



OTTO VON GUERICKE
UNIVERSITÄT
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LEHRSTUHL FÜR
MARKETING

The Chair of Marketing invites to the research colloquium:

“Discriminant Validity of the Customer-based Corporate Reputation Scale. Some Causes for Concern.”

We welcome

Professor Ovidiu Ioan Moisescu.

Associate Professor at Babeş-Bolyai University, Faculty of Economics and Business Administration (Romania)

Date: May 22nd, 2019

Time: 15.00 p.m.

Location: Building G22A, Room 225 (FZ)

Language: English

Professor Ovidiu Ioan Moisescu is Associate Professor at the Faculty of Economics and Business Administration of the Babeş-Bolyai University (BBU) of Cluj-Napoca (Romania).

Abstract: A company's reputation has long been acknowledged as one of its most important intangible assets for lasting company success. To actively manage and reap the benefits of a favorable corporate reputation, researchers and practitioners need to adequately measure the concept. Using data from end-use customers in two countries and two service industries, this research reexamines the discriminant validity of the customer-based corporate reputation scale – the most popular measure of corporate reputation – in both its original and short form. The study's findings demonstrate that the customer-based corporate reputation scale in both its original and short form lacks discriminant validity when using the HTMT-based inference test. Conversely, the discriminant validity of the five corporate reputation dimensions is generally supported when using the more liberal Fornell-Larcker criterion. These results suggest that future studies employing the scale in either the original or its short form should rely on the more stringent HTMT criterion to ensure the discriminant validity of the scale's five dimensions.

All interested are welcome!

We are looking forward to seeing you in the research colloquium!