



FLORIDA INTERNATIONAL UNIVERSITY

Can we adequately assess
corporate reputation?

Yes! We Can(ada)!

(Duke Caboom, 2019, Toy Story 4)

William Newburry

May 14, 2021

Rutgers QUASI Seminar Series

Rutgers QUASI Seminar – May 14, 2021

Agenda

- What is corporate reputation?
- What is “adequate”?
- Reputation in Research
- Reputation in Practice
- Problem of Context
- Moving Forward

What is Corporate Reputation?

- Corporate reputation represents the evaluation of a firm by its stakeholders, who compare the firm's behaviors to the behaviors of other firms and their instrumental and normative expectations for behavior... (Deephouse, Newburry & Soleimani, 2016)

What is “Adequate”?

- “enough or satisfactory for a particular purpose” (dictionary.cambridge.org)
- Adequate ≠ Perfect
- For Researchers: Able to produce meaningful results
- For Practitioners: Able to inform corporate actions



Different Reputation Measures are based on different audience perceptions (which implies differing purposes)



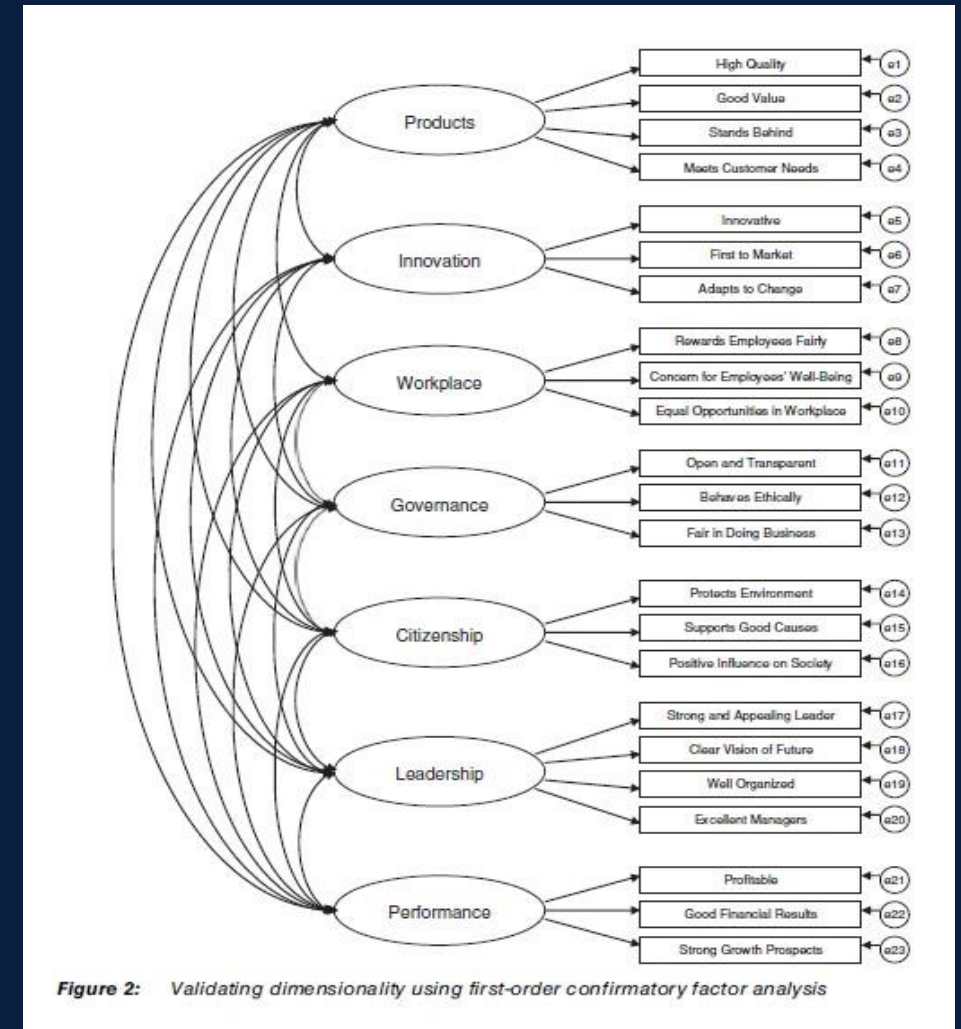
Based on Expert Evaluations



Based on Public Evaluations

While not perfect, reputation measures have been found to have statistical properties conducive to academic research

- Gardberg (2006)
 - Cross-cultural construct and instrument equivalence
- Ponzi, Fombrun & Gardberg (2011)
 - Measure validation
- Fombrun, Ponzi & Newburry (2015)
 - Measurement of underlying reputation dimensions
- Sarstedt, Wilczynski & Melewar (2013)
 - Comparison of convergent and criterion validities across measures

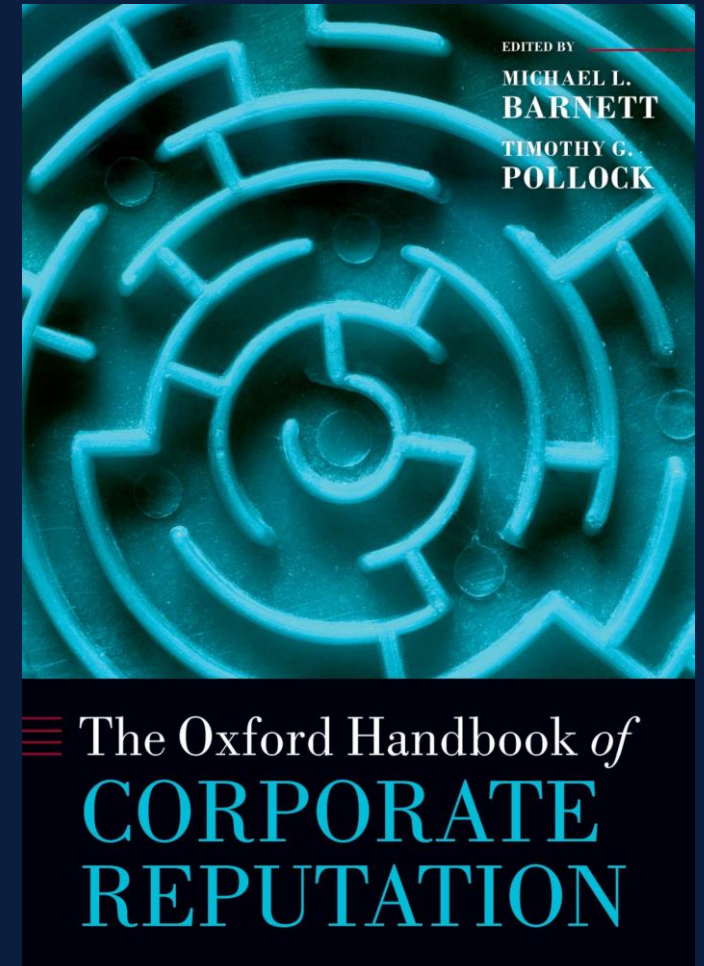


Fombrun, Ponzi & Newburry (2015)

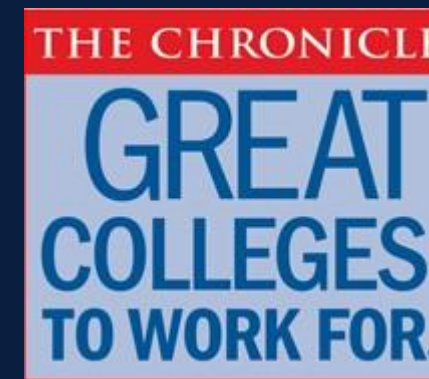
Academic Publications on Corporate Reputation Abound

- Per ProQuest*:
 - 1695 peer reviewed articles with corporate/firm reputation in title
 - 7985 peer reviewed articles with corporate/firm reputation in abstract

* As of May 13, 2021



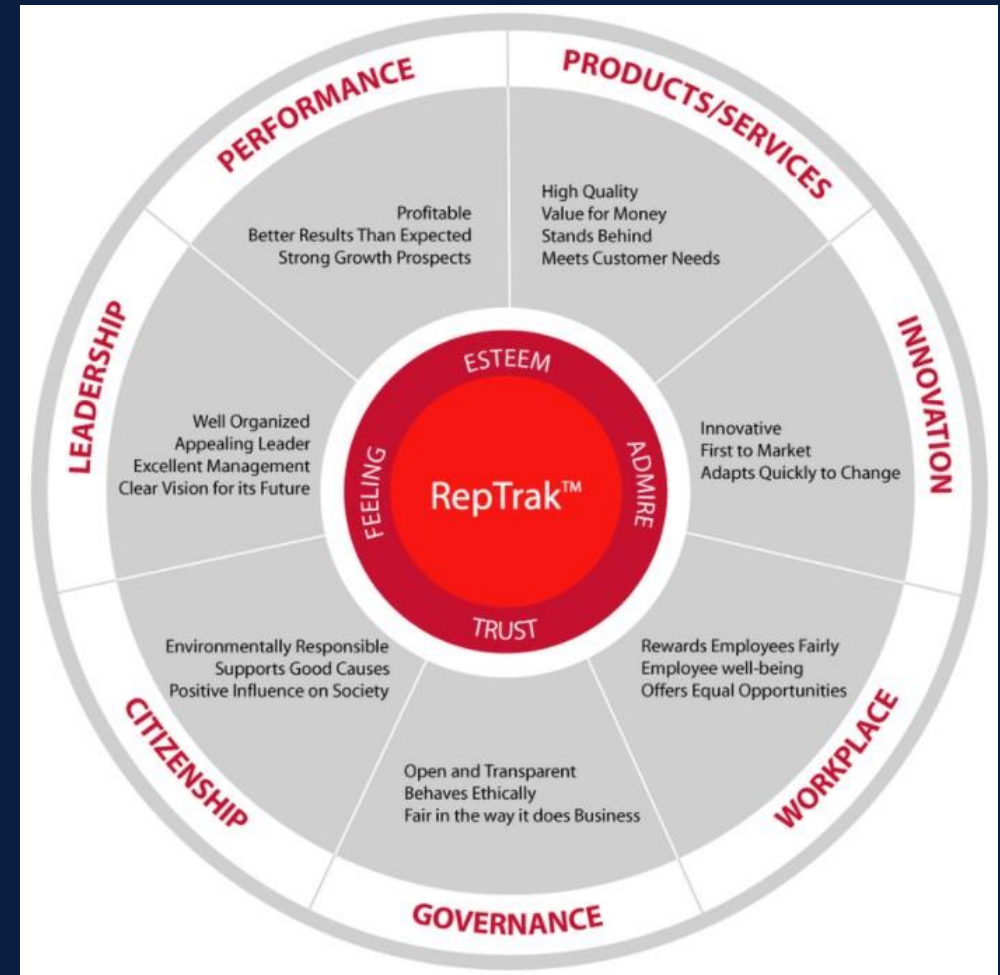
Practitioner Reputation Measure Usage is Ubiquitous – both overall and with respect to specific reputation dimensions



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Reputation Measures have captured the dimensions that practitioners highlight



Fombrun, Ponzi & Newburry (2015)

What we should be paying more attention to: The embeddedness of corporate reputation assessments in higher-level contexts

- Deephouse, Newburry & Soleimani (2016)
 - Societal culture and development levels matter to reputation assessment
- Borda et al. (2017)
 - Post-hoc analyses show that Popular and Expert reputation assessments are not always associated with the same factors



Country RepTrak 2012-17

Country RepTrak® 2017



Country RepTrak® Top 10 by Year

	2017	2016	2015	2014	2013	2012
1	Canada	Sweden	Canada	Switzerland	Canada	Canada
2	Switzerland	Canada	Norway	Canada	Sweden	Australia
3	Sweden	Switzerland	Sweden	Sweden	Switzerland	Sweden
4	Australia	Australia	Switzerland	Finland	Australia	Switzerland
5	New Zealand	Norway	Australia	Australia	Norway	Norway
6	Norway	Finland	Finland	Norway	Denmark	New Zealand
7	Finland	New Zealand	New Zealand	Denmark	New Zealand	Finland
8	Denmark	Denmark	Denmark	New Zealand	Finland	Denmark
9	Netherlands	Ireland	Netherlands	Netherlands	Netherlands	Austria
10	Ireland	Netherlands	Belgium	Germany	Austria	Netherlands



What research question should be asking?

- How can we better match particular reputation measures with academic theory that takes into account the context where reputation is being assessed?





Thank you

William (Bill) Newburry
newburry@fiu.edu

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