

# Corporate Culture and Image Building

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# What is Corporate Culture

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- The way an organisation behaves.
- Consistent behavioural patterns of the employees.
- The values and belief system.
- Mannerisms and etiquettes.
- The sum total creates corporate image

# How it develops?

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- Acquired vs innate
- Top Management vs others
- Individual vs group
- Macro vs micro

# Three important questions

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- What is corporate image?
- Why is it important?
- How to build it?

# What do you think of the following?

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- US Aid
- ONGC
- Cairns
- Coal India
- Corus
- PTCL
- Ceylon Petroleum Corporation

# Functions of Image

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- Symbol of Corporate Strength
- Creates a halo
- Employer branding
- Public relations

# Strategies for Image Building

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- Public Relations
- CSR
- Employee Relations
- Balance Sheet
- Stock value

## Mahatama Gandhi on CSR

“The Wealth you create has to be ploughed back for the benefit of Society”



**“There are seven things that will destroy us:**

Wealth without Work  
Pleasure without Conscience  
Knowledge without Character  
Religion without Sacrifice  
Politics without Principles  
Science without Humanity  
Business without Ethics.”

# IMAGE BUILDING THROUGH HRD EFFORTS

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- The importance of Image
  - Corporate Imaging as a symbolic concept occupying a prime position in our perceptual space.
  - Brand Image as an effect of the result of a cultured aura and prestige patterned with a responsible attitude towards market expectations.

# Bedrocks for Image Management Functions

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- Commitment-Creating the Satisfaction niche
- Innovation.
- Leadership.
- Quality.
- Customer Relationship.
- Social Perspective-The CSR Initiatives.

## What catalyzes the Image?

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- ...a belief of goodness by knowledge.
- ...a measure of acceptance by performance.
- ...a reason for affinity with excellence.

# STRATEGIC IMAGE MANAGEMENT PROCESS

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- Defining imaging needs.
- Measuring.
- Analyzing.
- Enriching.
- Managing- Through Co-ordination monitoring and professional control for purposeful imaging.

# CORPORATE IMAGING THROUGH PUBLIC RELATIONS

- PR as a combination of Intelligent opinion influencing efforts to build up a goodwill of a firm.
- Published news reports as an effective PR Tool e.g. Communication of achievements of Tata Steel in worlds most respected companies survey for CSR initiatives.

# THE AUDIENCES WHICH MATTER

- Stake Holders.
- Consumers.
- Employees.
- Vendors and Distributors.
- Suppliers.
- Neighbours.
- The man on Street.

# SEVEN MANTRA'S FOR POWERING IMAGE STRATEGY

- ...power of mind mapping.
  - ...power of perception.
  - ...power of focus.
  - ...power of resolve.
  - ...power of learning.
  - ...power of perspective.
  - ...power of Improvement.
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# CSR AND IMAGE BUILDING

- Ø CSR as an age-old concept.
- Ø Charity, Philanthropy and giving back to society e.g. Vasudevo Kutumbakan and the Gandhian Ideals.
- Ø Imparting a humanistic Character to the Business.
- Ø The welfare approach deployed by Public Sectors percolating into the private sectors.

# DRIVERS OF CSR

- Ø Greater Stakeholder Awareness.
- Ø Increasing power of civil society Organizations.
- Ø Environmental Challenges.
- Ø Increasing intensity of competition.

# DEFINING CSR

## ....CSR according to EUROPEAN UNION

CSR is a concept that an enterprise is accountable for its impact on all relevant stakeholders. It is the continuing commitment by business to behave fairly and responsibly, contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large.

## ....THE WORLD BANK DEFINITION

The commitment of business to contribute to sustainable economic development, working with employees and their families, the local community, and society at large to improve their quality of life in ways that are both good for business and for development.

# End note

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You power **image**,

**image** powers you