

REPUTACIÓN CORPORATIVA: UN ANÁLISIS BIBLIOMÉTRICO

CORPORATE REPUTATION: A BIBLIOMETRIC ANALYSIS

Natalia Orviz Martínez

Doctora en Economía de Empresa. Profesora de Escuela Superior de Ingeniería y Tecnología
(ESIT) de UNIR.
Logroño, España.

E-mail: natalia.orviz@unir.net

Tatiana Cuervo Carabel

Doctora en Economía de Empresa. Profesora de Escuela Superior de Ingeniería y Tecnología
(ESIT) de UNIR.
Logroño, España.

E-mail: tatiana.cuervo@unir.net

RESUMEN

La trascendencia que juega la reputación corporativa en la supervivencia y el éxito empresarial es crucial, representando un activo intangible clave para la gestión de las organizaciones. En el ámbito de la investigación, la reputación también ocupa un lugar destacado, como refleja el elevado número de publicaciones que tratan este tema. Este artículo proporciona una revisión exploratoria de la literatura basada en un análisis bibliométrico a través de la base de datos de Web of Science (WoS). Para ello, se hace una búsqueda de publicaciones en los últimos 25 años, identificando un total de 1.276 de estudios, de los que se incluyeron 589 en la revisión final. Los resultados muestran una visión sobre las líneas de investigación que se están llevando a cabo hasta la fecha, analizando además los países, las instituciones, los autores más productivos, así como las principales revistas científicas que publican en la materia. Se identifican como principales temas de investigación discusiones del concepto y diferentes metodologías de medición, estudios organizacionales y marketing, así como su relación con otros activos intangibles, como la Responsabilidad Social Corporativa.

ABSTRACT

The importance of corporate reputation is a crucial issue for survival and business success, representing an intangible asset key for business management. In the field of management research, reputation has also a prominent place, as reflected in the high number of publications dealing with this topic. This paper provides an exploratory review of the literature, based on a bibliometric analysis through the Web of Science (WoS) database. In this paper, a search of publications in the last 25 years has been made, identifying a total of 1.276 studies, including 589 in the final sample. The results of this study show a vision of the lines of research that are being carried out, analyzed by countries, institutions, the most productive authors, as well as the main scientific journals published in the field. The main research topics found are discussions about the concept and different measurement methodologies, organizational studies and marketing, as well as its relationship with other intangible assets, such as Corporate Social Responsibility.

PALABRAS CLAVE

Reputación corporativa, Bibliometría, Revisión, Activo intangible, WoS.

KEYWORDS

Corporate reputation, Bibliometrics, Review, Intangible assets, WoS.

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