

Empirical Examination of Stakeholders Engagement as A Predictor of Corporate Reputation

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Abstract

This paper examined the effect of stakeholders' engagement on corporate reputation of telecommunication service providers in Lagos State Nigeria. The population of the study comprises four major telecommunication service providers in Nigeria namely MTN, Globacom, Airtel and 9Mobile. The sample size was made up of 1200 subscribers of telecommunication products/services selected based on random and convenient sampling techniques. In order to obtain relevant data for the survey, a well-structured questionnaire was used as an instrument. Out of the 1200 questionnaires distributed, a total of 1003 was retrieved. Data analysis was carried out using structural equation model (SEM) and statistical package for social sciences (SPSS) software. The findings showed that stakeholders' engagement has a significant effect on corporate reputation. The study recommends that telecommunication firms should promote trust and foster good relationships with their stakeholders as they are integral to the successful achievement of the goals and objectives of the organization.

Keywords: Company Reputation, Shareholders Involvement, Investors' Interaction, Corporate Social Responsibility, Value for Money