

THE ROLE OF NEGOTIATION IN BUILDING A POSITIVE COMPANY'S REPUTATION AND IMAGE

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Currently, there is no doubt that goodwill is the most important intangible asset of an enterprise, even though it differs significantly from other intangible assets in its content, methods of acquisition or disposal, and valuation methods. Experts agree that a good reputation makes a company more attractive to investors, increases its capitalization, increases its income, provides a stronger position when entering new markets and supports the general population. Scientists publish research results that prove the positive impact of reputation on other parameters of the business model [1].

Business reputation - a set of opinions about the company of representatives of stakeholders, one way or another associated with this company (employees, investors, creditors, consumers, government officials, analysts, media, etc.). Business reputation is a “good name” of a company, it is formed under the influence of many factors and is assessed by various parameters. The basic concepts used by reputation management are “reputation” and “image”. Many components of one concept are included in the semantic field of another. However, there are some differences in understanding the processes associated with image and reputation.

An image (is a rather superficial, often artificially created in a relatively short time, an idea of an object that develops in the minds of people. Since people have different information about the company, the history of their relationship with the company is not the same, insofar as the image of the same company is different for different people. The purpose and task of the image is to draw attention to the object, its identification by creating a favorable impression among a wide range of audiences [2].

Reputation is a more balanced approach, based on goal-oriented rational ideas about an object, formed from a common opinion on the merits and demerits. Reputation consists of real actions and facts of the object arising from the practice of business communication and work with it. So, for example, the reputation of a company among professionals may not correspond at all to its image in a wider audience. Nevertheless, the task of reputation is similar to the one that the image solves - to help introduce new

products and services to the market, to protect the company from the actions of competitors, to attract reliable partners.

The reputation of the company is more than the image, determines the adoption by counterparties of a decision ("for" or "against") on the issue of cooperation with it in one form or another. The image is created and changed relatively quickly, the main tool for forming and adjusting the image is public relations, first of all, advertising and PR-campaigns in the media. A stable reputation takes much longer to build, but it takes longer and is "exploited". Reputation building is carried out in the course of all activities of the organization. The best option is when the image and reputation do not contradict each other, when the image is formed in a natural way in parallel with the reputation.

Effective negotiations contribute to the formation of a positive image of the company and a favorable reputation. The generally accepted understanding of such a category as "negotiations" is the relationship between people, the purpose of which is to achieve some common goals or some kind of agreement, while both parties may have coinciding or opposite interests. Thus, the effectiveness of negotiations is the achievement of such a result in which the parties have found a solution to achieve their personal goals and the results expected in the future, which would suit all its participants.

Information in the business world about a company that is successful in negotiations elevates the company, making it positive in the eyes of the public (honest, open, non-scandalous, creative, informational), that is, with which it is possible and useful to cooperate. Thus, for successful business negotiations, managers need to develop and apply different types of tactics. In this case, the following rules (tactics) will not apply to the strengths of the negotiations: study of the negotiating partner (it is necessary to find out what interests the partner has in the negotiations, what are his goals and what proposals may be of interest); anticipation of possible compromises (decide in advance the possibility of compromises); programming a meeting for future cooperation (interest in long-term and profitable cooperation).

The complexity and versatility of the concept of "business reputation of an enterprise" determines and creates a system of assessment that would reflect all the specifics of this concept.

References:

1. Deepak Malhotra: *Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond*, Bantam August 26, 2008. 352 p.
2. Axel Ockenfels and Paul Resnick: *Negotiating Reputations*, September 12, 2014, 250 p.