WORKING PAPER

Reputation management:
Sending the right signal to the right stakeholder

Nikolay A. Dentchev
Aimé Heene

April 2003
2003/175

1 Ghent University, Department of Management and Organization
2 Ghent University, Department of Management and Organization, and Antwerp University

Corresponding author: Nikolay Dentchev, Ghent University, Faculty of Economics and Business Administration, Department of Management and Organization, Hoveniersberg 24, 9000 Ghent, Belgium. e-mail: nikolay.dentchev@ugent.be

The authors acknowledge the financial support given by the "Stichting Verantwoord Ondernemen" from Amsterdam. They also would like to sincerely thank Kristien Van Laere, Sebastian Desmidt, Tom Schamp, Frank de Graaf, Noël Houthoofd, Tom Verbeke, and Maggie Geuens for their valuable comments and ideas on earlier drafts of this paper.