

Is The Corruption Accusation Of METEC Officials Affecting The Reputation Of METEC?

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Abstract:

A corporate reputation is a vital amount to company accomplishment. Corporation reputation is one of the utmost significant valuable and strategic ones an enterprise can have. Entrepreneurs and specialists reach an agreement that having goodwill is the definitive company that a commercial is trying to accomplish. Having a good Corporate reputation is very important since their observations affect both financial and non-financial outcomes. A corporate crisis might be demarcated as an uncertain, nonrepetitive event and unexpected or a series of occasions that are observed to bully or threaten the high primacy of a corporate. Priority reputation is the stability of reputation assets that a corporation has in its version. Some crisis executives believe that positive, prior reputation will subsidy a corporation during the crisis. In order to accomplish this study, the researcher has employed a qualitative methodology and content analysis approach. The three Tv channels were selected using the purposive sampling method. There were more than 3K comments given in the documentary video post. a significant number of people have also requested for immediate justice and suggested this huge Military Company (METEC) be shutdown. To the existent, a significant number of people have called the company “A daylight Hyena” and “the firm of thieves”.

Key Word: Crisis, Crisis Management, Reputation, Organizational Reputation

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I. INTRODUCTION

Dictionary definitions of fame show strong signs of elements related to organizations, although they are normally focused on individuals. Examples include: what is often said or believed about a person or thing. Good thinking. [1]. General quality or character generally seen or evaluated by people a place with respect or respect of the people: a good name[2].

Corporations have increasingly accepted the significance of corporate reputation to accomplish business objectives and stay competitive. What is unblemished is that reputation does not befall by chance. Reputation is related to management and corporation operations; quality of goods and services; in addition - most importantly - relations with stakeholders. It is similarly linked to feedback mechanisms and communication activities. In the business world, a corporate reputation is perceived as one of the basic elements of an institution's financial performance and innovation as well as its source. The team of academic practitioners by Bob Druckenmiller and Paul Argenti proposes a communal image of multiple election centers” by a firm established in time[3].

METEC, representing Metals and Engineering Corporation, was founded in 2010. In the current decision, the 10 billion Ethiopian Birr under \$ 400 million was established by a government decree with the authorized capital. A series of state contracts won and grew rapidly. The holding has 98 companies. Two of them produce military equipment. Dozens of others make civilian products, including television, solar panels, trucks, construction machinery, plastic products, and other products. METEC had more than 19,000 employees, but after the government dismissed several contracts, 3,000 were laid off [4]. In order to accomplish this study, the researcher has employed a qualitative methodology and content analysis approach. The three Tv channels were selected using the purposive sampling method.

II. THEORETICAL BACKGROUND OF REPUTATION

In terms of [5], the corporation's reputation is a common illustration of the results of a firm's previous activities and the firm's capacity to provide valuable results to its shareholders. A corporate reputation is a company in both internal and corporate environment through both employees and external stakeholders are seeing that stands [6, p. 70]. A corporate reputation is a significant quantity of company accomplishment. The maximum imperative deliberates and appreciated one a company can have. Businessmen and specialists approve that fame is the crucial company that a corporate is trying to reach. A corporate reputation is very important as their opinions touch both commercial and non-financial effects [7]. In terms of [5]; There are six scopes of corporate reputation: services and goods, emotional charm, workplace environment, social responsibility, vision and leadership, and financial performance. Research on a corporate reputation opinion shows that between all these scopes, social responsibility and financial performance in products and services have the ultimate influence on the reputation of the corporation [5].

A strong corporate reputation needs a worthy reputation managing procedure. In terms of Marconi (2002), managing corporate reputation is the organization of creativities intended to increase and maintain the company's reputation and that has been acknowledged as one of the greatest significant possessions of the company. In addition, reputation management for purposes to support create an actual corporate image [6]. Reputation management aims to strengthen credibility as assets to help ensure that key stakeholder collections, including consumers, employees, investors, and communities, are minimized and minimized in achieving the strategic design of the organization. these groups are for legitimate management purposes [8]. The literature in question reveals that the reputation of the company should be done deliberately to entirely improve its potential to increase its corporate worth and to turn into the best potential foundation of justifiable competitive gains. This undertaking, comparatively integrated and longstanding perceptions, resource finding, production, distribution, financing, human resources, etc. It requires the implementation of integrated reputation management, which must be spread across all management areas, [9]. The main aspects of reputation management are to determine reputation targets, measure credibility, and control credibility. Some of the management's reputation goals include developing a positive image, improving customer relations, increasing client gratification, and devotion, obtaining new clientele and increasing revenues [9].

While reputation can be powerfully inclined by corporate virtuous conduct, it is clear that an important element touching the reputation of a company is its monetary recital [10]. Ever since the 1990s, the investigation has revealed that it could be a tactical means for a firm that can distress its commercial routine [11]. According to [10], Fortune magazine and Business school scholars have confirmed that corporations with a healthier reputation have superior financial performance in 10 years, measured by Economic Value Added (EVA) and Earning Price Rates (2000). Purchasing behavior and brand loyalty are two perceptions that have a tied relationship with the financial performance of companies. Several elements affect buyer buying behavior, and one of these influences can be the company's reputation. As the liberalization of international marketplaces remains, communication accelerates and the speed of scientific inventions upsurges, people face more information and options as much as they can in the possible period. To shorten purchasing choices, purchasers demand extra info about the company and its market reputation before making a guarantee to their products, services or brands [10]. In addition, the connection between customer loyalty and reputation deserves more attention. [12] claimed that the image of the corporate image is a pioneer of customer loyalty. Well ahead, it was determined that reputation might be the greatest influential driving force of loyalty [13]. For example, an optimistic corporate reputation positively affects consumer confidence in the firm. With respect to clienteles, earlier revisions show that company reputation has an impact on faithfulness, which can all affect company profits negatively or positively [14].

The worth of a company's inclusive reputation is readily apparent in its affiliation to a company's revenue: as a company's reputation grows, its transactions also increase. In general, a company with a worthy reputation as an appreciated presence - "brand names goodwill, company logos, and brand loyalty. To be fruitful and therefore gainful, brands must have an optimistic reputation. Purchasers have a habit of using brand names as indications of value and quality and often attract to goods and services with brand names that they associate with value and quality [15]. Many investigators have set up that a durable corporate reputation rises purchaser confidence in goods and services, purchasing decisions and advertising demands. With better customer maintenance, companies can obtain worth payments and sophisticated buying rates. Considering that firms with a positive reputation have healthier entree to wealth markets, it is clear that a company's profitability *ceteris paribus* grows with a better reputation when it is considered that it reduces capital costs and reduces supply rates [16]. A reputation impact in trades is durable when the reputation of the firm is based on essential capabilities (eg, innovation or product quality) instead of on the perception of social responsibility. A good corporate reputation increases the credibility of a company and handovers an optimistic impact from the corporation to the goods and services, while a bad reputation falls from goods and service sales [5].

III. CRISIS AND REPUTATION

It is obvious that events or problems that have become undisguised, unattended and/or ignored have the probable to crack into ultimately destroy an organization's image and a crisis. But what is the crisis? In terms of [17], an organizational crisis is explained as an uncertain, non-routine and unexpected event or a sequence of events that are apparent to hover or threaten the high priority of an organization. targets. Reference [18] recommends that for an incident to be considered a crisis, it should bully the reputation of the corporation as well as its ability to realize its day-to-day activities and achieve its objectives. An unpredictable, major threat that could adversely affect the industry, stakeholders or organization if not used correctly [19]. The beginning of the crisis is ultimately determined by defining that the conflict can edge the description of a crisis, leading to the uncertainty of its manifestations, because it is symbolic as crisp as objective "and g ultimately in the minds of the people [20], [19]. Before a crisis is identified, the variance amongst an event and a crisis must be understood: the event, despite the small, local deterioration that does not distress the tedious processes of the business, causes such a disturbance to the crisis[19].

A crisis has the potential to disrupt organizational operations and has the potential to destroy the organization [21],[19]. Furthermore, most describe a crisis as a threat to the assets of the reputations [21],[22], [23]. However, it is assumed that the previous reputation is a factor in maintaining the reputation assets during a crisis and facilitating the repair. Priority reputation is the balance of reputation capital that an organization has in its account. Crisis managers believe that a positive, prior reputation will benefit an organization during the crisis. However, in terms of [24], there are few published scientific studies on how a crisis (negative) has affected the image or reputation of a company. What we know (in our opinion) is opinion-based rather than well-explored[24]. For example, many managers believe that a good corporate reputation behaves like a kind of insurance policy for the first time that the company is facing a serious crisis. A crisis would have some reputable damages: some other negative development or a crisis would surely levy any reputation and take from a portion of the reputation capital accumulated in a company [25].

Based on this point of view, a corporation with a better reputation will still have a strong post-crisis reputation, because there is more reputation capital to spend than an organization with a more negative or impartial reputation. As a result, a positive previous reputation means that an organization lives less and is recovering faster after the crisis. [5] reported that a series of event-based studies support the equity capital impact when examining stock prices ([26],[27]. While the metaphor of the savings account explains the basic dynamics of the reputation building process, it is possible for a previous number to present more than a large cache during the crisis. [5]) are among the smaller researchers who claim that a positive pre-crisis reputation will reduce the damage from the crisis. Positive credibility serves as a buffer against the withdrawal of reputation. They argue that a positive reputation can create a halo effect that protects the reputation of an organization against any loss of reputation [28],[29].

IV. METHODOLOGY

To carry out this research, the researcher used a qualitative research methodology. Based on Shank's definition qualitative research as li a semantic systematic form of empirical inquiry, [30]. Systematically, it means planned, orderly and open to the public "by following the rules adopted by the members of the qualitative research community. Experimentally, it means that such an investigation is based on a world of experience. Research on meaning says that researchers are trying to understand how others make sense of their experiences. [31] argue that qualitative research involves an interpretive and naturalistic approach. To select the combined population, the researcher used the purposeful sampling method. The purposive sampling technique, also called judicial sampling, is a conscious choice of the participant due to the qualifications of the participant. It is a non-random technique that does not require basic theories or a certain number of participants. Simply put, the researcher decides what must be known and sets out to find people willing to provide and provide information through knowledge or experience [32]. In qualitative research, it is typically used to identify and select information-rich in knowledge for the most accurate use of available resources [33]

The researcher has used secondary data as a means of data in order to accomplish this study. The secondary data has been gathered from the official Facebook pages of FBC, EBC and Walta TV. The reacts and comments about METEC officials published on all these TV Facebook pages regarding the corruption-accusation documentary film are collected using the content analysis datacollection method. The researcher has analyzed the collected data with descriptive content analysis methods. The main objective of descriptive analysis is to identify trends [34]. As its name implies, it refers to the design where analysis is performed using descriptive statistics, mainly frequencies and percentages. The most important difference between meta-analysis and meta-synthesis in descriptive content analysis is that quantitative and qualitative data can be used. For example, images on a Web site are typically used to communicate one or more meanings together with the text,

and can, therefore, be subjected to content analysis by looking at themselves or their relationships. Between images and text, as Marsh and White did. Content analysis of visual images. Therefore, data are discussed in a Table format with statistics, frequency and percentage and descriptive method[32].

V. FINDINGS AND DATA ANALYSIS

The total number of Facebook page followers of the official Facebook page of the TV channels.

Table1, the total number of Facebook page followers they have got.

Tv channels	Frequency	Percentage
EBC	1,287,911	43.02%
FBC	1,494,533	49.89%%
Walta Tv	212,625	7.09%
Total	2,782,444	100%

According to table 1, EBC has 1.2M followers, FBC has 1.4M followers and Walta Tv has 212K Facebook page followers. Totally there are 2.7M Facebook page followers under the Tv channel official Facebook page. Having this total number of Facebook page Followers, we can be able to identify how much target audience they were having and to how many people the documentary video might be transmitted.

Total Facebook reach on the METC official's corruption accusation documentary film, which has been transmitted on TV satellite and posted on their official Facebook page at the same time through those three Tv channels

Table 2, The total Facebook react

Tv channels	Frequency	Percentage
EBC	3,860	35.75%
FBC	5,752	53.27%
Walta Tv	1,186	10.98%
Total	10,798	100%

Table 2 indicates, the number of reacting which was given by the viewers on the documentary video post. This react includes the ‘Like, Love, Laugh, Angry and Wow’ options which are included under the react category of Facebook. As we can see in the above table 38K followers have given reacted at EBC, 57K followers have also reacted at FBC and 1K has reacted at Walta Tv. A total number of 10K reactions were given to the documentary video post. We can argue here that 10K people were concerned about the corruption act of the METEC officials. This crisis may also damage the reputation of a huge company.

A total number of documentary video viewers available on the official Facebook pages of the TV channels.

Table 3, Number of video Viewers

Tv channels	Frequency	Percentage
EBC	1,287,911	43.02%
FBC	1,494,533	49.89%%
Walta Tv	212,625	7.09%
Total	2,782,444	100%

Regarding table 3, the documentary video which has been posted on the official page of the three TV channels has a total of 461K viewers. The posted video has 151K viewers while there were 234K viewers at FBC. And 76K followers also have watched the documentary video at Walta Tv's official page.

The total number of Facebook shares regarding the documentary video post on the official Facebook page of the TV channels.

Table 4, Total number of Facebook share

Tv channels	Frequency	Percentage
EBC	3,937	33.66%
FBC	5,758	49.2%%
Walta Tv	2,007	17.14%
Total	11,702	100%

Based on the above table, the documentary video has been shared 3K times from EBC, 5K times from FBC and 2K times from Walta. A total number of 11K those Tv channels official page followers have shared

the documentary video to their own timeline so that others could watch. We can argue that the documentary video content has been broadcasted and this may increase the unfortunate of losing reputation.

The total number of given comments regarding the documentary video post on the official Facebook page of the TV channels.

Table 5, Total Number of given comments

Tv channels	Frequency	Percentage
EBC	1,573	40.22%
FBC	1,787	49.2%%
Walta Tv	551	17.14%
Total	3,911	100%

Regarding the findings in table 5, There were more than 3K comments given in the documentary video post. More than 1K followers have commented on their opinion at EBC, and a significant number of viewers have put their perspective all about the documentary video and METEC’s destination at FBC. Very few people have also put their thought at Walta Tv official Facebook page’s comment box.

Based on the 3911 comments which were given at the Three Tv channels Facebook page; Several have expressed as they have felt very sad, and recognize such corruption as a betrayal of one's own country. And a significant number of people have also requested for immediate justice and suggested this huge Military Company (METEC) be shouted down. To the existent, a significant number of people have called the company “A daylight Hayna” and “the firm of **thieves**”. However, there were also very few people who have tried to defend the company and claiming as it is a political accusation having in mind the Ethiopian reform after the new PM has been elected.

VI. CONCLUSION

A crisis is identified, the difference between an event and a crisis must be understood: the event, despite the small, local deterioration, which may not affect the repetitive processes of the corporation, reasons such an interruption to the crisis. Some crises are, unpredictable by the Corporation on and impend the high primacy values of the organization and cause within a limited time to respond. It is hard to extract everything identified to crisis managing keen on a single, concise entry. While crises start as undesirable/threatening, operational crisis managing can diminish harm and, in more or fewer cases, allow a corporation to appear more strongly from the crisis. Nevertheless, crises might not be the perfect path to progress a corporation. However, no corporation is protected from a crisis, so everyone must ensure their finest preparation for anything might happen. This admittance offers a numeral of thoughts, which could be included in an operative crisis managing program. The crisis has the possibility to interrupt corporate procedures and has the potential to abolish the corporate. Furthermore, most describe a crisis as a hazard to the possessions of the reputations. However, it is assumed that the previous reputation is an influence in maintaining the reputation possessions through a crisis and facilitating the repair. Effective crisis management can create the trust and reliance of shareholders as well as the reputation of a corporation. While an optimistic reputation may increase the commercial sketch of a corporation for the duration of and after a crisis, an undesirable reputation may harm an organization's interests and the value of its stakeholders. found that the reputation of a corporation is intensely connected to the statistics circulated by the mass media and the kind of comment given by the shareholders to such data.

In order to accomplish this study, the researcher has employed a qualitative methodology and content analysis approach. The three Tv channels were selected using the purposive sampling method. Based on the findings, there are 2.7M Facebook page followers under the Tv channel official Facebook page, the documentary video which has been posted on the official page of the three TV channels has a total of 461K viewer has also a 10K reacts. Furthermore, t total number of 11K peoples has also shared the posted documentary video at theircorporate procedure’s timeline. In addition, there were more than 3K comments given in the documentary video post. a significant number of people have also requested for immediate justice and suggested this huge Military Company (METEC) be shutdown. To the existent, a significant number of people have called the company “A daylight Hyena” and “the firm of **thieves**”.

In the meanwhile, there was one news from the Military officials in defense to the accusation and that news claims as the incident doesn’t have any relation to the Military office. However, there was no response or defense from the METEC office. So now we can argue that METEC has lacked to defend itself and protect or repair its reputation. In terms of several scholars during the crisis, there are three stages that firms should follow to protect their reputation. And those are before the crisis, for the duration of the crisis, and later of the crisis. Firms are expected to get prepared for any crisis incident before so that they will be able to handle them without difficulty and protect their reputation. However, if a crisis happens a firm’s management team should create a crisis management team, prepare press conferences, communicate with stakeholders, clients and others who are

interested. Most importantly they should give information to the public before any media frames it themselves. METEC has failed in this progress (some may do further research in the future why METEC did not step up and defend itself, try to protect its reputation?). Still, METEC is in “during a crisis” and it has been a year, the huge company is in “silent mood”!! But why (it needs further study for the future)?

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