ABSTRACT

CEOs in today's constantly changing and evolving world face significant challenges. New technologies and new competition continue to change the way companies do business and the recent spate of high profile corporate scandals and failures have propelled CEO behaviour and reputation into the spotlight. Reputations can take years of hard work to develop yet can be lost in an instant. CEO reputation plays a significant role in determining how both internal and external stakeholders evaluate and respond to a CEO and their company.

This research report aimed to identify the principle factors that CEOs perceive affect CEO reputation in South Africa.

A themed content analysis was conducted on the responses and information (interview transcripts) gathered from eight semi-structured interviews involving eight respondents as CEOs of their respective companies. The themes and common factors identified across all respondents led to a deep understanding of the issues, resulting in a prioritised list of principle factors that CEOs believe affect CEO reputation in South Africa.

The research findings indicated that "attracts and retains a quality management team" is the most important factor that CEOs believe affects CEO reputation in South Africa. "Executes well on strategic vision" and "motivates and inspires employees" are the second and third most important factors respectively. The other nine factors are discussed in the research study.

The key message from this research study is that CEOs and company stakeholders need to focus on driving the principle factors identified as affecting CEO reputation, in order to develop, enhance and sustain CEO reputation in South Africa.