

1. Appendices

1.1. Appendix – Oil & Gas companies dataset

Company	Industry	Country	Market Value	Sales	Profits	Assets	Rank	Google Search	Avg. Monthl
Anadarko Petroleum	Oil & Gas Operations	United States	42,7	13,4	2,4	52,6	267	91100	10
Apache	Oil & Gas Operations	United States	29,6	17,1	2	60,7	253	754000	10
BG Group	Oil & Gas Operations	United Kingdom	60,60	19,30	4,60	64,40	163,00	28000	201000
BP	Oil & Gas Operations	United Kingdom	130,40	370,90	11,60	301,00	18,00	2970000	140
Chevron	Oil & Gas Operations	United States	232,50	222,60	26,20	233,00	13,00	583000	90
Cnooc	Oil & Gas Operations	Hong Kong-China	84,3	39,2	10,1	73,2	111	107000	0
ConocoPhillips	Oil & Gas Operations	United States	72,10	58,40	8,40	117,10	73,00	118000	30
Ecopetrol	Oil & Gas Operations	Colombia	116,2	39	8,4	64,4	114	1130000	0
ENI	Oil & Gas Operations	Italy	86,3	163,7	10	185,2	30	467000	20
Enesco	Oil Services & Equipment	United Kingdom	14,10	6,80	1,80	18,50	642,00	51100	0
Exxon Mobil	Oil & Gas Operations	United States	400,40	420,70	44,90	333,80	5,00	799000	10
Gazprom	Oil & Gas Operations	Russia	111,4	144	40,6	339,3	17	55400	30
Halliburton	Oil Services & Equipment	United States	39	28,5	2,6	27,4	261	5510000	390
Hess	Oil & Gas Operations	United States	24,8	37,7	2	43,4	236	678000	10
Husky Energy	Oil & Gas Operations	Canada	29	22,5	2	35,3	289	433000	10
Lukoil	Oil & Gas Operations	Russia	55,4	116,3	11	99	64	355000	10
Marathon Petroleum	Oil & Gas Operations	United States	29,1	76,5	3,4	27,2	224	73400	10
National Oilwell Varco	Oil Services & Equipment	United States	30,1	20	2,5	31,5	297	636000	10
Noble	Oil Services & Equipment	Switzerland	9,6	3,5	0,5	14,6	1171	1880000	10
Occidental Petroleum	Oil & Gas Operations	United States	67,40	24,30	4,60	64,20	151,00	74000	0
OMV Group	Oil & Gas Operations	Austria	14,7	56,3	1,8	39,8	304	157000	140
Petrobras	Oil & Gas Operations	Brazil	120,7	144,1	11	331,6	20	2070000	10
PetroChina	Oil & Gas Operations	China	261,2	308,9	18,3	347,8	9	68400	0
Petrofac	Oil Services & Equipment	United Kingdom	8,10	6,50	0,60	5,30	1202,00	107000	10
Phillips 66	Oil & Gas Operations	United States	39,90	166,10	4,10	48,10	130,00	99500	10
Reliance Industries	Oil & Gas Operations	India	50,4	70,3	3,9	64,2	121	130000	20
Repsol YPF	Oil & Gas Operations	Spain	28,8	77,7	2,7	81,2	141	121000	10
Rosneft	Oil & Gas Operations	Russia	73,2	68,8	11,2	126,3	59	4380000	0
Schlumberger	Oil Services & Equipment	Netherlands	105,5	42,3	5,5	61,5	119	4500000	50
Sinopec-China Petroleum	Oil & Gas Operations	China	106,9	411,7	10,1	200	26	1380000	0
Statoil	Oil & Gas Operations	Norway	78,1	126,8	12,4	140,2	38	1650000	20
Subsea 7	Oil Services & Equipment	United Kingdom	8,30	6,30	0,80	10,50	1013,00	110000	10
Suncor Energy	Oil & Gas Operations	Canada	47,3	38,8	2,8	76,8	142	136000	30
Surgutneftegas	Oil & Gas Operations	Russia	33,7	23,4	7,2	51,4	187	104000	0
Technip	Oil Services & Equipment	France	11,8	10,8	0,7	14,9	732	3490000	10
Total	Oil & Gas Operations	France	115,5	240,5	14,1	224,1	23	4730000	210
Transocean	Oil Services & Equipment	Switzerland	19,3	9,2	-0,2	34,3	817	72100	10
Tullow Oil	Oil & Gas Operations	United Kingdom	17,20	2,40	0,60	9,40	1133,00	105000	20
Valero Energy	Oil & Gas Operations	United States	24,4	139,2	2,1	44,5	197	493000	10
Weatherford International	Oil Services & Equipment	Switzerland	9,4	15,2	-0,8	22,8	931	89000	70

1.2. Appendix- Insurance companies dataset

Company	Industry	Country	Market Value	Sales	Profits	Assets	Rank	Google Search	Avg. Monthly
Aegon	Diversified Insurance	Netherlands	12,7	55,2	2	483,2	207	691000,00	10,00
Aflac	Life & Health Insurance	United States	23,90	25,40	2,90	131,10	186,00	362000,00	10,00
Ageas	Diversified Insurance	Belgium	8,5	20,6	1	128	424	306000,00	10,00
AIA Group	Life & Health Insurance	Hong Kong-Ch	53,5	20,4	3	134,4	150	650000,00	10,00
Allied World Assurance	Diversified Insurance	Switzerland	3,1	2,2	0,5	12	1780	65700,00	0,00
Allstate	Diversified Insurance	United States	22,90	33,30	2,30	126,90	183,00	721000,00	30,00
American International	Diversified Insurance	United States	57,50	65,70	3,40	548,60	62,00	34000000,00	0,00
Aon	Insurance Brokers	United Kingdom	18,70	11,50	1,00	30,50	473,00	952000,00	40,00
Aviva	Life & Health Insurance	United Kingdom	14,50	69,00	-5,10	512,70	520,00	193000,00	30,00
AXA Group	Diversified Insurance	France	45,3	147,5	5,3	1005,4	39	20100,00	110,00
BÃ¢loise Group	Diversified Insurance	Switzerland	4,5	10,3	0,5	80,3	836	601000,00	30,00
CNP Assurances	Diversified Insurance	France	9,9	53,2	1,2	466,1	294	2400000,00	0,00
Hartford Financial Services	Diversified Insurance	United States	11,5	26,4	0	298,5	622	1750000,00	30,00
Helvetia Holding	Diversified Insurance	Switzerland	3,6	8,7	0,4	46,4	1048	2110000,00	20,00
Lincoln National	Life & Health Insurance	United States	9,1	11,5	1,3	218,9	441	645000,00	0,00
Loews	Diversified Insurance	United States	17,5	14,6	0,6	80	442	59600,00	0,00
Manulife Financial	Life & Health Insurance	Canada	27,8	37,3	1,6	488,2	156	218000,00	10,00
Mapfre	Diversified Insurance	Spain	10,7	27,1	0,9	69,2	399	6590000,00	10,00
MetLife	Diversified Insurance	United States	44,00	68,20	1,30	836,80	122,00	386000,00	20,00
Prudential	Life & Health Insurance	United Kingdom	44,70	90,20	3,60	489,40	65,00	3210000,00	50,00
SCOR	Diversified Insurance	France	5,8	13,4	0,6	43	742	140000,00	0,00
Sun Life Financial	Life & Health Insurance	Canada	16,9	17,6	1,6	226,8	277	11300000,00	10,00
Swiss Life Holding	Life & Health Insurance	Switzerland	5,1	20,4	0,1	178,7	856	1390000,00	20,00
Swiss Re	Diversified Insurance	Switzerland	30,8	33,6	4,3	215,8	127	1510000,00	50,00
Talanx	Diversified Insurance	Germany	7,9	34,9	0,8	171,7	413	1160000,00	0,00
Unipol Gruppo	Diversified Insurance	Italy	1,8	17,8	0,3	109,7	826	18000,00	0,00
Unum Group	Life & Health Insurance	United States	7,5	10,5	0,9	62,2	601	63100,00	0,00
Vienna Insurance Group	Diversified Insurance	Austria	6,6	12,4	0,5	50	723	967000,00	0,00
XL Group	Diversified Insurance	Ireland	9	7,2	0,7	45,4	709	735000,00	30,00
Zurich Insurance Group	Diversified Insurance	Switzerland	41,8	70,4	3,9	409,3	75	943000,00	20,00

1.3. Appendix- Technology companies dataset

Company	Industry	Country	Market Value	Sales	Profits	Assets	Rank	Google Search	Avg. Monthly
Accenture	Computer Services	Ireland	53,3	30,1	3,1	16,4	318	2350000,00	480,00
Alpiq Holding	Electric Utilities	Switzerland	3,3	13,6	-1,1	16,2	1408	138000,00	10,00
Amadeus IT Holdings	Software & Programming	Spain	11,9	3,8	0,7	6,8	1330	305000,00	40,00
Amphenol	Electronics	United States	11,6	4,3	0,6	5,2	1335	13600,00	0,00
Apple	Computer Hardware	United States	416,60	164,70	41,70	196,10	15,00	6130000,00	2900,00
Atos	Computer Services	France	6,4	11,7	0,3	9,3	1346	305000,00	30,00
AU Optronics	Electronics	Taiwan	3,8	13	-1,9	18,2	1379	809000,00	0,00
Capgemini	Computer Services	France	8,1	13,5	0,5	12,6	894	711000,00	30,00
Cisco Systems	Communications Equipment	United States	116,90	47,30	9,30	96,40	80,00	2500000,00	170,00
Citrix Systems	Software & Programming	United States	13,8	2,6	0,4	4,8	1537	1730000,00	40,00
Compal Electronics	Computer Hardware	Taiwan	3	23,1	0,2	9,8	1523	79900,00	0,00
Dassault Systèmes	Software & Programming	France	14,2	2,7	0,4	4,8	1401	235000,00	0,00
Fujitsu	Computer Hardware	Japan	9,2	54	0,5	35	537	370000,00	30,00
Garmin	Consumer Electronics	Switzerland	6,8	2,7	0,5	4,8	1675	3980000,00	10,00
Google	Computer Services	United States	268,40	50,20	10,70	93,80	68,00	31000000,00	5400,00
Grupo Elektra	Computer & Electronics Retail	Mexico	9,5	5,3	-1,5	12,8	1465	33800,00	0,00
HCL Technologies	Software & Programming	India	10,2	3,8	0,4	3,2	1534	1500000,00	20,00
Hitachi	Electronics	Japan	28,5	116,8	4,2	113,2	117	372000,00	20,00
Hoya	Electronics	Japan	8,2	4,4	0,5	6,7	1480	50200,00	10,00
IBM	Computer Services	United States	239,50	104,50	16,60	119,20	34,00	4110000,00	1000,00
Infosys	Computer Services	India	30,5	6,6	1,6	7,5	788	802000,00	50,00
Jabil Circuit	Electronics	United States	3,9	17,6	0,4	8,2	1392	61800,00	0,00
Lenovo Group	Computer Hardware	China	10,4	29,6	0,5	15,5	692	488000,00	30,00
Microsoft	Software & Programming	United States	234,80	72,90	15,50	128,70	41,00	9630000,00	720,00
Oracle	Software & Programming	United States	172,00	37,10	10,60	79,40	102,00	2970000,00	590,00
Quanta Computer	Computer Hardware	Taiwan	8,5	34,4	0,8	24,6	567	281000,00	0,00
Rexel	Electronics	France	6,4	17,7	0,4	13,4	939	15000000,00	10,00
Samsung Electro-Mechanics	Electronics	South Korea	6,4	7	0,4	6,5	1471	98800,00	170,00
SAP	Software & Programming	Germany	103,9	20,9	3,6	35,5	211	4050000,00	480,00
TE Connectivity	Electronics	Switzerland	17,6	13,2	1,1	18,1	533	1110000,00	20,00
Tencent Holdings	Computer Services	China	65	7	2	12,1	591	65300,00	0,00
Toshiba	Electronics	Japan	21,3	73,7	0,9	65,1	263	730000,00	20,00

1.4. Appendix- FMCG companies dataset

Company	Industry	Country	Market Val	Sales	Profits	Assets	Rank	Google Search	Avg. Monthly
Adidas	Apparel/Acc	Germany	21,8	19,6	0,7	14,7	570	1630000	390
Anheuser-Bus	Beverages	Belgium	153,5	39,8	7,2	122,6	76	351000	30
Associated Bri	Food Process	United Kingdom	22,70	19,80	0,90	16,20	493,00	231000	0
Beiersdorf	Household/P	Germany	20,8	8	0,6	7,2	930	317000	70
Carlsberg	Beverages	Denmark	15,8	11,6	1	27,2	525	113000	70
Christian Dior	Apparel/Acc	France	32	38,6	1,8	69,9	196	363000	480
Coca-Cola	Beverages	United States	173,10	48,00	9,00	86,20	79,00	3160000	70
Danone	Food Process	France	43,3	27,5	2,2	38	230	267000	50
Diageo	Beverages	United Kingdom	76,40	16,90	3,00	34,50	242,00	161000	30
Electrolux Gro	Household A	Sweden	8,1	16,9	0,4	11,2	943	127000	20
Fujifilm Holdir	Consumer El	Japan	9,4	26,5	0,5	32,4	583	111000	10
Heineken Holc	Beverages	Netherlands	18,6	24,3	1,9	46,7	299	415000	110
Henkel	Household/P	Germany	37,3	21,8	2	25	317	449000	70
Hermés	Apparel/Acc	France	34,9	4,5	1	3,5	961	10900000	70
Hugo Boss	Apparel/Acc	Germany	7,7	3	0,4	2,1	1782	412000	140
Kerry Group	Food Process	Ireland	9,8	7,7	0,4	7	1286	163000	30
Kirin Holdings	Beverages	Japan	15,2	21,6	0,6	33,6	467	1040000	0
L'Oréal	Household/P	France	94,8	28,9	3,7	39	177	1620000	70
LG Electronics	Consumer El	South Korea	11,6	45,3	0,1	29,6	730	1920000	70
Lindt & Sprunç	Food Process	Switzerland	9,3	2,8	0,3	2,9	1910	46000	30
Mondelez Inte	Food Process	United States	50,50	35,00	1,60	75,50	182,00	209000	50
Nestlé	Food Process	Switzerland	233,5	100,6	11,6	134,7	32	1330000	320
Panasonic	Consumer El	Japan	16,7	94,8	-9,3	76,1	557	587000	30
PepsiCo	Beverages	United States	118,90	65,50	6,20	74,60	88,00	552000	50
Pernod Ricard	Beverages	France	34,5	10,4	1,5	33,5	390	149000	30
Prada	Apparel/Acc	Italy	25,8	3,3	0,6	3,6	1172	196000	40
Procter & Gar	Household/P	United States	208,50	83,30	12,90	139,90	35,00	1630000	40
Reckitt Bencki	Household/P	United Kingdom	51,20	15,60	3,00	24,40	319,00	353000	20
SABMiller	Beverages	United Kingdom	84,10	16,70	4,30	55,00	188,00	154000	10
Sony	Consumer El	Japan	17,6	78,5	-5,5	160,3	506	3420000	260
Swatch Group	Apparel/Acc	Switzerland	32,1	8,5	1,7	12	598	82300	40
Unilever	Food Process	Netherlands	122,3	67,7	5,9	59,9	103	2140000	170
Wilmar Intern	Food Process	Singapore	17	46,3	1,3	41,7	313	149000	0

1.5. Appendix- Automotive companies dataset

Company	Industry	Country	Market Val	Sales	Profits	Assets	Rank	Google Search	Avg. Monthly
Aisin Seiki	Auto & Truck	Japan	10,6	27,8	0,7	24,7	552	193000	0
Autoliv	Auto & Truck	Sweden	6,6	8,3	0,5	6,6	1294	195000	10
BMW Group	Auto & Truck	Germany	60	98,8	6,6	165,5	55	218000	880
Bridgestone	Auto & Truck	Japan	27,4	38,1	2,2	35,1	248	406000	10
Continental	Auto & Truck	Germany	25,3	43,2	2,5	35,2	235	2380000	320
Daimler	Auto & Truck	Germany	64,1	150,8	8	211,9	36	385000	320
Delphi Automotive	Auto & Truck	United Kingd	13,60	15,50	1,10	10,20	679,00	1070000	20
Dongfeng Motor Gro	Auto & Truck	China	11,8	19,7	1,4	19,2	503	668000	0
Ford Motor	Auto & Truck	United State:	51,80	134,30	5,70	190,60	53,00	506000	110
Fuji Heavy Industries	Auto & Truck	Japan	12,9	18,3	0,5	16,4	683	264000	10
General Motors	Auto & Truck	United State:	38,50	152,30	6,20	149,40	70,00	1510000	30
GKN	Auto & Truck	United Kingd	6,80	10,60	0,80	9,70	979,00	332000	10
Honda Motor	Auto & Truck	Japan	72,4	96	2,6	140,9	86	1470000	70
Hyundai Motor	Auto & Truck	South Korea	41,5	75	7,6	114,3	89	721000	50
Isuzu Motors	Auto & Truck	Japan	10,5	16,9	1,1	14,6	621	289000	10
Kia Motors	Auto & Truck	South Korea	19,8	42	3,4	30,5	268	584000	30
Magna International	Auto & Truck	Canada	13,2	30,8	1,4	17,1	465	128000	70
Mahindra & Mahind	Auto & Truck	India	10,5	10,9	0,6	12,5	816	2120000	10
Mazda Motor	Auto & Truck	Japan	9,5	24,6	-1,3	23,2	852	394000	20
Michelin Group	Auto & Truck	France	16,2	28,3	2,1	26,4	356	256000	30
Mitsubishi Motors	Auto & Truck	Japan	6,8	21,8	0,3	15,9	975	697000	20
Nissan Motor	Auto & Truck	Japan	43,4	113,7	4,1	133,4	85	906000	90
Peugeot	Auto & Truck	France	3	73,1	-6,6	84,7	876	379000	30
Pirelli & C	Auto & Truck	Italy	5,3	7,8	0,5	10	1280	110000	10
Porsche Automobil H	Auto & Truck	Germany	24,5	5,2	10,3	41,1	462	591000	480
Renault	Auto & Truck	France	20,3	54,4	2,3	98,9	175	548000	50
SAIC Motor	Auto & Truck	China	26,7	75	3,3	48,1	167	302000	50
Suzuki Motor	Auto & Truck	Japan	13,3	30,3	0,7	27,2	487	707000	20
Tata Motors	Auto & Truck	India	15,9	32,6	2,7	27,6	334	802000	20
Toyota Motor	Auto & Truck	Japan	167,2	224,5	3,4	371,3	31	1470000	140
Valeo	Auto & Truck	France	4,3	15,1	0,5	11,8	1131	137000	10
Volkswagen Group	Auto & Truck	Germany	94,4	254	28,6	408,2	14	767000	210

1.6. Appendix- Banks dataset

Company	Industry	Country	Market Val.	Sales	Profits	Assets	Rank	Google Search R	Avg. Monthly
Aareal Bank	Thriffs & Mortgage Finan	Germany	1,4	1,5	0,1	60,3	1668	1150000,00	0
Adecco	Business & Personal Servi	Switzerland	10,9	26,4	0,5	12,7	732	1060000,00	110
American Express	Consumer Financial Servi	United State	73,00	33,80	4,50	153,10	108,00	5780000,00	170
Banco Santander	Major Banks	Spain	82,1	108,8	2,9	1647,8	43	551000,00	10
Barclays	Major Banks	United Kingd	62,30	55,70	-1,70	2422,50	400,00	1240000,00	170
Basler Kantonalbank	Regional Banks	Switzerland	3	1	0,2	42,7	1714	147000,00	0
BCV Group	Regional Banks	Switzerland	4,8	1,4	0,3	43,5	1377	542000,00	0
BEKB-BCBE	Regional Banks	Switzerland	2,5	0,7	0,1	28,8	1922	40400,00	0
Berkshire Hathaway	Investment Services	United State	252,80	162,50	14,80	427,50	9,00	780000,00	10
BNP Paribas	Major Banks	France	71,3	126,2	8,6	2504,2	22	1350000,00	140
Capital One Financial	Consumer Financial Servi	United State	32,10	23,80	3,50	312,90	140,00	11200000,00	50
Citigroup	Major Banks	United State	143,60	90,70	7,50	1864,70	19,00	560000,00	10
Commerzbank	Major Banks	Germany	9,2	25,5	0	838,3	654	523000,00	70
Crédit Agricole	Major Banks	France	23,4	51,2	-8,3	2431,4	460	1510000,00	20
Credit Suisse Group	Investment Services	Switzerland	37,1	42,5	1,6	1009,6	132	1050000,00	170
Danske Bank	Major Banks	Denmark	19,1	22,6	0,8	615,6	285	114000,00	10
Deutsche Bank	Major Banks	Germany	41,3	55	0,4	2652,6	301	1020000,00	140
Deutsche Boerse	Investment Services	Germany	12,5	2,8	0,8	285,5	684	122000,00	0
DKSH Holding	Business & Personal Servi	Switzerland	5,6	9,4	0,2	3,7	1805	61700,00	10
DVB Bank	Regional Banks	Germany	1,5	1,5	0,2	31,4	1880	13400000,00	10
EXOR	Investment Services	Italy	7,1	117,5	0,7	159,4	412	1300000,00	0
Goldman Sachs Group	Investment Services	United State	74,50	41,70	7,50	938,60	49,00	2480000,00	70
HSBC Holdings	Major Banks	United Kingd	201,30	104,90	14,30	2684,10	6,00	1190000,00	210
IKB Deutsche	Regional Banks	Germany	0,4	2,6	-0,7	41,8	1759	62500,00	0
Investec	Investment Services	United Kingd	6,50	5,80	0,40	82,10	924,00	110000,00	10
JPMorgan Chase	Major Banks	United State	191,40	108,20	21,30	2359,10	3,00	6160000,00	20
Julius Baer Group	Investment Services	Switzerland	8,8	2,2	0,3	59,9	1077	72600,00	0
KBC Group	Major Banks	Belgium	16,3	21,7	0,8	338,7	323	63500,00	170
Lloyds Banking Group	Major Banks	United Kingd	53,80	75,60	-2,30	1495,90	390,00	444000,00	30
London Stock Exchange	Investment Services	United Kingd	5,70	1,10	0,80	163,60	900,00	213000,00	10
Luzerner Kantonalbank	Regional Banks	Switzerland	3,2	0,7	0,2	30,6	1894	81900,00	0
Natixis	Major Banks	France	13,2	19,2	2,2	658	253	268000,00	0
Nordea Bank	Regional Banks	Sweden	47,1	23,2	4,2	892,6	118	1110000,00	10
Old Mutual	Investment Services	United Kingd	15,50	32,20	1,90	230,40	224,00	250000,00	20
PNC Financial Services	Regional Banks	United State	35,30	16,60	3,00	305,10	165,00	912000,00	20
Raiffeisen Bank Internati	Major Banks	Austria	7,6	13,9	1,3	190,5	455	806000,00	10
Royal Bank of Scotland	Major Banks	United Kingd	52,00	42,10	-9,40	2133,10	420,00	1030000,00	20
Schroders	Investment Services	United Kingd	9,20	2,30	0,40	23,80	1098,00	1750000,00	10
SEB	Major Banks	Sweden	23,5	14,4	1,8	376,8	243	208000,00	10
SGS	Business & Personal Servi	Switzerland	19,6	6,1	0,6	5,2	1010	287000,00	30
Societe Generale	Major Banks	France	29,5	107,8	1	1648,9	146	1200000,00	20
St Galler Kantonalbank	Regional Banks	Switzerland	2,4	0,8	0,2	30,2	1899	17200,00	10
Standard Chartered	Major Banks	United Kingd	64,40	26,90	4,90	636,50	98,00	906000,00	20
Svenska Handelsbanken	Major Banks	Sweden	28,2	11,5	2,2	367	247	94000,00	0
Swedbank	Major Banks	Sweden	27,4	10,9	2,2	283,8	265	343000,00	0
UBS	Investment Services	Switzerland	61,9	47,7	-2,7	1366,8	409	817000,00	480
UniCredit Group	Major Banks	Italy	29	54,2	1,1	1221,9	154	1160000,00	10
US Bancorp	Major Banks	United State	63,80	22,20	5,60	353,90	116,00	173000,00	0
Valiant Holding	Regional Banks	Switzerland	1,4	0,7	0,1	27,6	1937	3640000,00	0
W&W-Wüstenrot	Investment Services	Germany	1,9	8,8	0,3	101,8	1056	534000,00	140
Wells Fargo	Major Banks	United State	201,30	91,20	18,90	1423,00	12,00	4380000,00	0
Wendel	Investment Services	France	5,4	8,6	0,3	18,8	1244	91200,00	0

1.7. Appendix – US Companies dataset

Company	Industry	Country	Market Val	Sales	Profits	Assets	Rank	Google Search	Avg. Monthl
Abbott Laboratories	Pharmaceuti	United States	53,60	39,90	6,00	67,20	123,00	765000,00	10,00
Aflac	Life & Health	United States	23,90	25,40	2,90	131,10	186,00	362000,00	10,00
Allstate	Diversified Ir	United States	22,90	33,30	2,30	126,90	183,00	721000,00	30,00
American Express	Consumer Fi	United States	73,00	33,80	4,50	153,10	108,00	5780000,00	170,00
American Internatio	Diversified Ir	United States	57,50	65,70	3,40	548,60	62,00	34000000,00	0,00
Apple	Computer H	United States	416,60	164,70	41,70	196,10	15,00	6130000,00	2900,00
AT&T	Telecommun	United States	200,10	127,40	7,30	272,30	24,00	1760000,00	210,00
Berkshire Hathaway	Investment S	United States	252,80	162,50	14,80	427,50	9,00	780000,00	10,00
Boeing	Aerospace &	United States	65,40	81,70	3,90	88,90	96,00	999000,00	590,00
Capital One Financia	Consumer Fi	United States	32,10	23,80	3,50	312,90	140,00	11200000,00	50,00
Caterpillar	Heavy Equip	United States	58,20	65,90	5,70	89,40	97,00	492000,00	70,00
Chevron	Oil & Gas Op	United States	232,50	222,60	26,20	233,00	13,00	583000,00	90,00
Cisco Systems	Communicat	United States	116,90	47,30	9,30	96,40	80,00	2500000,00	10,00
Citigroup	Major Banks	United States	143,60	90,70	7,50	1864,70	19,00	560000,00	10,00
Coca-Cola	Beverages	United States	173,10	48,00	9,00	86,20	79,00	3160000,00	480,00
Comcast	Broadcasting	United States	106,30	62,60	6,20	165,00	56,00	997000,00	390,00
ConocoPhillips	Oil & Gas Op	United States	72,10	58,40	8,40	117,10	73,00	118000,00	30,00
CVS Caremark	Drug Retail	United States	66,00	123,10	3,90	65,90	104,00	3060000,00	140,00
Deere & Co	Heavy Equip	United States	35,90	36,80	3,20	55,20	166,00	348000,00	0,00
El du Pont de Nemo	Diversified CI	United States	46,60	35,30	2,80	49,70	171,00	36600,00	0,00
Express Scripts	Healthcare S	United States	48,90	93,90	1,30	58,10	170,00	142000,00	10,00
Exxon Mobil	Oil & Gas Op	United States	400,40	420,70	44,90	333,80	5,00	799000,00	20,00
Ford Motor	Auto & Truck	United States	51,80	134,30	5,70	190,60	53,00	506000,00	110,00
General Electric	Conglomerat	United States	243,70	147,40	13,60	685,30	4,00	8140000,00	40,00
General Motors	Auto & Truck	United States	38,50	152,30	6,20	149,40	70,00	1510000,00	30,00
Goldman Sachs Grou	Investment S	United States	74,50	41,70	7,50	938,60	49,00	2480000,00	70,00
Google	Computer Se	United States	268,40	50,20	10,70	93,80	68,00	31000000,00	5400,00
Home Depot	Home Impro	United States	103,30	74,80	4,50	41,10	129,00	1050000,00	320,00
Honeywell Internati	Conglomerat	United States	57,60	37,70	2,90	41,90	175,00	2250000,00	110,00
IBM	Computer Se	United States	239,50	104,50	16,60	119,20	34,00	4110000,00	1000,00
Intel	Semiconduct	United States	105,70	53,30	11,00	84,40	77,00	2680000,00	590,00
Johnson & Johnson	Medical Equi	United States	221,40	67,20	10,90	121,30	46,00	2900000,00	40,00
JPMorgan Chase	Major Banks	United States	191,40	108,20	21,30	2359,10	3,00	6160000,00	20,00
McDonald's	Restaurants	United States	99,90	27,60	5,50	35,40	180,00	1540000,00	880,00
Merck & Co	Pharmaceuti	United States	133,30	47,30	6,20	106,10	82,00	635000,00	110,00
MetLife	Diversified Ir	United States	44,00	68,20	1,30	836,80	122,00	386000,00	20,00
Microsoft	Software & F	United States	234,80	72,90	15,50	128,70	41,00	9630000,00	720,00
Mondelez Internatic	Food Proces	United States	50,50	35,00	1,60	75,50	182,00	209000,00	50,00
News Corp	Broadcasting	United States	70,60	34,30	4,00	62,70	137,00	1550000,00	0,00
Occidental Petroleum	Oil & Gas Op	United States	67,40	24,30	4,60	64,20	151,00	74000,00	0,00
Oracle	Software & F	United States	172,00	37,10	10,60	79,40	102,00	2970000,00	590,00
PepsiCo	Beverages	United States	118,90	65,50	6,20	74,60	88,00	552000,00	50,00
Pfizer	Pharmaceuti	United States	201,40	59,00	14,60	185,80	37,00	689000,00	320,00
Philip Morris Intern	Tobacco	United States	150,60	31,40	8,80	37,70	152,00	376000,00	30,00
Phillips 66	Oil & Gas Op	United States	39,90	166,10	4,10	48,10	130,00	99500,00	10,00
PNC Financial Servic	Regional Ban	United States	35,30	16,60	3,00	305,10	165,00	912000,00	20,00
Procter & Gamble	Household/P	United States	208,50	83,30	12,90	139,90	35,00	1630000,00	40,00
Qualcomm	Semiconduct	United States	111,60	20,50	6,60	44,80	164,00	291000,00	110,00
Target	Discount Sto	United States	43,10	73,30	3,00	48,20	147,00	15000000,00	480,00
Time Warner	Broadcasting	United States	53,00	28,70	3,00	68,30	153,00	20300000,00	40,00
United Technologies	Conglomerat	United States	85,50	57,70	5,10	89,40	92,00	1720000,00	0,00
UnitedHealth Group	Managed He	United States	56,10	110,60	5,50	80,90	90,00	1630000,00	0,00
US Bancorp	Major Banks	United States	63,80	22,20	5,60	353,90	116,00	173000,00	0,00
Verizon Communica	Telecommun	United States	137,30	115,80	0,90	225,20	134,00	2240000,00	110,00
Wal-Mart Stores	Discount Sto	United States	242,50	469,20	17,00	203,10	15,00	1390000,00	720,00
Walt Disney	Broadcasting	United States	104,00	42,80	5,60	80,60	108,00	4560000,00	30,00
Wells Fargo	Major Banks	United States	201,30	91,20	18,90	1423,00	12,00	4380000,00	140,00

1.8. Appendix- UK companies dataset

Company	Industry	Country	Market Value	Sales	Profits	Assets	Rank	Google Search Re	Avg. Monthl
Anglo American	Diversified Metals & Minir	United Kingd	39,90	29,40	-1,50	78,10	522,00	187000,00	20,00
Aon	Insurance Brokers	United Kingd	18,70	11,50	1,00	30,50	473,00	952000,00	40,00
Associated British Foods	Food Processing	United Kingd	22,70	19,80	0,90	16,20	493,00	231000,00	0,00
AstraZeneca	Pharmaceuticals	United Kingd	58,00	28,60	6,40	52,40	149,00	4180000,00	50,00
Aviva	Life & Health Insurance	United Kingd	14,50	69,00	-5,10	512,70	520,00	193000,00	30,00
BAE Systems	Aerospace & Defense	United Kingd	18,80	26,30	1,70	36,20	325,00	5100000,00	30,00
Barclays	Major Banks	United Kingd	62,30	55,70	-1,70	2422,50	400,00	1240000,00	170,00
BG Group	Oil & Gas Operations	United Kingd	60,60	19,30	4,60	64,40	163,00	28000,00	201000,00
BP	Oil & Gas Operations	United Kingd	130,40	370,90	11,60	301,00	18,00	2970000,00	140,00
British American Tobacco	Tobacco	United Kingd	102,00	24,10	6,10	44,20	159,00	445000,00	20,00
British Sky Broadcasting	Broadcasting & Cable	United Kingd	21,60	10,70	1,40	8,60	700,00	359000,00	0,00
BT Group	Telecommunications servi	United Kingd	32,50	30,90	3,20	37,30	221,00	122000,00	260,00
Centrica	Natural Gas Utilities	United Kingd	27,70	38,90	2,10	35,40	245,00	159000,00	20,00
Compass Group	Restaurants	United Kingd	23,10	27,30	1,00	14,40	471,00	251000,00	30,00
Delphi Automotive	Auto & Truck Parts	United Kingd	13,60	15,50	1,10	10,20	679,00	1070000,00	20,00
Diageo	Beverages	United Kingd	76,40	16,90	3,00	34,50	242,00	161000,00	50,00
Enesco	Oil Services & Equipment	United Kingd	14,10	6,80	1,80	18,50	642,00	51100,00	0,00
Evrax Group	Iron & Steel	United Kingd	5,40	16,40	0,50	17,00	923,00	298000,00	0,00
GKN	Auto & Truck Parts	United Kingd	6,80	10,60	0,80	9,70	979,00	332000,00	10,00
GlaxoSmithKline	Pharmaceuticals	United Kingd	111,10	43,00	7,40	63,50	112,00	518000,00	40,00
HSBC Holdings	Major Banks	United Kingd	201,30	104,90	14,30	2684,10	6,00	1190000,00	210,00
Imperial Tobacco Group	Tobacco	United Kingd	35,20	23,70	1,10	44,40	296,00	35700,00	10,00
Investec	Investment Services	United Kingd	6,50	5,80	0,40	82,10	924,00	110000,00	10,00
J Sainsbury	Food Retail	United Kingd	10,40	35,70	1,00	19,70	520,00	87300,00	10,00
Johnson Matthey	Diversified Chemicals	United Kingd	7,50	19,30	0,50	5,20	1006,00	52800,00	10,00
Kingfisher	Home Improvement Retail	United Kingd	10,30	16,80	0,90	15,60	643,00	176000,00	0,00
Land Securities Group	Real Estate	United Kingd	9,80	1,10	0,80	17,30	999,00	278000,00	30,00
Lloyds Banking Group	Major Banks	United Kingd	53,80	75,60	-2,30	1495,90	390,00	444000,00	10,00
London Stock Exchange	Investment Services	United Kingd	5,70	1,10	0,80	163,60	900,00	213000,00	10,00
Marks & Spencer	Department Stores	United Kingd	9,10	15,90	0,80	11,60	759,00	241000,00	0,00
National Grid	Natural Gas Utilities	United Kingd	40,70	21,70	3,30	75,60	179,00	231000,00	50,00
Old Mutual	Investment Services	United Kingd	15,50	32,20	1,90	230,40	224,00	250000,00	20,00
Pearson	Printing & Publishing	United Kingd	14,90	8,20	0,50	18,10	753,00	958000,00	110,00
Petrofac	Oil Services & Equipment	United Kingd	8,10	6,50	0,60	5,30	1202,00	107000,00	10,00
Prudential	Life & Health Insurance	United Kingd	44,70	90,20	3,60	489,40	65,00	3210000,00	50,00
Reckitt Benckiser Group	Household/Personal Care	United Kingd	51,20	15,60	3,00	24,40	319,00	353000,00	20,00
Reed Elsevier	Printing & Publishing	United Kingd	25,60	9,90	1,70	17,90	502,00	357000,00	10,00
Rio Tinto	Diversified Metals & Minir	United Kingd	98,50	51,00	-3,00	117,60	435,00	653000,00	110,00
Royal Bank of Scotland	Major Banks	United Kingd	52,00	42,10	-9,40	2133,10	420,00	1030000,00	20,00
RSA Insurance Group	Property & Casualty Insuræ	United Kingd	6,30	14,40	0,60	33,40	731,00	153000,00	720,00
SABMiller	Beverages	United Kingd	84,10	16,70	4,30	55,00	188,00	154000,00	10,00
Schroders	Investment Services	United Kingd	9,20	2,30	0,40	23,80	1098,00	1750000,00	90,00
Standard Chartered	Major Banks	United Kingd	64,40	26,90	4,90	636,50	98,00	906000,00	10,00
Subsea 7	Oil Services & Equipment	United Kingd	8,30	6,30	0,80	10,50	1013,00	110000,00	20,00
Tesco	Food Retail	United Kingd	46,90	102,80	4,50	81,10	105,00	731000,00	10,00
Tullow Oil	Oil & Gas Operations	United Kingd	17,20	2,40	0,60	9,40	1133,00	105000,00	1300,00
United Utilities	Diversified Utilities	United Kingd	7,10	2,50	0,50	16,00	1277,00	926000,00	10,00
Vedanta Resources	Diversified Metals & Minir	United Kingd	4,70	14,00	0,10	45,40	1076,00	39500,00	30,00
Vodafone	Telecommunications servi	United Kingd	135,70	74,40	11,10	219,90	33,00	1070000,00	0,00
Wm Morrison Supermarkets	Food Retail	United Kingd	9,50	28,80	1,00	16,60	576,00	72300,00	210,00
WPP	Advertising	United Kingd	20,70	16,90	1,30	40,30	355,00	88500,00	10,00

1.9. Appendix – German companies dataset

Company	Industry	Country	Market Val	Sales	Profits	Assets	Rank	Google Search I	Avg. Monthl
Aareal Bank	Thriffs & Mortgage Finance	Germany	1,4	1,5	0,1	60,3	1668	1150000	0
Adidas	Apparel/Accessories	Germany	21,8	19,6	0,7	14,7	570	1630000	390
Allianz	Diversified Insurance	Germany	66,4	140,3	6,8	915,8	25	567000	210
Aurubis	Diversified Metals & Mining	Germany	3,1	17,7	0,5	6,3	1320	7270000	10
BASF	Diversified Chemicals	Germany	90,1	103,9	6,4	83,5	69	335000	390
Bayer	Diversified Chemicals	Germany	84,9	52,5	3,2	65,6	120	775000	210
BayWa	Specialty Stores	Germany	1,7	13,5	0,1	5,9	1875	1370000	50
Beiersdorf	Household/Personal Care	Germany	20,8	8	0,6	7,2	930	317000	70
Bilfinger	Construction Services	Germany	4,9	11,2	0,4	8,8	1410	170000	20
BMW Group	Auto & Truck Manufacturers	Germany	60	98,8	6,6	165,5	55	218000	880
Brenntag	Specialized Chemicals	Germany	7,7	12,5	0,4	7,5	1132	6410000	10
Celesio	Healthcare Services	Germany	3,2	28,6	-0,2	10,5	1441	3100000	0
Commerzbank	Major Banks	Germany	9,2	25,5	0	838,3	654	523000	70
Continental	Auto & Truck Parts	Germany	25,3	43,2	2,5	35,2	235	2380000	320
Daimler	Auto & Truck Manufacturers	Germany	64,1	150,8	8	211,9	36	385000	320
Deutsche Bank	Major Banks	Germany	41,3	55	0,4	2652,6	301	1020000	140
Deutsche Boerse	Investment Services	Germany	12,5	2,8	0,8	285,5	684	122000	0
Deutsche Lufthai	Airline	Germany	9,7	39,7	1,3	37,5	403	304000	320
Deutsche Post	Air Courier	Germany	29,4	73,2	2,2	45	190	167000	0
Deutsche Telekom	Telecommunications services	Germany	48,4	76,7	-6,9	136,1	433	3470000	30
DVB Bank	Regional Banks	Germany	1,5	1,5	0,2	31,4	1880	13400000	170
EnBW-Energie B	Electric Utilities	Germany	10,8	24,7	0,6	48,5	475	208000	90
Fraport	Other Transportation	Germany	5,2	3,1	0,3	12,7	1921	221000	10
Fresenius	Medical Equipment & Supplies	Germany	22,1	24,8	1,2	40,5	329	352000	10
GEA Group	Conglomerates	Germany	6,6	7,4	0,4	8,5	1388	118000	70
HeidelbergCeme	Construction Materials	Germany	13,9	18	0,4	37	595	3030000	140
Henkel	Household/Personal Care	Germany	37,3	21,8	2	25	317	449000	0
Hugo Boss	Apparel/Accessories	Germany	7,7	3	0,4	2,1	1782	412000	70
IKB Deutsche	Regional Banks	Germany	0,4	2,6	-0,7	41,8	1759	62500	20
Infineon Technol	Semiconductors	Germany	9,3	5	0,5	7,2	1334	138000	40
Lanxess	Diversified Chemicals	Germany	6,8	11,7	0,7	8,7	1037	193000	720
Linde	Diversified Chemicals	Germany	35,2	20,2	1,6	43,5	271	437000	110
Merck	Pharmaceuticals	Germany	32	13,8	0,7	28,6	451	652000	170
Metro Group	Food Retail	Germany	9,3	88	0	45,8	690	1390000	20
Munich Re	Diversified Insurance	Germany	34,9	88	4,2	340,6	81	136000	0
Närnberger	Diversified Insurance	Germany	0,9	4,7	0,1	28,9	1738	269000	480
Porsche Automo	Auto & Truck Manufacturers	Germany	24,5	5,2	10,3	41,1	462	591000	0
ProSiebenSat1 N	Broadcasting & Cable	Germany	7,9	3	0,4	7,1	1790	96400	70
RWE Group	Electric Utilities	Germany	22,9	67	1,7	111,5	177	250000	0
Sädzucker	Food Processing	Germany	8,6	9,3	0,5	10,9	996	1670000	480
SAP	Software & Programming	Germany	103,9	20,9	3,6	35,5	211	4050000	720
Siemens	Conglomerates	Germany	91,9	100,6	5,7	134,4	51	2870000	0
Talanx	Diversified Insurance	Germany	7,9	34,9	0,8	171,7	413	1160000	590
ThyssenKrupp Gi	Conglomerates	Germany	12,4	51,6	-6	47,4	654	495000	40
TUI	Business & Personal Services	Germany	2,8	23,6	-0,1	16,8	1259	290000	140
Volkswagen Groi	Auto & Truck Manufacturers	Germany	94,4	254	28,6	408,2	14	767000	210
W&W-Wüstenro	Investment Services	Germany	1,9	8,8	0,3	101,8	1056	534000	0

1.10. Appendix- French companies dataset

Company	Industry	Country	Market	Sales	Profits	Assets	Rank	Google Search	Avg. Monthly
Accor	Hotels & Motels	France	8,4	7,3	-0,8	10	1504	190000,00	720
Aéroports de Paris	Other Transportation	France	8,4	3,5	0,5	12,4	1363	248000,00	0
Air France-KLM	Airline	France	3,1	33,8	-1,6	34,7	1035	7840000,00	40
Air Liquide	Specialized Chemicals	France	39,3	20,2	2,1	32,5	284	392000,00	30
Alcatel-Lucent	Communications Equipment	France	3,5	19,1	-1,8	28,2	1138	1500000,00	20
Alstom	Conglomerates	France	14	26,6	1	39,4	386	347000,00	110
Areva	Diversified Utilities	France	6,2	12,3	-0,1	39,8	1011	283000,00	20
Arkema	Diversified Chemicals	France	6,4	8,4	0,3	7,2	1576	4020000,00	0
Atos	Computer Services	France	6,4	11,7	0,3	9,3	1346	305000,00	30
AXA Group	Diversified Insurance	France	45,3	147,5	5,3	1005,4	39	20100,00	110
BNP Paribas	Major Banks	France	71,3	126,2	8,6	2504,2	22	1350000,00	140
Bouygues	Construction Services	France	9,4	44,3	0,8	48,1	426	225000,00	0
Capgemini	Computer Services	France	8,1	13,5	0,5	12,6	894	711000,00	30
Carrefour	Food Retail	France	19,8	101,3	1,6	59,4	216	387000,00	170
Christian Dior	Apparel/Accessories	France	32	38,6	1,8	69,9	196	363000,00	0
CNP Assurances	Diversified Insurance	France	9,9	53,2	1,2	466,1	294	2400000,00	20
Crédit Agricole	Major Banks	France	23,4	51,2	-8,3	2431,4	460	1510000,00	70
Danone	Food Processing	France	43,3	27,5	2,2	38	230	267000,00	0
Dassault Aviation	Aerospace & Defense	France	11,9	5,1	0,7	13,7	967	41200,00	30
Dassault Systems	Software & Programming	France	14,2	2,7	0,4	4,8	1401	212000,00	40
EDF	Electric Utilities	France	35,3	95,9	4,4	325,2	74	897000,00	0
Eiffage	Construction Services	France	4,1	18	0,3	33,8	1030	708000,00	10
Essilor International	Medical Equipment & Supplies	France	24,1	6,6	0,8	9	850	109000,00	0
Financière de l'Odé	Conglomerates	France	3,2	11	0,3	11,1	1538	2310000,00	0
Finatis	Food Retail	France	0,5	54,9	0,2	40	976	55900,00	0
France Telecom	Telecommunications services	France	29,2	57,4	1,5	113,9	169	202000,00	20
GDF Suez	Electric Utilities	France	45	128	2	268,9	95	271000,00	0
Gecina	Real Estate	France	7,1	0,9	0,3	14,8	1606	17 700 000	70
Hermès	Apparel/Accessories	France	34,9	4,5	1	3,5	961	10900000,00	10
L'Oréal	Household/Personal Care	France	94,8	28,9	3,7	39	177	1620000,00	0
Lafarge	Construction Materials	France	20,3	20,9	0,6	50,5	413	130000,00	10
Lagardere	Printing & Publishing	France	5	9,5	0,1	12,4	1561	83200,00	170
LeGrand	Electrical Equipment	France	12,2	5,9	0,7	8,8	1061	98300,00	30
Michelin Group	Auto & Truck Parts	France	16,2	28,3	2,1	26,4	356	256000,00	0
Natixis	Major Banks	France	13,2	19,2	2,2	658	253	268000,00	30
Pernod Ricard	Beverages	France	34,5	10,4	1,5	33,5	390	149000,00	30
Peugeot	Auto & Truck Manufacturers	France	3	73,1	-6,6	84,7	876	379000,00	0
PPR	Department Stores	France	29,4	12,8	1,4	32,5	378	94700,00	10
Publicis Groupe	Advertising	France	14,7	8,7	1	21,8	615	134000,00	50
Renault	Auto & Truck Manufacturers	France	20,3	54,4	2,3	98,9	175	548000,00	10
Rexel	Electronics	France	6,4	17,7	0,4	13,4	939	1500000,00	10
Safran	Aerospace & Defense	France	19,6	18	1,7	30	368	101000,00	30
Saint-Gobain	Construction Materials	France	21,6	57	1	61	260	1050000,00	40
Sanofi	Pharmaceuticals	France	131,6	46,1	6,6	132,4	72	423000,00	40
Schneider Electric	Electrical Equipment	France	42,2	31,6	2,4	45,4	204	557000,00	0
SCOR	Diversified Insurance	France	5,8	13,4	0,6	43	742	140000,00	20
Societe Generale	Major Banks	France	29,5	107,8	1	1648,9	146	1200000,00	90
Sodexo	Business & Personal Services	France	14,3	22,9	0,7	15,9	592	408000,00	10
Technip	Oil Services & Equipment	France	11,8	10,8	0,7	14,9	732	3490000,00	70
Thales	Aerospace & Defense	France	8,8	18,2	0,7	28,2	600	620000,00	210
Total	Oil & Gas Operations	France	115,5	240,5	14,1	224,1	23	4730000,00	0
Unibail-Rodamco	Real Estate	France	22,2	2,3	1,9	39	623	40900,00	10
Valeo	Auto & Truck Parts	France	4,3	15,1	0,5	11,8	1131	137000,00	0
Vallourec	Other Industrial Equipment	France	6,6	7	0,3	11,9	1411	750000,00	20
Veolia Environnement	Diversified Utilities	France	6,8	38,8	0,5	57,2	576	52700,00	10
Vinci	Construction Services	France	25,4	51,7	2,5	80,9	162	1720000,00	0
Vivendi	Telecommunications services	France	27,8	38,3	0,2	76,6	536	1900000,00	0
Wendel	Investment Services	France	5,4	8,6	0,3	18,8	1244	91200,00	0,00

1.11. Appendix- Swiss companies dataset

Company	Industry	Country	Market \ Sales		Profits	Assets	Rank	Google Search f	Avg. Mon
ABB	Conglomerates	Switzerland	53,4	40,1	2,8	48,8	158	2070000	210
Adecco	Business & Personal Services	Switzerland	10,9	26,4	0,5	12,7	732	1060000	110
Allied World Assuran	Diversified Insurance	Switzerland	3,1	2,2	0,5	12	1780	65700	0
Alpiq Holding	Electric Utilities	Switzerland	3,3	13,6	-1,1	16,2	1408	138000	10
Bärloise Group	Diversified Insurance	Switzerland	4,5	10,3	0,5	80,3	836	601000	0
Basler Kantonalbank	Regional Banks	Switzerland	3	1	0,2	42,7	1714	147000	0
BCV Group	Regional Banks	Switzerland	4,8	1,4	0,3	43,5	1377	542000	0
BEKB-BCBE	Regional Banks	Switzerland	2,5	0,7	0,1	28,8	1922	40400	0
Credit Suisse Group	Investment Services	Switzerland	37,1	42,5	1,6	1009,6	132	1050000	170
DKSH Holding	Business & Personal Services	Switzerland	5,6	9,4	0,2	3,7	1805	61700	10
Garmin	Consumer Electronics	Switzerland	6,8	2,7	0,5	4,8	1675	3980000	10
Geberit	Construction Materials	Switzerland	9,4	2	0,4	2,2	1602	3480000	30
Givaudan	Specialized Chemicals	Switzerland	11,9	4,6	0,4	6,9	1353	97200	10
Glencore Internation	Diversified Metals & Mining	Switzerland	41,7	214,4	1	105,5	157	218000	50
Helvetia Holding	Diversified Insurance	Switzerland	3,6	8,7	0,4	46,4	1048	2110000	20
Holcim	Construction Materials	Switzerland	26,9	23,5	0,7	44,8	367	215000	30
Julius Baer Group	Investment Services	Switzerland	8,8	2,2	0,3	59,9	1077	72600	0
Kuehne + Nagel	Other Transportation	Switzerland	13,5	22,7	0,5	6,9	815	44400	10
Lindt & Sprungli	Food Processing	Switzerland	9,3	2,8	0,3	2,9	1910	46000	30
Luzerner Kantonalba	Regional Banks	Switzerland	3,2	0,7	0,2	30,6	1894	81900	0
Nestlé	Food Processing	Switzerland	233,5	100,6	11,6	134,7	32	1330000	320
Noble	Oil Services & Equipment	Switzerland	9,6	3,5	0,5	14,6	1171	1880000	10
Novartis	Pharmaceuticals	Switzerland	169,3	56,7	9,5	124,2	57	515000	260
Pentair	Other Industrial Equipment	Switzerland	10,9	4,4	-0,1	11,8	1575	3480000	10
Richemont	Specialty Stores	Switzerland	48,9	11,9	2,1	15,1	447	1510000	210
Roche Holding	Pharmaceuticals	Switzerland	198,9	49,7	10,4	65,5	93	650000	320
Schindler Holding	Other Industrial Equipment	Switzerland	17,5	8,9	0,8	8,3	842	3060000	30
SGS	Business & Personal Services	Switzerland	19,6	6,1	0,6	5,2	1010	287000	30
Sika	Construction Materials	Switzerland	6,2	5,2	0,3	4,7	1931	95200	20
St Galler Kantonalba	Regional Banks	Switzerland	2,4	0,8	0,2	30,2	1899	17200	10
STMicroelectronics	Semiconductors	Switzerland	6,8	8,7	-1,2	10	1525	102000	10
Swatch Group	Apparel/Accessories	Switzerland	32,1	8,5	1,7	12	598	82300	20
Swiss Life Holding	Life & Health Insurance	Switzerland	5,1	20,4	0,1	178,7	856	1390000	20
Swiss Re	Diversified Insurance	Switzerland	30,8	33,6	4,3	215,8	127	1510000	50
Swisscom	Telecommunications services	Switzerland	24	12,4	1,9	21,5	434	31600	320
Syngenta	Specialized Chemicals	Switzerland	40,1	14,5	1,9	18,3	393	323000	50
TE Connectivity	Electronics	Switzerland	17,6	13,2	1,1	18,1	533	1110000	10
Transocean	Oil Services & Equipment	Switzerland	19,3	9,2	-0,2	34,3	817	72100	10
Tyco International	Security Systems	Switzerland	14,7	10,5	0,3	12,1	947	1170000	20
UBS	Investment Services	Switzerland	61,9	47,7	-2,7	1366,8	409	817000	480
Valiant Holding	Regional Banks	Switzerland	1,4	0,7	0,1	27,6	1937	3640000	0
Weatherford Interna	Oil Services & Equipment	Switzerland	9,4	15,2	-0,8	22,8	931	89000	70
Wolseley	Construction Materials	Switzerland	13,7	21	0,1	10,9	980	1750000	10
Xstrata	Diversified Metals & Mining	Switzerland	52,1	32,3	1,2	83,1	202	147000	10
Zurich Insurance Gro	Diversified Insurance	Switzerland	41,8	70,4	3,9	409,3	75	943000	20

1.12. Appendix - TOP 100 Companies dataset

Company	Country	Industry	Market value	Net Income	Total assets	Employees	Price per share	Google	Glasdoor rating	Average m
Google	US	Software & c	212445	10737	93798	53861	794,2	30400000	4,20	5400
Apple	US	Technology I	415683	41733	176064	76100	442,7	6150000	3,90	2900
Tesco	UK	Food & drug	46666	4468,2	80825	519671	5,8	19600000	3,20	1300
Facebook	US	Software & c	43081	3,2	15103	4619	25,6	1400000	4,50	1000
IBM	US	Software & c	237725	16604	115240	434246	213,3	3960000	3,20	1000
BMW	Germany	Automobiles	55892	6723	171304,6	105876	86,4	1850000	3,70	880
Microsoft	US	Software & c	239602	16978	121271	94000	28,6	9800000	3,60	720
Nike	US	Personal goo	42565	2223	14843	44000	5,9	1030000	3,80	720
Siemens	Germany	General indu	95061	5730,1	134325,5	366700	107,9	821000	3,40	720
Boeing	US	Aerospace &	65015	3892	82143	174400	85,9	1280000	3,50	590
Intel	US	Technology I	107996	11005	83993	105000	21,8	959000	3,80	590
Oracle	US	Software & c	152296	9981	77732	115000	32,3	1020000	3,30	590
Accenture	US	Support serv	52875	2553,5	15856,7	257000	7,6	373000	3,60	480
Coca-Cola	US	Beverages	180230	9019	85771	150900	40,4	1630000	3,10	480
eBay	US	General reta	70224	2609	37074	31500	54,2	1390000	3,30	480
Sanofi	France	Pharmaceuti	135007	6552,8	126688,5	111974	101,8	468000	3,50	480
UBS	Switzerland	Banks	58883	-2742,3	1375232,9	62628	15,4	352000	3,30	480
Basf	Germany	Chemicals	81229	6436,7	83600,2	113262	87,7	1580000	3,50	390
Heineken	Netherlands	Beverages	43490	3890,5	46721,6	76191	75,5	3890000	3,20	390
Daimler	Germany	Automobiles	58420	8040,9	212010,4	275087	54,5	481000	3,90	320
Nestle	Switzerland	Food produc	233792	11584	134635	339000	72,5	1900000	3,20	320
Pfizer	US	Pharmaceuti	207377	14570	185798	91500	28,9	787000	3,30	320
Roche	Switzerland	Pharmaceuti	201515	10413,7	65446,3	82089	233,4	773000	3,60	320
Starbucks	US	Travel & leisi	42673	1383,8	8121,9	160000	5,7	2380000	3,70	320
Novartis	Switzerland	Pharmaceuti	192764	9679,2	116825,7	127724	71,2	4750000	3,40	260
ABB	Switzerland	Industrial eni	52337	2753,6	49042,9	146100	22,6	615000	3,60	210
Allianz	Germany	Nonlife insur	62148	6819,3	897224,8	144094	13,6	467000	3,40	210
Bayer	Germany	Chemicals	85448	3226,9	65639,8	110500	103,3	165000	3,20	210
Total	France	Oil & gas pro	113485	14108,2	224270,2	97126	4,8	2430000	3,70	210
Vodafone Gro	UK	Mobile teleco	138615	11149	220521,9	86373	2,8	357000	3,50	210
Volkswagen	Germany	Automobiles	89545	28649,1	398059	549763	188,4	823000	3,50	210
American Exp	US	Financial ser	74340	4433	150682	63500	67,5	824000	3,60	170
Barclays	UK	Banks	56857	-1692,7	2418387,7	139200	4,4	1330000	3,10	170
Cisco System	US	Technology I	111411	8041	89489	66639	20,9	2810000	3,50	170
Credit Suisse	Switzerland	Banks	34746	1391,9	1001283,2	47400	26,3	429000	3,40	170
SabMiller	UK	Beverages	84273	4261,6	55177,9	71144	52,6	477000	4,00	170
Schlumberge	US	Oil equipmer	99680	5490	61547	118000	74,9	4310000	3,60	170
Unilever	Netherlands	Food produc	117828	5915,6	59948,5	172000	4,1	490000	3,70	170
BNP Paribas	France	Banks	63870	8645,1	2505827,5	188551	51,4	936000	3,20	140
BP	UK	Oil & gas pro	133903	11824	299319,7	85700	0,7	779000	3,60	140
Deutsche Ba	nGermany	Banks	36403	312,7	2644603,1	98219	39,1	997000	3,40	140
Ericsson	Sweden	Technology I	41204	888,5	40412,6	110255	12,5	548000	3,60	140
Inditex	Spain	General reta	82762	2525,9	13859,9	109512	132,8	334000	2,90	140
Toyota Motor	Japan	Automobiles	176947	3425,4	369154	325905	51,3	462000	3,00	140
3M	US	General indu	73435	4444	33298	87677	106,3	2000000	3,50	110
Axa	France	Nonlife insur	41131	5477,6	987128,4	94364	17,2	550000	3,30	110
Ford Motor	US	Automobiles	50738	5665	178857	171000	13,2	1410000	3,60	110

Henkel	Germany	Household g	37738	1992,1	24977,6	46610	79,1	421000	3,30	110
Honeywell Int	US	General indu	58963	2926	39964	132000	75,4	751000	3,20	110
Chevron	US	Oil & gas pro	230831	26179	230320	62000	118,8	537000	3,90	90
Nissan Motor	Japan	Automobiles	43611	4124,5	132634,5	157365	9,7	417000	3,20	90
Novo Nordisk	Denmark	Pharmaceuti	73658	3791,3	11219,9	34286	162,8	3350000	3,70	90
Visa	US	Financial ser	89911	2144	40013	8500	169,8	1160000	2,80	90
Amazon.com	US	General retai	121133	-3,9	32432	88400	266,5	1970000	3,30	70
Baxter Intern	US	Health care €	39472	2326	19234	51000	72,6	565000	3,10	70
Caterpillar	US	Industrial eni	56970	5681	87345	125341	8,7	1170000	3,50	70
Danone	France	Food produc	44215	2205,8	38051,4	102401	69,7	916000	3,60	70
Goldman Sac	US	Financial ser	68499	7475	932935	32400	147,2	979000	3,70	70
Hennes & Ma	Sweden	General retai	52343	2531,9	8788,8	72276	35,8	2100000	3,30	70
Hermes Inter	France	Personal goo	36716	976,4	4494,6	10118	347,8	860000	3,60	70
Honda Motor	Japan	Automobiles	69359	2554,7	140116,1	187094	38,3	3970000	3,20	70
JP Morgan C	US	Banks	181651	20530	2359141	258965	47,5	20400000	3,40	70
L'Oreal	France	Personal goo	96027	3783,2	38004,3	72637	158,8	31900000	3,20	70
LVMH	France	Personal goo	87288	4517,2	64708,4	106348	171,9	565000	3,30	70
AstraZeneca	UK	Pharmaceuti	62534	6428,6	52423,1	51700	50,1	443000	3,30	50
Diageo	UK	Beverages	79080	3048,7	34569,9	25698	31,5	4380000	3,60	50
Glencore Inte	UK	Mining	38388	1025	104075,2	56000	5,4	1480000	3,40	50
Hyundai Motc	South Korea	Automobiles	44249	8048,1	113785,8	59831	200,9	264000	3,40	50
PepsiCo	US	Beverages	123531	6178	74638	278000	79,1	4880000	3,30	50
SAP	Germany	Software & c	98824	3724,3	34531,6	64422	80,3	991000	3,80	50
Canon	Japan	Technology f	48942	2589,2	44201,1	196968	36,7	101000	3,10	40
GlaxoSmithKI	UK	Pharmaceuti	114691	7422,8	63561,1	99488	23,4	36700000	3,60	40
Johnson & Jo	US	Pharmaceuti	228042	10853	116806	127600	81,5	2640000	3,60	40
Linde	Germany	Chemicals	34606	1649,1	43546,1	61965	186,3	257000	3,40	40
Mastercard	US	Financial ser	63833	2759	12402	7500	541,1	216000	3,60	40
Morgan Stanl	US	Financial ser	43108	6,6	780960	57061	2,2	51100000	3,40	40
Procter & Ga	US	Household g	210501	10756	132244	126000	77,1	2090000	3,90	40
Samsung Ele	South Korea	Leisure good	217725	21794,3	167842,2	369000	1357,2	2760000	3,00	40
Telefonica	Spain	Fixed line tel	61302	5182,1	161563,2	133186	13,5	1440000	3,40	40
General Moto	US	Automobiles	38014	6188	121500	70000	27,8	1220000	3,30	30
Hewlett-Pack	US	Technology f	46345	-12650	107187	331800	23,8	667000	3,00	30
Lloyds Bankin	UK	Banks	52053	-2320,3	1496372,6	113617	0,7	347000	3,00	30
Philip Morris I	US	Tobacco	152248	8752	37670	87100	92,7	1120000	3,60	30
Walt Disney	US	Media	102549	5682	74898	166000	56,8	1630000	3,70	30
British Americ	UK	Tobacco	103203	6245,5	43902,5	87485	53,6	4170000	3,70	20
Eni	Italy	Oil & gas pro	81805	10274,4	177741,3	77838	22,5	157000	2,90	20
Kimberly-Clar	US	Personal goo	37900	1750	19873	58000	9,8	442000	3,20	20
McDonald's	US	Travel & leis	99968	5464,8	35386,5	440000	99,7	3830000	3,10	20
Mitsubishi UF	Japan	Banks	84934	11854,5	2637531,9	83491	0,6	259000	3,40	20
Reckitt Benck	UK	Household g	51323	2974	24440,7	35900	71,6	5530000	3,00	20
Abbott Labor	US	Pharmaceuti	55476	5962,9	64206,6	91000	35,3	539000	3,40	10
Citigroup	US	Banks	134569	7375	1864660	259000	44,2	3960000	3,10	10
Colgate-Palm	US	Personal goo	55134	2472	13302	37700	11,8	2230000	3,80	10
Exxon Mobil	US	Oil & gas pro	403733	44880	333795	76900	90,1	249000	3,50	10
Royal Dutch	UK	Oil & gas pro	209000	27147,7	356280,8	87000	32,3	4080000	3,80	10
Xstrata	UK	Mining	47908	1180	83113	80000	16,2	747000	3,90	10
Anheuser-Bu	Belgium	Beverages	159396	7403,2	121813,9	117632	99,2	3210000	2,90	0

1.13. Appendix – Brand Value dataset

Company	Value	Google	Glasdoor	Avg. Monthly
Allianz	20425,00	467000,00	3,40	210,00
Amazon	45147,00	1970000,00	3,30	1000,00
American Exp	21116,00	824000,00	3,60	170,00
Apple	104680,00	6150000,00	3,90	2900,00
AXA	19115,00	550000,00	3,30	110,00
BMW	28962,00	1850000,00	3,70	880,00
BNP Paribas	20206,00	936000,00	3,20	140,00
Chevron	19171,00	537000,00	3,90	90,00
Cisco	20784,00	2810000,00	3,50	170,00
Citi	24518,00	3960000,00	3,10	50,00
Coca-Cola	33722,00	1630000,00	3,10	480,00
Ford	20236,00	1410000,00	3,60	110,00
GE	52533,00	4090000,00	3,60	18100,00
Google	68620,00	30400000,00	4,20	5400,00
Honda	22152,00	3970000,00	3,20	70,00
HP	19824,00	667000,00	3,00	880,00
HSBC	26817,00	1140000,00	3,00	210,00
IBM	41514,00	3960000,00	3,20	1000,00
Intel	22940,00	959000,00	3,80	590,00
McDonald's	26047,00	3830000,00	3,10	20,00
Mercedes-Ber	24172,00	890000,00	3,80	140,00
Microsoft	62683,00	9800000,00	3,60	720,00
Mitsubishi	26145,00	108000,00	3,40	20,00
Nestle	20273,00	1900000,00	3,20	320,00
Nike	20821,00	1030000,00	3,80	720,00
Nissan	21194,00	417000,00	3,20	90,00
Oracle	20635,00	1020000,00	3,30	590,00
Pepsi	19442,00	4880000,00	3,30	50,00
Samsung	78752,00	2760000,00	3,00	170,00
Santander	20021,00	589000,00	3,00	140,00
Shell	28575,00	4080000,00	3,80	170,00
Siemens	20358,00	821000,00	3,40	720,00
Toyota	34903,00	462000,00	3,00	140,00
Vodafone	29612,00	357000,00	3,50	210,00
Volkswagen	27062,00	823000,00	3,50	210,00
Walt Disney	23580,00	1630000,00	3,70	30,00

1.14. Appendix – CSR dataset

Company	Value	Google	Glass	CSR	Avg. Monthly
Amazon	45147,00	1970000,00	3,30	66,26	1000,00
Apple	104680,00	6150000,00	3,90	69,21	2900,00
BMW	28962,00	1850000,00	3,70	72,14	880,00
Cisco	20784,00	2810000,00	3,50	65,20	170,00
Coca-Cola	33722,00	1630000,00	3,10	66,43	480,00
GE	52533,00	4090000,00	3,60	65,42	18100,00
Google	68620,00	30400000,00	4,20	72,71	5400,00
Honda	22152,00	3970000,00	3,20	67,03	70,00
HP	19824,00	667000,00	3,00	66,51	880,00
IBM	41514,00	3960000,00	3,20	67,09	1000,00
Intel	22940,00	959000,00	3,80	69,32	590,00
Mercedes-Ber	24172,00	890000,00	3,80	70,65	140,00
Microsoft	62683,00	9800000,00	3,60	72,97	720,00
Nestle	20273,00	1900000,00	3,20	69,00	320,00
Nike	20821,00	1030000,00	3,80	63,90	720,00
Nissan	21194,00	417000,00	3,20	61,76	90,00
Oracle	20635,00	1020000,00	3,30	65,72	590,00
Pepsi	19442,00	4880000,00	3,30	61,04	50,00
Samsung	78752,00	2760000,00	3,00	66,50	170,00
Siemens	20358,00	821000,00	3,40	65,86	720,00
Toyota	34903,00	462000,00	3,00	66,96	140,00
Volkswagen	27062,00	823000,00	3,50	69,29	210,00
Walt Disney	23580,00	1630000,00	3,70	72,83	30,00

1.15. Appendix – Diversity dataset

Company	Diversity score	Google Search results	Avg. Monthly
Abott Laborat	90,00	733000,00	10
Accenture	90,00	1810000,00	480
American Exp	90,00	4130000,00	170
Apache	30,00	816000,00	10
Berkshire-Hat	5,00	952000,00	10
Bristol-Myers	90,00	871000,00	20
Citigroup	100,00	544000,00	10
Coca Cola	95,00	2810000,00	480
Comcast	90,00	974000,00	390
Dell	90,00	5120000,00	210
EBay	30,00	2770000,00	480
Emerson Elect	35,00	350000,00	30
Gilead Science	35,00	619000,00	10
Halliburton	35,00	489000,00	390
JP Morgan	95,00	5620000,00	70
Kraft Foods	90,00	1310000,00	30
McDonald's	90,00	1490000,00	880
Merck	100,00	641000,00	110
National Oilw	15,00	552000,00	10
Nike	90,00	2910000,00	720
PepciCo	90,00	561000,00	50
Pfizer	90,00	684000,00	320
Philip Morris I	35,00	350000,00	30
Simon Proper	10,00	168000,00	0

1.16. Appendix- Company Culture Dataset

Company	Rank	Google Search	Avg. Monthly
Accor	17,00	187000	720
American Exp	14,00	4170000	170
Atento	21,00	5580000	10
Autodesk	11,00	1840000	30
BBVA	13,00	251000	10
Cisco	10,00	2440000	170
Diageo	8,00	160000	480
FedEx	20,00	633000	50
Google	1,00	30400000	210
Hilti	15,00	133000	5400
Kimberly Clark	6,00	1410000	70
Marriott	7,00	1590000	20
Mars	22,00	4030000	390
McDonald's	23,00	1480000	50
Microsoft	4,00	9360000	880
Monsanto	12,00	501000	720
National Instr	9,00	872000	70
NetApp	3,00	343000	10
Novartis	25,00	542000	40
Quintiles	18,00	205000	260
SAS Institute	2,00	1800000	20
SC Johnson	19,00	192000	70
Telefónica	16,00	2760000	10
The Coca Cola	24,00	3380000	40
W. L. Gore & /	5,00	41000	0

1.17. Appendix- Student survey Full Form

Employer attractiveness

This survey aims to identify drivers of employer attractiveness. It shall project subjective opinion of each individual.

Gender

- ☐ Man
☐ Woman

Year of studies:

- ☐ First year master student
☐ Second year master student
☐ Other year in master studies
☐ Bachelor student
☐ Other:

VŠE is:

- ☐ Home school
☐ Host school
☐ I do not study on VŠE

Nationality:

What languages do you speak?

- ☐ English
☐ German
☐ French
☐ Spanisch
☐ Italian
☐ Chinese
☐ Czech
☐ Slovak
☐ Portuguese
☐ Other:

Please define importance of each factor when choosing a potential employer?

	Absolutely unimportnat	Mostly unimportan	Neutral	Important	Very important
Company performance	☐	☐	☐	☐	☐
Company culture	☐	☐	☐	☐	☐
CSR Activities	☐	☐	☐	☐	☐
Salary	☐	☐	☐	☐	☐
Benefits (food, products...)	☐	☐	☐	☐	☐
Leadership style/ Hierarchy	☐	☐	☐	☐	☐
Job task	☐	☐	☐	☐	☐
Future career prospective	☐	☐	☐	☐	☐

Is there any other factor influencing your decision?

Please sort employers from least attractive to most attractive

1- Most Attractive 7- Least Attractive (Pick each number only once)

	1	2	3	4	5	6	7
Danske Bank	☐	☐	☐	☐	☐	☐	☐
KBC Group	☐	☐	☐	☐	☐	☐	☐
UBS	☐	☐	☐	☐	☐	☐	☐
JP Morgan	☐	☐	☐	☐	☐	☐	☐
Banco Santander	☐	☐	☐	☐	☐	☐	☐
Goldman Sachs	☐	☐	☐	☐	☐	☐	☐
Česká exportní banka (Czech Export Bank)	☐	☐	☐	☐	☐	☐	☐

Please sort employers from least attractive to most attractive

1- Most attractive 7- Least attractive (Pick each number only once)

	1	2	3	4	5	6	7
Toyota Motors	☐	☐	☐	☐	☐	☐	☐
BMW	☐	☐	☐	☐	☐	☐	☐
Isuzu	☐	☐	☐	☐	☐	☐	☐
General Motors	☐	☐	☐	☐	☐	☐	☐
Kia	☐	☐	☐	☐	☐	☐	☐
Renault	☐	☐	☐	☐	☐	☐	☐
Škoda	☐	☐	☐	☐	☐	☐	☐

Please sort employers from least attractive to most attractive

1- Most attractive 7- Least attractive (Pick each number only once)

	1	2	3	4	5	6	7
Lindt	☐	☐	☐	☐	☐	☐	☐
Danone	☐	☐	☐	☐	☐	☐	☐
Unilever	☐	☐	☐	☐	☐	☐	☐
Coca-Cola	☐	☐	☐	☐	☐	☐	☐
Beiersdorf	☐	☐	☐	☐	☐	☐	☐
Carlsberg	☐	☐	☐	☐	☐	☐	☐
Pilsner Urquell	☐	☐	☐	☐	☐	☐	☐

Please sort employers from least attractive to most attractive

1- Most attractive 7- Least attractive (Pick each number only once)

	1	2	3	4	5	6	7
Google	☐	☐	☐	☐	☐	☐	☐
Infosys	☐	☐	☐	☐	☐	☐	☐
Amphenol	☐	☐	☐	☐	☐	☐	☐
Samsung	☐	☐	☐	☐	☐	☐	☐
Apple	☐	☐	☐	☐	☐	☐	☐
Toshiba	☐	☐	☐	☐	☐	☐	☐
Avast (Czech Antivirus company)	☐	☐	☐	☐	☐	☐	☐

Please sort employers from least attractive to most attractive

1- Most attractive 7- Least attractive (Pick each number only once)

	1	2	3	4	5	6	7
Sun Life Financials	☐	☐	☐	☐	☐	☐	☐
Unipol Group	☐	☐	☐	☐	☐	☐	☐
AXA Group	☐	☐	☐	☐	☐	☐	☐
Zurich Insurance Group	☐	☐	☐	☐	☐	☐	☐
Prudential	☐	☐	☐	☐	☐	☐	☐
AIA Group	☐	☐	☐	☐	☐	☐	☐
Česká Pojišťovna (Czech Insurance Company)	☐	☐	☐	☐	☐	☐	☐

Please sort employers from least attractive to most attractive

1- Most attractive 6- Least attractive (Pick each number only once)

	1	2	3	4	5	6
Gazprom	☐	☐	☐	☐	☐	☐
Petro China	☐	☐	☐	☐	☐	☐
OMV	☐	☐	☐	☐	☐	☐
Lukoil	☐	☐	☐	☐	☐	☐
Schlumberger	☐	☐	☐	☐	☐	☐
Total	☐	☐	☐	☐	☐	☐

Why do you want to work in above mentioned companies?

Do you want to work abroad? If yes, where?

Where do you get information about working environment in different companies?

- ☐ Company websites
- ☐ Rankings
- ☐ Job Fairs
- ☐ Friends/ Colleagues/ Professors
- ☐ School projects
- ☐ Other:

Submit

Never submit passwords through Google Forms.

100%: You made it.