Reputation Management, Selected Assessment and Measurement Tools Theoretical Overview

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***Abstract*— The meaning of the concept of online reputation management is constantly growing, more so in today's competitive business environment, where proper setup can contribute to the overall prosperity, as well as affect the market value of a company. There are many instructions and procedures on how to coordinate reputation in the right direction, however, we need to realize that success is not just about good technology or portfolio of offered products. According to aforementioned the main aim of this paper is discussing the issue of reputation by pointing out theoretical bases of reputation in online and offline environments as well as present selected assessment and measurement tools for reputation in business practice. However, the choice of effective and optimal tools for measuring and managing online reputation in business practice is a difficult and complex choice that fully depends on the nature and objectives of the organization itself, it is inconceivable to examine the presented issue. The paper further shows off the model of reputations including seven major factors affecting corporate reputation. As research methods, the authors used analysis and synthesis. From the point of view, as a source of data are used dominantly relevant works and studies of renowned authors publishing in the analyzed issue. The authors thus submitting a theoretical study of selected assessment and measurement tools in the field of reputation management.**

***Index Terms*— Reputation, reputation model, tools, visibility.**

IJBAMR

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