Reputation Management

Student's Name

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The reputation of any business is critical for its durability. The prestige of the company is based on two aspects which are the perception of the entity by its stakeholders and the reality of the organization regarding the policies, procedures, practices, performance, and systems. A reputable entity must have a positive perception of the stakeholders and should have efficient systems, performance, and internal processes (Abratt & Kleyn, 2012). The management of the reputation of a business object is essential in enhancing its ability to attract and retain the vital stakeholders that support its growth.

Doorley and Garcia (2011) note that when a company has a favorable name, customers have and maintain a preference for its products and services. The reputation control is critical for improving the competitiveness of the organization. For example, professional items have to invest in positive reputation to enable them to maintain clients. Without a suitable image, such firms are bound to fail. With a good standing, a firm can differentiate its goods and services in very competitive markets, charge premium prices and become a success. For example, the profit of Apple Corporation has been due to its strong market perception of product quality. Apple is one of the organizations that charge premium prices for its products including the famous models of iPhone and iPads. Despite additional charging, Apple can attract and retain the customers due to its favorable status relating to offering high-quality products. Similarly, the success of any object is related to its ability to maintain favorable status in the marketplace. Reputation management in customer markets can be achieved by offering superior products and listening to customer queries and concerns. It's also of paramount importance to address consumers promptly.

Another importance of position administration is to avoid potential litigation cases. Abratt and Kleyn (2012) argue that stature is a product of several aspects including the ability of the entity's to adhere to government regulations and industry standards. As a result, companies must be on the look for possible violations of the law that could damage the reputation and put the company at the risk of trials. Reputation management in this area helps the entity to maintain a favorable name and a positive review in the legal context and avoid the penalties and potential loss of operating license as a result of the harmful conduct. Thus, reputation management is crucial in enhancing the continuity of the firm and its legality to continue operating and offering the products and services in the marketplace.

Reputation control is essential for improving the relationship of the firm with its stakeholders including the investors, suppliers, and creditors. Investors want to be assured that they are dealing with an organization that can be relied on when making investment decisions (Doorley & Garcia, 2011). Status in this context relates the firm's ability to present timely, accurate and verifiable financial performance reports to enable the investors to make informed decisions regarding the enterprise. With poor company reputation, the entity is unable to attract investors that interferes with the growth of the firm. Also, a good name can be used as a tool for maintaining the market value of the organization. Companies with favorable status can support and increase the value of their shares due to the market confidence of the investors (Aula, 2010). For the firms that are unlisted, one of the prerequisites for listing on the stock exchange is the firm's reputation.

Status supervision is also critical in the restoration of a company's model that has already been damaged. In this regard, a firm's reputation in the market may be affected due to a defective product, the conduct of its employees and blunders such as accidental environmental damage (Abratt & Kleyn, 2012). In such scenarios, an organization must move to restore the public image and assure the stakeholders that it is committed to ethical conduct. Without reputation management, an organization will be unable to counter negative criticism and the effects of negative publicity caused by its actions, whether conscious or not as well as the actions of its representatives. Thus, management over the company's name is of significant importance while handling the crisis situations in an organization that improves the ability of the firm to continue operating in its market.

Social media platforms such as Facebook, Twitter and LinkedIn can help or harm the name of the company. Consequently, the reputation of a public relations person could be improved by the types of reviews that they get online from the people they represent and the customers served. With positive reviews, a PR person can achieve a high reputation, and this depends on how they handle the issues that they are presented by the persons that they serve. However, the social media can also harm the reputation of the person since it allows an unlimited client and peer-to-peer reviews (Aula, 2010). If a PR person engages in acts that are unethical, they can get negative reviews on social media, and this might ruin their status. The chances of correcting the situation are worsened by the fact that the reviews can be seen by almost everyone that logs in the system. As a result, it is crucial that PR persons and other organizational representatives engage in actions that put them on a positive note to prevent the likelihood of damage to the name.

To conclude, reputation management is essential in enabling an organization to have a positive image to its stakeholders including the customers, investors, suppliers, and government. A reputable organization can attract and retain customers which enhances its growth. Reputation management also enables the firm to attract capital from investors and creditors which facilitates the growth of the value of the company through expansion and stock price increases. Further, it enables the firm to avoid potential litigations arising from negative publicity due to unethical conduct. Reputation management enables a firm to manage a crisis in situations where there are unexpected actions or organization outcomes that harm its status. Social media is viewed as a platform that can improve or damage the reputation of a public relations person through the reviews of the online communities. Thus, it is the duty of any organization member such as the public relations to maintain a favorable profile to avoid the likely loss of influence.

References

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