

**ANALYSIS OF ARTICLES ON CORPORATE REPUTATION IN BUSINESS FIELD  
WITH SCIENTIFIC MAPPING TECHNIQUES<sup>1</sup>**

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**ABSTRACT**

Corporate reputation, which is one of the most well-known invisible assets of businesses, is a concept that is frequently researched in scientific studies. The aim of this research is to make a bibliometric analysis of corporate reputation studies in the field of business in the last 28 years. Academic publications used in the analysis were taken from the Web of Science (WoS) database. The articles in the study were analyzed with the most productive author, journal, organization and country parameters in the field of business. The frequency of keywords and the change of subject trends over the years in the articles presenting data to the research were also investigated. A total of 304 articles that shape the development of corporate reputation studies in the field of business were used in the analysis. The analysis of the articles was carried out with the Bibliometrix analysis package and Biblioshiny using the R program. According to the results obtained from the analyzes, the majority of the articles in Business literature were written in the fields of management, economics and communication. The most frequently used concepts in the titles of the articles were corporate social responsibility, customer satisfaction, corporate governance, knowledge management and job satisfaction. The ratio of those made in the last five years in the total number of publications is 34.21%. The rate of increase in the interest in the field is high. It has been understood that the main countries in the field are the USA, Spain, the United Kingdom, Germany and China, respectively. The most published and most cited researcher in the field is Gianfranco Walsh. The journal with the highest number of publications in this field was "Corporate Reputation Review". It was seen that the most cited journal was "Journal of Business Ethics". The institution that broadcasts the most is the Spanish "University of Cantabria". The most frequently used keywords along with corporate reputation in studies in the field were: impact, performance, social responsibility, antecedents, management, consequences and quality. As a result of the research, it was thought that the academic interest in corporate reputation in business literature gradually increased until 2020, and there was a decrease in 2021 and 2022, which may be due to the inability to do research due to COVID-19. This paper, with the findings it has presented in the field of corporate reputation for the last 28 years, can be a guide for researchers who want to study the concept about leading authors, articles, journals, organizations, keywords and trend topics in this field.

**Keywords:** Corporate Reputation, Business Reputation, Firm Reputation, Bibliometric Analysis, Bilim Haritalama, R Programming

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<sup>1</sup> This article was developed from the abstract presented at the "EJRSE 11<sup>th</sup> International Symposium on Social Sciences" held between 20-22 May 2023.

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Arařtırma Makalesi/Research Article, Geliř Tarihi/Received: 24/05/2023–Kabul Tarihi/Accepted: 22/07/2023

# İŞLETME ALANINDA YAPILAN KURUMSAL İTİBAR KONULU MAKALELERİN BİLİM HARİTALAMA TEKNİKLERİYLE ANALİZİ

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## ÖZET

İşletmelerin gözle görülemeyen en bilinen kıymetli varlıklarından biri olan kurumsal itibarları bilimsel çalışmalarda sıklıkla araştırılan bir kavramdır. Bu araştırmanın amacı, son 28 yıldaki işletme alanında yapılan kurumsal itibar makalelerinin bibliyometrik bir analizini yapmaktır. Analizde kullanılan akademik yayınlar Web of Science (WoS) veritabanından alınmıştır. Çalışmadaki makaleler işletme alanında en üretken yazar, dergi, kuruluş, ülke parametreleriyle analiz edilmiştir. Araştırmaya veri sunan makalelerdeki anahtar kelimelerin sıklığı ve konu trendlerinin yıllara göre değişimi de araştırılmıştır. Analizlerde işletme alanındaki kurumsal itibar çalışmalarının gelişimine yön veren toplam 304 adet makale kullanılmıştır. Makalelerin analizleri R programı ve Bibliyometrix analiz paketi ile Biblioshiny ara yüzü ile gerçekleştirilmiştir. Analizlerden elde edilen sonuçlara göre makalelerin büyük çoğunluğunu yönetim, ekonomi ve iletişim alanlarındaki kurumsal sosyal sorumluluk, müşteri tatmini, kurumsal yönetim, bilgi yönetimi ve iş tatmini konularında yazılan makaleler oluşturmaktadır. Toplam yayın sayısında son beş yılda yapılanların oranı %34,21'dir. Buna göre alana olan ilginin artış hızı yüksektir. Alanda söz konusu olan başlıca ülkelerin sırasıyla ABD, İspanya, Birleşik Krallık, Almanya ve Çin olduğu anlaşılmıştır. Alanda en fazla yayın yapan ve en fazla atıf yapılan araştırmacı Gianfranco Walsh'dur. Bu alanda en fazla yayının yer aldığı dergi "Corporate Reputation Review" olmuştur. En fazla atıf alan derginin ise "Journal of Business Ethics" olduğu görülmüştür. En fazla yayın yapan kuruluş ise İspanyol "University of Cantabria" olarak tespit edilmiştir. Alandaki çalışmalarda kurumsal itibarla birlikte en sık kullanılan anahtar kelimeler sırasıyla şunlar olmuştur: etki, performans, sosyal sorumluluk, öncüller, yönetim, ardıllar ve kalite. Araştırma neticesinde kurumsal itibarın işletme yazınındaki akademik ilginin 2020 yılına kadar giderek arttığı bulunmuştur. 2021 ve 2022 yıllarındaki yayın sayısındaki azalmanın ise COVID-19 gerekçesiyle araştırma yapamamaktan kaynaklı olabileceği düşünülmüştür. Bu bildiri, kurumsal itibar alanındaki son 28 yıla ilişkin sunmuş olduğu bulgularla, kavramı çalışmak isteyen araştırmacılara bu alanda önde gelen yazar, makaleler, dergiler, kuruluşlar, anahtar sözcükler ve trend konular hakkında bir rehber olabilecektir.

**Anahtar Kelimeler:** Kurumsal İtibar, İşletme İtibarı, Firma İtibarı, Bibliyometrik Analiz, Scientific Mapping, R Programlama

## INTRODUCTION

In recent years, it is seen that there are quite a number of researches on corporate reputation. The bankruptcies and managerial scandals of companies with high corporate reputation in the early 2000s increased the research efforts on this subject (Ocasio and Joseph, 2005: 169). The most important reasons why this subject attracts the attention of researchers can be listed as follows; corporate reputation can provide sustainable competitive advantage (Fombrun, 1996), establish a connection between corporate reputation and organizational performance (Deephouse, 2000), and be accepted as the most valuable and invisible business asset (Gibson et al., 2006: 15; Walker, 2010:357).

Corporate reputation is an inimitable feature of the company, it indicates a unique quality of the company and is accepted as an economic value because it can affect its profitability (Roberts and Dowling, 2002; Ponzi et al., 2011: 17). Corporate reputation can provide information about the past and future activities of businesses, affect the opinions and ideas of customers and other important stakeholders and enable them to act accordingly (Fombrun, 1996). The clear collective emotional thoughts of an organization's internal and external stakeholders, such as good/bad, weak/strong, about its own name, constitute the corporate reputation of that organization (Fombrun, 1996: 37). The concept of corporate reputation attracts more and more attention due to the fact that it makes many new proposals regarding management theory and practices, and the need for more research on the subject is increasing (Money et al., 2017: 193).

Although the number of studies in the field of corporate reputation is quite high, it has been observed that there is no research that examines the concept in terms of bibliometric features by focusing on the field of business. In order to contribute to closing this gap in the literature, the current study focuses on examining the bibliometric information of corporate reputation. In this study, only the subject of corporate reputation in business literature is focused on, and it is aimed to examine the developments in this field in the last 28 years from a bibliometric perspective.

For this purpose, the structure of corporate reputation in the field of business and the level of academic development were tried to be examined. With these considerations, detailed information on 304 scientific studies published in the field of Business Administration between 1994-2022 was obtained by using the Web of Science (WoS) database. Corporate reputation is an interdisciplinary concept and can be studied from different perspectives in different research areas. Therefore, the ones included in the data set selected to be used in the analysis of this research were filtered by selecting the Business Administration field and were limited to a certain number of studies.

By examining the data set bibliometrically, the development of the field of corporate reputation over the years, the most productive authors, journals, organizations and the most frequently cited researchers and journals were determined. It is thought that informing the stakeholders in business life and business managers about the development and current status of corporate reputation will contribute to the existing knowledge in the field.

## **1. THEORETICAL FRAMEWORK**

Rindova et al. (2005) defined business reputation as: "Reputation is the widespread recognition in society of the high quality of the company's outputs and capabilities." The authors state that they chose this definition because it is the most commonly used definition in management research. In many articles, reputation expresses an intangible and invisible organizational value (Lange et al., 2011: 162) and is seen as signals of future performance based on past success perceptions (Jensen & Roy, 2008; Dimov et al., 2007: 486).

Barnett et al. (2006) added the time issue in their definition of reputation. According to the authors, what the business has done in the past and is expected to do in the future constitutes the reputation of the business. Reputation, rather, includes the beliefs of those outside the organization about the organization (Dutton et al., 1994). Accordingly, high reputation expresses itself with the high level of recognition by the society of the possibilities and capabilities of an enterprise, as well as the quality of its outputs (King & Whetten, 2008). Maintaining high reputation is also associated with the organization's adherence to the criteria of predictability and reliability in its behavior (Fombrun, 1996).

A good reputation has many benefits for the organization. For example; It reduces the costs of the business (Deephouse, 2000), provides opportunities for the business to make appropriate pricing (Rindova et al., 2005), attracts job applicants (Turban and Greening, 1997), directs investor decisions (Srivastava et al., 1997) and influences customer preferences. (Fombrun, 1996).

Considering the definitions of reputation, it is understood that there are three main features emphasized. Reputation is based on perceptions; it is a social/collective aggregated perception of all stakeholders; and includes comparison (Fombrun, 1996). In addition to these three basic features, it is frequently emphasized that reputation can be positive or negative, and it can be stable and permanent (Walker, 2010: 369). Reputation is essentially a concept related to an organization being known (Lange et al., 2011: 155). In a normative sense, reputation is the degree to which an organization appears better than other organizations when viewed in terms of social norms and values (Deephouse and Carter, 2005: 341). When the studies are considered as a whole, it is understood that corporate reputation is a collective observer perception, it is highly affected by the social construction process, and reputation can be rebuilt with the arrival of new information to the observers (Lange et al., 2011: 178). Businesses can have a high reputation by making a difference in their strategies and relations with the environment (Brammer and Pavelin, 2004: 705).

Corporate reputation is an interdisciplinary concept that has been studied in different fields such as economics, business, marketing, psychology and sociology (Ponzi et al., 2011: 17). Therefore, the concept of corporate reputation and its functionalization become quite complex (Barnett et al., 2006). In the current study, only the studies in the field of business were examined in order not to be affected by this complexity.

As can be seen, many studies have been carried out on corporate reputation. Analyzing the development of these studies over the years is also a guide for researchers who want to work in the field. For example, bibliometric analysis studies, different disciplines in the field to be researched, interdisciplinary transitions, historical development, dominant concepts and themes by years, developments in new information, examining a large number of data, many different dimensions such as the most productive authors and universities are presented to the reader in the "big picture". It is an objective and reliable method (Crane, 1972).

Bibliometric research facilitates the accumulation of knowledge about a large number of studies in the field, makes it possible to collect scientific evidence presented by previous studies, helps to effectively use the existing knowledge base with literature review, plays an important role in creating evidence-based awareness of a research line and synthesizing past research findings. (Rousseau, 2012). In the next part of the study, the process of bibliometric analysis of the studies in the field of corporate reputation is given.

## 2. RESEARCH METHODOLOGY

Bibliometric research examines the network connections between the nature and structure of the discipline, based on the information between publications, authors, citations and journals in the field to give researchers a preliminary idea about the dynamics of a particular field of study (Kumar & Kushwaha, 2015). In this way, it can reflect the trends in the research area and shed light on future studies by analyzing the contents, results and competencies of the studies carried out in different periods in the researched discipline. Bibliometric analysis can often be preferred to evaluate statistical information about institutions and keywords (Xu et al., 2018).

Aria and Cuccurullo (2017: 960) developed the Bibliometrix package for performing bibliometric analyses. This package proposes a comprehensive tool that follows a classic logical bibliometric workflow, restructured and developed in R. The core team of the R software defines the R program as a language and environment for statistical computing and graphics (R Core Team, 2016). The R program is a functional software that allows the use of various statistical and graphical techniques and is open to extensibility (Matloff, 2011).

Zupic and Cater (2015) propose a standard five-step process for how the scientific mapping process should proceed with the R program. This five-step process was also used in the present study. Stages two, three and four of these processes contain different sub-stages and are software-supported.

### 2.1. Research Design

Bibliometric analysis is carried out by examining a specific time. Because this type of analysis is used to take a picture at a static moment regarding the relevant concept at the time of research and to represent that moment (Aria & Cuccurullo, 2017: 960). Therefore, the decision to determine the time interval (or intervals) in which the study will be carried out is important for the formation of the design. In this study, the time intervals were determined as the last 28 years (1994-2022). The reason for choosing this range is that the first study in the WoS database on the subject was in 1994, and all data from the last year could be reached in 2022. For this reason, 2023 studies were not included in the analysis.

In order to access the documents related to the research topic through the selected database, it is necessary to first decide on the keywords to be used in the search engine. In this research, the words "firm reputation" and "business reputation", which correspond to the concept of "corporate reputation", are used as synonyms. The condition that even one of these words should be used in the title of the article was accepted and the search was carried out in this way. At the end of the search, the contents of a total of 304 publications between the years 1994-2022 were reached. In the light of the information in the research data set, the following research questions were formed and their answers were sought.

In the field of corporate reputation, the articles in the data set were examined according to the following questions;

- What is the annual publication production and citation numbers?
- What are the most productive academic journals?
- Who are the most prolific researchers?
- Which organizations are the most productive?
- Which are the most productive countries?
- What are the most cited core studies?
- What are the most preferred author keywords?
- What are the most trending topics over years?
- Which countries have networks of collaboration?

## **2.2. Data Collection**

In order to collect the data at this stage, the WoS database was chosen with its content suitable for the use of bibliometric data. The data set of the documents to be included in the research was filtered and exported from the WoS database. The main reasons for using the WoS database are that the impact factors of the journals included in the field indexes in which the studies included here are scanned are high (Demir and Erigüç, 2018) and that it provides appropriate data for bibliometric analysis (Aria and Cuccurullo, 2017: 960). Data collection was carried out on March 09, 2023 via the WoS Core Collection. Only English-language articles were included in the analysis.

## **2.3. Data Analysis**

With bibliometric analyzes, invisible network connections related to the researched subject can be revealed and unofficial but existing schools of thought in the field can be made visible (Crane, 1972). In this study, R program and Bibliometrix analysis package and Biblioshiny interface were used as bibliometric software tool.

## 2.4. Data Visualization

Visualization processes on the data analysis results were performed on the Bibliometrix package software.

## 2.5. Interpretation

At this stage, the findings obtained from the analyzes were interpreted. Researchers who have detailed knowledge of the research area have a superior advantage over those obtained from bibliometric analyses. It should not be forgotten that although bibliometric methods provide new information from a different perspective on the structure of the researched corporate reputation field, the findings and comments obtained do not replace the classical style of comprehensive literature reading in this field.

## 3. RESULTS

In the study, only the articles from the publications under the English language Business title on "corporate reputation" between the years 1994-2022 were examined. Bibliometric findings serve as an important guide in terms of providing information about the general and current status of corporate reputation. The findings obtained from the documents included in the analysis for the research questions in the study are given below.

A search was made in the WoS database by typing "corporate reputation" under the "Topic" heading, and a total of 2208 publications were found. When searching by selecting "Title", it was seen that there were 745 publications. When studies with "firm reputation" were included in the same search, the number reached 827. When "business reputation" was included in the search, a total of 851 publications were found.

Then, article was selected as the document type. With this filtering, the number decreased to 691. When "business" was selected from the WoS categories, the number of articles was obtained as 394. It decreased to 375 when English was selected, and the number decreased to 325 when the WoS Index narrowed to "SSCI" and "ESCI". The reason for choosing SSCI and ESCI is the need to reduce the amount of missing data in the analysis. In the last case, 325 articles were reached. Summary of "citation topics meso" information: Management (280); Economics (21); Communication (15). Summary of "Citation topics micro" information: Corporate Social Responsibility (183); Customer Satisfaction (72); Corporate Governance (20); Knowledge Management (10); Job Satisfaction (10).

In order to analyze the data, a data file was uploaded to the Biblioshiny interface in the R Program Bibliometrix package. Biblioshiny is an application providing a web-interface for bibliometrix. Before starting the process, the data file was filtered again, between 1994 and 2022, the year of the first publication, and again only those in English were selected.

At the end of this process, the number of data in the study decreased to 304 and all analyzes were carried out with this filtered data set.

Descriptive statistics of the publications in the research data set are presented in Table-1. 300 of these publications are in the article category and 4 of them are in the article; proceedings paper category. The total number of authors in 304 publications is 657. Those with a single author are in the minority and they are 46. The international co-authorship rate of the studies is 27,96%.

**Table 1: Descriptive Statistics**

<b>Main information about data</b>	<b>Results</b>
Timespan	1994:2022
Sources (Journals, books, etc.)	88
Documents	304
Annual Growth Rate %	10,41
Document Average Age	8,96
Average Citations per Doc	59,25
References	12953
<b>Document Contents</b>	
Keywords Plus (ID)	672
Author's Keywords (DE)	812
<b>Authors</b>	
Authors	657
Authors of single-authored docs	46
<b>Authors Collaboration</b>	
Single-authored docs	51
Co-Authors per Doc	2,46
International co-authorships %	27,96

The distribution of publications by years since 1994 is shown in Table 2.

**Table 2: Annual Scientific Production**

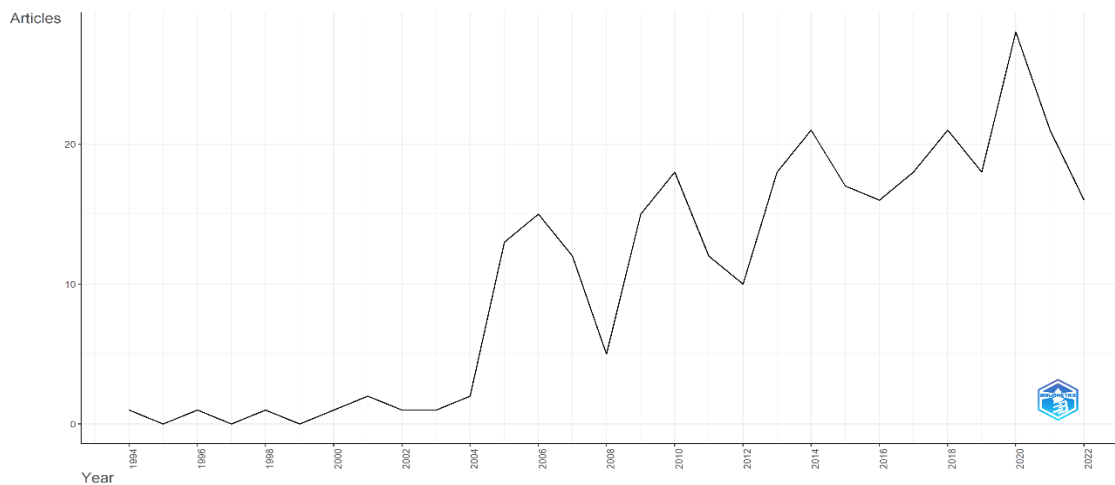
<b>Years</b>	<b>Articles</b>	<b>MeanTCperArt*</b>	<b>Years</b>	<b>Articles</b>	<b>MeanTCperArt*</b>
1994	1	234	2009	15	98,8
1995	0	0	2010	18	123,94
1996	1	106	2011	12	69,75
1997	0	0	2012	10	65,6
1998	1	447	2013	18	34,33
1999	0	0	2014	21	38,71
2000	1	194	2015	17	44,82
2001	2	76	2016	16	29,06
2002	1	1303	2017	18	24,22
2003	1	312	2018	21	26,24
2004	2	18,5	2019	18	31,56
2005	13	129,77	2020	28	22,64
2006	15	122,2	2021	21	13,38
2007	12	74,92	2022	16	2
2008	5	88,6			

MeanTCperArt=Mean Total Citations per Article



In Figure 1, the graph of total article production by years is given. There are a total of 304 publications between 1994-2022. The most cited publications are between 1994-2003. It has been seen that 8 publications between these years have 71,6% of the citations made to all publications in relation to their being pioneers in the field. It can be said that these are the most accepted publications in the field. The number of studies carried out between 2003 and 2022 is 296. The number of publications showed a rapid increase and although the studies conducted in this period corresponded to 97.36% of the field, the number of citations has not yet reached the effect of the first 8 articles. By 2005, the number of publications increased and double-digit number of publications was reached. The total number of publications in this field in the last 5 years (between 2018 and 2022) has been 104. In summary, approximately 34.21% of the publications in the field have been published in the last 5 years, indicating an increase. However, the decrease in the number of publications in 2021 and 2022 caused fluctuations. This situation suggests that there may be a relationship with the inability to conduct research and the decrease in the number of publications during the Covid-19 pandemic.

**Figure 1: Annual Scientific Production**



Journals publishing in this field are listed according to having the highest H Index. The most cited journals, the most productive journals, and information on the beginning years of the publications are in Table-3. Accordingly, “Corporate Reputation Review” ranks first in the H Index. The top six most productive journals are, in order: “Corporate Reputation Review (66)”; “Journal of Business Ethics (23)”; “Journal of Business Research (17)”, “Corporate Social Responsibility and Environmental Management (13)”; “Corporate Communications (10) and “Public Relations Review (10)”. The first five of the most cited journals are “Journal of Business Ethics”; “Academy of Management Journal”; “Corporate Reputation Review”; “Strategic Management Journal” and “Journal of Business Research”. Historically, the fact that the first publication in 1996 received more citations can be explained by the early publication year.

**Table 3: Information on Journals in the Field According to H Index Ranking**

Journals	H Index	Total Citation	Articles	First Pub. Year
1 Corporate Reputation Review	23	688	66	2005
2 Journal of Business Ethics	20	888	23	1996
3 Journal of Business Research	14	525	17	2004
4 Corp.Soc.Res. and Environ.Man.	10	172	13	2012
5 Corporate Communications	8	156	10	2005
6 Public Relations Review	8	140	10	2004
7 Industrial Marketing Management	6	152	7	2008
8 Journal of Product and Brand Man.	6	29	7	2009
9 British Journal of Management	6	112	6	2005
10 Journal of Brand Management	5	133	6	2006
11 Academy of Management Journal	5	713	5	2017
12 European Journal of Marketing	5	275	5	2015
13 Journal of Asian Fin.Econ. & Bus.	3	20	5	2019
14 Strategic Management Journal	5	688	5	2006
15 European Management Journal	4	16	4	2015
16 Journal of Retailing & Cons.Serv.	3	92	4	2017
17 Journal of Strategic Marketing	4	17	4	2011
18 Marketing Intelligence & Planning	4	29	4	2007
19 BRQ-Business Research Quarterly	3	6	3	2014
20 Business and Society	3	6	3	2008

The information of the most influential authors in the field is presented in Table-4. The top five most prolific authors are as follows: Walsh; Helm; Beatty; Caruana; De Quevedo-Puente. The top five most cited authors for their publications are Walsh; Helm; Fombrun; Love; Bartikowski.

**Table 4: Top 20 Most Influential Authors in the Field**

Authors	H-Index	Total Citations	Articles	First Pub. Year
1 Walsh, G.	8	783	8	2009
2 Helm, S.	5	539	5	2005
3 Beatty, SE.	4	263	4	2009
4 Caruana, A.	4	285	4	2006
5 De Quevedo-Puente E.	4	195	4	2007
6 Bartikowski, B.	3	300	3	2011
7 Fombrun, CJ.	3	527	3	2005
8 Foroudi, P.	3	65	3	2017
9 Gardberg, NA.	3	233	3	2011
10 Hillenbrand, C.	3	136	3	2007
11 Jin, Z.	3	170	3	2015
12 Love, EG.	3	314	3	2009
13 Luna Sotorrio L.	3	59	3	2012
14 Melewar, TC.	3	212	3	2005
15 Money, K.	3	136	3	2007
16 Swoboda, B.	3	87	3	2013
17 Abratt, R.	2	21	2	2006
18 Agnihotri, A.	2	12	2	2014
19 Ali, I.	2	30	2	2013
20 Arslanagic-Kalajdzic, M.	2	17	2	2017

The information of the organizations that publish the most articles is given in Table-5. The top five of the most productive institutions in the field are listed in order: “University of Cantabria”; “Reputation Institute”; “Texas A&M University”; “University of Burgos” and “University of Koblenz and Landau”. According to this list, it can be said that the countries that dominate the field are Spain, the United States of America and Germany. This finding is similar to the countries with the highest number of publications in the field, as can be seen from the Country Ranking by Number of Corresponding Authors in Table 6.

**Table 5: Most Relevant Affiliations**

	<b>Affiliation</b>	<b>Articles</b>
1	University of Cantabria	17
2	Reputation Institute	9
3	Texas A&M University	9
4	University of Burgos	9
5	University of Koblenz and Landau	9
6	Middlesex University	8
7	University of Reading	8
8	Erasmus University	7
9	University of Alabama	7
10	University of Bath	7
11	University of Illinois	7
12	Stellenbosch University	7
13	Vietnam National University	7
14	Baruch College	6
15	Brunel University	6
16	University of Ghana	6
17	University of Ljubljana	6
18	University of Malta	6
19	University of Munich	6
20	Polytechnic Univ. of Cartagena	6

Table-6 shows the ranking of the countries where the publications are produced the most, according to the authors responsible for the study. Accordingly, the most broadcasting countries are the USA, Spain, Germany, the United Kingdom and China. Turkey is in the 9th place. In the ranking of the most cited countries, the USA ranks first with 6799 citations. Other countries, respectively; UK (3020); Germany (1645); China (1590); Spain (1133); Switzerland (562); Australia (505); Korea (353) and Turkey with 222 citations. In 10th place is Italy with 216 citations.

**Table 6: Country Ranking by Number of Corresponding Authors**

	Country	TCP	SCP	MCP	Freq	MCP_Ratio
1	USA	72	54	18	0,222	0,25
2	Spain	35	28	7	0,108	0,2
3	Germany	27	22	5	0,083	0,185
4	United Kingdom	25	19	6	0,077	0,24
5	China	22	15	7	0,068	0,318
6	Australia	12	8	4	0,037	0,333
7	India	11	10	1	0,034	0,091
8	Italy	9	5	4	0,028	0,444
9	Turkey	9	8	1	0,028	0,111
10	Canada	8	3	5	0,025	0,625
11	France	6	4	2	0,018	0,333
12	Korea	6	2	4	0,018	0,667
13	Portugal	6	4	2	0,018	0,333
14	South Africa	6	6	0	0,018	0
15	Switzerland	6	1	5	0,018	0,833
16	Brazil	4	4	0	0,012	0
17	Ghana	4	4	0	0,012	0
18	Pakistan	4	3	1	0,012	0,25
19	Vietnam	4	4	0	0,012	0
20	Indonesia	3	3	0	0,009	0

TCP: Total number for Country Publications (Articles); SCP: Single Country Publications; MCP: Multiple Country Publications; Freq: Frequency; MCP\_Ratio: MCP/TCP

The information of the first 20 most cited studies among the publications is in Table-7. The article published in the “Strategic Management Journal” by Peter W. Roberts and Grahame R. Dowling in 2002 was found to be the most cited article on corporate reputation in the field of Business. Secondly, there is the article published in the “Journal of Business Ethics” by Bear, Rahman and Post in 2010. In the third place is the article published in the "Journal of Management Studies" by Brammer and Pavelin in 2006. In the fourth place is the article published in the “Journal of Business Ethics” by Brammer and Millington in 2005. In the fifth place is the article published by Gray and Balmer in the journal “Long Range Planning” in 1998.

**Table 7: Most Global Cited Documents**

	Paper	TC
1	Roberts, P.W. & Dowling, G.R. (2002) Corporate Reputation and Sustained Superior Financial Performance. Strategic Management Journal, 23, 1077-1093.	1303
2	Bear, S., Rahman, N., & Post, C. (2010). The impact of board diversity and gender composition on corporate social responsibility and firm reputation. Journal of Business Ethics, 97(2), 207-221.	849
3	Brammer, S.J. & Pavelin, S. (2006). Corporate Reputation and Social Performance: The Importance of Fit, Journal of Management Studies, Wiley Blackwell, 43(3), 435-455.	511
4	Brammer, S. & Millington, A. (2005). Corporate Reputation and Philanthropy: An Empirical Analysis, Journal of Bussiness Ethics, 61, 29-44.	483
5	Gray, E.R. & Balmer, J.M.T. (1998). Managing Corporate Image and Corporate Reputation, Long Range Planning, 21(5), 695-702.	447
6	Barnett, M. L., Jermier, J. M., & Lafferty, B. A. (2006). Corporate reputation: The definitional landscape. Corporate Reputation Review, 9(1), 26-38.	439

	<b>Paper</b>	<b>TC</b>
7	Pfarrer, M. D., Pollock, T. G., & Rindova, V. P. (2010). A tale of two assets: The effects of firm reputation and celebrity on earnings surprises and investors' reactions. <i>Academy of Management Journal</i> , 53(5), 1131–1152.	407
8	Keh, H.T. & Xie, Y. (2009), Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment, <i>Industrial Marketing Management</i> , 38(7), 732-742.	382
9	Lai, C.S., Chiu, C.J.C., Yang, C.F. & Pai, D.C. (2010). The Effects of Corporate Social Responsibility on Brand Performance: The Mediating Effect of Industrial Brand Equity and Corporate Reputation, <i>Journal of Business Ethics</i> , 95, (457-469).	377
10	Turban, D.B. & Cable, D.M. (2003). Firm Reputation and Applicant Pool Characteristics, <i>Journal of Organizational Behavior</i> , 24(6), 733-751.	312
11	Walsh, G., Mitchell, V-W. & Jackson, P. R. (2009). Examining the Antecedents and Consequences of Corporate Reputation: A Customer Perspective. <i>British Journal of Management</i> , 20(2), 187-203.	297
12	Melo, T. & Garrido-Morgado, A. (2012). Corporate Reputation: A Combination of Social Responsibility and Industry, <i>Corporate Social Responsibility and Environmental Management</i> , 19(1), 11-31.	257
13	Basdeo, D.K., Smith, K.G., Grimm, C.M., Rindova, V.P. & Derfus, P.J. (2006). The impact of market actions on firm reputation, <i>Strategic Management</i> , 27(12), 1205-1219.	240
14	Fryxell, G. & Wang, J. (1994). The Fortune Corporate 'Reputation' Index: Reputation for What?, <i>Journal of Management</i> , 20, 1-14.	234
15	Fombrun, C.J. (2005). A World of Reputation Research, Analysis and Thinking — Building Corporate Reputation Through CSR Initiatives: Evolving Standards, <i>Corporate Reputation Review</i> , 8, 7-12.	229
16	Love, E. G., & Kraatz, M. (2009). Character, conformity, or the bottom line? How and why downsizing affected corporate reputation. <i>Academy of Management Journal</i> , 52(2), 314-335.	225
17	Park, J., Lee, H. & Kim, C. (2014). Corporate social responsibilities, consumer trust and corporate reputation: South Korean consumers' perspectives, <i>Journal of Business Research</i> , 67(3), 295-302.	215
18	Ponzi, L. J., Fombrun, C. J., & Gardberg, N. A. (2011). RepTrak™ pulse: Conceptualizing and validating a short-form measure of corporate reputation. <i>Corporate Reputation Review</i> , 14(1), 15-35.	202
19	Williams, R.J. & Barrett, J.D. (2000). Corporate Philanthropy, Criminal Activity, and Firm Reputation: Is There a Link?, <i>Journal of Business Ethics</i> , 26, 341-350.	194
20	Hsu, K.T. (2012). The Advertising Effects of Corporate Social Responsibility on Corporate Reputation and Brand Equity: Evidence from the Life Insurance Industry in Taiwan, <i>Journal of Business Ethics</i> , 109, 189-201.	189

TC: Total Citations

By choosing Keywords Plus and Author Keywords as analysis units in bibliometric analysis, it is possible to capture the scientific concepts of the documents in the data set (Zhang et al., 2015: 967). Keywords Plus terms can offer broader descriptiveness and are less comprehensive in representing the content of an article, although as effective as Author Keywords in terms of bibliometric analysis that explores the knowledge structure of scientific fields. (Zhang et al., 2015: 967). For this reason, the keyword plus criterion was taken as the basis in the study. The representation of the obtained keyword plus cloud is presented in Figure 2. Accordingly, the most frequently used keywords in corporate reputation studies and the number of occurrences: impact (63); performance (58); social-responsibility (48); antecedents (43); management (39), consequences (37); financial performance (35); quality (31); perceptions (29); firm (28); image (28); communication (26); strategy (26); satisfaction (24); identity (23); model (23); csr (21);

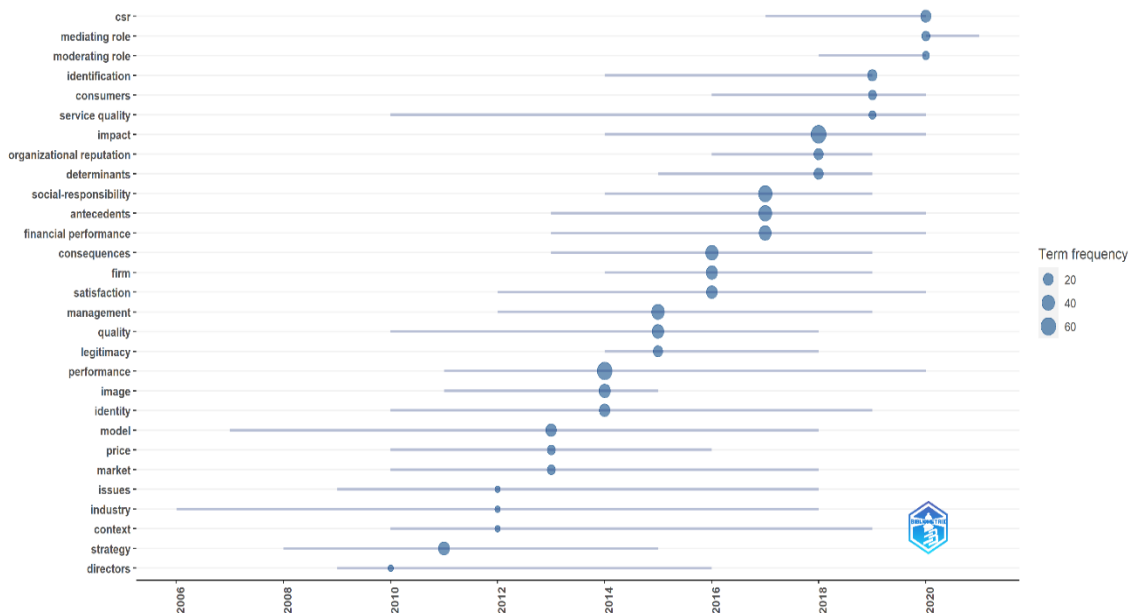
information (21); framework (20); company (19); trust (18); legitimacy (17); customer satisfaction (16); determinants (16); identification (16); organizational reputation (16). The ratio of the sizes of these concepts in the word cloud is directly proportional to the frequency of their use in the studies in the data set.

**Figure 2: Most Used Keyword Plus Cloud in the Business Field**



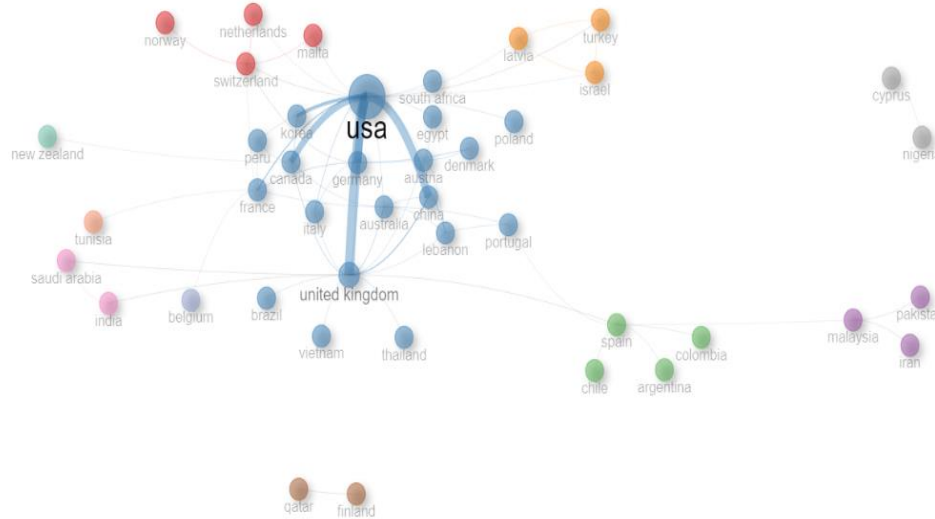
Topics that have been trending in the field over the years are shown in Figure 3. Accordingly, in the last 5 years, it is seen that the subjects of "impact; determinants; identification; consumers; service quality; corporate social responsibility; mediating role; moderating role" have been included in more studies in the field.

**Figure 3: Trend Topics over Years**



The collaboration network for countries is shown in Figure 4. There were 11 clusters and each represent by a color. Switzerland, Netherlands, Malta and Norway were among the first red cluster. USA, UK, Germany, China, Italy, Australia, Canada, France, Korea, South Africa, Portugal, Vietnam, Austria, Brazil, Denmark, Thailand, Peru, Poland, Egypt and Lebanon were among the second blue cluster. Turkey were in the fifth orange cluster with Latvia and Israel. Turkey has two collaborations with USA, one each with Latvia and Israel.

**Figure 4: Collaboration Network of Countries**



#### 4. CONCLUSION

Corporate reputation is an inimitable feature of the company, it indicates a unique quality of the company and is accepted as an economic value because it can affect its profitability (Roberts and Dowling, 2002). Corporate reputation is an interdisciplinary concept that has been studied in different fields such as business, economics, marketing, psychology and sociology (Ponzi et al., 2011: 17). Therefore, corporate reputation will continue to be very important for many different disciplines, especially for businesses, in the future as it is today. The association of corporate reputation with the future performance of the enterprise has resulted in many studies in this area. With this study, bibliometric analysis of studies in the field of business has been accepted as a need in the relevant literature and this study has tried to fill this gap in the field. In addition, it is aimed to provide other researchers with a perspective on how they can benefit from corporate reputation studies in business literature.

In the present study, the publications under the title of "Business" in the Web of Science database on "corporate reputation" between 1994-2022 were analyzed by bibliometric analysis method. The total number of reviewed publications is 304.

The study has the feature of being a guide study that facilitates the determination of the main articles, authors and journals that should be examined for researchers who plan to conduct research in this field by showing the development of publications over the years.

It has been observed that there has been an increase in the number of publications in the last 5 years regarding the studies on corporate reputation in the field of business. This finding shows that the interest in the field is gradually increasing. It is seen that the number of studies conducted in 2021 and 2022 decreased the rapid acceleration in the number of publications. It is thought that this situation may have occurred due to the inability to obtain data by going down to the field due to the Covid-19 pandemic.

According to the citation numbers of the journals, it is seen that “Journal of Business Ethics” and “Academy of Management Journal” are ahead of the others. The first two journals with the highest impact in the field are "Corporate Reputation Review" and "Journal of Business Ethics", respectively. These four journals stand out as the core journals of the field with the number of publications and the high number of citations they receive.

Top published authors are Walsh; Helm; Beatty; Caruana and De Quevedo-Puente. Most cited authors for their publications are Walsh; Helm; Fombrun; Love; Bartikowski. The work of the authors mentioned here can be said to be basic scientific research in the field. Most of the publications in the field are issued by the USA, Spain, Germany, the UK and China. In the ranking of the most cited countries, the USA ranks first and UK; Germany; China and Spain follow. It is seen that the US literature has a dominant role in this field.

Considering the findings regarding Turkey; the first study with a corresponding author affiliated with organizations in Turkey was in 2006. There are 4 different articles this year. This number has continued to increase every year until today. In 2022, there were 25 articles. Among the universities in Turkey, Dokuz Eylül University, Kocaeli University and Yaşar University were the ones that made the most publications with 3 publications each. According to the corresponding author, Turkey ranks 9th in the country productivity ranking with its studies, and ranks 10th with 222 citations according to the citations received by the countries. The countries with which Turkey cooperates more frequently are USA, Latvia and Israel. It can be said that Turkey attaches importance to studies on corporate reputation and has a noteworthy voice in the field.

This research has some limitations. First, this study was limited to articles in the field of Business only. The number of publications examined in future studies can be expanded to include other disciplines. Second, all types of publications can be included in the analysis, rather than just articles. Third, only English publications are included in the data set. In future studies, the number of publications can be increased by adding different languages.



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