

SOCIAL SCIENCES

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Opokin V.V. Company image: to the definition of notions

Image is a well-known phenomenon in USA and Europe. Now it is being often used in Russia as well. Such a broad term, sometimes it is not clear what it means, very close to reputation and identity. Origin of the term complicates its Russian interpretation as well. Being an adoption of an English word, with a broad semantics, «image» is a complicated phenomenon to interpret. In the article the author offers results of a research done. The goal of the research was to give a definition of an «image», considering corporate specifics, its key features and experience of other theorists and practitioners. As a result of the work, an authorial definition was suggested. Physiological aspect of an image perception was analyzed. Image was separated from the similar terms.

Keywords: image of an organization, stereotype.

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