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CORPORATE REPUTATION EVALUATION AND ANALYSIS ON THE EXAMPLE OF POLISH BANKS LISTED ON THE WARSAW STOCK EXCHANGE

Tomasz L. Nawrocki and Danuta Szwejca

Silesian University of Technology/ Faculty of Organization and Management/

Institute of Economics and Information Technology

ABSTRACT

Nowadays in the literature more and more often the growing importance of reputation in building enterprise value and achieving long-term competitive advantage is emphasized, and corporate reputation itself is considered as the most valuable intangible asset of strategic character. In turn, it creates the need for its measurement and evaluation both for management and stakeholders purposes. The paper presents practical application of originally-developed corporate reputation assessment model from the viewpoint of stock market investors. Corporate reputation evaluation and in-depth analysis possibilities were performed on the example of Polish banks listed on the Warsaw Stock Exchange. In proposed solution there were three aspects of corporate reputation considered (informational, financial and development, as well as social ones). It was also assumed, that the individual sub-criteria are based on public sources of information, and as the calculation apparatus fuzzy logic is used. Results obtained on the basis of proposed method give possibilities of various internal as well as inter-branch comparisons and analysis of corporate reputation impact. Proposed method can be also used in the process of reputation management and inspire further research in this area.

Keywords: corporate reputation evaluation, fuzzy logic, fuzzy model, stock market investors