ABSTRACT

In today’s business environment, competition is no longer solely limited to manufacturing better and higher quality goods but concerned with many other critical factors that will determine a company’s success and make it stand out. One such factor is corporate image and reputation, which has long been considered by a number of companies as a tool to create differential competitive advantages.

Given the fact that a company’s image and reputation is closely tied up to the emotional belief of various stakeholders, a survey was conducted with employees and Bangkok residents on their perception towards a Thai corporation, also a CSR pioneer in the nation - the Siam Cement Group, regarding its CSR programs and their impact on the corporation’s image and reputation.

A survey launched on 400 SCG employees and Bangkok residents was for quantitative study while a personal interview with SCG employee was conducted for qualitative study. The researcher then applied Pearson Correlation Coefficient to define the relationships between four CSR elements (economic, legal, ethical, and philanthropic concerns) and the image and reputation of the case company.

After the analysis, all four CSR sub-categories were found to have an impact on SCG’s image and reputation at a low to medium correlation. The findings also indicated that both of the study populations (SCG employees and Bangkok residents) have perceived a good image and reputation about the company, though there are small variances in perceptions and differences in demographic structures.

Eventually, it came to the conclusion that because of its prominent CSR practice, SCG has built a good corporate image and reputation in the community. The researcher then suggests SCG to further integrate CSR programs into its business strategies, broaden CSR network to its various stakeholders, put more emphasis on environment issues, and employ an efficient measurement mechanism for evaluating the impacts and benefits of its CSR programs.