

Survey Structure

At the beginning of the survey, academics state their discipline area and their regional familiarity. The answers to this then guide the range of answers they can give in the remainder of the survey. We ask the following questions of each respondent:

Individual Characteristics

In this section we ask respondents for basic information about themselves and their organisation.

- Name
- Organisation
- Position/seniority
- Gender
- The number of years they have been in academia (Academic Reputation Survey)
- The size of their organisation (Employer Reputation Survey)

Knowledge Specification

In this section we ask respondents to highlight the locations (countries, territories, regions) they are most familiar with along with the faculty/subject/industry sector they are active in.

The results from this section determine which institutions they can nominate and also helps with the categorisation of their answers from a subject perspective

- Country/territory they are most familiar with.
- Region(s) they are most familiar with.
- Faculty area they are most familiar with (Academic Reputation Survey)
- Subject area (maximum of two)* that they specialize in. (Optional)
- Industry sector that they specialise in (Employer Reputation Survey)
- Business programmes they would recruit from - e.g. MBA, EMBA etc. (Employer Reputation Survey)

* Certain QS Subjects are not explicitly present in the survey form. This includes Geology, Geophysics and Petroleum Engineering. In such cases we derive their nominations and further transformations (see below) from the corresponding proxy field

of study, which is available in the survey form: Geology and Geophysics are fully derived from Earth & Marine Sciences, while Petroleum Engineering is a weighted sum of Chemistry (5%), Environmental Sciences (5%), Earth & Marine Sciences (30%), Chemical Engineering (30%) and Electrical & Electronic Engineering (30%).

Top Institutions

In this section respondents are asked to nominate institutions that demonstrate academic excellence (Academic Reputation Survey) or that they would choose to recruit from (Employer Reputation Survey).

The institutions respondents can choose from is determined by the geographic familiarity. For Academics their own institution is not available for selection.

Respondents are asked to identify up to 10 business schools, either domestic or international, that they regard as producing the best research in their field(s) of expertise (Academic Reputation Survey) or that they prefer to recruit from (Employer Reputation Survey). Respondents can choose any business school regardless of their region of knowledge.

- Domestic Institutions (maximum 10)
- International Institutions (maximum 30)
- Business Schools (maximum 10)

Additional Questions

To answer certain higher education insight needs, or to receive feedback on our products, other additional questions may be asked. These questions necessarily vary from year to year, and are not shared in advance of our survey.