

Special issue of Business & Society

Call for papers

(In association with EBEN Research Conference 2013)

Corporate Reputation: Being Good and Looking Good

Submission deadline: March 31st, 2014

The topic of this special issue on Reputation Management is closely related to the EBEN 2013 Research Conference that was held in Pamplona (Spain) on 6-8 June 2013 and that was organized by the School of Economics and Business Administration of the University of Navarra.

The general theme conference was “**Corporate Reputation: Being and Looking Good**”. More information about the conference can be found at <http://www.unav.es/eben2013/>.

Having participated in the conference is NOT a requirement for submissions to this special issue, in which we will give a particular focus on actual vs perceived reputation.

Guest editors

Any questions regarding the special issue can be addressed to the guest editors:

- Antonio Argandoña (IESE Business School, Spain): AArgandona@iese.edu
- Christine Choirat (University of Navarra, Spain): cchoirat@unav.es
- Giorgio Coricelli (University of Southern California, USA): giorgio.coricelli@usc.edu
- Rosa Chun (University College Dublin, Ireland): rosa.chun@ucd.ie
- Donald Siegel (University at Albany-SUNY, USA): DSiegel@albany.edu

Process and timeline

- Deadline for submissions: March 31st, 2014.
- Special issues are given priority for physical issue appearance and are published electronically in advance for subscribers (under DOI).
- Manuscripts should be prepared in accordance with the submission guidelines of “**Business & Society**”. They will go through the BAS standard blind review process. The submission should consist of two separate WORD documents:

- (i) a manuscript without title page and without author identification information of any kind, and containing an abstract (about 100-150 words) and keywords (3 - 5);
- (ii) a title page with full author contact information.

A double blind reviewing approach will be used, so be sure that the manuscript document itself is fully anonymous.

Further information regarding the formatting of “**Business & Society**” can be found on the web page (do not submit the paper through the on-line submission system):

http://www.uk.sagepub.com/journalsProdDesc.nav?prodId=Journal200878&ct_p=manuscriptSubmission&crossRegion=eur

Manuscripts must be submitted electronically via email to Christine Choirat: cchoirat@unav.es. DO NOT SUBMIT THE PAPER THROUGH THE BUSINESS & SOCIETY ON-LINE SUBMISSION SYSTEM.

Theme of the Special Issue:

Corporate Reputation: Being Good and Looking Good

A good reputation may be considered one of the most valuable consequences of acting properly and doing the right things in the corporate ambit. With corporate reputation being recognized as a crucial competitive asset, some scholars have listed and analyzed its potential and empirically proven benefits: higher financial profits, more engaged consumers, motivated employees, better workplaces, etc. Being good seems to benefit corporations, at least in the long-run. Why, then, does reputation now seem to be an endangered species, hunted by managers and business people who are more interested in making attractive but illicit short-term profits, than in the more laborious creation of an ethical long-term corporate character? Unpredictable crisis management and communication woes arise everywhere, as do scandals, white-collar crimes, corporate corruption, and so on. Is there a gap between the normative theory, the fruits of academic analysis and the fierce competition among businesses? Can reputation and ethics constitute corporate goals in themselves? Or should increasing profits be the only corporate responsibility?

As reputation has become a fashionable concept in recent years, especially since the outbreak of the most recent financial crisis, this is a very promising research area, especially in the field of business ethics. Finding out about the real relationship between reputation and ethics in the economic and corporate areas is a challenge that is worth addressing.

Contributions to the Special Issue may cover (but are not limited to) the following research themes.

Reputation in the Business Ethics field

- Reputable corporations
- Corporate social responsibility
- Ethical consumers and reputable companies
- Transparency and corporate corruption

Reputation as an asset that adds value to corporations

- Reputation and a corporate mission
- Profits and costs for companies
- Self-regulation (e.g. code of ethics) vs government regulation
- Business ethics and reputational risks
- Perceived vs actual reputational risks
- Cost of reputational risks
- Crisis and reputation recovery

Reputation metrics

- Assessing reputation in the balance sheet
- Critical review of the ranking based reputation measurement
- Drivers of a good corporate reputation
- Different types of measures for different types of reputations