

Press Release

Rutronik Cooperates with Karlsruhe University of Applied Sciences

Ispringen, September 27, 2017 – Rutronik Elektronische Bauelemente GmbH is developing a new employer branding strategy jointly with students at the Karlsruhe University of Applied Sciences. In doing so, the electronic components distributor aims to become more attractive to students and career starters.

This strategy is based on the results of a project performed as part of the “service marketing” lecture with 15 students in two groups. They are pursuing a degree in economic engineering in the economics faculty of the Karlsruhe University of Applied Sciences and are in their seventh and eighth semesters.

In the first step, the students conducted a survey and analyzed which factors played a critical role in the choice of employer. The students also collaborated with Rutronik personnel to develop a concept showing how the company should present itself at vocational training, university and job fairs in the future.

Thomas Rudel, CEO of the Ispringen-based distributor, highlighted the significance of the partnership between the university and company. “As a regional employer, we place particular value in cooperating with academic institutions”, he said. “We support new scientific talent and in doing so, encourage the development of young specialists urgently needed on the employment market. The findings from this partnership also help us to define the future orientation of how we brand ourselves as an employer.”

Further Education, Health, Pension Schemes are Key Factors

The survey conducted among 278 participants studying electrical engineering, information technology and economic engineering revealed that students and career started placed particular value on further education (around 39 percent), company pension schemes (around 22 percent) and sport and health services (around 11 percent). Among the non-monetary motivators, a diverse range of duties (around 43 percent), the opportunity to take responsibility (around 13 percent) and challenging tasks (around 11 percent) were major factors.

When selecting an employer, the ability to identify with the product or service of the company also played a large role, with around 90 percent of those surveyed assigning “very great” (around 50 percent) or “great” (around 40 percent) importance to this factor. The same holds true regarding the public perception of the company, with around 53 percent of those surveyed finding image “important”, 37 percent even finding it “very important”.

The Aim of the Project – to Develop a New Trade Fair Strategy

The aim of the project was to develop a new trade fair strategy for Rutronik that is tailored to the results gathered in the survey. The design of this strategy based on the results of the project is currently underway. For its part, the Karlsruhe University of Applied Sciences is satisfied with the progress of the project so far. “The project presented surprises for all concerned. There was considerable willingness among students from different faculties to participate in a survey on employer attractiveness. The results – meaning what is relevant from a young person’s perspective for an employer to appeal to them – were different to what experienced human resource managers expected. I am very satisfied with the commitment of the students and the benefits they have been able to generate with their semester project for the company,” says a pleased Karin Bacher, lecturer and project manager.



Employer Branding Factors in selecting a company



Identification with the company's product/service

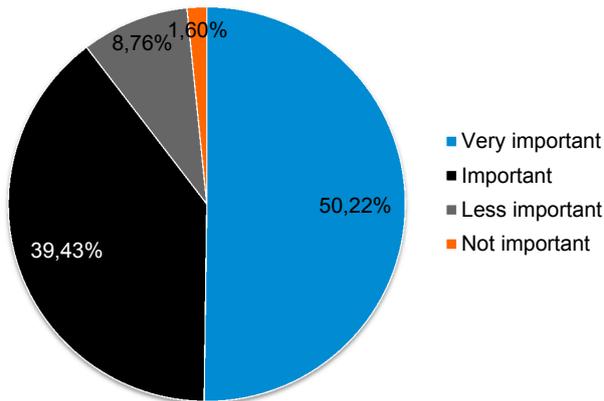
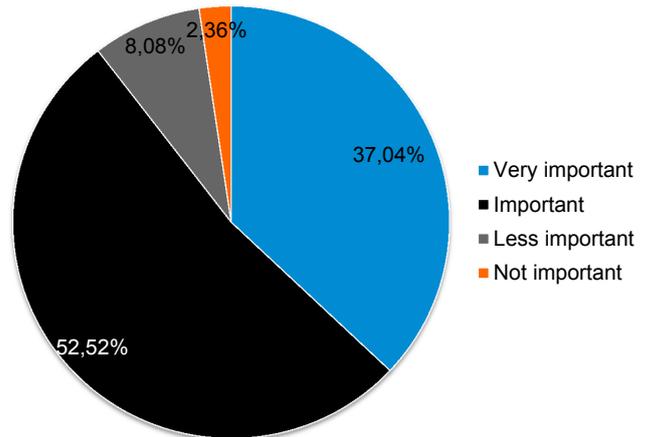


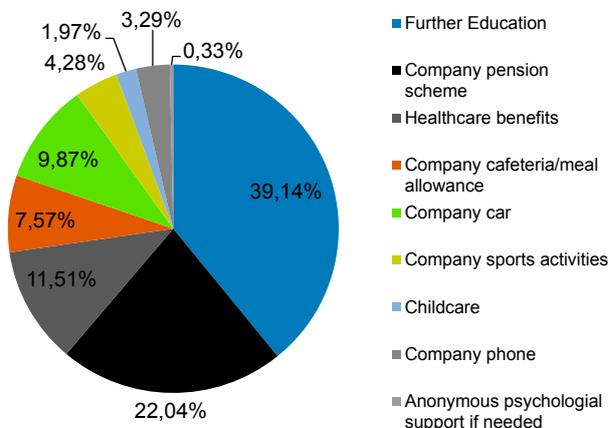
Image of the company



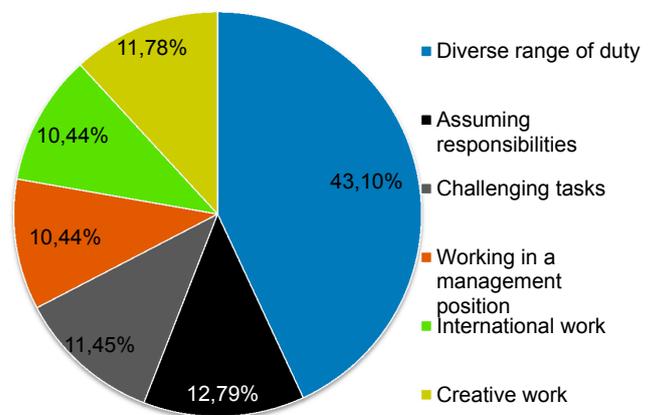
Employer Branding Factors in selecting a company



Additional company benefits



Important daily work-related factors





About Rutronik (www.rutronik.com)

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2016) and the number ten worldwide (SourceToday, May 2017). The broadline distributor supplies semiconductors, passive and electromechanical components as well as boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries.

The ranges RUTRONIK **EMBEDDED**, RUTRONIK **SMART**, RUTRONIK **POWER** and RUTRONIK **AUTOMOTIVE** provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance.

The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 70 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,500 staff worldwide and achieved Group sales of 872 million euros in the fiscal year 2016.

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