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ANALYSIS OF METHODS AND METHODOLOGIES FOR ASSESSING THE REPUTATIONAL RISK OF AN ENTERPRISE

Effective management of a modern enterprise involves increasing its cost. The global financial and economic crises, the strengthening of global competition, the development of new technologies and a number of other trends have shown that not only tangible but also intangible assets have a significant impact on the value of an enterprise. One of the most significant intangible assets of the company is its business reputation, and reputational risks, if they occur, are characterized by the most severe consequences for the organization's activities. Therefore, the assessment of reputational risks is an urgent problem, which is still unambiguously unresolved due to the emergence of new factors affecting the company's reputation and changes in the strength of their influence. A reasonable assessment of reputational risks will allow the management of enterprises to form a more effective management mechanism aimed at strengthening the company's position in the market.

The article analyzes the approaches to determining the essence of the concepts «reputation» and «reputation risk»; summarizes the approaches and analyzes the methods of assessing the reputation risk of an enterprise; analyzes the methods of assessing reputation risk. Based on the work done, an unambiguous conclusion is made that experts state an increase in business interest in integrating and unifying existing metrics, which would allow them to be used by various types of enterprises and identify the level of perception of organizations by various groups of stakeholders, as well as compare changes in the reputation level with business performance.

Keywords: enterprise reputation, reputation risk, reputation risk assessment, methods of reputation risk assessment, methods of reputation risk assessment.

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R Xd1x1 Γ d2x2 Γ d3x3 Γ d4x4 Γ d5x5 Γ d6x6,
 d1, ..., d6 —

« »; x2 — () « -
 »; x3 — () « -
 »; x4 — () « -
 »; x5 — () « -
 »; x6 — () « -
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$x_n \times d_{n1} \times_{n1} \Gamma \dots \Gamma d_{nm} \times_{nm}$,
 n [1; 6]; m —

$x1 \dots x6; d_{nm}$ — $x1 \dots x6; x_{nm}$ — x_{nm} .

() , (X₁₁) —

$X_{11} X \frac{E}{A}$,

E — ; A — (X₁₂) —

$X_{12} X \frac{E \Gamma D}{A}$,

D — (X₁₃) —

$X_{13} X \frac{A_L}{P_S}$,

A_L — (X₁₄) — ; P_S —

$X_{14} X \frac{G_P}{A}$,

G_P — ; \bar{A} —

« - »

) : (X₂₁) — :

$$X_{21} X \frac{A_{SOS}}{A_L},$$

A_{SOS} — ; A_L — .

) (X₂₂) — :

$$X_{22} X \frac{S_a}{S},$$

S_a — (); S — .

) (X₂₃) — - :

$$X_{23} X \frac{i \Gamma A_L \Gamma P_s}{A},$$

i — ; P_s — .

) « (X₃₁) — » : (

$$X_{31} X \frac{1^L}{L_{iXl}} Y_{Pi},$$

Y_{Pi} — i- ; L — ,

) (X₃₂) — (

$$X_{32} X \frac{L^L L_0}{L^{iXl}},$$

L — (,), - ;

1, iZ ;
L₀ X 0,5 ;
0,

) (X₃₃) — (-):

$$X_{33} X \frac{L_k}{L},$$

L_k — ,

) (X₃₄) — ():
X₃₄ = C_n.

100, (), , ;

$X_{34} X$ 50, , ;

0, , ;

) « » : -

(X_{41}) — :

$X_{41} X \frac{D_x}{D}$,
 D_x — , ; D — -

) (X_{42}) — -

) (X_{51}) — « » : ;
 (X_{52}) — () ;
 (X_{52}) — , -

) (X_{54}) — : ;

100, ;

$X_{54} X$ 50, ;

0, . « » -

) : (X_{61}) — -

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100, , ;

$X_{61} X$ 50, ;

0, .

) (X_{62}) — -

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100, ;

$X_{62} X$;

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25%, 50% 75% , -

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