

Annotation

Graduation thesis on the subject: « Image and reputation of multinational corporations: the role and place in the competitive strategy of the company »

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Relevance of a subject of research. The questions of management of non-material resources, especially human resources are very important for the modern organizations. Categories of competitive advantages join such concepts, as "missions", "charity", "participation in social and cultural life", "an assessment in mass media", "social responsibility", etc. Many companies try to prove to the consumers that they are conscientious producers of goods and the services, caring of public interests. The reputation and image are a non-material asset which is difficult for estimating in value terms. But by means of them it is possible to gain additional income and other economic benefits, also the reputation and image create favorable conditions for company development, help with search of partners and suppliers, customer acquisition, with dialogue with regulators, shareholders, interaction with other social groups. Thus, the reputation and image are a necessary condition for achievement of a sustainable development of the company. Relevance and importance of studying of mechanisms of formation of internal and external corporate reputation as a preliminary condition for successful development of the company also defined a choice of this dissertation research.

Research objective: to define a place and a role of image and reputation of multinational corporations in competitive strategy of the automobile companies.

The tasks set by us for achievement the purposes, the following:

- to analyse approaches to concept studying image and corporate reputation of the organization in a modern scientific discourse, to study and define a ratio of the concepts "image" and "reputation";
- to consider image and reputation managements of the company in the conditions of competitive fight, as theorist – a practical problem;
- to consider key automobile concerns and their position in the world market;
- to estimate current state of images and reputations of leading autoconcerns of the world;

- to analyse competitive strategy of Mercedes and Toyota multinational corporations in a context of optimization of image and reputation, to reveal problems and ways of their decision.

The theoretical and practical importance of research is that the basic theoretical and methodical provisions of work can be the basis for process of adoption of administrative decisions at the large enterprises, are used at determination of stability of the position in the market, at a choice of acceptable methods of the competition, and also when forming image and business reputation of the enterprises. Besides, the methodological base and the received results of research can be widely applied to studying of a state and successful development of reputation of the companies, and especially autoconcerns.

Conclusions and recommendations. On the basis of the theoretical analysis and results of sociological researches it is possible to draw a conclusion that reputation and image not only a necessary condition for achievement of a sustainable development of the company, but also one of the main strategic instruments of the competition. Existence of positive reputation of simplification access to financial resources, to information and human resources to provide the maximum protection for business. The reputation as part of intangible assets of the company is inseparably linked with such concepts, as PR, image, a brand, reputation, organizational culture, social responsibility. Between the category "reputations" and "image" much in common, and still, in definition of concept of image "image" is a keyword, and the reputation is an assessment and trust. Nevertheless, it is necessary to recognize that formation of reputation of the company is closely connected with creation of stable image, and sometimes even positive image of the organization becomes part of reputation and influences growth of intangible assets of the company.