

RICSI QUASI Seminar Series: 5/14/21 Chat Transcription

Can We Adequately Assess Corporate Reputation?

Yes: Bill Newbury; No: Jon Bundy; It Depends: Naomi Gardberg; Moderator: David Deephouse

11:36:09 From Michael Barnett to Everyone: Please post your questions here. When we get to Q&A, we'll favor those questions from current doctoral students, so please indicate if you hold that status.

11:43:13 From Michael Barnett to Everyone: Nearly a decade old . . . time flies!

11:54:43 From Michael Barnett to Everyone: Six degrees of Bundy

11:55:00 From David Deephouse he/they to Everyone: Miller, G. A. (1959). The magical number seven, plus or minus two: Some limits on our capacity for processing information. *Psychological Review*, 63, 81-97.

11:56:22 From Michael Barnett to Everyone: Are they substantively different, or just saying the same thing in slightly different ways?

11:59:50 From David Deephouse he/they to Everyone: What did you do after the break, Jon, to bring them back.

12:02:55 From Robert Bwana to Everyone: Does a definition have to be valid throughout time? Or as reputation is perceived, its definition can therefore change with time as those who perceive it change?

12:04:39 From Michael Barnett to Everyone: Robert, I'm not sure if you're asking if the definition of a reputation can/should change over time, or if you're asking if a firm's can/should change over time. On the latter, a definite yes. On the former, there probably should be some continuity, though clarity can improve over time.

12:05:41 From David Deephouse he/they to Everyone: For additional info, see Wartick, S. L. (2002). Measuring corporate reputation: Definition and data. *Business & Society*, 41(4), 371-392. from the reading list

12:06:04 From Nicholas Poggioli to Everyone: Is there any incentive for academics to agree on a definition?

12:06:26 From Michael Barnett to Everyone: Nicholas, everyone wants their definition to dominate, of course.

12:06:27 From Sandra Waddock to Everyone: Why does reputation matter in the first place? Can you discuss?

12:06:58 From Annie Lecompte to Everyone: In the case of different definitions, could they not be used for more robust results, i.e. sensitivity analysis?

12:09:38 From Latifa Albader to Everyone: Not good enough for reviewers. :)

12:11:01 From Michelle Westermann-Behaylo to Everyone: Michael: if the definition of a reputation can/should change over time, or if a firm's can/should change over time. On the latter, a definite yes. On the former, there probably should be some continuity, though clarity can improve over time.

12:11:41 From Michael Barnett to Everyone: Personally, I think it's OK to use different definitions of reputation in different ways in different papers, so long as you clearly identify how you're using it in that setting, and your measures and implications align.

12:11:46 From Nicholas Poggioli to Everyone: This discussion makes me think of the definition and measurement of weight. We all have an intuitive sense of what it is, but your weight varies by the size (and gravity) of the planetary body you stand on (my weight on the moon is less than my weight on earth, though my mass is the same). Reputation might be similar, in terms of measurement.

12:11:50 From Michelle Westermann-Behaylo to Everyone: I would say that what we find valuable has changed over time, so why wouldn't the definition?

12:12:56 From Jonathan Bundy to Everyone: There's a lot of research showing that some of the popular measures (FMA) do change over time. Bermiss, Y. S., Zajac, E. J., & King, B. G. 2013. Under construction: How commensuration and management fashion affect corporate reputation rankings. Organization Science.; Bowers, A., & Prato, M. 2019. The Role of Third-Party Rankings in Status Dynamics: How Does the Stability of Rankings Induce Status Changes? Organization Science, 30(6): 1146-1164.

12:13:01 From Nicholas Poggioli to Everyone: So reputation measurement might be an interactive measure, rather than a standalone measure.

12:13:50 From Paul Seaborn to Everyone: To follow Nicholas' point perhaps a better analogy that captures the complexity of reputation would be to compare reputation and "size" rather than "weight"

12:14:22 From Angie Fairchild to Everyone: @nicholas, how would you complete the SAT question:
Weight : Mass as reputation : _____

12:16:12 From Nicholas Poggioli to Everyone: Angie, good question. I'd go with weight : (mass x gravitational force), then the analogy might be reputation : (corporate action x stakeholder preference)

12:16:13 From Julia Langdon to Everyone: 45

12:16:44 From Charles H. Cho to Everyone: 'Slightly' biased :-)

12:16:58 From Nicholas Poggioli to Everyone: stakeholder preferences vary, like gravitational force does across planetary bodies

12:17:04 From Sandra Waddock to Everyone: Those are the biggest companies, too, and also the most visible for one reason or another.

12:17:15 From Rongrong Zhang to Everyone: There is a Costco in Shanghai, China

12:17:47 From Charles H. Cho to Everyone: Also financial halo effect... big and RICH/profitable have good reputation

12:18:10 From David Deephouse he/they to Everyone: My doctoral student, Rongrong Zhang, knows more than I do -- I feel I've done a good job as supervisor

12:18:22 From Michael Barnett to Everyone: CRQ list is also all US

12:18:53 From Charles H. Cho to Everyone:

<https://www.tandfonline.com/doi/abs/10.1080/0969160X.2010.9651817>

12:20:42 From Anastasiya Zavyalova to Everyone: These rankings are also biased towards consumer-facing companies against B2B.

12:21:52 From Farhan Iqbal to Everyone: As a previous PepsiCo employee, that's sad to hear

12:22:54 From Kathleen Rehbein to Everyone: But what are the barriers to gathering your own data? validity in the review process? I agree it might be better data--but there might be publishing hurdles?

12:23:41 From Michael Barnett to Everyone: Naomi's chapter (Ch. 3) in the Oxford Handbook of Corporate Reputation has a list and analysis of available rep measures (at that time).

12:25:57 From Charles H. Cho to Everyone: Had used the very first Newsweek 'green' reputation index: <https://www.sciencedirect.com/science/article/abs/pii/S0361368211001140>

12:28:27 From Charles H. Cho to Everyone: But unsure how and they keep changing methods!

12:30:41 From Farhan Iqbal to Everyone: Measurement invariance is a pretty big topic that our OB friends across the aisle incorporate in their SEM models.... e.g. Vandenberg, R. J., & Lance, C. E. (2000). A review and synthesis of the measurement invariance literature: Suggestions, practices, and recommendations for organizational research. *Organizational research methods*, 3(1), 4-70.

12:35:45 From Brayden King to Everyone: thanks for the Joan Jett reference David

12:37:03 From Kathleen Rehbein to Everyone: Are B corps --getting to the essence of reputation?

12:40:15 From Charles H. Cho to Everyone: People go to Walmart anyways because things are cheap (same for Amazon).

12:41:05 From Verena Komander to Everyone: Is there an established measure for the idea of "audiences' evaluation of the economic outlook of a focal firm"

12:41:12 From David Deephouse he/they to Everyone: Wal-Mart Study of different perceptions Carter, S. M., & Deephouse, D. L. (1999). 'Tough talk' or 'soothing speech:' Managing reputations for being tough and for being good. *Corporate Reputation Review*, 2(4), 308-332. doi: <https://doi.org/10.1057/palgrave.crr.1540089>

12:41:19 From Charles H. Cho to Everyone: Thank God they pulled out of my birth country!

12:41:46 From Paul Seaborn to Everyone: Verena - stock price?

12:43:21 From Kathleen Rehbein to Everyone: But young people who are going to glass door to figure out if a firm is good to work for (old people might use it to). So maybe focus on the actual information stakeholders are using to make decisions?

12:44:27 From Cristian Rolando Loza Adauí to Everyone: Can you share that paper?

12:44:55 From Michael Barnett to Everyone: It's like British water taps. One hot tap; one cold tap; on average, it's warm water.

12:45:53 From Rupert Younger to Everyone: Measurement paper, as requested:
<https://enactingpurpose.org/assets/measuring-purpose---an-integrated-framework.pdf>

12:46:13 From Cristian Rolando Loza Adauí to Everyone: Many thanks!

12:46:16 From newburry to Everyone: Thanks Rupert!

12:47:15 From Angie Fairchild to Everyone: @Rupert Younger-- if the aggregation rules are nonsense, does that mean that we should give up on aggregation and look only at very specific (but incompatible) measures, or that we should keep trying for a better aggregation rule?

12:49:12 From Goyo to Everyone: As a multidimensional construct, it can't be aggregated

12:53:36 From Jonathan Bundy to Everyone: I believe you cheated in that debate Mike.

12:54:15 From Michael Barnett to Everyone: You sound like you're filing a grade complaint, student Bundy.

12:55:11 From Michael Barnett to Everyone: Just in: appeal denied

12:55:40 From David Deephouse he/they to Everyone: Love, E. G., & Kraatz, M. (2009). Character, conformity, or the bottom line? How and why downsizing affected corporate reputation. *Academy of Management Journal*, 52(2), 314-335

12:55:41 From David Deephouse he/they to Everyone: Mishina, Y., Block, E. S., & Mannor, M. J. (2012). The path dependence of organizational reputation: How social judgment influences assessments of capability and character. *Strategic Management Journal*, 33(5), 459-477. doi:10.1002/smj.958

12:56:21 From Michael Barnett to Everyone: Ted, Cliven, King Kong, or Jun Bundyist?

12:57:04 From Jonathan Bundy to Everyone: To Rupert's point: Park, B., & Rogan, M. 2018. Capability Reputation, Character Reputation, and Exchange Partners' Reactions to Adverse Events. *Academy of Management Journal*.

13:00:21 From Michelle Westermann-Behaylo to Everyone: Thank you Naomi, Bill, Jonathan, and David for a great conversation. Thank you Michael for organizing today and the whole QUASI series—it has been a high point in a tough year!

13:01:20 From David Deephouse he/they to Everyone: Time and attention

13:07:19 From Yoseph Mamo to Everyone: Can we measure reputation from users' social media interactions/digital communication through aggregate sentiment analysis?

13:07:36 From Michael Barnett to Everyone: We've muddled a lot of what used to be distinctive into reputation -- image, identity, brand, etc.

13:07:56 From David Deephouse he/they to Everyone: Rust, R. T., Rand, W., Huang, M.-H., Stephen, A. T., Brooks, G., & Chabuk, T. Real-Time Brand Reputation Tracking Using Social Media. *Journal of Marketing*, 0(0), 0022242921995173. doi:10.1177/0022242921995173

13:09:33 From David Deephouse he/they to Everyone: Brown, T. J., Dacin, P. A., Pratt, M. G., & Whetten, D. A. (2006). Identity, intended image, construed image, and reputation: An interdisciplinary

framework and suggested terminology. Journal of the Academy of Marketing Science, 34(2), 99-106.
doi:10.1177/0092070305284969

13:11:02 From David Deephouse he/they to Everyone: See QUASI reading list for some advice on distinguishing constructs

13:14:53 From Cristian Rolando Loza Adui to Everyone: thank you all for the discussion!

13:01:40 From Michelle M Heyn to Everyone: Fantastic conversation! Thank you all. I learned a good deal!

13:01:46 From Amanda Sharkey to Everyone: Thank you!!

13:02:00 From Niklas Mueller to Everyone: Thank you!

13:02:01 From Ilaria Orlandi to Everyone: Thank you all so much for this terrific seminar!!

13:02:05 From Charles H. Cho to Everyone: Thank you!

13:02:05 From Ellie Okada to Everyone: Thank you!

13:02:07 From Robert Bwana to Everyone: Thanks for the session and the entire series

13:02:13 From Theresa Bernhard to Everyone: Thank you! I learned so much today

13:02:15 From Kathleen Rehbein to Everyone: Thank you, great conversation today!! Thank you Mike for organizing this series, I agree it has been a highlight during this pandemic year!! great discussions!!

13:02:19 From Majid 老师 to Everyone: Thank you. Very interesting

13:02:26 From Sezen Aksin Sivrikaya to Everyone: thank you for a great conversation and the entire series!

13:02:31 From Saeid Bazmohammadi to Everyone: Thank you

13:02:39 From Felipe Calvano to Everyone: Thank you!

13:02:44 From Julia Langdon to Everyone: Thank you!

13:02:51 From Goyo to Everyone: Thank you. Great conversation

13:03:28 From Suneetha S to Everyone: Thank you !

13:03:36 From Horacio Rousseau to Everyone: Thanks!!

13:03:38 From Anastasiya Zavyalova to Everyone: Thank you, everyone!!! Great conversation, as always.

13:03:41 From Noa Gafni to Everyone: Thank you!

13:03:46 From Rongrong Zhang to Everyone: thank you!

13:04:25 From Jingyao Li to Everyone: Thank you!

13:04:51 From Jeana Wirtenberg to Everyone: Thanks Mike and Everyone. Great job!