

Review Article

PROBLEM OF ASSESSING POTENTIAL THE BUSINESS REPUTATION OF SERVICE ENTERPRISES

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Abstract

In today's economy, the focus of scientists and practitioners was the problem of assessing potential the business reputation of service enterprises in order to manage their sustainable market and industry development. This is far from a new problem for the economy, in modern conditions, weighed down by stochastic processes, increasing instability of the environment, uncertainty political and legal decisions and increasing competitive pressure from developed countries, has gained particular importance. The significant importance of goodwill for a business that is part of the intangible part of business assets, that is, capitalization, necessitates well-defined methods for analyzing and measuring it. The business reputation of any modern enterprise is a very complex system that can be assessed using both quantitative and qualitative indicators. There are a number of approaches and methods that make it possible to evaluate some aspects of the established business reputation, the corporate governance system in its aspects and principles, such as the professed principle of social responsibility.

Keywords: Professional Reputation, Methods of Professional Reputation Valuation, Intangible Asset, Balance Method, Estimated Method, Analytic Hierarchy Process.

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INTRODUCTION

Paying tribute to the conceptual approaches to assessing business reputation in the field of activity, one cannot rely solely on financial indicators and quantitative estimates and ignore the increased interest of scientists and practitioners in parameters that initially do not have numerical values. Some foreign authors urge to recall the words of A. Einstein that not everything that can be counted is taken into account, and not everything that is taken into account can be counted. In this regard, methods based on expert assessments of the potential of the business services sector of enterprises and their positions in the market of goods and services are of particular interest.

In today's economy, the focus of scientists and practitioners was the problem of assessing potential the business reputation of service enterprises in order to manage their sustainable market and industry development. This is far from a new problem for the economy, in modern conditions, weighed down by stochastic processes, increasing instability of the environment, uncertainty political and legal decisions and increasing competitive pressure from developed countries, has gained particular importance.

The significant importance of goodwill for a business is included in the intangible portion of business assets, i.e. capitalization, engenders the need to have clearly defined methods for its analysis and measurements. The business reputation of any modern enterprise is a very a complex system that can be evaluated using both quantitative, and quality indicators. There are a number of approaches and methods that provide an opportunity to evaluate some aspects of the established business reputation, corporate governance system in its aspects and principles, such as professed principle of social responsibility [1].

MAIN PART

It should be noted that the disadvantage of methods based on the use of only quantitative estimates is the closed financial and other information belonging to the so-called "trade secret" of the enterprise. Hence the complexity in the information support of the calculations, as well as the complexity of the algorithm of known methods for assessing the business reputation of an

enterprise. The emerging difficulties are an additional argument in favor of the use of synthesis of methods based on expert estimates and quantitative parameters. The author has gained certain experience in assessing the business reputation of an enterprise using a complex of economic and mathematical methods and expert assessments. Of the well-known methods for assessing the business reputation of a service company, the author prefers the method of integrated assessment, which includes, in addition to quantitative, expert assessments.

The key to understanding the problem is the fundamental work of strategic management apologists I. Ansoff [1] and M. Porter [5], who have formed a system of views on assessing the strategic potential of enterprises (NGN), industries, and also countries, taking into account the comprehensive influence of external and internal factors, which, according to the author of this work, can be successfully projected onto the field of researching the potential for business reputation of service enterprises. To increase the effectiveness of the assessment methodology for NGN, it is necessary to combine the concepts of M. Porter and I. Ansoff, taking into account the main factors that influence the choice of further strategy: the structure of the strategic potential of the enterprise, the possibility of expanding the resources of the enterprise, and industry characteristics in the form of factors formed by the determinants of the "national diamond", a model of whose influence on the competitive status of an enterprise was developed by M. Porter. This sequence of calculations allows you to get specific quantitative estimates of the controlled parameters, including the potential for business reputation of service enterprises, in contrast to the verbal and qualitative ones that existed along with this.

As the first stage of the study, it is proposed to use the concept of a "national diamond", which reveals the country's determinants that form the competitive environment of enterprises. The general system of determinants includes parameters of factors; demand parameters; strategy of enterprises, their structure and rivalry; related and supporting industries; random events; government action. The influence of determinants is evaluated

using a number of formulas, moreover, to obtain a quantitative assessment of the significance indicators of individual determinants, questionnaires are compiled to interview experts; the total value of the indicators of the cumulative impact of determinants for the entire and for the z-th stage of the life cycle of the enterprise's competitive potential, D.N. R., D. Z. N., is calculated using the geometric mean method [2].

To effectively manage the business reputation of service enterprises, it is necessary to use the totality of conditions and factors that an enterprise has in the form of potential growth sources or determinants. The most significant sources for building the potential of business reputation have to be constantly sought inside the enterprise itself and subsequently used. This differs from the factor costs that lie on the surface and are achieved simply in the process of doing business. The history of the development of economic society in each country is important in reality and theoretically interesting. In our opinion, the most important episode is the current service economy, which differs from industry and the agricultural economy in many aspects, including the structure of production and employment, the structure of input resources, and international transactions. We will try to analyze the mechanisms of development of the service industry in the modern Russian economy and highlight the most promising areas of its diversification and opportunities related to the service sector [3,14].

In the 1990s, a fundamental reorganization of the economic system of the USSR began, based on Russia¹². Among the consequences of the transition to a market economy and the abandonment of a centralized economic model of administrative planning, many material production sectors of the economy, including agriculture, were seriously affected, some factories practically ceased to exist¹³. In this context, many services, especially those that relate to the immediate needs of the population (for example, trade, utilities, catering, public transport, etc.), were characterized by a less sharp decline in volumes. As a result, the share of services in GDP increased.

In 1990, industry in Russia accounted for about 50 percent of GDP, and services accounted for only 35 percent. Since then, the structure of the economy has changed significantly, due to two main factors, price liberalization and Russia's integration into the global economy. As in most other countries with economies in transition, this has led to an expansion of services and, in parallel, a reduction in both industry and agriculture. The industry breakdown observed in 1990 has now changed, and now services account for almost two-thirds of GDP, and production is only 32% [4,12]. Currently, the share of services in Russia's GDP, according to official figures, in recent years has been about 60%; this is lower than in most developed countries, where it varies between 70-75%

Analysis of statistical data indicates a more rapid development of the service sector compared to the economy of the country as a whole. The growth of activity in the field of paid services to the population of the country is stable. This situation was promoted by the intensification of investment activity in the services sector in 2007-2012 [6,9]. Despite the fact that in recent years, taking into account the global crisis, investment activity indicators have decreased, according to forecasts of the Ministry of Economic Development for 2018-2019, stabilization of investment activity is expected by mid-2017, and investment growth will resume in 2018. The average annual investment growth in 2018 - 2019 will be

Source: Rosstat. When analyzing the structure, it is possible to distinguish the service industries that are leaders in terms of consumption. These are utilities - 21.3%, transport services - 20.0% and communication services - 15.1% of the total consumption of services in 2016. This distribution is explained

by the fact that these types of services are vital and practically not provided to the population free of charge.

The largest share (88.3% in 2015) is provided by privately owned enterprises. At the same time, in recent years there has been a decrease in the cost of paid services (by 4.8% in 2015) amid a decrease in the purchasing power of the population associated with the economic crisis in Russia and Tajikistan and other countries. The situation in the paid services market in the Republic of Tajikistan is devoted to the research of leading scientists Rajabov R.K.¹⁷, Rakhimzoda B.K., Fakerova H.N., 18 Khusainova M.K.¹⁹20 Sharipova M.M.²¹

Factors for the sustainable functioning of service enterprises in the business reputation management system

With the deepening of market relations, as practice shows, there is a change of priorities from short-term, short-term success to strategic, stable, which is impossible without the formation and management of intangible assets. The management process is characterized by the presence of a time lag; therefore, it is necessary to focus on managing intangible assets now in order to obtain economic benefits in a timely manner, while applying a systematic approach.

A "projection" of the basic principles of a systematic approach to managing intangible assets can be represented as follows. 1. The establishment of clear boundaries of the system, the features of its interaction with the external environment of the enterprise. At the first stage of management, it is necessary to determine the composition of intangible assets of the enterprise. Studying the structure of intangible assets, it is necessary not only to determine its main types,

The conditions formed by the combined effect of the determinants of the modified «national rhombus» are estimated as follows

The organization's activities are carried out in a variety of interactions and relationships, in an environment that has different interests - economic, political, legal, social, spiritual, etc. The regulation of interactions that affect the organization from the inside and from the outside is undoubtedly one of the most important functions of the organization that determines success her activities. Flexibility of interaction and feedback is a process that helps to achieve the goals of the organization. The most important tasks to be solved in the course of this activity are the formation of a positive image, the achievement of trusting relationships with partners, consumers and suppliers, and, perhaps most importantly, the creation of a high reputation that would work for the company and bring concrete results. The good reputation of the company helps it:

- Give additional psychological value to products and services;
- Attract new consumers if they are faced with a choice between functionally similar goods or services;
- Attract more qualified employees to the company and increase job satisfaction with existing staff;
- Increase the effectiveness of advertising and sales, provide support to distributors, advertising agencies, suppliers and business partners;
- Raise funds in the stock market and survive in case of crisis.

Naturally, it is clear to everyone that reputation is a very important aspect of the activity of any company that should be constantly worked on, but it's difficult to find a company that has a program to protect reputation and improve its characteristics for its internal and external audiences.

Most often this happens for one simple reason - the concept of "reputation" is replaced by the concept of "image", the formation and development of which is the focus of all the activities of the company.

Acquaintance with any company begins with various visual and verbal signs by which people can identify this company and which are the essence of its corporate identity. These signs include the logo, slogan, design, color, corporate business cards, letterhead, corporate envelope, fax message form, advertising printing, corporate website design, corporate clothing - all that is commonly called the corporate identity of the company. These are means of objective positioning of the company in the market, which we can see, touch, hear, sometimes smell, in a word - feel.

Our sensations naturally pass into our perception, which is in our minds. Here the image of the company is formed. Therefore, the image is not a constant sign of organization, but represents a strong impression with great regulatory properties. From this point of view, an image is a special mental image that strongly and in a certain way affects the emotions, behavior and relations of an individual or group. Since people have different information, different experiences, and different perceptions, a company cannot have one image — its image is diverse.

There are many definitions of image, but we can distinguish their common part - this is an artificial image that is formed purposefully and has an emotional and psychological effect on a certain group of people. That is, this is all that the company creates in order to externally stand out and become recognizable and attractive.

The main function of the image is the formation of a positive attitude towards someone or something. Because of the formed positive attitude, confidence in the company comes, and, as a rule, high marks and a confident choice. This is the psychological chain generated by a positive attitude. In addition, a positive image enhances prestige, and, consequently, credibility and influence. A positive image is also an important factor in a high rating, which is very important in public activities rich in various information.

The orientation of the manifestation, that is, information about the signs by which the image is formed:

- External orientation, that is, manifested mainly in the external environment, focused on customers or consumers (corporate identity, logo, office interiors, staff appearance, etc.);
- Internal, formed as an impression of the work and relationships of the staff (corporate relations, ethics of behavior, features of business communication, traditions, etc.).

The most important for the emergence of trust in the organization and, accordingly, the formation of its positive image are people's ideas about the financial situation of the company, about the history of the company, its traditions, about social responsibility to society, about managing the organization, about the personality of the leader, about the attitude towards the staff, about ethics of activity and relationships.

Analyzing research on the image, we can make a paradoxical conclusion: the image is contradictory, since it must obey the requirements of society and at the same time be individual, that is, the image is perceived in contrast to the unified and at the same time unique image of the company.

If any feelings and beliefs regarding the company (its image) correspond to the person's ideas about corporate behavior, then a good reputation of this company is formed in his mind. Thus, a good reputation reflects the close correspondence between the image of the company and the individual's own value system.

Climbing the steps of the pyramid from the bottom up demonstrates our path from ignorance about the company to recognition, positive perception and, finally, building up a reputation as a firm belief in the advantages of this company, a strong desire to use the products of only this company and a

strong desire to recommend this company to friends and acquaintances. The result of this ascent is the formation of a person's super-brand of the company - a sense of trust, reliability and ownership of its affairs. Achieving a super brand can only be achieved by properly matching the corporate image and the values of the audience.

The company's reputation is primarily aimed at consumers and reflects the company's desire to make them loyal to the company itself and its products. The high reputation of the company serves as a guarantee for the consumer of the quality of the products sold or the services provided.

Since the company is aimed at self-development and adaptation to working conditions in the market of products and services, a regular circuit in the model arises. Practice shows that the most efficient companies are characterized by an adaptive organizational culture.

If for the analysis and characteristics of a corporate image, concepts such as: recognition, trust, customer orientation, quality of management, emotionality, sensuality, innovativeness are used, then to describe a reputation, you should use characteristics based on a value system - honesty, ethics, decency, respect authenticity, responsibility, high self-esteem, etc.

Reputation is a strong opinion about the qualities and advantages of an organization in the business world (in a particular market segment). The most important components of a reputation are: a strong organizational culture; high authority of the first person and top management of the company; the organization's fame on the market as a combination of financial capabilities and long-term leadership in the quality of its products; strategy innovation; Presence not only in domestic but also in international markets; Social responsibility; decency; law obedience [7,11].

The resulting characteristics of a stable positive reputation - super brand - are: reliability, trust, support, positive recommendations.

It is necessary to distinguish between concepts such as "reputation" and "business reputation of a company." The business reputation of a company operating in the conditions of informational business development is its main intangible asset, which has a significant value and is formed at the expense of such company assets as the company's reputation [8,10], image and financial stability.

Under current law, a company's goodwill represents the difference between the acquisition price of a business and the carrying amount of assets, reduced by liabilities. If the company's shares are listed on the stock exchange, damage to the reputation will be measured by a decrease in the value of the shares as a result of a decrease in trust in the company of shareholders and potential investors.

The effectiveness of organizations consists of many components, among which the psychological factors are key, that is, the quality and condition of people, their relationships, the organizational climate that they create for each other and for themselves with their own behavior. People are the foundation of any organization. Without people there is no organization. People in the organization create its product, they form the culture of the organization, its internal climate, what the organization depends on them. The reputation of the company also depends on the organizational behavior of employees, and vice versa - in an organization with a good reputation, the team behaves appropriately, trying not to lose a profitable job.

When organizational behavior becomes the behavior of a single team, whose individual members are in harmony with each other and with himself, then the organization flourishes, its social

weight grows, its favorable image is strengthened, and an impeccable reputation is formed [13].

CONCLUSION

It should be noted that a drawback of methods based on the use of only quantitative assessments is the closed financial and other information belonging to the so-called "trade secret" of the enterprise. Hence the complexity in the information support of the calculations, as well as the complexity of the algorithm of known methods for assessing the business reputation of an enterprise. The emerging difficulties are an additional argument in favor of the use of synthesis of methods based on expert estimates and quantitative parameters.

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