

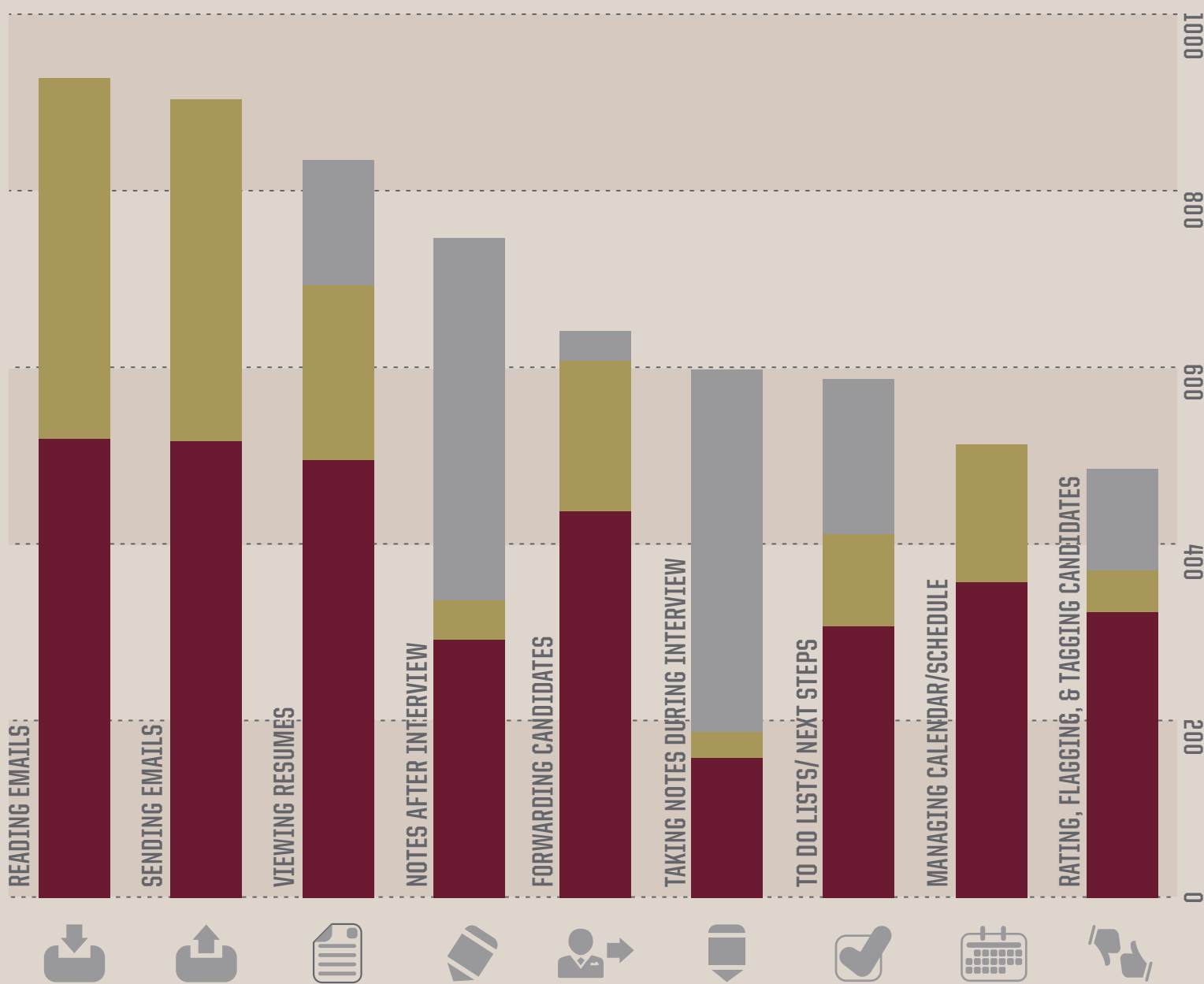
MOBILE MBA RECRUITMENT

MBAFOCUS®

MBA Focus surveyed 534 corporate recruiters on their digital MBA recruitment practices. Below are the results of this survey.

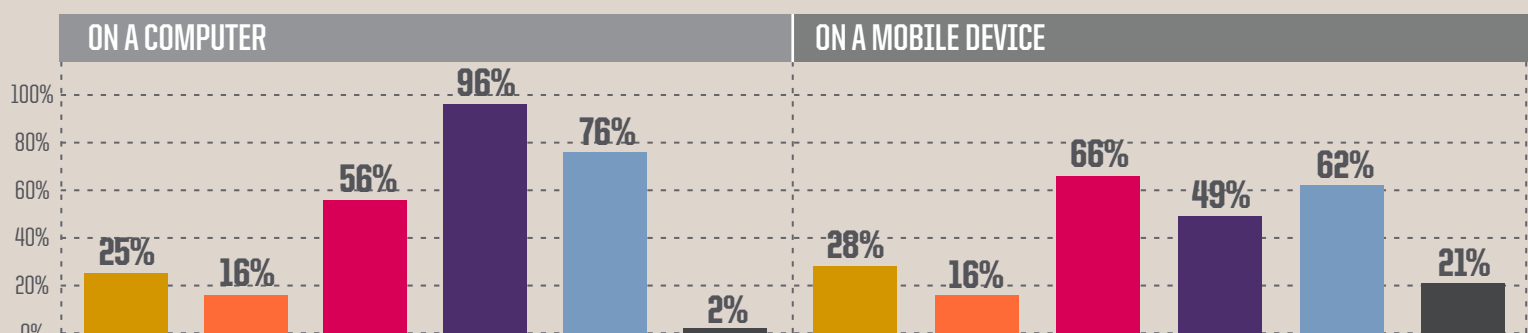
TOP 10 RECRUITING TASKS DONE BY DEVICE

COMPUTER MOBILE PEN & PAPER

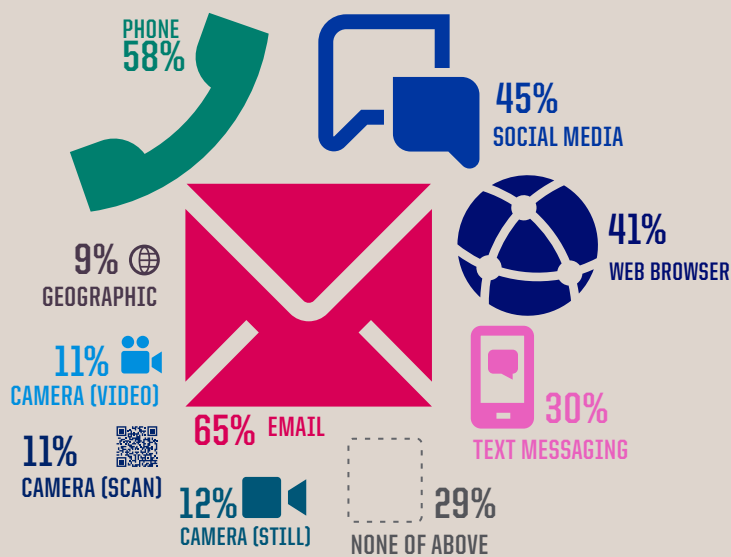


WHERE DO RECRUITERS PERFORM THEIR TASKS?

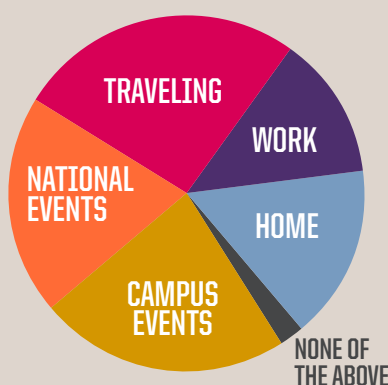
CAMPUS EVENTS NATIONAL EVENTS TRAVELING WORK HOME NONE OF THE ABOVE



NATIVE SMART PHONE APPS USED IN RECRUITING



IF THE RIGHT APP EXISTED WHERE WOULD YOU USE IT?



ONLY 16%
USE A SPECIALIZED RECRUITING APP

ONLY **8%** OF RECRUITERS ARE SUPPLIED WITH A TABLET DEVICE



1 IN 3 RECRUITERS WILL VISIT



6+ CAMPUSES

1 IN 5 RECRUITERS WILL HIRE



10+ MBAS THIS YEAR

THE AVERAGE COST TO HIRE AN MBA

\$10K