

QUASI Seminar Series, 2020-21

The [Rutgers Institute for Corporate Social Innovation](#) (RICSI) is proud to host the Questions & Unanswers About Social Innovation (QUASI) [Seminar Series](#). To participate, please [REGISTER HERE](#).

May 14th, 2021, 11:30am – 1:00pm EST

Can we adequately assess corporate reputation?

Yes: [Bill Newburry](#), Ryder Eminent Scholar of Global Business, Florida International University

No: [Jon Bundy](#), Associate Professor, Arizona State University

It depends: [Naomi Gardberg](#), Associate Professor, Baruch College, City University of New York

Moderator: [David Deephouse](#), Eldon Foote Professor of International Business/Law, U of Alberta

- Baer, M, J Bundy, N Garud & J Kim. 2018. [The benefits and burdens of organizational reputation for employee well-being: A conservation of resources approach](#). *Personnel Psychology*, 71(4): 571-595.
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- Barnett, M & T Pollock. 2012. [Charting the landscape of corporate reputation](#). In Barnett & Pollock (eds.), *The Oxford Handbook of Corporate Reputation*, Oxford University Press: 1-15.
- Bergh, D, D Ketchen, B Boyd & J Bergh. 2010. [New frontiers of the reputation-performance relationship: Insights from multiple theories](#). *Journal of Management*, 36(3): 588-609.
- Bundy, J & M Pfarrer. 2015. [A burden of responsibility: The role of social approval at the onset of a crisis](#). *Academy of Management Review*, 40(3):
- Deephouse, D. 2000. [Media reputation as a strategic resource: An integration of mass communication and resource-based theories](#). *Journal of Management*, 26(6): 1091-1112.
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- Dowling, G & N Gardberg. 2012. [Keeping score: The challenges of measuring corporate reputation](#). In Barnett & Pollock (eds.), *The Oxford Handbook of Corporate Reputation*, Oxford University Press: 34-58.
- Fombrun, C, L Ponzi & W Newburry. 2015. [Stakeholder tracking and analysis: The RepTrak® system for measuring corporate reputation](#). *Corporate Reputation Review*, 18(1): 3–24.
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- Wartick, S. 2002. [Measuring corporate reputation: Definition and data](#). *Business & Society*, 41(4): 371-392.

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