

Call for Papers

Corporate Reputation Review -

An International Journal

REPUTATION
INSTITUTE



The Corporate Reputation Review is published by the Reputation Institute, it is a peer-reviewed journal on a quarterly basis, which specializes in research and analysis about reputations and reputation management. Articles are of two types: *Peer-reviewed academic articles and industry analyses*; and *edited opinion essays and case studies*. Jointly, they are designed to foster dialogue between research and practice, and describe recent developments, latest thinking, and best practice in reputation management.

Each issue therefore delivers an intelligent and stimulating mix of:

- Industry Surveys
- Leading-edge Thinking
- Robust Research
- Latest and Best Practice

to address the key questions of how corporate reputations impact company's performance and values; how corporate reputation can be measured; and how it can be managed.

In order to achieve the goals as an international journal of high quality, the journal invites top players, academics and practitioners in various fields of expertise to submit interesting manuscripts or theoretical and practical insights. The Corporate Reputation Review welcomes original contributions that explore the relationships between corporate reputation and strategic positioning, such as corporate identity, communications, and image; branding and profiling; valuation and performance.

The Corporate Reputation Review invites practitioners to submit their contributions for the following sections of the journal:

- **In Practice: What's happening in the real world?**

This section presents case studies of cutting-edge reputation management, descriptions of crisis situations, interviews and roundtables with leading reputation officers on critical issues, and other commentary from both academics and practitioners.

- **Top of Mind: What's on your mind?**

What pressing issues are you struggling with? This section is devoted to stimulating intellectual debate between readers, authors and expert commentators on new and emerging ideas.



- **For your bookshelf: Done any good reading recently?**

Are there some good ideas that could be shared, any bad ideas that should be highlighted? Or, academics, might a recent dissertation by one of your students be of interest to CRR readers? Let us know, and we'll publish your thoughts here.

Submitting Manuscripts to Corporate Reputation Review

The editors welcome submission of full academic articles as well as practitioner case studies and book reviews for possible publication.

Guidelines for authors can be found on the following website:

http://www.palgrave-journals.com/crr/author_instructions.html

All **electronic** submissions should be sent as attachment to:

- **Editorial Office:** CRR@rsm.nl

Authors who are unable to send their manuscripts electronically should mail both a printed copy and a CD-ROM version of the paper to:

**Erasmus University Rotterdam
Corporate Reputation Review
Editorial Office T07-14
PO Box 1738
3000 DR Rotterdam
The Netherlands**

As you need to be confident that this information is authoritative, accessible and cutting edge, the *Corporate Reputation Review*...

- is guided by two eminent editors, Prof Charles Fombrun and Prof Cees Van Riel;
- is aided by an Editorial Board and Advisory Panel of leading academics and client-side practitioners from around the world;
- publishes research articles that have been subjected to double-blind peer review and judged pertinent and of the highest standard;
- ensures that only challenging and thought-provoking articles and case studies are published.

The Corporate Reputation Review is looking forward receiving your submissions!

Prof.dr. Charles J. Fombrun

Prof.dr. Cees B.M. van Riel