

the length of ordinary roads per 1,000 inhabitants, Saudi Arabia is significantly ahead of other new BRICS countries, and the UAE is in last place – 0.43 km per 1,000 inhabitants. In terms of railway length, Argentina leads – 0.15 km per 100 inhabitants. But by the number of airports, as expected, the dominance belongs to Argentina – 47. Iran is in second place (43 airports), indicating the openness of the country's economy.

Ethiopia has the lowest energy consumption among the countries analysed. Ethiopia is predominantly energy importing per 1,000 inhabitants, making it dependent on its neighbours. Egypt is more independent in this regard [1].

Thus, the potential for foreign trade cooperation of the new BRICS countries is determined by the level of socio-economic development achieved by each country. The achievement of sustainable macroeconomic development objectives will not only strengthen forms of cooperation among major States, but will also contribute to the expansion of BRICS.

Reference

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D. Gaputina

Д.Г. Гапутина

БНТУ (Минск)

Научный руководитель А.И. Сорокина

THE INFLUENCE OF REPUTATION ON THE DEVELOPMENT OF A COMPANY

Влияние репутации на развитие компании

The aims of the report are to identify the role of reputation in the company's development and factors that contribute to the formation and maintenance of a positive image, to identify modern trends that can affect the reputation of a company, and to define strategies and methods, that can help companies manage their reputation in today's world.

Reputation is an interested person's opinion about a product, company or brand. It is closely related to all elements of successful business development: its competitiveness, attractiveness to potential investors and partners, demand among consumers, and so on. A positive reputation can attract new customers, increase the

loyalty of existing ones, provide an advantage over competitors and improve a company's financial performance.

Reputation is not a stable characteristic and can change – sometimes instantly. It can be created and transformed under the influence of reputation drivers – a number of factors that are most important for the evaluation and perception of a company and its products. The importance of the same factor can vary from business to business. For example, what a company director ate for lunch will have no impact on his or her business reputation. On the other hand, what a nutritionist or fitness trainer eats can have a strong impact on his or her image [1].

In 2005, the RepTrak Company, one of the world leaders in corporate reputation data collection and analytics, developed a model that is an improved version of the Reputation Quotient (RQ) measurement and rating score between 0 and 100. The RepTrak Company's model has 23 key indicators distributed across 4 items: trust, admire, feeling, and esteem. Reputation is built on seven facets which consist of products and services; innovation; workplace; governance; citizenship; leadership; and performance (Reputation Institute, 2014) [2].

Under the influence of various events, some trends in reputation management have been formed. For example, during the pandemic, almost all companies had to refocus on online. This resulted in increased competition due to all companies being on the same platform - the Internet, which has changed the tools and mechanisms for brands to influence consumers. For example, the role of reviews has increased. Markway, a company that specializes in brand reputation, reports that 85% of consumers trust online reviews as much as personal recommendations [3].

So, to improve the reputation of a company, you need to work with the product and service first, but don't forget about reviews. You should also choose the name of both products and the brand itself wisely: it can spoil everything. This is especially important when the product is to be sold abroad, as it is necessary to consider the linguistic and cultural peculiarities of the country. Moreover, it is always necessary to be honest with the consumer: your reputation is in his or her head. And finally, if you have already established a reputation, you should not be afraid to show it and use it, as evidence of a good reputation is important and should be shared with consumers.

References

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