

How Do Malaysian Companies Measure Up?

For the first time, Malaysian companies will be participating in the 'Global Reputation Pulse Survey', giving them a chance to be benchmarked against their peers in 30 other countries.

ANY COMPANY, REGARDLESS of industry, strives to evoke feelings of trust, admiration and respect in its stakeholders. Be it agriculture or airline, banking or broadcasting, a company's reputation is an invaluable asset – especially when it undergoes rigorous, standardised measurement that produces a clear indication of its global positioning.

Malaysian corporations and companies will be able to measure their global reputation for the first time through the Reputation Institute 'Global Reputation Pulse Survey' – the world's pre-eminent annual reputation study of 1,300 companies and corporations worldwide, engaging 70,000 members of the general public in 32 countries.

'The Global Reputation Pulse Survey' will begin this month, with results to be announced in New York through *Forbes* magazine in April 2010. Closer to home, the results for the month-long study in Malaysia will be announced in May 2010 through a Malaysian business publication.

Rasila Hamzah, Managing Director of Reputation Institute Associate Asean and Managing Director of RUSS Consulting Sdn Bhd, says: 'Malaysia's inclusion in the "Global Reputation

Pulse Survey" marks an opportunity for home-grown companies and corporations to get an accurate picture of their global reputation ranking by being benchmarked against their peers in 30 other countries. Armed with this competitive advantage, companies will be able to strategically close the gap and get closer to where they want to be.'

'The Global Reputation Pulse Survey' is conducted by Reputation Institute, the world's leading organisation devoted to advancing knowledge on corporate reputation and providing professional consultation to companies, organisations and countries. Headquartered in New York and Copenhagen, Reputation Institute remains a pioneer and global leader in the development of measurement tools and in offering advice to leading companies around the world. The advisory firm's list of past and present clients include The Coca-Cola Company, Johnson & Johnson, Intel, LEGO, and

MasterCard, among others.

Companies in the 'Global Reputation Pulse Survey' are measured based on seven dimensions – products/services, innovation, workplace, governance, citizenship, leadership and performance – with respondents rating their feelings of trust, admiration, respect and overall good feelings for a company.


Given the intangible nature of perception and reputation, the challenge lies in relating it to what ultimately matters – the bottom line.

Rasila says: 'The value of corporate reputation extends far beyond simply having a "good name". If Malaysian companies wish to compete on a global level, it is vital for them to manage their reputation instead of succumbing to the outdated attitude of worrying about it if and when it happens.'

On the regional front, companies from Singapore and Thailand have already

been a part of the study, and now with Malaysia as the latest addition, the groundwork looks promising for the inclusion of other countries in the Asean region in future 'Global Reputation Pulse Surveys'.

During these uncertain times when consumer confidence is on the decline, a strong reputation is a safety net for businesses.

In the 2009 'Global Reputation Pulse Survey', top-ranking organisations like Johnson & Johnson, IKEA and Italian confectionery Ferrero were evidently using the right strategies to weather the economic downturn. As the only Asian company ranked in the top-10 of 2009's study, Singapore Airlines has shown the region that organisations from this part of the world are just as formidable as their European and American juggernaut contemporaries. 



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