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Part IV: How Do Reputations Affect Corporate Performance?: Sustainable Competitive Advantage and Firm Performance: The Role of Intangible Resources

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Corporate Reputation Review

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Abstract

A question invariably recurs in discussions about corporate reputation: are they cause, consequence, or epiphenomenon? That is: do they have an independent causal effect on corporate performance; are they a consequence of good financial performance? Or are they an incidental by-product? The second day of the conference began with a review of avail- able evidence of the possible financial impact of corporate reputations. The following panelists discussed their prepared papers:

The Value of Corporate Reputation: Evidence from the Equity Markets - Rajendra K. Srivastava, University of Texas at Austin; Thomas H. McInish, Memphis State University; Robert A. Wood, Memphis State University; Anthony J. Capraro, University of Texas at Austin.

The Effect of Financial and Media Reputations on Performance - David L. Deephouse, Louisiana State University.

The Value of a Firm's Corporate Reputation: How Reputation Helps Attain and Sustain Superior Profitability - Peter W. Roberts, University of New South Wales; Grahame R. Dowling, University of New South Wales.

Stock Market Valuation of Reputation for Corporate Social Performance - Brad Brown, University of Virginia.

Sustainable Competitive Advantage and Firm Performance: The Role of Intangible Resources - G. Steven McMillan, The American College; Maheshkumar P. Joshi, St. Joseph's University.

Has the Influence of Financial Performance on Reputation Measures Been Overstated? - A. J. Capraro, University of Texas at Austin; Rajendra K. Srivastava, University of Texas at Austin.

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