

Stakeholder Engagement Practices and Corporate Reputation of Telecommunication Firms in Nigeria*

Stanley N. AJALIE, Chinonye L. MOSES, Olaleke O. OGUNNAIKE, Onayemi O. OLUWAKEMI

Marvellous A. C. Gberevbie, Clinton E. EKECHUKWU and Ayodeji G. OMOTOLA

Covenant University, Ogun state, Nigeria

Correspondence should be addressed to: Stanley N. AJALIE; stanley.ajalie@stu.cu.edu.ng

* Presented at the 37th IBIMA International Conference, 30-31 May 2021, Cordoba, Spain

Copyright © 2021. Stanley N. AJALIE, Chinonye L. MOSES, Olaleke O. OGUNNAIKE, Onayemi O. OLUWAKEMI

Marvellous A. C. Gberevbie, Clinton E. EKECHUKWU and Ayodeji G. OMOTOLA

Abstract

Corporate reputation is a subject of concern both in the academic and business environment. These concerns about corporate reputation by stakeholders in both the internal and external environment has posed a challenge for organizations. These concerns range from managing corporate reputation to also effectively and efficiently engaging stakeholders through practices that aid in enhancing corporate reputation. This is because stakeholders are crucial to the way an organization is being perceived both internally and externally. The aim of this paper is to provide a conceptual framework for comprehending the impact of stakeholder engagement practices on corporate reputation of telecommunication firms using stakeholder theory. Also, it suggests a direction for all stakeholders of the telecommunications industry.

Keywords: Stakeholders, Stakeholders Engagement Practices, Corporate Reputation, Telecommunication Firms.