

CALL FOR PAPERS: Proposals are due February 15, 2009



Reputation Institute's
13th International Conference on

Corporate Reputation, Brand, Identity, and Competitiveness

28 - 30 May, 2009
Amsterdam, The Netherlands

Register Now!

Dear Friends of Reputation Institute: We are accepting proposals for papers, presentations and panels, now. Please post this [Call For Papers](#) to any networks or lists that may be relevant. We look forward to sharing your work in Amsterdam!

Reputation Institute (www.reputationinstitute.com) is pleased to announce its **13th International Conference on Corporate Reputation, Brand, Identity and Competitiveness** will be held in **Amsterdam, The Netherlands** in partnership with Rotterdam School of Management, Erasmus University.



Reputation works like a magnet: it attracts positive energy to organizations who appear to be evaluated by groups of stakeholders above average in their industry. A positive reputation lowers costs for organizations because it simplifies attracting new employees and capital, it lowers costs of litigation and it enables an organization to increase prices for products and services substantially. Reputation matters! This implies the necessity for organizations to develop a professional reputation management program that creates impact on all stakeholders they depend on. Impacting business performance is more than only contributing to the financial value of an organization. Creating impact implies at least four things: maintaining a license to operate, guaranteeing employee satisfaction resulting in retention, increasing supportive behavior of organizational members regarding the corporate strategy and last but not least increasing trust of customers in the company behind the product brand(s).

Organizations more than ever need to balance between building admiration and confidence among their investors and earning trust and legitimacy within their social or institutional context. This is a difficult strategic task that requires more in depth knowledge and expertise from both academics and practitioners. The conference theme of this year focuses on this key concern of reputation management and invites both academics and practitioners to join us in presentations and discussions about this topic.

Visit www.reputationinstitute.com to read about your opportunity to register for learning and networking activities including Reputation Institute's:

- Full Slate of Plenary and Breakout sessions led by the world's leading academics and practitioners in the field of reputation management (Thursday 28 May – Saturday 30 May);
- International Awards Dinner (Friday 29 May); and
- Evening Boat Tour through Amsterdam's beautiful canals (Saturday 30 May).

Conference Theme: Creating Sustainable Business Impact Through Reputation Management

We invite top academics and top practitioners from all over the world to participate in keynote panels about the latest developments on how to create impact in reputation management. More than 20 breakout sessions, with up to 4 presenters in each session, will discuss the following topics, among others:

- Creating Impact by Reputation Management: which Perspectives are and/or should be dominant?
- Increasing Financial Performance by Reputation Management
- Enhancing Social Responsibility by Reputation Management

- Balancing Financial & Social Responsibility in Reputation Management
- Impact of Perceived External Prestige on Employee Alignment
- Regaining and continuing Respect after a Crisis
- Creating Impact with Reputation Management in different continents
- Changing Identity, changing Reputation?
- Top Case Examples of Reputation Management by Dutch Companies (Philips, TNT, ING, etc)
- Impacting Reputation by Sponsoring: the Petrobras example
- Creating Impact among Financial Audiences

Submissions:

Please submit a **one page summary of a paper or case you would like to present at the 13th Reputation Institute Conference in Amsterdam by February 15, 2009**. The conference committee will evaluate your proposal and provide feedback to each potential presenter. The highest rated papers will also be invited to publish their work in *Corporate Reputation Review*. **Full versions of your paper are due by May 1, 2009**, at the latest. All papers will be documented on a CD Rom or USB Flash Drive in PDF format and given to all conference attendees. Please send your draft presentation to: Prof. Dr. Cees B.M. van Riel, Reputation Institute, The Netherlands, conference@reputationinstitute.com

Doctoral Consortium:

As we do each year, a Doctoral Consortium will be offered to which we invite leading students preparing for doctoral dissertations on reputation related topics from around the world. The Consortium is a full day workshop held on Thursday the 28th of May from 10am to 4pm, coordinated and led by Professor David Deephouse (University of Alberta). Email conference@reputationinstitute.com or visit www.reputationinstitute.com/knowledge-center/conferences for more information about participating in the Consortium.

Register now to join us in Amsterdam! For more information or to register, **visit our conference web site**. Conference theme, submission guidelines, pre-conference Doctoral Consortium, and accomodation information is available [here](#).

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Questions? Call Adam Shoer at +1 212.495.3855 x307
or email conference@reputationinstitute.com.

Come explore developments in Reputation Management in one of Europe's most exciting cities-- Amsterdam!

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