

ECKM 2023

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Mini Track on Managing Corporate Reputation

Mini Track Chair: Francisca Castilla Polo & M. Isabel Sánchez-Hernández, University of Jaén & University of Extremadura, Spain

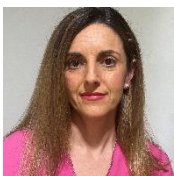


Corporate reputation and its management have become increasingly relevant in today's business landscape, given the key role that intangibles in general and reputation in particular play in today's business arena. Despite the expected benefits, research on the corporate reputation-performance relationship (mainly financial performance) does not show a conclusive relationship between both variables. One of the plausible reasons is that the metrics used to measure corporate reputation are not the most accurate and there are dimensions of this

asset have not been covered by previous research. In a more concrete way, non-financial indicators are in the spotlight. In addition, new tools to assess corporate reputation are demanded in different business contexts such as small and medium companies (SMEs), or new hybrid business models in the social economy for instance, not covered by reputational rankings to date.

Suggested topics include but are not limited to:

- Sustainability reporting and its role within reputational management: cause and/or consequence
- Reputational rankings as a tool to assess Intellectual Capital
- New metrics for reputation based on non-financial indicators: ESG index, social impact measures
- Other business context to include into reputational research literature: SMEs, cooperatives, non-profit companies or business in the fourth sector.
- Reputation over time, causes and consequences of its management in a longitudinal way



Francisca Castilla-Polo (PhD): Lecturer specialized in Reputation, Corporate Social Responsibility and Non-Financial Indicators. She is an Associate Professor within the Financial Economy and Accounting Department at the University of Jaén (Spain). Her research interests are focused on the measurement and disclosure of non-compulsory accounting information and its effects on corporate reputation together with other intangible assets such as human capital, social capital and relational capital. She has published in first position top-journals indexed within Web of Knowledge Science (WOS) and she has taken part in numerous research projects related to her areas of interest.



M. Isabel Sánchez-Hernández (PhD): Lecturer specialized in Corporate Social Responsibility, Human Resources and Sustainable Entrepreneurship for Regional Development. Professor within the Business Management and Sociology Department at the University of Extremadura (Spain). Her research interests range across several key areas within the Business Organization and Sustainability Management.

Submission details

In the first instance a 300 word abstract is required, to be received by **15 February 2023**. Submissions must be made using the online submission form at <http://www.academic-conferences.org/conferences/eckm/eckm-call-for-papers/>

If you have any questions about this track, please email: fpolo@ujaen.es & isanchez@unex.es

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