

Research Center for Corporate Reputation (RCCR) , UIBE

Introduction

Research Center for Corporate Reputation (RCCR) relies on the first-level disciplines of doctor's degree of business administration authorized by the Academic Degrees Committee of the State Council. RCCR mainly engages in the research of corporate reputation, corporate social responsibility, brand marketing, crisis public relations, service recovery, service innovation, social network capital, corporate competitiveness, etc. As a comprehensive research organization, RCCR can help to create and disseminate knowledge of corporate reputation, to provide intellectual support of how to cope with problems of corporate reputation, and to promote the value of corporate reputation and corporate performance, etc. RCCR has an efficient research team with strong sense of responsibility and team work spirit. We collaborate with scholars and executives from industry, government and non-profit organizations, to solve reputation related issues in the development process of corporations.

The mission of RCCR

Based on the current context of the mobile Internet, RCCR is committed to:

1. building a respected and credible research institution about reputation research, reputation evaluation, and reputation management,
2. creating and disseminating the forefront knowledge and skills about corporate reputation management,
3. developing professional research and managerial talents on corporate reputation,
4. and providing theoretical references or decision-making references for governments and corporations .

The target of RCCR

Through a series of in-depth theoretical study and practice research, the target of RCCR is to:

1. fully understand the internal and external mechanism of building, evaluating,

- enhancing corporate reputation,
2. refine and apply corporate reputation evaluation system which is suitable for the Chinese situation,
 3. form a package of actual operation schemes which can be used to improve the level of enterprises' reputation management,
 4. and maximize reputation value and reputation asset of profit and non-profit organizations.

The operation principles of RCCR

1. It's the partner of industry and academia,
2. It's cross-functional , cross-disciplinary
3. It's a platform which promote the cooperation between domestic and foreign scholars,
4. It's located in China and facing the global,
5. It set up a bridge between academics and entrepreneurs.

The research situation of RCCR

RCCR has been committed to creating the most influential management knowledge of corporation reputation, and has made gratifying achievements. As the leaders, the core members of RCCR has undertaken more than 20 national or provincial research projects, and the research findings have been published in a variety of SCI and SSCI journals in English, including Corporate Reputation Review, Organization Science, Strategic Management Journal, Journal of Consumer Research, Journal of International Marketing, Journal of Academy of Marketing Science, Decision Support Systems, Industrial Marketing Management, Journal of Business Research, Journal of Management Studies, Psychology & Marketing, Journal of World Business, etc.

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