

2010 School Seminar Series

Waikato Management School
Te Raupapa



Reconfiguring reputation: embracing the risk factor

Tuesday, 13 July 2010
4.30pm – 5.30pm
MSB.4.02

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Abstract:

“Reputation” and “reputation management” are well established in the management and public relations literatures, to the extent that some scholars prefer the term “reputation management” to “public relations” and the UK’s Chartered Institute of Public Relations describes PR as “the profession that deals with reputation”. However, directly linking reputation to organisational risk is much more recent – and the scholarly literature on reputation risk is relatively sparse. This presentation not only offers a definition of reputation risk based on a recent comprehensive literature review but also discusses strategies to assess and manage an organisation’s exposure. While some highly technical methodologies of measuring reputation exist, they are more likely to be applicable in the academy than in practice. A workable approach for PR and risk managers alike is needed. Such an approach is introduced as a basis for discussion. The presentation concludes by proposing that reputation risk management should be studied in management education alongside more traditional risk management studies, from which it has so far been largely absent.

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