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# Reputation Institute to conduct survey on top M'sian companies



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Written by Tony C H Goh  
Monday, 11 January 2010 10:37



KUALA LUMPUR: Malaysian companies will be invited to participate in a global survey that will gauge public perception on the reputation of local companies against their peers worldwide.

Known as the global reputation pulse survey, it will be conducted by Reputation Institute Asean, and will also involve companies from Thailand, Singapore, Indonesia and the Philippines, said its managing director Rasila Hamzah.

"For the first time, the largest and most well-known Malaysian companies will be invited to participate in this survey. The target is to have 60 top companies in the region involved in the survey this year.

"What is interesting here is the fact that the survey will be based on responses from the companies' home country but will be merged to come out with a list that will include companies from all participating countries," Rasila told The Edge Financial Daily in an interview recently.

Participating companies will be pitted against each other based on public perception on their products and services, innovation, workplace environment, corporate governance, leadership and business performance.

It will involve corporations in a total of 25 industries, including airlines and aerospace, automotive, consumer products, construction and engineering, energy, industrial products, retail, healthcare, telecommunication and financial services.

For 2009, the top three spots in the reputation perception were Ferrero SpA, the chocolate and food manufacturer from Italy; Ikea, the Swedish furniture and home deco retailer; and US consumer giant, Johnson and Johnson.

Petrobras SA, the Brazilian national oil company and food manufacturer, Sadia SA, also from Brazil, completed the top five spots.

In terms of sectors, the global financial crisis ravaged the reputation of many financial services companies in the US and Europe. No European or American financial firms made it to the top 100.

The best performer from Asia was India, with 89% or 24 of the 27 of its corporations ranked by the institute placed above the average, with 17 in the top 30% of the list.

*This article appeared in The Edge Financial Daily, January 11, 2010.*

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Last Updated on Monday, 11 January 2010 10:39