

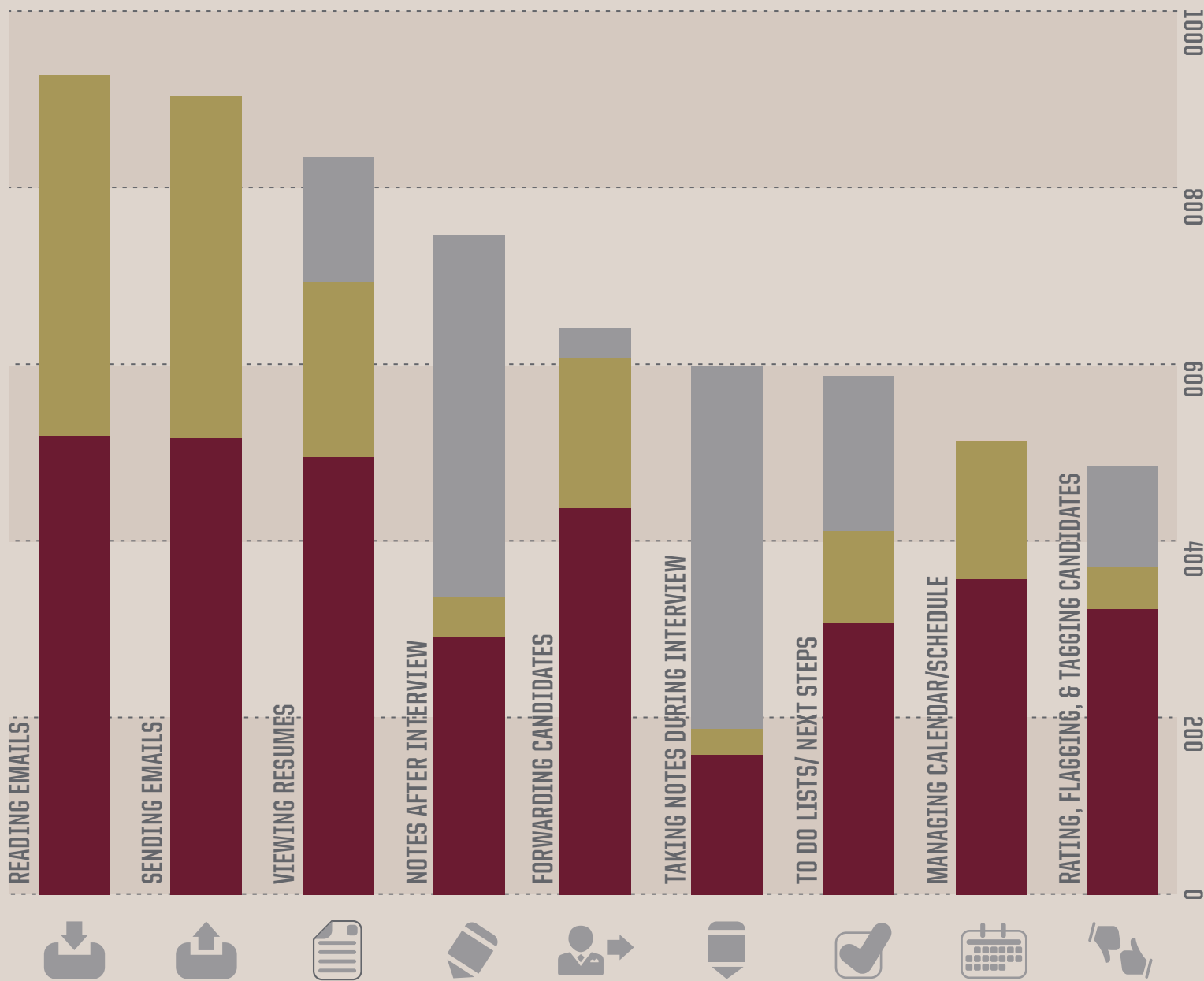
# DIGITAL MBA RECRUITMENT

## MBAFOCUS

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

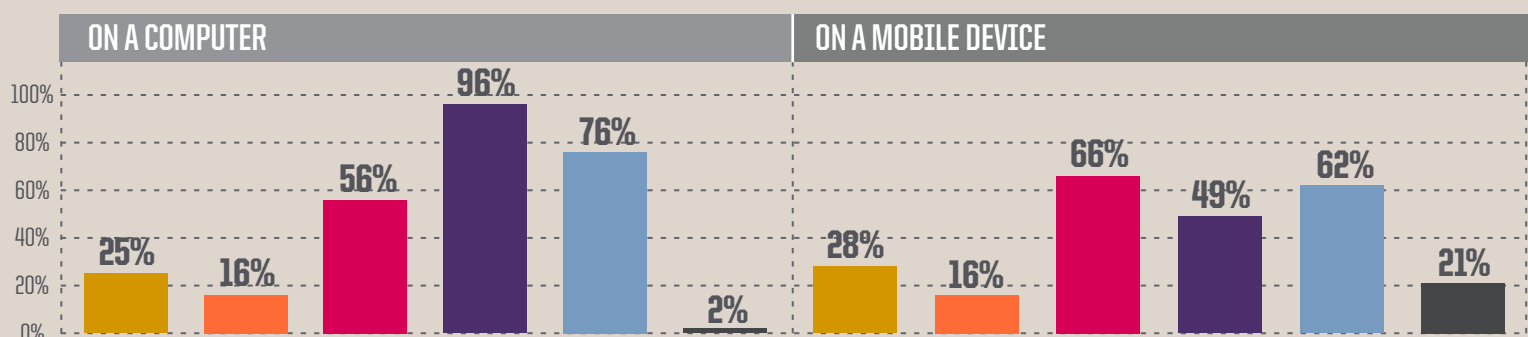
### TOP 10 RECRUITING TASKS DONE BY DEVICE

COMPUTER MOBILE PEN & PAPER

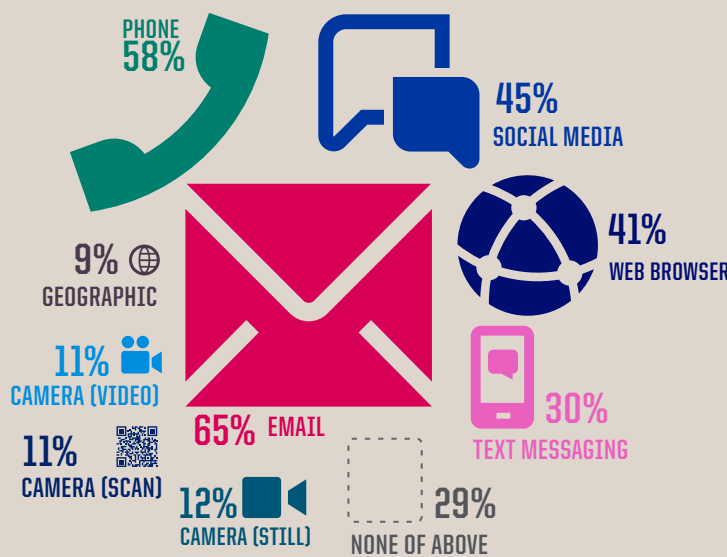


### WHERE DO RECRUITERS PERFORM THEIR TASKS?

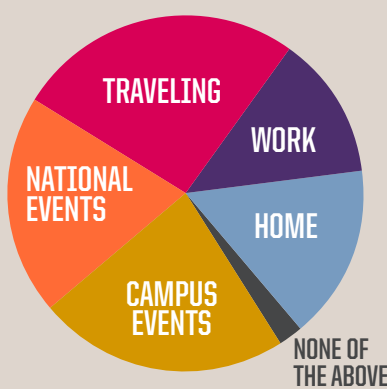
CAMPUS EVENTS NATIONAL EVENTS TRAVELING WORK HOME NONE OF THE ABOVE



### 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

**29% OF RECRUITERS** PERFORM VIDEO INTERVIEWS ON A COMPUTER

**3% OF RECRUITERS** PERFORM VIDEO INTERVIEWS ON A MOBILE 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**