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Управление социальным имиджем организации в цифровой экономике

The managing the social image of an organization in the digital economy

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Аннотация. *Переход к цифровизации оказал значительное влияние на конкурентную расстановку сил. Новые условия благоприятствуют компаниям, которые работают в отрасли давно или не имеют большого опыта. Эти компании далеко не всегда могут конкурировать с крупными игроками, даже если они работают с большими объемами продукции. Но в то же время они занимают лидирующие позиции, потому что смогли быстро и своевременно адаптироваться к новым требованиям потребительского рынка. Другими словами, самые большие возможности в современном мире бизнеса открываются перед стартапами, готовыми принять новые бизнес-модели и полностью изменить правила игры. В этом контексте компаниям, существующим уже долгое время, необходимо обратить внимание на изменения, которые затрагивают такие ключевые элементы капитала, как имидж (символический капитал). Интеграция современных цифровых тенденций с традиционными подходами к формированию корпоративного имиджа имеет решающее значение для выживания компании. В данной статье рассматриваются элементы социального имиджа и особенности формирования корпоративного имиджа в свете перехода к цифровизации.*

Ключевые слова: имидж, социальный имидж, цифровизация, фирменный стиль, фирменный знак, логотип, бренд

Abstract. *The transition to digitalization has had a significant impact on the competitive balance of power. The new conditions favor companies that have been in the industry for a long time or do not have much experience. These companies are not always able to compete with large players, even if they work with large volumes of products. However, at the same time, they occupy a leading position because they were able to quickly and timely adapt to the new requirements of the consumer market. In other words, the biggest opportunities in today's business world lie with startups that are willing to embrace new business models and change the rules of the game. In this context, companies that have been around for a long time need to pay attention to changes that affect key elements of capital such as image (symbolic capital). Integrating modern digital trends with traditional approaches to creating a corporate image is critical to a company's survival. This article examines the elements of social image and the features of the formation of a corporate image in the light of the transition to digitalization.*

Keywords: image, social image, digitalization, corporate identity, corporate sign, logo, brand

Introduction. Image is the idea of a company, product or service in the minds of various groups of society [1]. A positive image plays an important role in positioning, developing and promoting a business. However, not all companies realize how important it is to create a positive image [4]. Image can attract or repel customers and partners, and a properly formed image can increase sales and attract new customers who share the company's values. A sustainable image is an image based on trust [6].

Materials and research methods. A company that competently manages its image increases the value of its business, which is confirmed by practical research [5].

When forming an image, it is important to achieve the following goals:

- Create a correct image of the company in the market, corresponding to its positioning.
- Increase brand awareness.

Achieving these goals ensures commercial success by attracting an active audience willing to purchase goods and services, as well as qualified employees. Formation of the image of the organization can be carried out both by a specially created department and by senior management.

Let us consider the challenges facing corporate management in the field of managing the company's social image [5].

In order to manage the social image of an organization at the senior management level, it is necessary to solve certain problems:

- Analysis of the current state of the organization's image management system is an integral part of the development process and successful functioning of the enterprise. In this context, special attention is paid to both internal and external subsystems, defining their areas of responsibility.

- To achieve effective image management, it is necessary to identify the basic principles that the organization should follow and relate them to the goals, objectives and modern external environment. At the same time, the individuality and challenges faced by the enterprise must be taken into account and acknowledged.

- The key stage in the formation of a company's image management system is the development of core values, rules of employee behavior and principles of corporate culture. These factors are the basis for creating a harmonious and recognizable image of the organization.

- This is followed by the development and implementation of a company image management system, which includes a wide range of activities and tools. It is aimed at achieving the set goals and objectives, also providing for the use of previously developed principles of image management.

- One of the important aspects of company image management is regular monitoring of certain parameters. These parameters include the company's image in the eyes of customers, including brand recognition, correct implementation of the mission, the presence of a corporate style, pricing policy, as well as features of products and services. Also important is the commercial image of the enterprise, which is characterized by business reputation, reliability, commercial activity, prestige and the degree of information disclosure. In addition, the image of the organization in the eyes of the state includes the significance of the products produced, social and public activities, the spirit of law-abidingness, the number of jobs created and the potential for informal cooperation. Social image is associated with fulfilling social obligations to society, participation in social and community projects, compliance with environmental legislation, and public perception of the importance of the company's mission. And the internal image of an employer depends on the level of prestige and attractiveness of the organization, the degree of disclosure of management information to employees, loyal attitude towards employees, originality of corporate style, social guarantees and career growth.

Research results and their discussion. Thus, all of the above aspects are an integral part of the company's image management system, which allows you to create and maintain a high level of reputation and recognition in the market.

The social image of a company is determined by internal and external perceptions. Internal image includes policies within the enterprise, relations between employees and management, as well as between employees. It is formed through the image of management - management methods, personal qualities and professionalism, the image of employees - the culture of communication and behavior, and corporate culture - the environment within the organization, working conditions, rules of behavior at work.

External image includes all the company's actions in relation to the outside world, its communication with clients and partners. It is formed through the creation of a corporate identity - a recognizable logo, color combinations, slogans, business reputation - the company's position in relation to competitors and partners, and the development of high-quality products to create a favorable image.

The social image of an organization is formed depending on the characteristics of the brand, its goals and the way its activities are organized. This process is multi-step and requires constant participation. A positive image helps save resources, while a negative image increases company costs. A negative image can prevent clients and partners from cooperating with the brand.

The brand image must be consistent with company policies and core social values. Establishing competent and good relations with all market participants is possible if a balance is achieved in this direction.

As is known, the image of an enterprise acquires value at different stages of its activity. Image is symbolic capital and part of the overall capital of the enterprise. The same company can have different images in different public groups. Different stakeholders may perceive the enterprise differently. For example, investors are looking for corporate responsibility, government agencies are looking for a high level of civil responsibility, and partners are looking for high competitiveness.

Additionally, the organization may have different perceptions between the team itself and the rest of the population. Therefore, it can have more than one image for each stakeholder group. The shared perceptions of different groups shape the broader image of the organization.

In any company there are different groups of parties who are interested in shaping the company's image. Government, regulatory authorities, consumers, investors, etc. assess the image of a particular company differently. Consequently, most businesses understand the importance and value of their audience, moreover, it is important to retain this audience constantly. This can be done through the use of public relations tools, information and digital technologies.

A key indicator of the formation of a company's social image is the ability to influence society in the person of its clients, consumers, and the ability to maintain the quality of goods and services in meeting the needs of the audience. Therefore, there must be an active dialogue between the company and the consumer. Often, those companies that have a high scale of production do not always receive the gratitude of society, thus there is no dialogue with the consumer. Accordingly, one company may be popular and have a good reputation, while another company is little known and has no image in society. Tools for transmitting public opinion such as advertising, media, PR - promotion, etc. can create an excellent image for the company, or, on the contrary, can have a negative impact on the consumer, forming a terrible image of the company in his eyes. Therefore, it is important to take a responsible approach to communications media and select them efficiently to broadcast your image. Consumer trust is valuable; however, we should not forget about honesty. If I publish false information about a company, it risks losing customers because the truth will sooner or later become known. Artificially created images about the company will lose their shine over time, and consumers will become uninterested in dealing with such a company. An example of such promotion is financial pyramids. If the business is stable and prosperous, then the company should not risk deceiving public opinion.

When working with the formation of a positive attitude on the part of the consumer, it is worth considering that the social image of a company is not only a method of managing public opinion, but the image is also an object of management. That is, the company's image can be managed from the outside. The formation of a good reputation of the company is carried out by the company's structural departments responsible for marketing communications, advertising, public relations, product sales, etc. When creating a social image, a company should use a variety of influence methods depending on different target audiences. Digital business opportunities have made adjustments to the relationship between the company and consumers. In order to harmonize such relationships, various mobile applications, remote payment methods for goods and services, a remote review system, etc. have been invented. To survive in the market, companies are resorting to the integration of digital technologies and traditional methods of maintaining the company's image. The main tool in creating the social image of an organization is branding, which implies the use of a trademark, packaging, product design, advertising tools for product promotion, etc. How a company behaves in the market can be seen through its relationships with partners, suppliers, competitors, banks, etc. All this is manifested in the company's corporate culture. With the help of a logo, a company identifies itself, its brand, which should help distinguish the company from its competitors. The company's values can also be conveyed through the logo. With the introduction of digital technologies, the system of teamwork also changes. Company personnel must be able to properly use these technologies. The market dictates such conditions that the company's main asset is its customers. It is important to build customer loyalty through a system of values that are transmitted through the company's brand. Thanks to new digital technologies, it is easy for consumers to identify unreliable, unscrupulous brands. It is also important for companies to quickly and correctly respond to any economic changes in the market in order to be able to provide the client with the necessary and up-to-date information, thereby ensuring a high level of service. By using all of these tools, the company will undoubtedly achieve success by creating strong and stable relationships with the consumer.

Today, it is much easier for companies to achieve leadership than it was, for example, decades ago. From the moment technology began to actively develop among enterprises, access to a wide variety of resources opened up. Customers also find these advanced technologies convenient and ready to use them. Those business projects that appear at the present time have much more opportunities to become successful in modern business. Companies that have been operating for a long time recognize that long existence in the market does not provide such a strong advantage over competitors as new technologies. Therefore, they are forced to develop new projects and startups. Digital transformation is currently one of the most important topics for companies around the world.

In light of these changes, developing a digital corporate governance model requires a strategic understanding of future digital technologies and their application to new business processes. Companies also need to monitor trends in business transformation, as modern conditions and the development of new technologies change the way they do business. But you must always take into account that when introducing new technologies and assessing the competitive environment, the company's reputation and its image are important. This is especially significant for companies that already occupy a certain place in the market. The changes that will be made may not only be useful, but also harmful, so it will be useful to take into account customer expectations.

In our world, the development of the digital economy is gaining momentum, and managing the social image of an organization is becoming an important task for strategic development, because social image is how the company is perceived by its target audience, including customer loyalty, reputation, brand popularity and customer trust. Every action of a company in the media field can have the most unpredictable consequences for its image. Therefore, you need to closely monitor the details and clearly develop a strategy for interacting with the audience.

The development of technology and increased user activity on the Internet create new opportunities for image management and companies must be prepared to quickly respond to changes in public opinion and crisis situations. For such cases, you need to be able to use digital marketing tools to strengthen your position in the market. One of the important components here will be content marketing, which helps to create the desired perception of the brand and create positive associations with it.

Conclusion. Organizations need to develop strategies that will help them actively engage in dialogue with audiences, respond appropriately to criticism, quickly resolve problems, and effectively convey their key messages to target audiences.

Managing social image in the digital economy requires brands to be flexible, responsive and transparent. This is not only the protection and support of reputation, but also an opportunity to develop relationships with consumers, build loyalty and, as a result, strengthen positions in the market.

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