

# Social responsibility essay sample

[Sociology](#), [Ethics](#)



1. What role does corporate reputation play within organizational performance and social responsibility? Develop a list of factors or characteristics that different stakeholders may use in assessing corporate reputation. Are these factors consistent across stakeholders? Why or why not? Corporate Reputation is particularly important when considering the role that it plays regarding organizational performance and social responsibility. A company's overall success or demise mainly relies on its reputation. In Business Ethics, corporate reputation is defined as "one of an organization's greatest intangible assets with tangible value" (Ferrell, 2011). This meaning that although sometimes a company's reputation may be unwritten, the value of it is obvious. There are many different factors that could be listed when discussing the characteristics stakeholders may use when determining the reputation of a company.

Some factors that stakeholders may use are listed as follows: Strong Ethical Bearing-The company conducts itself in an ethical manner at all times  
Excellent Employee Relations-Employees are respected and treated well  
Welcoming Workplace-The workplace environment is that of a clean and safe manner  
Items of high quality-Company produces only the best quality of products  
Management-Managers within company realize the ideals and values of the company thus employing them down the chain  
Financially Sound-The company has strong stabilized financial records  
Social Responsibility-The company has strong ties within the community it resides  
The factors above are not always consistent with all stakeholders because each individual stakeholder has his or her own perceptual view of what is needed in each individual company to have a strong reputation. "

Stakeholders who are most directly affected by negative events will have a corresponding shift in their perceptions of a firm's reputation"(Ferrell, 2011).