



## Opportunities and threats of digital opinion making

### Preliminary multidisciplinary study on reputation risks

An organization's reputation is an extremely valuable, albeit intangible, asset. Therefore, understanding and proactively managing reputation risks is an essential capability for any business. This becomes even more important in light of the ongoing digital transformation, which facilitates the rapid dissemination of news and opinions alike. A firm's reputation can take substantial damage, with grave consequences to business performance, in a matter of hours. The study analyses extant research on the phenomena of reputation, reputation risk, and reputation risk management. It consolidates findings in reputation literature and presents a series of interviews with business executives. Those confirm the finding that to date, reputation and related constructs are perceived as fuzzy and therefore hard to manage. Digital means provide intriguing opportunities for effective reputation risk management, but substantial research is required to establish proper solutions. The study puts forward proposals for appropriate research projects.



#### The Benefit

Currently, research on reputation risk management is fragmented and the transfer of academic findings into practice is challenging. This research study lays the foundation for the consolidation of extant research and furthermore brings together academic enquiry and business practice through expert interviews.

By conceptualizing and proposing definitions for reputation risk and related phenomena, this study provides a robust basis for future research projects which target the empirical solidification of extant hypotheses or contribute to the development of reputation risk management frameworks.



#### Funding Partners

The Institute of Insurance Economics at the University of St. Gallen is one of the worldwide leading research and educational institutions in the field of risk and insurance management. Beyond conducting interdisciplinary research with global impact, the institute fosters relations to a broad range of business partners in insurance and related fields. To these, it is a provider of rigorous academic research with practical relevance.

#### About the Funk Foundation

Founded in 2014 by Funk shareholder Dr. Leberecht Funk and his wife Maritta, the non-profit Funk Foundation supports projects around the topics of risk and insurance management as well as from the cultural and education sector.