

**CORPORATE REPUTATION: PERSPECTIVES OF  
EMPLOYEES IN CELCOM (M) BERHAD**

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## **Abstract**

The subject of corporate reputation has attracted interest among marketing academics and practitioners for the last four decades. Recently, the increasing importance that managers place on the value of sustaining a favorable corporate reputation has been reflected through a whole industry devoted to profiling corporate reputations and the Marketing Science Institute's call for a research on corporate image, corporate reputation and the value of being seen as a "good company". Although the term reputation is clearly defined as the estimation in which one is held; character in public opinion; the character to attribute to a person, thing or action; over the years authors in this area have adopted different, sometimes even contradictory definitions for the term corporate reputation.