

# The Impact of Corporate Reputation on Organizational Performance

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## Abstract

*The empirical study is carried out in Enterprises. The data was collected using a questionnaire distributed among 100 of the employees. The questionnaire is intended to measure the bank's perceived credibility on building and developing the business correlations with the clientele. Regarding the hypothesis's validation, Multiple Regression Linear statistics were performed using the SPSS software. The research findings revealed a direct interrelation between the independent variables (reputation, image, and culture) and the dependent variable. The higher the organization's importance is, the better its performance.*

**Keywords:** Reputation; Intellectual Capital; Corporate Image; Culture; and Performance.

## Introduction

The idea that rivals cannot readily compete with certain firms that have won is one of the most debatable issues [1]. A good reputation can be developed if decisions are well determined, and by that, it is considered to be a piece of particularly competitive advice and a very important asset. Although unsuccessful firms cannot gain anything from those who have received it, they are nevertheless entitled to be engaged in strict ads and other efforts to affect a client's reputation over time. So, the company should work on protecting its image and reputation to maintain