

Global 500 Website Recruiting 2003 Survey

*An Internet Intelligence Report
from iLogos Research*

iLogos Research
a division of **taleo**



Contacts for iLogos Research:

Yves Lermusiaux (yveslerm@ilogos.com) 415.538.9068 x607
Alice Snell (asnell@ilogos.com) 919.844.0782

Contact for Taleo:

info@taleo.com
888.836.3669

Press Contact:

Kate Leeson
(kleeson@taleo.com)
908.719.8922

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Global 500 Website Recruiting, 2003 Survey

The Global 500 survey examines the use of corporate websites as a component of the staffing process of the world's largest 500 companies.¹ The study analyzes the percentage of Global 500 companies that integrate the corporate website in the recruiting strategy through the implementation of a corporate Careers website. It also observes the use of corporate Careers websites by region and by industry. Further, *Global 500 Website Recruiting, 2003 Survey* evaluates trends and forecasts future adoption and practices. This study is a continuation of ongoing research conducted annually since 1998 by iLogos Research.

Key Findings

- In 2003, 94 percent of the Global 500 has a corporate Careers website.

For the second consecutive year there has been an increase of three-percentage points in Global 500 companies with corporate Careers websites, up from 91 percent in 2002.



Fig. 1: Global 500 Companies with Corporate Careers Websites, 1998-2003

1. The Global 500 group of companies is a list of the largest public companies in the world, based on gross revenue, compiled by *Fortune Magazine*.

By Region

- Global 500 companies with corporate Careers websites in 2003 represent 94 percent of European-based companies, 96 percent of companies headquartered in Asia and the Pacific Rim, and 96 percent of North American-based companies.

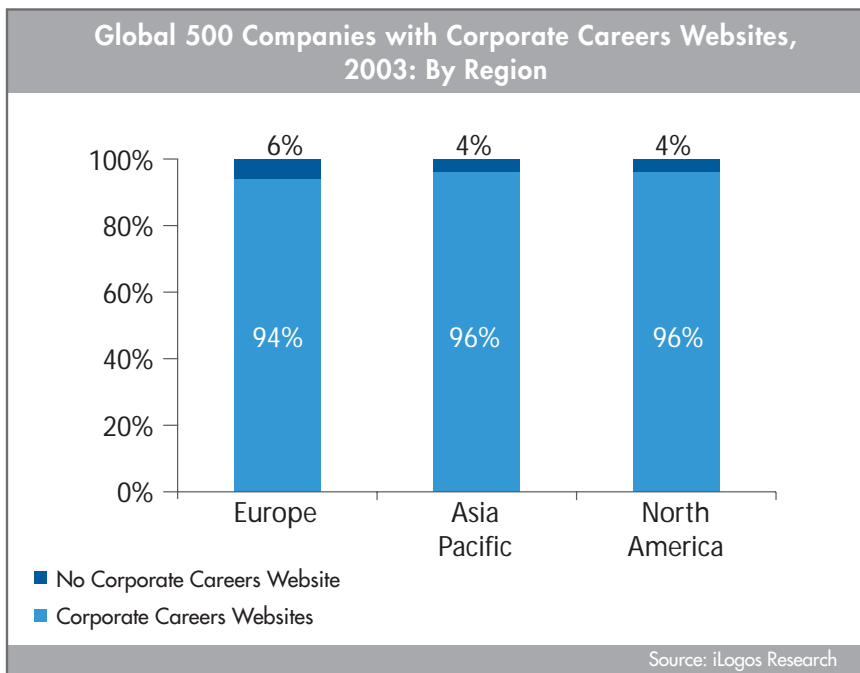


Fig. 2: Global 500 Companies with Corporate Careers Websites, 2003: By Region

The gap between the number of North American-based Global 500 companies with corporate Careers websites and those in the European region has almost disappeared with only two percentage points separating the two regions.

Companies in the Asia-Pacific region using corporate websites for recruiting have caught up to those in North America and are now on par at 96 percent.

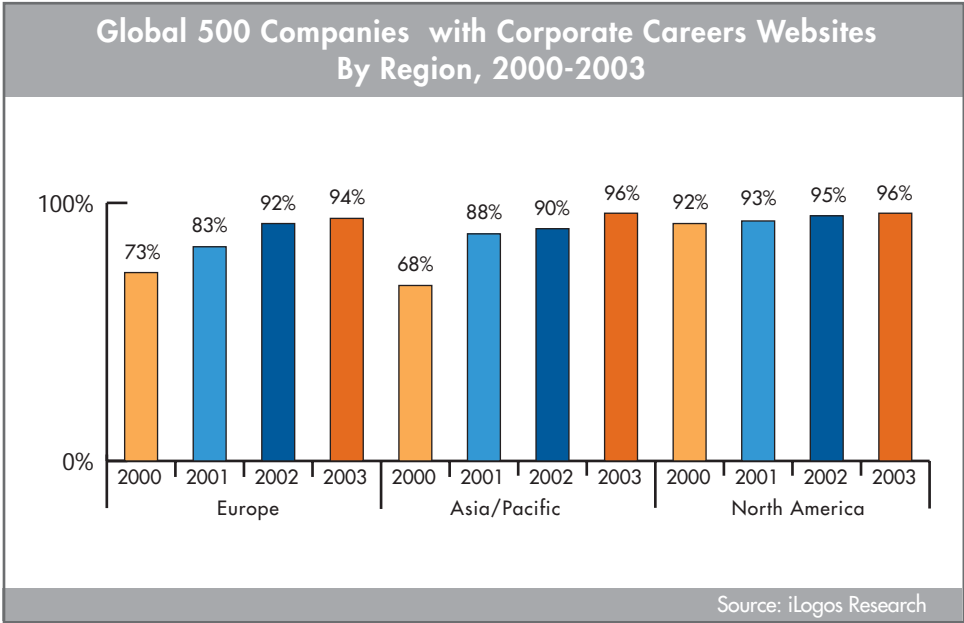


Fig. 3: Global 500 Companies with Corporate Careers Websites by Region, 2000-2003

The Asia-Pacific region has seen the largest growth in the adoption of corporate Careers website in the past year, rising six percentage points from 2002 levels. After considerable growth between 2001 and 2002 in the adoption rate for corporate website recruiting, Global 500 companies based in Europe show an increase of two percentage points this year. North American-based Global 500 companies have seen only a slim increase for the third year in a row, with a growth of just one percentage point for this year.

By Industry

- Global 500 corporations with corporate Careers websites in 2003 represent:
 - 100% of companies in the Healthcare, Transportation, and Wholesale sectors
 - 98% of companies in the Manufacturing sector
 - 97% of companies in the Consumer sector
 - 92% of companies in the High Tech sector
 - 91% of companies in the Natural Resources, and Utilities sectors
 - 90% of companies in the Financial sector

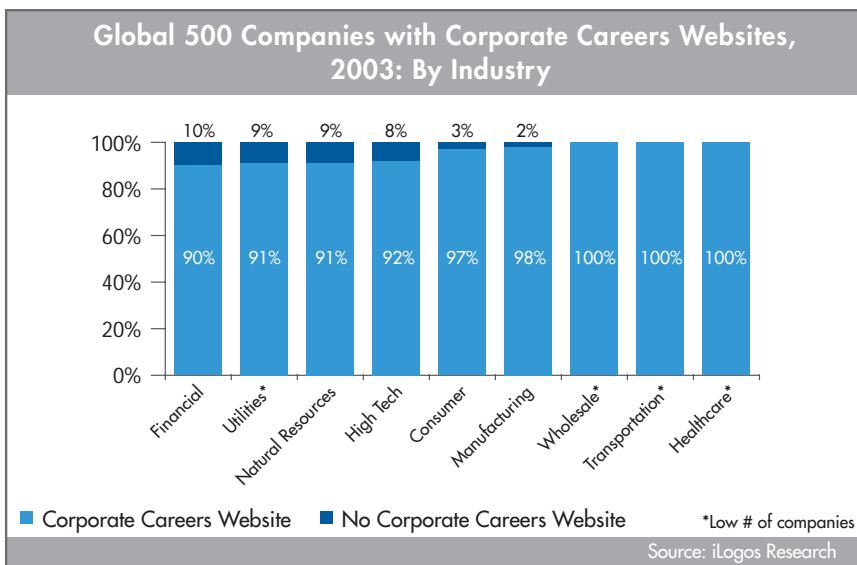


Fig. 4: Global 500 Companies with Corporate Careers Websites, 2003: By Industry

Adoption Rates

Overall growth in corporate Careers website adoption by the Global 500 companies remains strong. Since iLogos Research began tracking the Global 500 in 1998, the rate of change in the adoption of corporate website recruiting has on the whole been diminishing, as that adoption rate nears 100 percent. This is not unexpected, as the companies yet to engage in corporate website recruiting are the “late-adopters”, with more conservative attitudes towards embracing new technology and marketing strategies.

What is remarkable for 2002-2003 is that the change in adoption rate coincides with that of 2001-2002, at three percentage-points. What this means is that growth in corporate Careers website recruiting shows no signs of deceleration. Also noteworthy in the Global 500 for 2003 is the fact that adoption rates have evened up in all three regions, with only two percentage points separating Europe from Asia-Pacific and North America.

Towards Full Adoption

Growth since 2000 in the adoption by the Global 500 of corporate website recruiting has been in line with iLogos Research forecasts. It likely will be 2004-2005 before the remaining late-adopters come round, resulting in 100 percent adoption in the Global 500.

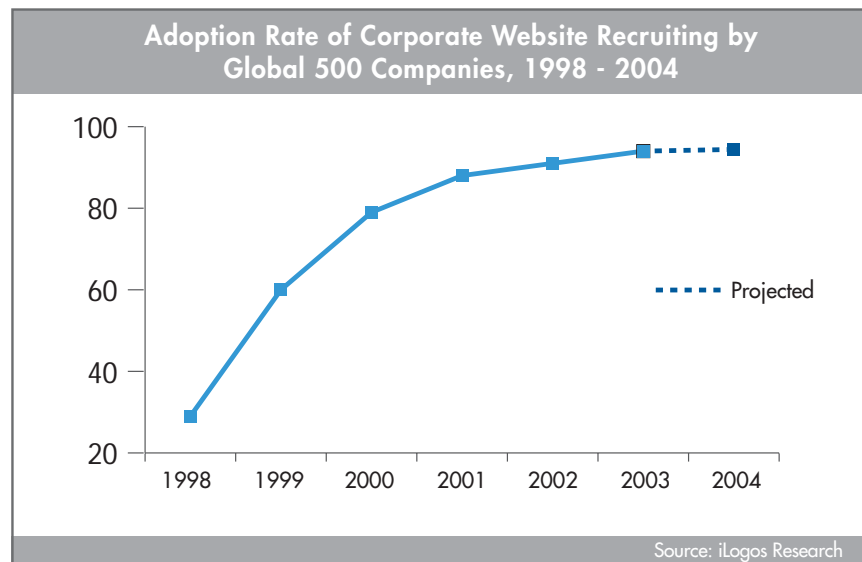


Fig. 5: Corporate Website Recruiting by Global 500 Companies: 1998-2004

Global Workforce

The near total adoption of corporate website recruiting by the Global 500 group of companies indicates the Internet is the accepted medium in which to attract new talent. With similar practices in evidence around the world, could corporate website recruiting be an early indicator of a coming global workforce?

Trends in labor migration show an increased mobility in the global workforce. Approximately 175 million persons currently reside in a country other than where they were born, which is about three percent of world population, and double the number since 1970.² The acceleration of regional economic integration in the past two decades has had a profound impact on the global flow of human capital. The most extensive regional economic integration has been in Europe, where the European Union has been a zone of free movement for EU nationals since 1998. Increasing industrialization in Southeast Asia also has led to rising levels of migration of skilled talent. The flow of talent is occurring primarily within a regional economic context, and increasingly will become intra-regional, on its way to a true global workforce.

2. *International Migration Report, 2002*. UN Department of Economic and Social Affairs. New York, 2002.

Corporate Careers website recruiting fosters the conditions for a global workforce. As a medium without geographical borders or limitations, the Internet allows a global company to disseminate its human capital needs to the broadest audience possible. Today's online talent pool techniques enable corporations to bridge the gap between supply and demand, and reduce friction. The visibility to jobs around the world will be an additional stimulant for labor migration. This development presents both an opportunity and a challenge for corporations to contemplate as they evaluate their recruiting processes.

Further challenges ahead for recruiting in an increasingly global economy include language localization, the protection of personal privacy, diversity and accessibility, and equality and fairness of process. Corporations will be positioned to meet these upcoming challenges by leveraging powerful technologies built on robust centralized databases that streamline the staffing management process across global enterprises, and can be configured to satisfy local and regional specifications.

Methodology

Data for this study was gathered by visiting each of the websites of the Global 500 companies, as identified in the list published by *Fortune* Magazine.

The Global 500 companies are distributed regionally as follows:

- North America: 214
- Europe: 156
- Asia-Pacific: 122
- Rest of World: 8

Data collection was performed in Q1 2003.

All data gathered for this report is accurate as of the date gathered and is subject to change due to the dynamics of the Internet.

All opinions contained in this document are based on information available at the time of creation of the document and are subject to change. All brand product names are marks or registered marks of their respective companies.

About iLogos Research

iLogos Research benchmarks staffing best practices and analyzes the economics of talent flow optimization. iLogos serves major corporations throughout the world with business analytics that tie staffing technology and process improvements to reduced costs and improved financial results.

Published reports and studies include:

- *Value Creation Through Corporate Careers Websites*
- *Economics of Candidate Relationship Databases*
- *Where The Jobs Are*
- *Trends in Fortune 500 Careers Web Site Recruiting*
- *Best Practices for Careers Web Site Recruiting for the Fortune 500, European 500, Canadian 100, and CAC40 (France)*
- *Perception vs. Reality: Jobseeker Behavior Online*
- *Global 500 Web Site Recruiting Surveys*
- *Lessons from the Global 500*
- *Achieving Results with Internet Recruiting*

iLogos and its analysts are highly regarded speakers and authors, and are quoted extensively in leading media worldwide including *Investors Business Daily*, *Harvard Business Review*, *BusinessWeek*, *The Wall Street Journal*, *The Financial Times*, and *Human Resource Executive*.

Founded in 1997 as iLogos Internet Intelligence, iLogos Research (www.ilogos.com) is the independent strategic staffing research and human capital metrics consulting division of Taleo.

E-mail: info@ilogos.com

About Taleo

Taleo (www.taleo.com) delivers services and technology to manage enterprise staffing, from internal mobility to external hiring. Taleo solutions optimize the flow of talent throughout large organizations such as Honeywell, Hewlett-Packard, Dow Chemical (NYSE: DOW), Fortis, Starbucks Corporation, PepsiAmericas, P & G, Thomson, Agilent Technologies, The Gillette Company, Deloitte & Touche, Bombardier, Anthem Blue Cross and Blue Shield and UnitedHealth Group, among many others.

Taleo's comprehensive services methodology and toolkits deliver ACE™ Staffing Best Practices supported by the Taleo Enterprise Staffing Solution, which includes a fully configurable, workflow-enabled suite of software applications. Taleo solutions support every aspect of the staffing supply chain, from requisition management, sourcing, resume management, searching and pre-screening to retention and career preference portals, enabling true e-headhunting, optimal staffing and mobility management. Taleo Enterprise Staffing Solution helps large organizations to: find highly qualified candidates faster; better assign people to jobs; increase return on human assets; optimize the use of staffing resources; shorten the overall time to contribution; increase retention of the best and brightest contributors; manage the internal talent pool, enterprise-wide; and importantly, improve overall performance from the hired workforce, resulting in increased productivity. Taleo has received a number of accolades, including the industry's leading staffing solution according to the HR.com and Talent Market Group's 2003 Buyers Guide.

E-mail: info@Taleo.com

iLogos Research Bibliography

All reports are available at www.ilogos.com

[Value Creation Through Corporate Careers Websites](#)

A report that focuses on the impact of Careers website best practices on value creation, and reviews adoption rates and trends in the Fortune 500.

(Available by order)

[Economics of Candidate Relationship Databases](#)

A report that models the financial benefits of implementing a candidate relationship database.

(Available by order)

[Where The Jobs Are](#)

Survey of the job posting practices of Fortune 500 companies on the corporate Careers website and major job boards.

(Available by order)

[Global 500 Web Site Recruiting, 2002 Survey](#)

Study reports corporate Web site recruiting has reached saturation among large global corporations.

(Free Download)

[Trends in Fortune 500 Careers Web Site Recruiting](#)

This report presents a view of the ongoing levels of implementation of best practices among the Fortune 500 in 2001. As well, the report gives a clear explanation of the nuances and implications of the adoption of specific best practices.

(Available by order)

[Best Practices for European 500 Career Web Site Recruiting](#)

This report analyzes the Current Practices of the European 500 group of companies, and measures them against the ideal standard set by the 20 Best Practices. The report also makes predictions for future career Web site practices and recruiting trends in Europe.

(Available by order)

[Best Practices for CAC40 Career Web Site Recruiting](#)

This report analyzes the Current Practices of the French CAC 40 group of companies, and measures them against the ideal standard set by the 20 Best Practices and the Top 500 European companies. The report also makes predictions for future career Web site practices and recruiting trends in France.

(Available in French only, by order)

[Perception vs. Reality: Jobseeker Behavior Online](#)

This report is the industry's first comprehensive survey citing valuable observations about online candidate behavior, preferences and expectations to large corporations offering employment.

(Available by order)

[Global 500 Web Site Recruiting, 2001 Survey](#)

Study reports online Web site recruiting activities for large global corporations has expanded significantly in Europe and Asia Pacific.

(Free Download)

[Best Practices for Fortune 500 Career Web Site Recruiting](#)

A groundbreaking benchmark study of recruiting practices on the Web sites of North America's leading companies.

(Available by order)

[Canadian Top 100 Companies](#)

Addendum to Best Practices for Fortune 500

Career Web Site Recruiting

(Available by order)

[Global 500 Web Site Recruiting, 2000 Survey](#)

Study on the Web site recruiting activities of the world's largest corporations finds dramatic growth.

(Free download)

[Lessons from the Global 500, 1999](#)

Comprehensive white paper analyzes Internet recruiting developments including branding, active and passive candidate recruitment, and identifies best practices.

(Free download)

[Achieving Results with Internet Recruiting, 1998](#)

Detailed Internet Intelligence Report evaluates early adopter Internet recruiting techniques, including online and offline advertising and job board use, and assesses associated costs and efficiencies.

(Free download)

