function, whereas interest in general management increases with age and that in Finance & Accounting decreases with age

Age	Job Functions <sup>1,2</sup>						
	Consulting	General Management	Marketing & Sales	Finance & Accounting	IT & MIS	Operations & Logistics	Human Resources
22 and under	60%	37%	38%	41%	19%	13%	12%
23 to 24	69%	38%	33%	36%	26%	16%	9%
25 to 30	73%	43%	34%	31%	25%	20%	8%
31 to 39	71%	57%	36%	27%	22%	21%	10%
40 and older	65%	55%	36%	18%	24%	20%	11%

Notes:

1. IT & MIS stands for information technology and management information systems
2. Cells in watermelon highlight the top job function of candidates in each age group
3. Row percentages do not sum to 100 percent due to multiple selections.

# Consulting, General Management, and Marketing & Sales are the top three choices of job functions for candidates from all world regions

World Region of Citizenship	Job Functions <sup>1, 2</sup>						
	Consulting	General Management	Marketing & Sales	Finance & Accounting	IT & MIS	Operations & Logistics	Human Resources
Africa	61%	51%	43%	36%	32%	26%	23%
Australia & Pacific Islands	62%	52%	38%	19%	14%	10%	5%
Canada	66%	41%	34%	20%	20%	23%	7%
Central & South Asia	74%	50%	40%	36%	30%	24%	16%
East & Southeast Asia	69%	37%	36%	36%	20%	11%	11%
Eastern Europe	58%	45%	40%	40%	20%	11%	16%
Latin America	74%	46%	35%	33%	26%	20%	6%
Middle East	60%	36%	33%	33%	24%	17%	9%
United States	61%	36%	30%	30%	22%	21%	7%
Western Europe	66%	41%	33%	34%	16%	11%	4%

Notes:

1. IT & MIS stands for information technology and management information systems.
2. Cells in watermelon highlight the top three choices of job functions for candidates from each world region.
3. Row percentages do not sum to 100 percent due to multiple selections.





# Methodology

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## Population & Sampling Methods

In 2022, the Graduate Management Admission Council™ (GMAC™) surveyed all individuals who registered on mba.com—the GMAC website for prospective graduate business students — about their demand for GME. Prospective students who attended events hosted by GMAC Tours (formerly The MBA Tour), visited the BusinessBecause website, or registered for the NMAT by GMAC exam in India were also invited to participate in the survey to expand the representation of survey respondents across all regions of the world. In total, over 2,700 prospective students from 131 countries or regions in all 10 populated world regions completed the survey.

Responses used for analysis included candidates who are at different stages of the GME journey, including those who actively applying to business schools or currently doing research about graduate business degrees.

## Analysis

Descriptive analyses were conducted on survey responses to examine prospective students' career goals. Analyses were conducted on all respondents and by respondents' age, gender, region of citizenship.

Global results are weighted to more accurately represent the regional population of individuals who may be interested in a graduate business degree in each region. Public data from sources such as the U.S. Census Bureau, World Bank, UNESCO Education, and China's Ministry of Education are used to estimate the population size that may pursue graduate management education in each world region, which is used to calculate the expected percentage of prospective students from each region. Due to limited responses from Africa, Latin America, and the Middle East in some data sources, responses from countries in these regions have been aggregated to generate weights.

# Respondent Demographic Profile

		2022 Unweighted		2022 Weighted
		N	%	%
	<b>Total</b>	<b>2,710</b>		
<b>Gender</b>	Male	1,598	59%	58%
	Female	1,089	40%	41%
	Non-binary	23	<1%	<1%
<b>Age Group</b>	22 and younger	761	28%	35%
	23 to 24	372	14%	14%
	25 to 30	839	31%	27%
	31 to 39	440	16%	14%
	40 and older	161	6%	5%
<b>Region of Citizenship</b>	Africa	543	20%	2%
	East & Southeast Asia	337	12%	14%
	Australia and Pacific Islands	21	1%	1%
	Canada	91	3%	3%
	Central & South Asia	648	24%	25%
	Eastern Europe	55	2%	9%
	Mexico, Caribbean, & Latin America	160	6%	5%
	Middle East	55	2%	4%
	United States	467	17%	18%
	Western Europe	333	12%	18%

# Country-World Region Assignment

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All geographic regions mentioned in this report use the following country-region classifications:

**Africa:** Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, French Southern Territories, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast (Cote D'Ivoire), Kenya, Lesotho, Liberia, Libyan Arab, Jamahiriya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Reunion, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Svalbard and Jan Mayen, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe

**Australia and Pacific Islands:** American Samoa, Australia, Christmas Island, Cocos (Keeling) Islands, Cook Islands, Fiji, French Polynesia, Guam, Heard Island and McDonald Islands, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Niue, Norfolk Island, Northern Mariana Islands, Palau, Papua New Guinea, Pitcairn, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu, Wallis and Futuna Islands

## Canada

**Central & South Asia:** Afghanistan, Bangladesh, Bhutan, British Indian Ocean Territory, India, Kazakhstan, Kyrgyzstan, Nepal, Pakistan, Tajikistan, Turkmenistan, Uzbekistan

**East & Southeast Asia:** Brunei Darussalam, Cambodia, China, East Timor, Hong Kong SAR, Indonesia, Japan, North Korea, South Korea, Laos, Macao SAR, Malaysia, Maldives, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, China, Thailand, Vietnam

**Eastern Europe:** Albania, Armenia, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Republic of Kosovo, Romania, Serbia, Serbia and Montenegro, Slovakia, Slovenia

**Latin America:** Anguilla, Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Bonaire, Saint Eustatius and Saba, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands, French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Barthelemy, Saint Kitts and Nevis, Saint Lucia, Sint Maarten, South Georgia-Sandwich Islands, St. Helena, St. Martin, St. Vincent and Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, US Minor Outlying Islands, Venezuela, British Virgin Islands, US Virgin Islands

**Middle East:** Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian, Territory, Qatar, Saudi Arabia, Syrian Arab Republic, Turkey, United Arab Emirates, Yemen

## United States

**Western Europe:** Aland Islands, Andorra, Austria, Belgium, Bouvet Island, Cyprus, Denmark, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Greenland, Guernsey, Iceland, Ireland, Isle of Man, Italy, Jersey, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom, Vatican City State

# Contributors & Contact Information

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## Contributors

The following individuals made significant contributions to the publication of this report:

**Quan Yuan**, Associate Manager of Survey Research, data analysis & interpretation, manuscript drafting, sample development, survey management; **Alexandria Williams**, Manager of Survey Research, survey management, manuscript design; **Kun Yuan**, Director of Research & Data Science, manuscript design & review.

## Contact Information

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