

Digitalization of the Company's Reputational Capital Management

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key words

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Reputation capital in our post-industrial digital world is a synthesis of the image and brand of a company as a business entity and the business reputation that has developed in the industry or regional market, the features of organizational culture and functioning, we believe. It should be noted that this is not a material financial and economic resource at all, but the quality of reproduction of reputational capital largely depends on the steady growth of the level of competitiveness and efficiency of the organization.

In the course of our research, we have consistently reviewed the stages and systematized the most relevant and rational ways to use the opportunities of digital management of the development of business entities, including the reputational capital of companies. Intensive digitalization of companies' activities is sometimes associated with considerable material and financial risks. We have identified the main risks and identified the most significant ways to minimize them. Digital management tools can be differentiated depending on the elements of the reputation capital of a modern company — a specially created table is devoted to this issue.

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