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foundation for new accountants, including those who may decide to pursue a particular specialty in the future.

Apr. 10, 2015



Accounting graduates may want to think small when launching their careers, a new Accountemps survey suggests. More than half (56 percent) of chief financial officers (CFOs) interviewed said they would steer entry-level professionals toward careers at small to midsize companies. When asked what specialization they would recommend for new graduates, almost three-quarters (74 percent) of CFOs said

general accounting, up from similar surveys conducted in 2010 (60 percent) and

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you recommend today's accounting graduates begin their careers?" Their responses:

Small to midsize company	56%
Small to midsize public accounting firm	24%
Large corporation	12%
Large public accounting firm	7%
Other/don't know	<u>1%</u>
	100%

CFOs also were asked, "Which one of the following areas of specialization would you recommend to someone just beginning his or her career in accounting?" Their responses:

General accounting	74%
Tax accounting	8%
Internal auditing	7%
Cost accounting	7%
Credit and collections	3%
Other/don't know	<u>1%</u>
	100%

View an [infographic](#) of the full research findings.

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decide to pursue a particular specialty in the future.”

Accountemps offers recent grads the following five tips for landing their first job:

1. **Cast a wide networking net.** Tell everyone you know that you're looking for employment. Meet new contacts by participating in industry associations, volunteer groups and alumni activities. Work with a specialized staffing firm that has deep networks in the local business community.
2. **Double-check your digital footprint.** Review and enhance your social media accounts so they are more professional. Bolster your online presence by commenting on industry blogs and, if you don't already have one, create a [LinkedIn profile](#).
3. **Do your homework.** Before applying for an opportunity, research the business and its industry. Annual reports, press releases, and local business or financial publications are excellent sources of information.
4. **Customize your application materials.** Tailor your [resume](#) and cover letter to each position for which you apply and address the hiring manager by name, if possible.
5. **Remember to say “thank you.”** Show your appreciation to everyone who helps you in your job search. Also, promptly send [thank-you notes](#) to each person with whom you interview.
- 6.

Firm Management

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