

SERVICE BUSINESS REPUTATION MANAGEMENT

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Abstract

Nowadays, among top-level managers, the need has arisen for accounting and valuing assets that do not have a tangible form, but also tangible assets that can benefit the company. Therefore, it is obvious that non-material assets can also significantly affect the value of the company, the growth in the value of securities, the level of investor confidence. The business reputation of the company is its intangible asset, it can have a significant impact on the stability and favorable development of the company if it is properly managed. The article used the tools of complex analysis: compilation, system, statistical, critical and analytical approaches. The result of the study was a comprehensive approach to assessing business reputation.

The value of the presented article in practical application is the use of the proposed approach to assessing business reputation for the possibility of increasing the value of the enterprise as a whole in a number of individual cases.

Keywords: Business Reputation, Valuation, Company Value.

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INTRODUCTION

Until the mid-twentieth century, the transaction price for the purchase of an enterprise, as a rule, was several percent higher than the value of its assets, this fact served as a starting point for the development of business reputation, how the opportunity to get more for the enterprise than it is real reflected on the balance sheet. The acquirer willingly paid more what was the sum of assets, and this difference was recorded on the balance sheet as a special asset is goodwill.

The relevance of this study is due to the growth of enterprises whose property value is proportional to non-property. In this regard, there is a need to study this category of assets in order to increase efficiency management and evaluation [1].

The aim of the study is to consider the theoretical aspects of business reputation, identify the main shortcomings of existing methods for assessing the business reputation of an enterprise [2], and also develop an integrated approach to assessing business reputation.

MAIN PART

In the wide literature, business reputation is primarily defined as assessment of the company acquired in the process of professional or entrepreneurial activity of the organization [3]. Many researchers characterize the term "business reputation" as a deterministic "set of qualities and assessments with which their medium is associated with counterparties, customers, consumers, colleagues, and personified among other professionals in this field activities" [8]

Thus, a single definition of the term "business reputation" is legislatively fixed only in relation to an individual, therefore, relevance topics of assessing the business reputation of the company is due, as a lack of unity terminology concepts, and the need for an objective approach to assessment.

Goodwill must be evaluated by experts, and its assessment may be based on the following components:

- Ethics in relations with external partners - fulfillment of obligations, responsibility, credit history, decency, openness;
- Ethics in relations with internal partners (corporate governance) - responsibility of managers to shareholders,

majority shareholders to minority shareholders, financial transparency of a business;

- Management effectiveness - profitability, increasing turnover, market expansion, innovation;
- Quality of products, services;
- Reputation of top managers

The value of a company's business reputation increases if it stimulates consumer confidence in its products.

Thus, reputation is that intangible legally unidentifiable asset that is difficult to value in terms of value, but which causes additional substantial income and other economic benefits.

In this regard, the question arises about the formation, maintenance and protection of the company's reputation, i.e. on developing a system of reputation management measures [4].

Maintaining effective and constant public relations is one of the key aspects of corporate reputation management. The formation of a company's reputation is greatly facilitated by its publicity.

Publicity (Engl. "Publicity" - publicity, publicity) - this is a wide positive publicity and recognition of the company, its personnel and activities. Publicity is formed with widespread use of the media and represents the external fame of the enterprise. To create publicity, modern companies conduct the following events, subsequently widely covered in the media and strengthening their reputation: holding campaigns designed for the target audience; charitable activities, philanthropy; sponsorship of conferences, seminars, forums, congresses; organization of visits to the enterprise of high government delegations, receptions of representatives of state authorities, foreign colleagues; conducting trainings, business schools, special events (conferences, seminars, festive balls) for representatives of target audiences; organization of professional clubs by the company, whose members are their clients and employees; publication of a newspaper or magazine of a company; participation in exhibitions; creation of professional associations. Other external company reputation management methods include:

- The formation of the expectations of business partners and building relationships with them;

- Building relationships with suppliers based on trust and mutual respect;
- Creation of a "trust institution" among consumers.
- Within the organization, reputation management should be carried out in the following areas:
- Development of the mission and philosophy of the company;
- Creation and implementation of a corporate code of conduct;
- Formation of the image of top officials and top management of the company;
- Development of a position of social responsibility of the company;
- Development of the company's management system from the standpoint of "human capital", respect for employees.

The business reputation of the company, as one of the factors determining organizational behavior

The company's conduct and reputation are its most important values. They determine the behavior of employees in relation to colleagues, consumers, suppliers and shareholders, the company for which the company operates, the entire world community as a whole, as well as competitors. The team represented by senior officials and ordinary employees should fully share a commitment to ethical conduct and business practices [5]. For this, companies are creating a code of business ethics that includes many issues, including conflict of interest resolution, confidentiality of information, compliance with legal requirements, respect for employees, proper use of company funds, etc.

The ethical behavior of the company and its employees is more important than profit, sales or other indicators of success. Ethical behavior is not only the norm, but also a factor contributing to success.

Organizational behavior is a field of knowledge about how people behave in an organization and how their behavior affects the results of its work. The behavior of individuals in the organization is determined by those rules and restrictions that apply in it to achieve their goals.

A qualitative characteristic of the organization's behavior management is the organization's reputation. The reputation of the organization is the elements of the internal and external environment of the organization that influence the creation of a stable opinion about the qualities, advantages (disadvantages) of the organization, consisting of the image of the organization, the authority of the first person, and the organization's fame on the market [6].

Reputation, strictly speaking, means "good name." Although we hear the combination of "bad reputation." Reputation is what they say behind your back (Edgar Howe).

A good reputation helps

To lure those who are currently needed for a furor;

To keep in the sphere of their own influence groups that have already been conquered; Manage people more effectively through persuasion, influence, and manipulation;

Achieve your goals;

As a result, get a feeling of confidence and peace of mind.

The existence of an organization on the market involves a constant search for forms and methods to strengthen its position, expanding the range of products and services that it provides to the buyer.

The behavior of employees is determined by the organization's development strategy and is an integral part of the organization's

reputation and staff competence [7, 8]. This direction involves the formation and maintenance of the required standards of behavior for employees in accordance with behavior models.

The behavior of employees is decisive in the activities of the organization and is an integral part of such a generalized indicator of activity as the competence of personnel. Competence is a combination of the following elements: knowledge, professional skills, behavior and communication skills of staff.

To maintain an impeccable business reputation, employees should use attractive clientele behavior. Attractive client behavior implies a behavior of employees that is aimed at maximizing customer acquisition, which allows to increase the performance indicators of the organization [9].

As a rule, an organization with a good reputation attracts not only customers, but also employees. Therefore, employees value their work and their behavior is consistent with status.

As you know, the structure of the marketing mix of the company, in its classic version, includes the following components: product (including its packaging and labeling); price (including discounts and bonuses); sales (including time and place of sales) and marketing promotion (marketing mix communications company).

A purchase (especially the first purchase of a product of a particular brand) is always a certain risk for the buyer. The buyer associates the risk reduction during the purchase with an increase in his level of awareness of the product, its properties and the conditions for its purchase (price, location), as well as about the company [9].

Manufacturer (seller). When deciding on the purchase of goods, the buyer wants to rely on arguments and facts that are significant to him, confirming the correctness and appropriateness of his decision to purchase, he subconsciously expects some kind of external impetus for the start of actions to acquire a product on the market, he wants to convincingly reinforce his motivation regarding the purchase of a particular brand of goods. All of the above, and in the same logic, can be attributed to the situation in which the communicator company is an object of business relations, and its existing and potential business partners decide for themselves the question - is it worth it or not to establish new or continue existing business relations with this company [10].

In order to attract business partners and turn them into loyal subscribers, the communicator company uses the whole range of marketing communications - from their basic and synthetic types to communication technologies and individual communication tools. Naturally, some communications, at the same time, are necessary and crucial for the success of the company in establishing and maintaining business relations with partners, others are involved in this process indirectly, and their role is not so obvious [11,20].

- Each employee, both at the time of hiring and in the process of work, must meet qualification requirements, that is, have practical skills and experience in the relevant field, the necessary cultural level and professional education.
- Active work of an employee to increase the level of professional knowledge, study domestic and foreign experience and use them with high efficiency is one of the main conditions for career growth.
- The initiative and creativity of employees is especially noted, the proposals on strengthening the authority of the company, achieving high results, and energetic participation in the development and implementation of ideas and proposals valuable to the company are highly appreciated.

- The duty of each employee is to maintain an honest relationship with clients and work colleagues, not to take actions that may degrade their dignity.

Each of the company's employees contributes to creating a good impression of the company. The business reputation of the company is formed over the years, which obliges employees to behave in such a way as to comply with it. Therefore, talking on the phone, communicating in person or in writing, employees are required to behave "stylishly" [12,19]. The idea of style is carried out by observing certain rules.

The "face" of staff:

- When talking with a client or colleague, employees should be polite, friendly, friendly;
- You should be attentive to the requests of the client. In this case, the employee should give advice or provide the necessary assistance.

"Person" in correspondence:

The language of the staff in the letters should be stylish. All correspondence (faxes, letters, memos) demonstrate a level of efficiency and professionalism. All copies of outgoing mail should remain in the office. In addition, correspondence:

- Must be printed on the appropriate form;
- Must be formatted correctly;
- Must be addressed to a specific person with his full name;
- Must not contain spelling errors;
- Should not be handwritten;
- Must always contain a signature under the name and title of the sender.

"Face" during telephone calls:

The company staff should talk on the phone with the client, as if he is in front of your eyes. Answer the call quickly, no later than the third call. This indicates the courtesy and efficiency of the staff. It is necessary to introduce oneself and present the place the client called, and also offer their help. You should speak calmly, slowly, giving the client the opportunity to contact you with requests [13,17].

The appearance of the staff creates an initial impression of the company for the client. Therefore, all employees must take care to look smart and well-groomed, neat.

The goal of the team is to create an open, friendly atmosphere.

An important role is played by the relationship between the team among themselves. After all, company employees may vary by gender, age, nationality, etc. Employees must be treated with respect for each other, regardless of position and cultural differences.

Each team member becomes one with those goods and services that the company provides.

The employee's behavior includes all aspects of a person's external and internal culture, namely, the rules of handling and treatment, the ability to correctly express one's thoughts, and to observe speech etiquette. Politeness testifies to the culture of a person, his attitude to work and the team.

It is important for employees to be considerate, constantly remembering respect for the person. The tactful behavior of employees consists of a number of factors. The main one is the ability not to notice errors and shortcomings in customer behavior, not to focus on them, not to show excessive curiosity in clothes, customs, traditions. You can't ask unnecessary questions, talk about your affairs, or be intrusive. You can't show the client whether he likes him or not, make comments, read moral instruction, make various claims, ask about his personal life [14, 15].

Continuous improvement of quality is not a cost, but a long-term contribution based on ensuring customer loyalty by satisfying its needs. This statement is based on a study showing that the cost of acquiring a new customer is several times greater than the cost of retaining the old one by offering quality service [16, 18].

Thus, the quality and business reputation of the company depend to a large extent on the qualifications and interest of human capital, on its creative abilities, the ability to master new technologies, as well as on the use of new organizational processes and forms used to serve customers [20-22].

In other words, reputation is not only what kind of goods a company produces, but also how it transfers it to a consumer and by what means it draws attention to itself. In today's market, concern for the reputation of companies is moving from the category of benefits to the category of necessary market requirements. The company's reputation is much more than its products. This is the actions of management and employees, and relationships with partners, the media, customers, etc [16, 17]. Therefore, in certain periods of the company's development, it is reputation that helps many companies to "save their face" and not lose their business.

CONCLUSION

Currently, the service sector is one of the most promising, rapidly developing sectors of the economy. It covers a wide field of activity: from trade and transport to financing, insurance and mediation of various kinds. Hotels and restaurants, laundries and hairdressers, educational and sports facilities, travel agencies, radio and television stations, consulting firms, medical facilities, museums, theaters and cinemas are in the service sector. Almost all organizations provide services to one degree or another. As the practice of developed countries shows, as production becomes more complicated and the market is saturated with goods, the demand for services also grows.

In Russia, the service sector is also likely to overtake the production sector in terms of growth rates and in the emergence of new types of services, in its adaptation to the needs of the market and consumers.

New types of services are constantly appearing in society:

- New types of business (industrial-commercial and intellectual) services - real estate trade, placement of temporarily free funds, information, marketing and advertising services, preparation of balance sheets and reports, logistics, marketing services, consulting, etc.;
- Services for the upbringing and education of children - governesses, private kindergartens and schools;
- Services for the care of animals - their treatment, feeding, walking and temporary maintenance;
- Other diverse types of services in which there is a need for society.

At the same time, the world has a tendency to diversify the service sector. Many previously separate types of services are combined within their company. By offering a range of services, a company can increase its competitiveness and mitigate possible risks through diversification. So, banking, exchange and intermediary services merge into a single complex of financial services. The growing role and influence of the service sector on the economy necessitates the search and implementation of ways to increase the efficiency of service management of a service.

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