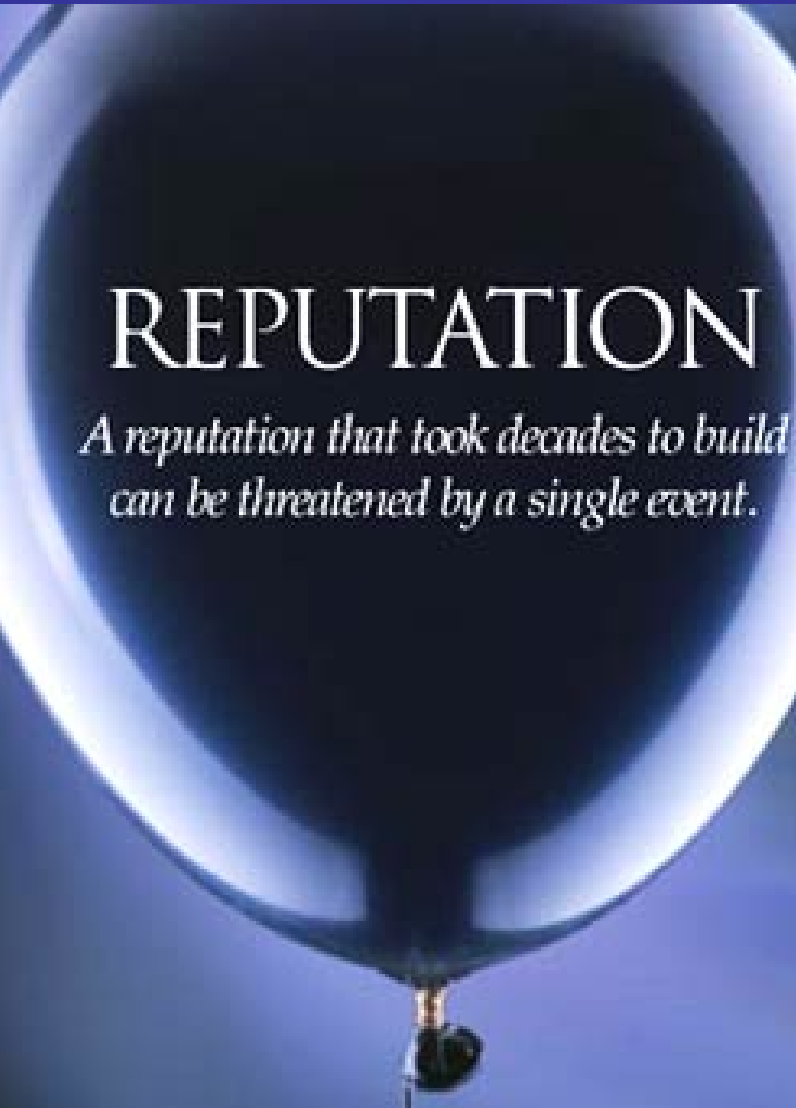


UNDERSTANDING THE IMPACT OF ELECTRONIC WORD-OF-MOUTH (EWOM) ON CORPORATE REPUTATION

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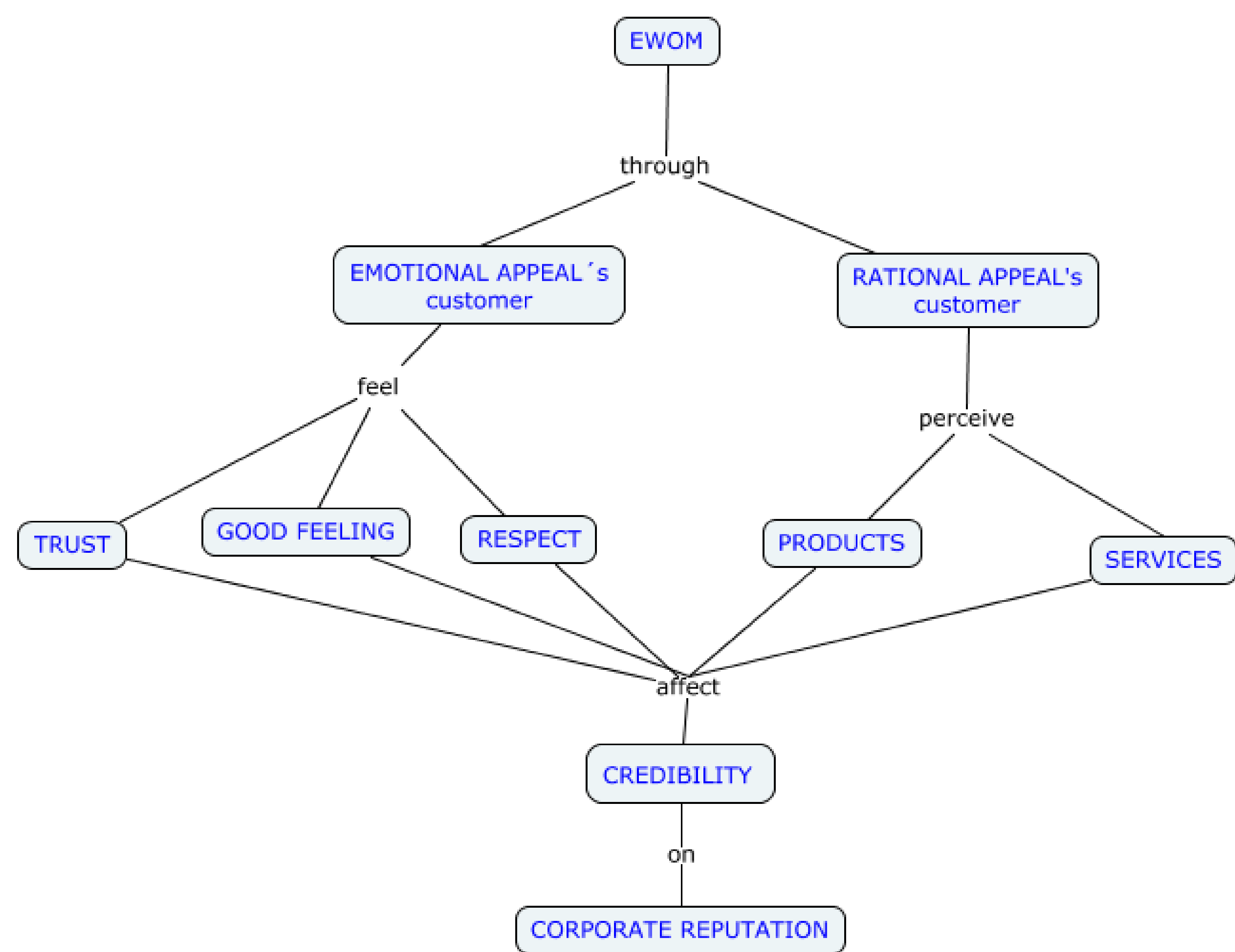
OBJECTIVES

The aim of this poster is not only to provide a **framework of electronic word-of-mouth (eWOM)** regarding corporate reputation, but also to aid the direction of future research through **concept maps (CM)**.

METHODS

- 1st step: Literature review (497 papers, thesis, conference,...).
- 2nd step: Summary of research's trends.
- 3rd step: Concept Maps (CM) application, according to Novak and Cañas (2008) concept maps **“are graphical tools for organizing and representing knowledge”**. Although **Concept Maps have proved their value in carrying out marketing research** (Joiner, 1998), they have been **used very little**.
- 4th step: Significantly conclusions.
- 5th step: Future research.

RESULTS



CONCLUSIONS

Emotional appeal (trust, good feelings and respect) consistently has the strongest influence on corporate reputation.

Rational appeal (perceptions about the company's products and services) has less influence on corporate reputation.

FUTURE RESEARCH

- *Cross-Cultural studies about eWom impact on Corporate Reputation.*
- *Index of online corporate reputation with managerial implications.*
- *Emotional appeal impact on corporate reputation.*