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**INTERNATIONAL REPUTATION MANAGEMENT**

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In today's globalised world, the international reputation of a company or organisation is crucial to its success.

International reputation management is a set of measures aimed at building and maintaining a positive image of a company in the international arena. It is a complex process that requires an understanding of cultural peculiarities, knowledge of international rules and regulations, and the use of effective tools and strategies.[1]

The importance of international reputation management lies in the pace of globalisation, the increasing role of the media and social media, and the growing consumer awareness. In my opinion, it is necessary to define more clearly exactly what impact they have on the reputation of a company or a person.

Companies and organisations are increasingly entering international markets where they have to compete with local and foreign players. A positive international reputation can help them gain the trust of customers, partners and investors.

Information about companies and organisations spreads quickly through the media and social media. Negative news or scandals can quickly damage a company's reputation, while positive news and success stories can improve it.

The international reputation of a company or organisation is influenced by many factors, here are some of the most important ones:

- quality of products and services
- corporate social responsibility;
- financial stability;
- leadership;
- crisis management;
- relations with the media. [1]

There are many tools and strategies that can be used to improve reputation internationally. Brand rankings, such as the Brand Finance Global 500 or Interbrand Best Global Brands, can help increase brand awareness and reputation internationally. Winning prestigious international awards can significantly improve a company's reputation. Sustainability reporting, such as GRI Standards, can help demonstrate a company's commitment to social and environmental responsibility. Membership in international organisations, such as the World Federation of Advertisers (WFA) or the International Chamber of Commerce (ICC), can have a positive impact on a company's reputation.

The core of any reputation management strategy is identifying your audience – customers, employees, investors, industry experts, etc. – and monitoring and responding to their perception of your business; however, when your business operates in multiple countries, you have to consider a wider range of audiences and best practices. [2]

Effective marketing and advertising campaigns tailored to local markets can help build brand awareness and reputation. Being active on social media can help companies connect with audiences internationally, build trust and loyalty, and gain valuable insights into their needs and expectations. Participation in international exhibitions and conferences can help companies connect with potential customers, partners and investors, and increase their international visibility. Sponsorship of international events, such as sporting competitions or cultural events, can help companies enhance their image and associate themselves with positive values.

[1] How to Build a Strong International Reputation [Electronic resource] / Reputation.com: URL: <https://reputation.com/resources/reports-research/the-complete-guide-to-reputation-score-and-online-reputation-management/>.

[2] International reputation management: Navigating the global light field Status Labs [Electronic resource] URL: <https://statuslabs.com/services/company-reputation-management>

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### **ОСОБЛИВОСТІ УПРАВЛІННЯ КОРПОРАТИВНОЮ ЛОГІСТИКОЮ В МІЖНАРОДНІЙ ТРАНСПОРТНІЙ ІНФРАСТРУКТУРІ**

#### **FEATURES OF CORPORATE LOGISTICS MANAGEMENT IN THE INTERNATIONAL TRANSPORT INFRASTRUCTURE**

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Корпоративна логістика в міжнародній транспортній інфраструктурі має ряд особливостей, які відрізняють її від логістики в межах однієї країни. Ці особливості зумовлені складністю та багатогранністю міжнародних транспортних систем, а також низкою факторів.

По-перше, це різноманіття видів транспорту, кожний з має свої особливості, які необхідно враховувати при плануванні та організації