

2010 School Seminar Series

Waikato Management School
Te Raupapa



Interrelation of Reputation, Trust and Organizational Responsibility

Wednesday 5 May 2010
4.30pm – 5.30pm
MSB.4.02

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Abstract:

In my research, I focus on the key constructs of public relations and communication management: image, reputation, trust and organizational responsibility and their interrelations. I would like to discuss my recent findings on a new way of measuring reputation as a three-dimensional construct and examine what influence the components have on the building of trust and behavioral intents. Applying structural equation modeling using partial least squares method will allow us to analyze which 'value drivers' of reputation are important in the various stakeholder groups, and how they differentiate from each other.

As the efforts to build up a strong reputation also help to establish trust and trustworthy relationships, I shall also focus on another study in order to shed more light onto the construct of trust, differentiating between organizational and individual trust.

Finally, I might address an important, but controversial measure considered for creating and extending (social) reputation and trust through the implementation and communication of socially responsible actions and behaviour. I might discuss my findings of an experimental study on socially responsible investment behaviour, which shows a gap between attitude and behavior. I would be very happy to discuss my research findings with you and be inspired by new ideas and joint research co-operations.

Presenter: Diana Ingenhoff