



17-19 Ekim/October 2012
www.reputationconference.org

Sosyal Sorumluluk ve İtibar Yönetimi (II) Oturumu
Bernd Lorenz WALTER

Does CSR really contribute to Reputation?

International Reputation Management
Conference
October 17-19, 2012 in Istanbul

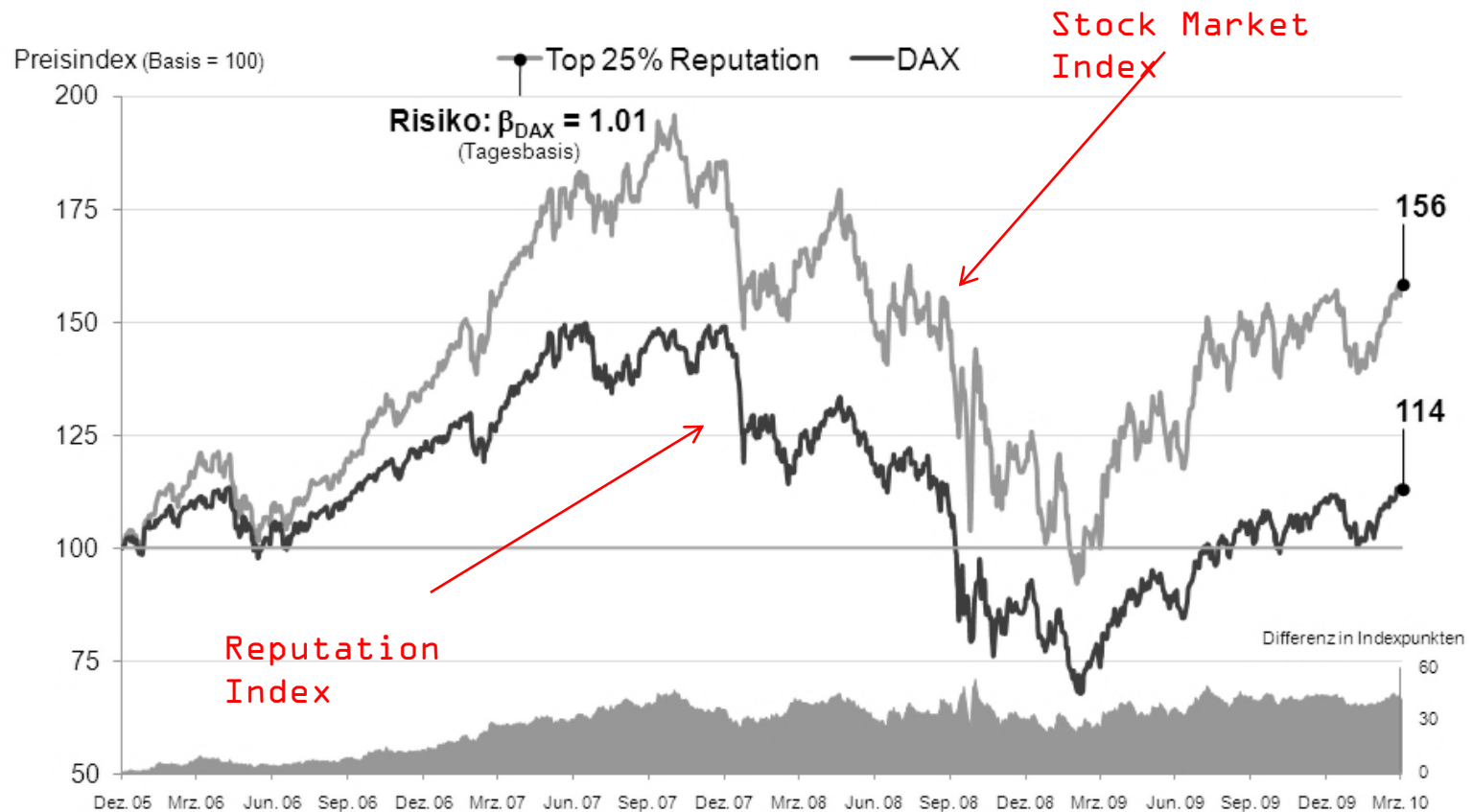
Bernd Lorenz Walter
Kommunikation & Reputation



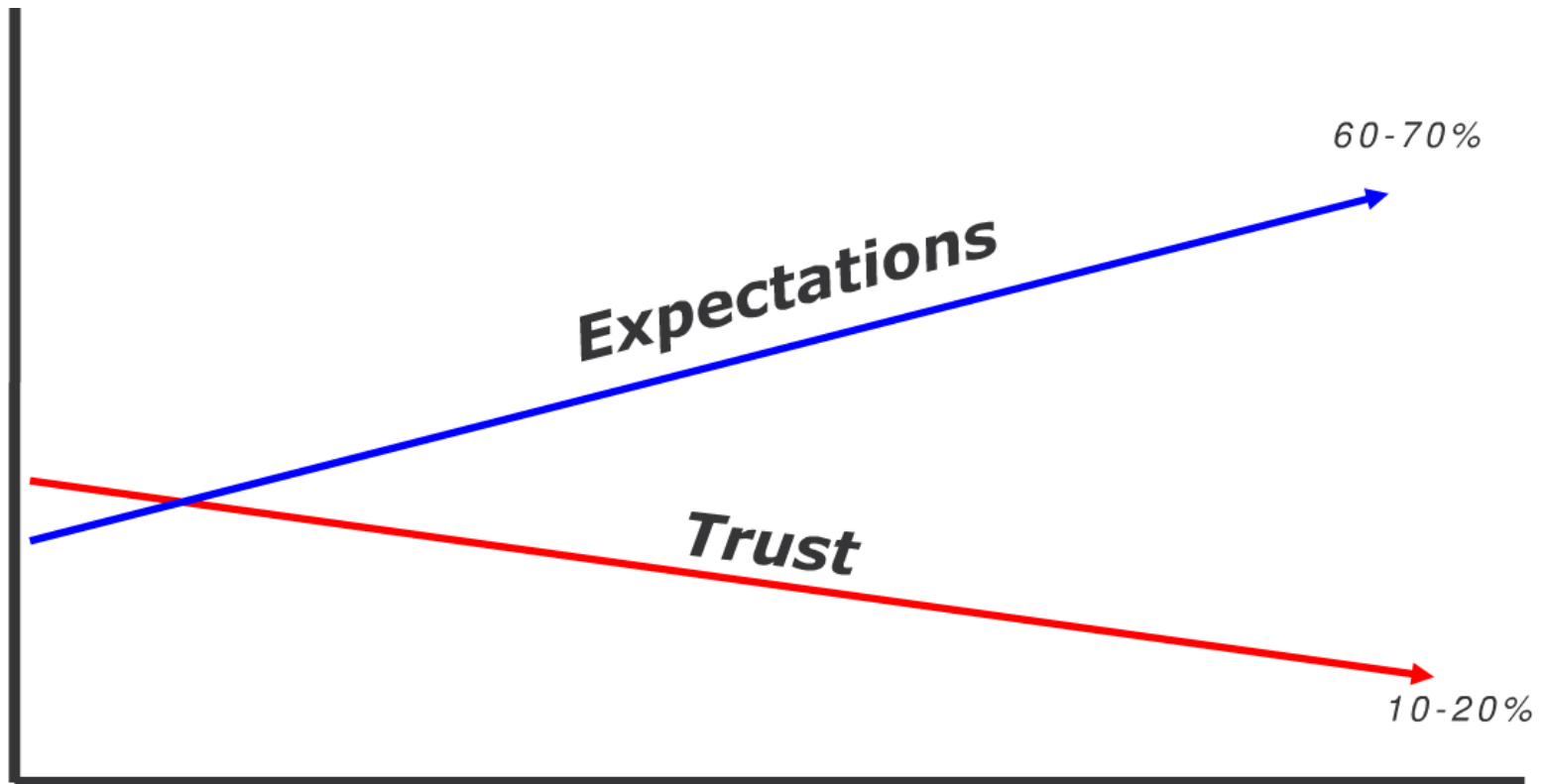
It
depends.

Yes, but not necessarily
positively.

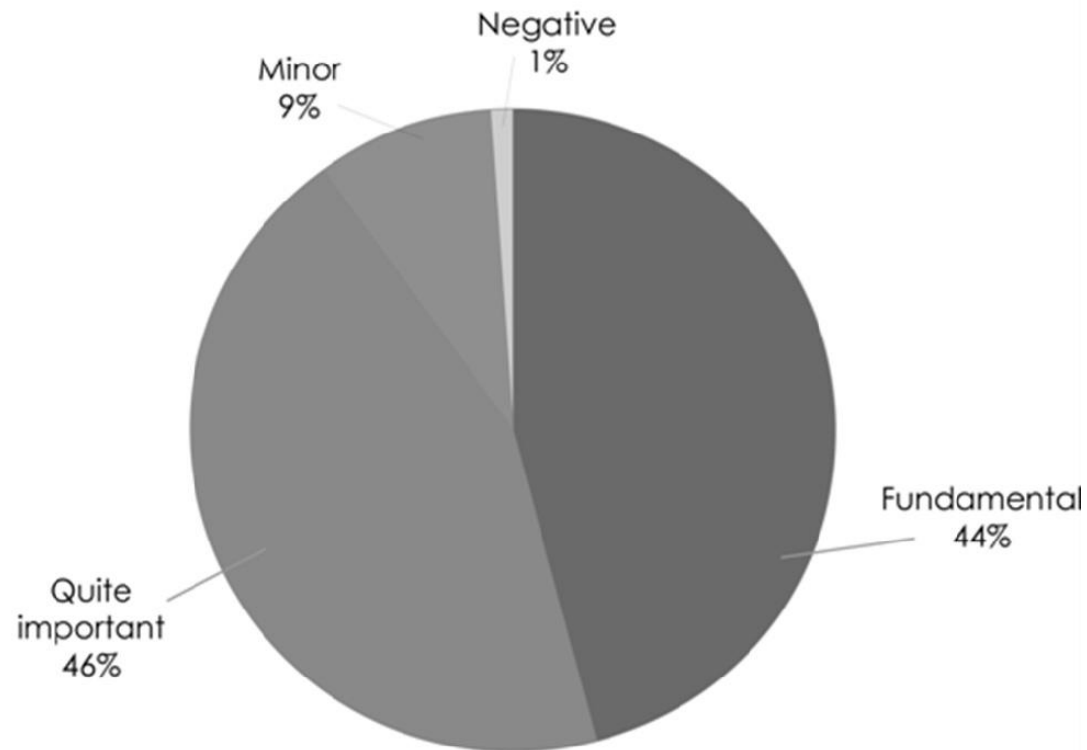
Reputation and financial performance are directly co-related



Around the world,
stakeholders' expectations
increase,
while trust decreases.

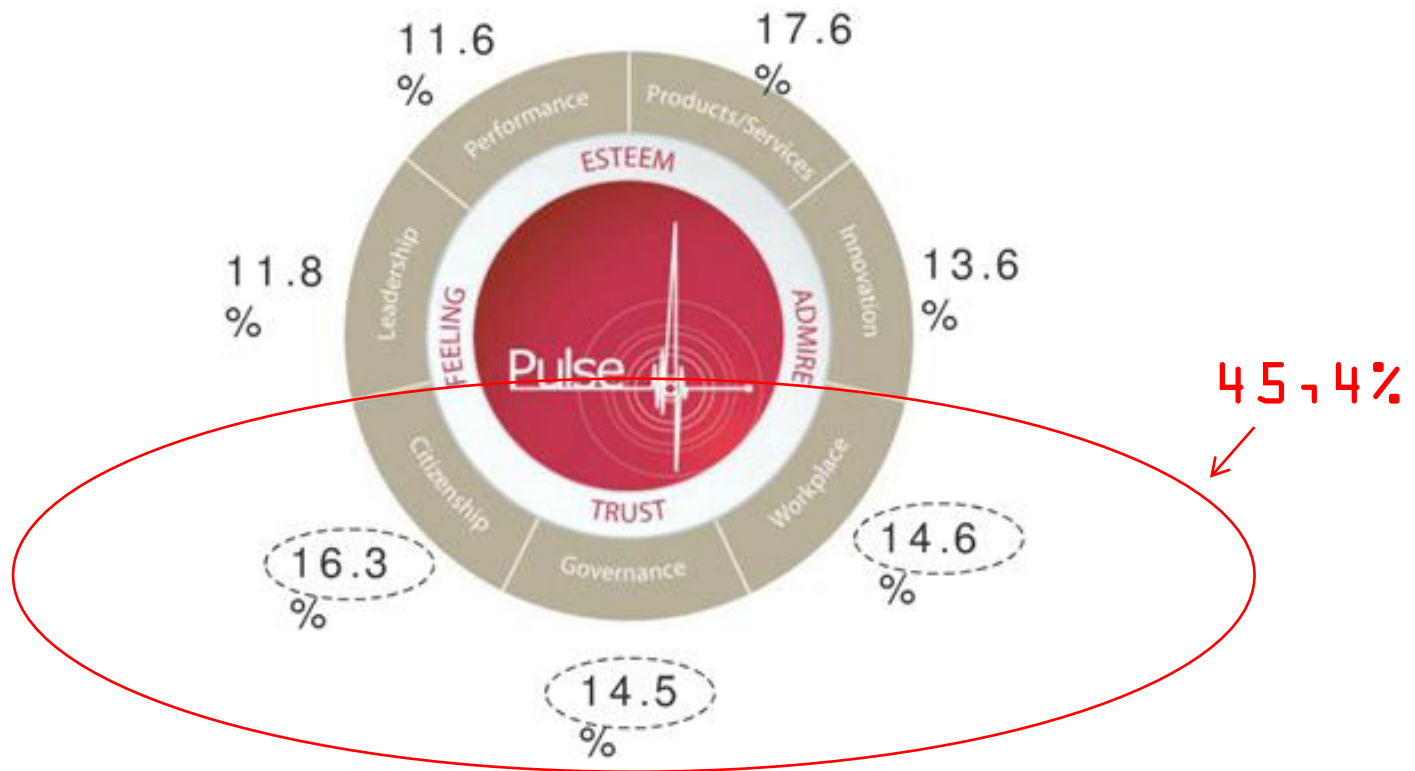


Executive questionnaire: effect of CSR on reputation?



International CSR Online
Awards Questionnaire, 2009

Citizenship, governance and workplace account for over 40% of reputation globally.



Adjusted R-squared = 0.774
n = 27,000
Note: Based on random sample of 1,000 rating per country

Source: 2008 Global Pulse, Reputation Institute
Copyright © Reputation Institute. All rights reserved.

Definitions of Corporate Reputation (CR).

'CR is the organization's perceived capacity to meet their stakeholders expectations'.

Sandra Waddock (2000: 323)

'CR is the collective representation of a company's past actions and future prospects that describes how key resource providers interpret a company's initiatives and assess its ability to deliver valued outcomes'.

Carles Fombrun (2002: 9)

The aggregation of a single stakeholder's perceptions of how well organizational responses are meeting the demands and expectations of many organizational stakeholders'.

Steven L. Wartick (1992: 34)

The journey of CSR has just started.

People

Planet

Profit

Reputation and CSR
are two sides of the same
coin.



Two approaches mutually
enriching ...

... but sometimes
confusing.

What do corporates have to consider?

1. Stakeholders must be made aware of the CSR endeavours.
2. The company must already have a good
- or at least a neutral -
reputation.
3. The CSR programme has to be credible.
4. The CSR programme should demonstrate



So what to do?!

1. Listen to stakeholders.
2. Follow the involvement strategy.

Thank you for your
attention.

Bernd Lorenz Walter
welcome@BLWalter.com