

**KEY STRATEGIES USED BY ARMENIAN
TELECOMMUNICATION COMPANIES TO
MANAGE THEIR CORPORATE REPUTATION
THROUGH ONLINE PLATFORMS**

**REPUTATION
MANAGEMENT**



Capstone Presentation
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INTRODUCTION

- ◉ Corporate reputation: internal (stakeholders) and external (public/target groups)
- ◉ Corporate reputation as an umbrella term for corporate image and corporate identity
- ◉ Reputation as the sum of performance, behavior, and communication.
- ◉ Online presence as a key factor in evaluating company's reputation

RESEARCH QUESTIONS

- ◉ Is media an effective sphere for reputation management?
- ◉ What is the difference of the three companies in terms of using media?
- ◉ Is there a different or biased media representation of these two companies? And if so, do the companies pay for those news articles themselves?
- ◉ Which one is more successful in image building?
- ◉ What opinion and perception does the society have on these companies?

METHODOLOGY

- ◉ Content analysis of the ads, commercials, reports, news articles about the three companies (only on online platforms)
- ◉ Survey on public perception of Armenian telecommunication companies
- ◉ Interviews conducted with the marketing and communication managers of each company

KEY FINDINGS AND RESULTS

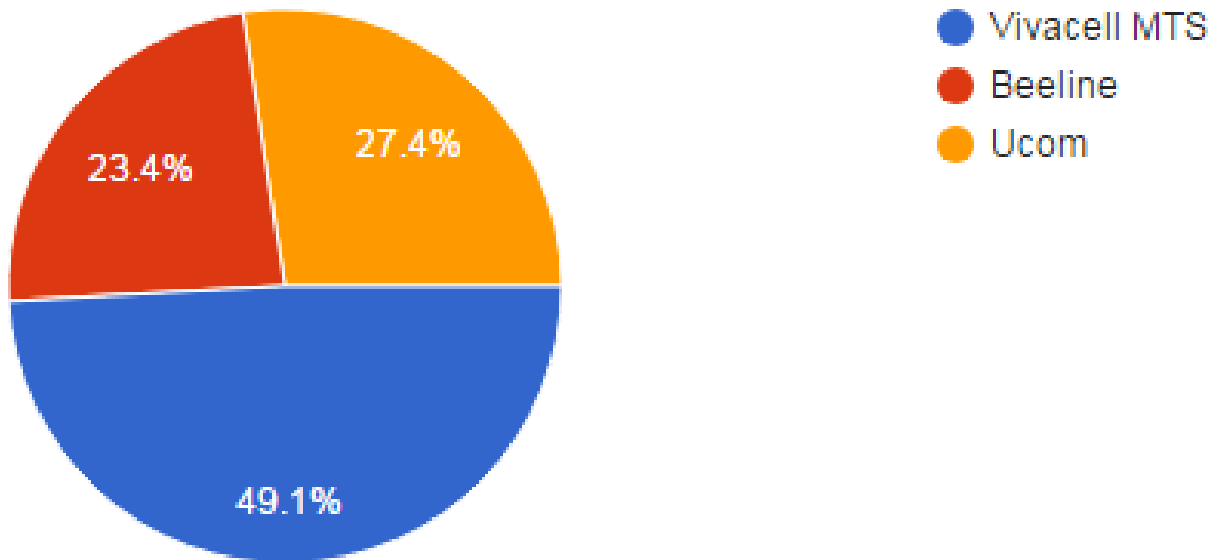
- ◉ The strategies that Armenian telecommunication companies use
- ◉ Public perception of the three companies
- ◉ Online presence of the companies

THE STRATEGIES THAT ARMENIAN TELECOMMUNICATION COMPANIES USE

- ◉ Concentrating mainly on family values and relationships (for Vivacell)
- ◉ Product and service quality/featuring celebrities (for Beeline)
- ◉ Innovations brought to the Armenian market/the only Armenian-based telecom company (for Ucom)

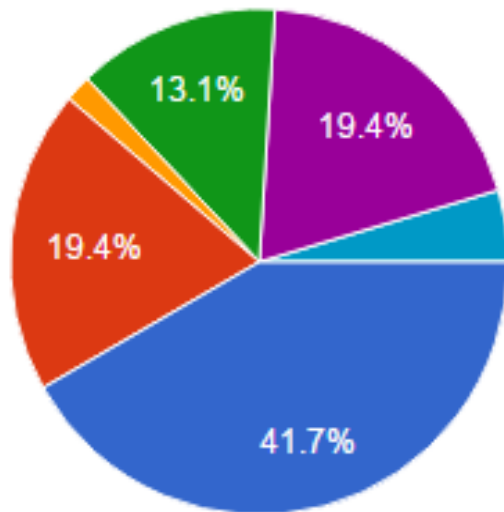
PUBLIC PERCEPTION OF THE THREE COMPANIES

Which telecommunication company's products and services they use?



PUBLIC PERCEPTION OF THE THREE COMPANIES

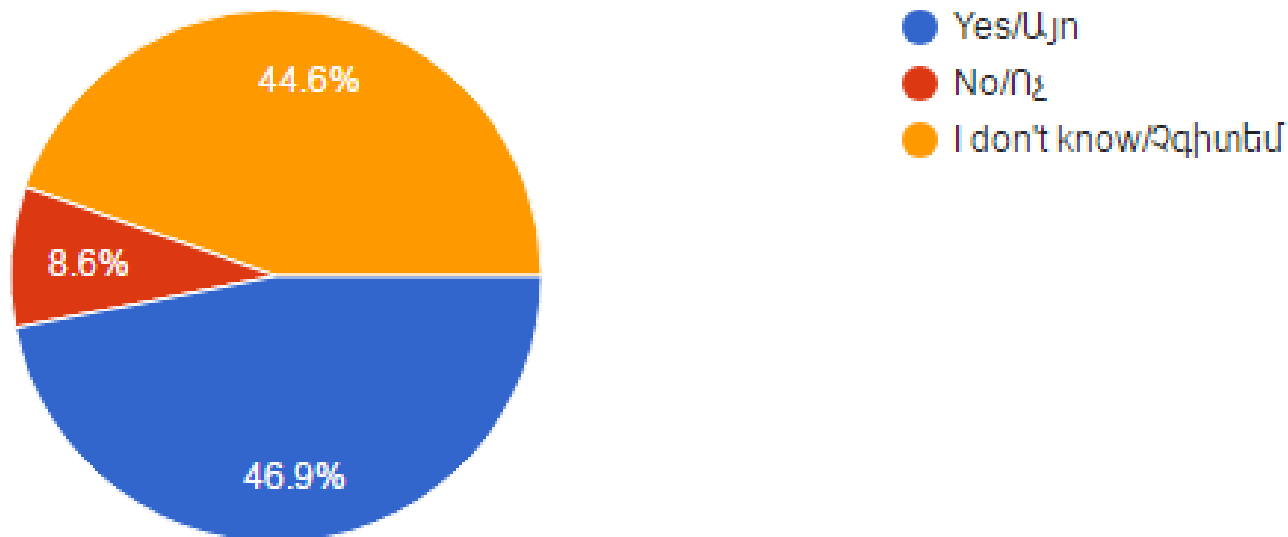
Key factors/reasons for the association with the current service provider



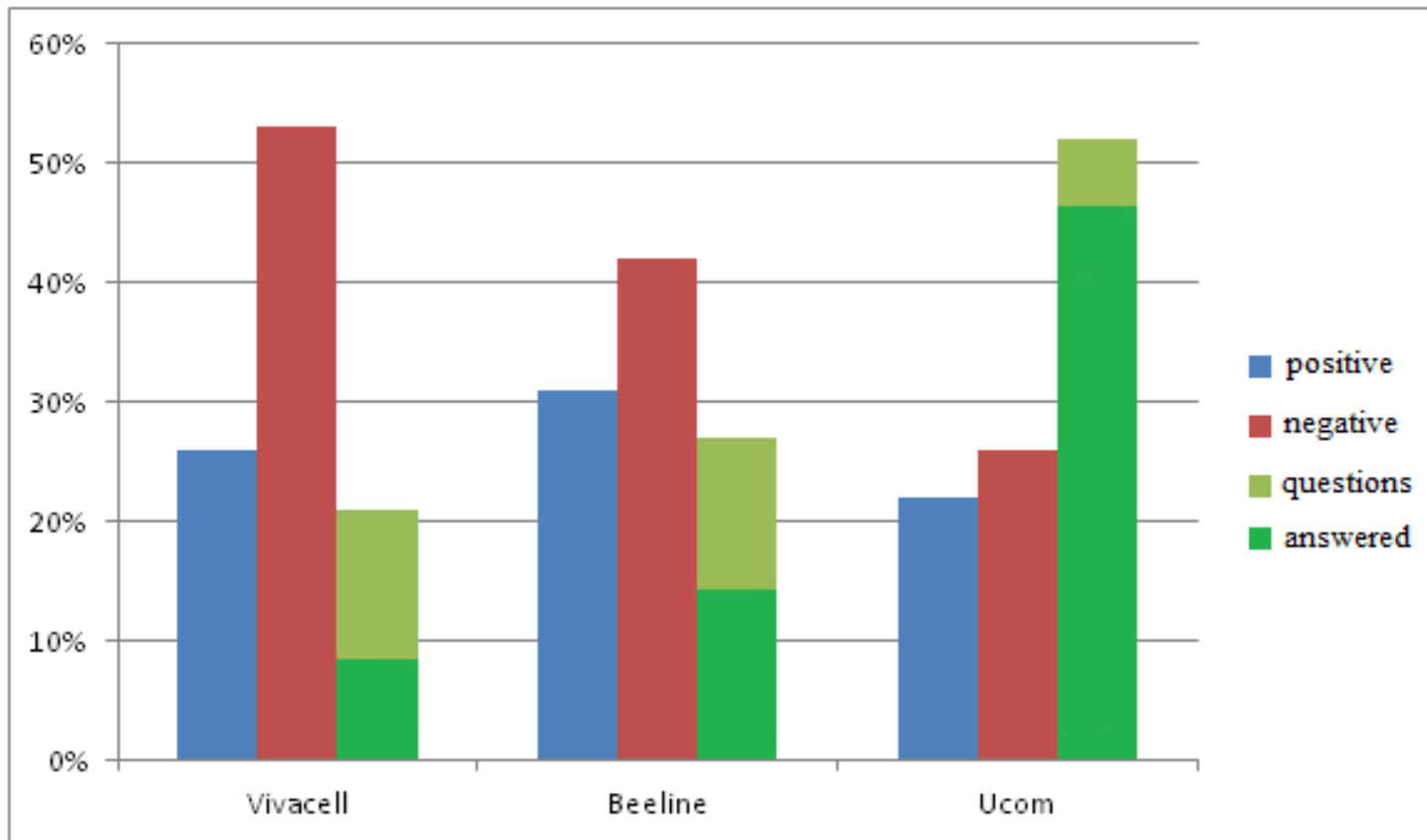
- Awareness of the service provider/ ճանաչություն մատուցողի մասին...
- Friends recommended/Ընկերների խորհուրդ
- Retailer influenced/Ընկերության աշխատակիցների ազդեցությունը
- Advertisements influenced/ Գովազդների ազդեցությունը
- Market share of the service provide...
- Other

PUBLIC PERCEPTION OF THE THREE COMPANIES

In your opinion is your telecommunication company open to its customers' remarks and suggestions?



ONLINE PRESENCE/AVAILABILITY FOR CUSTOMERS' REMARKS AND COMMENTS



CONTENT OF NEWS PUBLISHED

Content from top 5 Armenian online media outlets were analyzed

- 1in.am
- tert.am
- news.am
- panarmenian.net
- hrparak.am

	CSR	Innovations	Product and service quality	Investments	Other news
Vivacell	45%	13%	8%	30%	4%
Beeline	19%	17%	36%	21%	7%
Ucom	16%	43%	12%	24%	5%

LIMITATIONS

- ⦿ Small survey sample
- ⦿ Biased media outlets (paid content)
- ⦿ Only online platforms analyzed
- ⦿ CSR not included
- ⦿ Lack of time for further observations

THANK YOU 😊

