

عنوان مقاله:

Reputation Risk Management in the Framework of Enterprise Risk Management: Evidences from an Active Financial Institution in the Capital Market of Iran

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خلاصه مقاله:

Reputation risk as one of the most important risks in any competitive industry and market should be considered before all the risks of the enterprise which also affects other risks. This research aims to review and manage reputation risk in the framework of enterprise risk management. Considering the importance of the subject and lack of available studies in this field, the innovation of present research is in its general and partial format. The statistical society of this research has been an active financial institution in the Iranian capital market. Hence, three general criteria including financial metrics, customer metrics and staff metrics were used to measure and analyze the reputation risk. The research period has been from ۲۰۱۱ to ۲۰۱۶. Required data was collected from financial statements by Codal Website in order to analyze information. Obtained data was analyzed using Microsoft Excel. Results showed that reputation risk is at a low level for the financial institution under study. Some indicators, however represented higher levels of reputation risk. Finally, some suggestions were presented for better management of reputation and also mitigation of related risks

کلمات کلیدی:

Enterprise Risk Management, Reputation Risk, Iranian Capital Market

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