

Identifying Common Reputation Drivers for South African Banks Using Media Reports

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ABSTRACT The banks have, since the 2008 global financial crisis, been increasingly concerned about how they are perceived, which resulted in corporate reputation emerging as a key feature of their strategic management processes, and reputation management becoming even more pivotal in managing stakeholder perceptions. From a study conducted among four leading (top four) banks in South Africa, using media data to understand how media content contributes to perceiving corporate reputation, it became apparent that the following reputation pillars impact the corporate reputation of the banks: vision and leadership, emotional appeal, workplace, social responsibility, financial performance and products and service. Practitioners from the strategic communications and public relation divisions stand to benefit from the insights that may be derived from this study. Strategic managers can better shape their organization's reputation if they understand how reputation is shaped in the public sphere.