

Revisiting the Epistemic Foundations of Reputation Measurement : Effect Indicators, Casual Indicators or Both?

Dr. Volkan Yüncü

Afyon Kocatepe University,

Faculty of Economics and Administrative Sciences, Business Administration

vyuncu@aku.edu.tr

ORCID: 0000-0001-5401-0683

Within the strategic management literature, corporate reputation is an intangible and strategic asset that brings forth valuable tangible gains such as competitive advantage. An essential part of effective reputation management is the measurement of corporate reputations. Since measuring corporate reputations has become increasingly important for organizations, it has remained a hot topic among scholars notably for the last two decades. As a consequence of such an interest, reputation management literature today can offer a broad array of approaches and methods to how it can be measured. For some scholars, such measurement is basically of two types- cognitive or affective. For some others, reputation can be measured through different metrics- quantitative or qualitative. As indicated in the literature earlier, however, these approaches and methods are bound up with the respective theoretical context that conceptualizes the reputation construct through its own lenses. As a result, various measurement approaches and models contingent on different scientific origins may also adopt different approaches to the relationship between the reputation construct and its measures. Above all, such idiosyncratic interpretations or assumptions regarding the conceptualization of the reputation construct culminate in several scales of measurement, which acknowledge the reputation construct differently- either as a reflective or formative construct, or both -. Thus, the purpose of this study is to contribute to the body of knowledge regarding the epistemic foundations of measurement approaches and models by discussing each in the context of its own paradigm and discipline. Based on the type of indicators and the character of measures utilized in different disciplines, the study also discusses whether we are close to a consensus on a common measurement approach or model.

Keywords: Reputation, Reputation Measurement, Indicators of Reputation