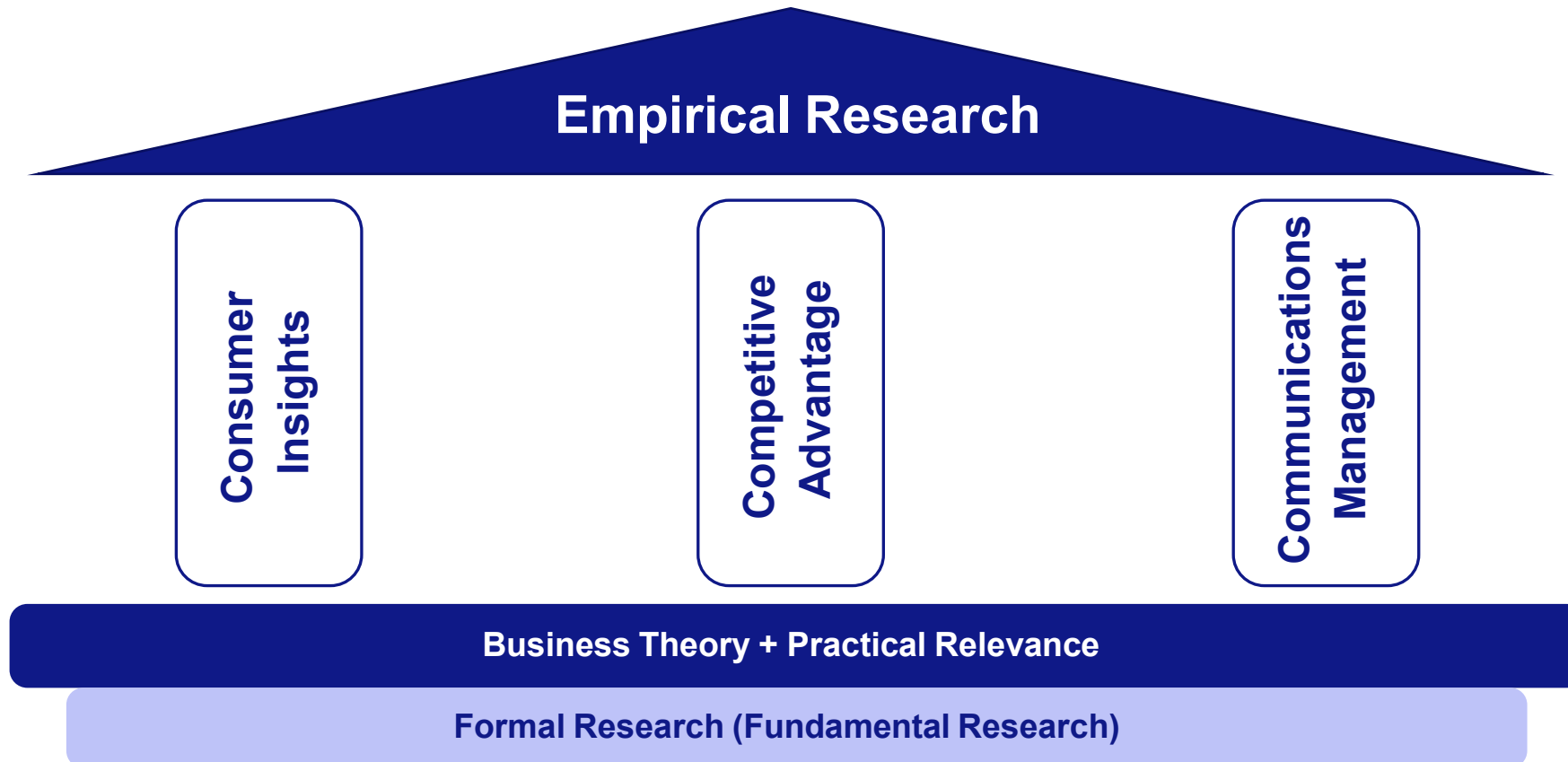
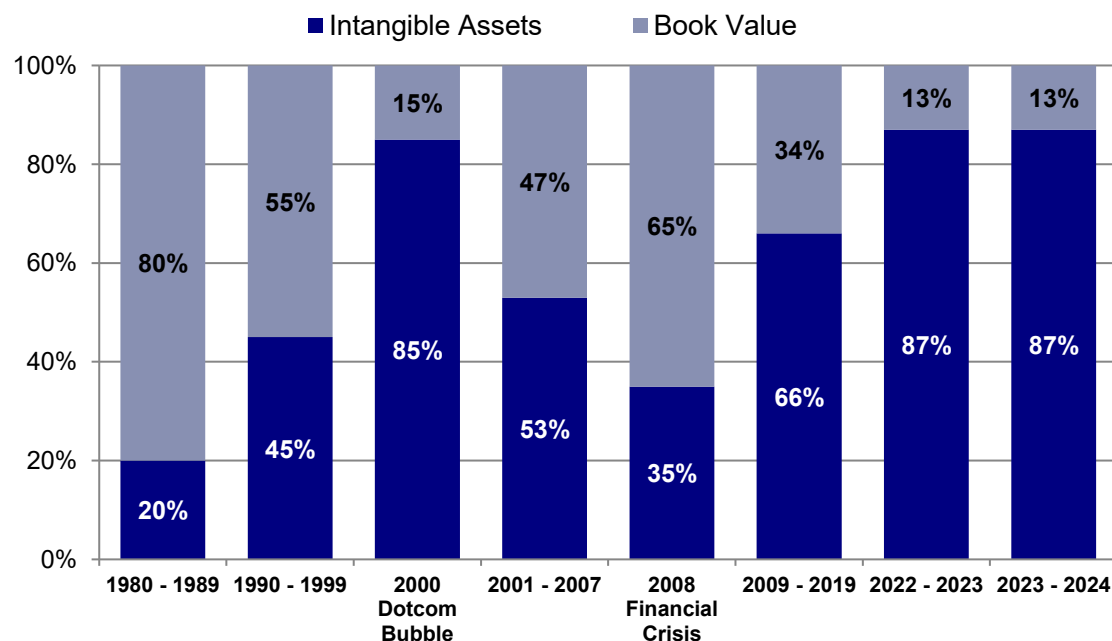


IMM - Research Concept

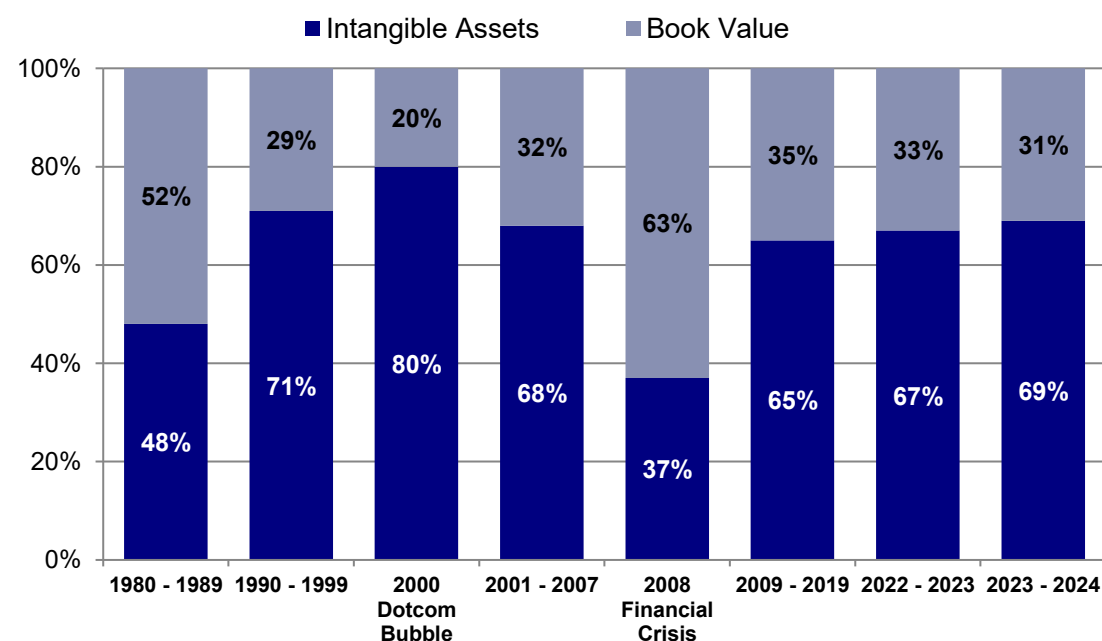


A company's market value can hardly be derived from tangible assets

S&P 500 (1980-2024)



HDax (1980-2024)*



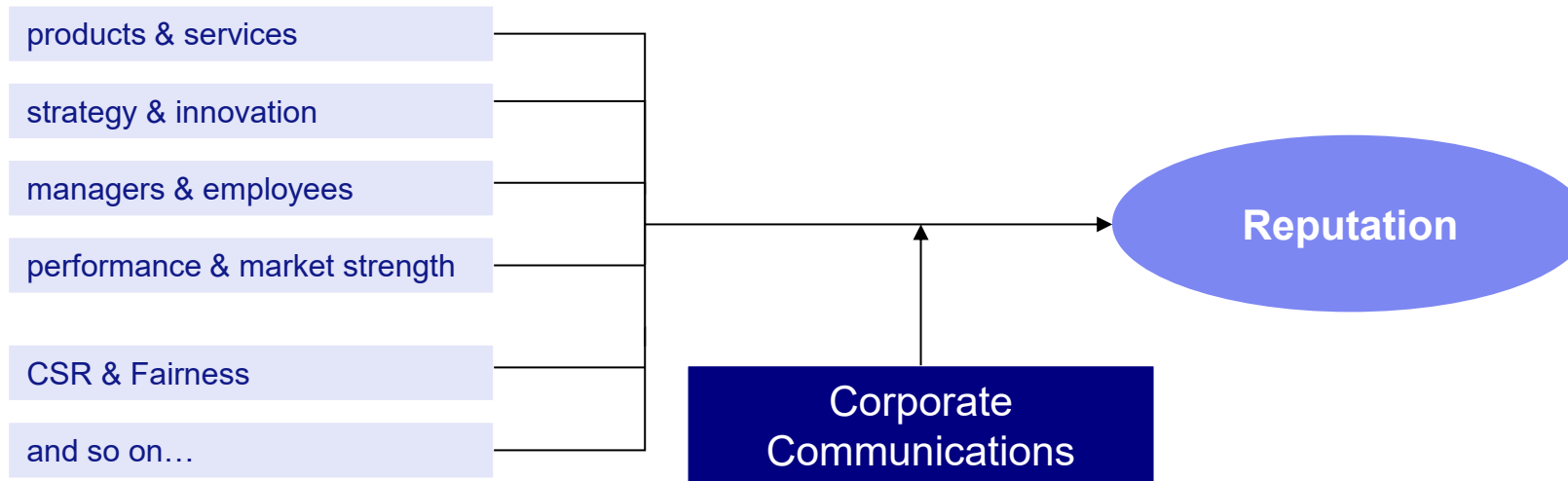
Sources: Ballow, J.; Burgman, R.; Roos, G.; Molnar, M. (2004): A New Paradigm for Managing Shareholder Value, p. 7; Lev, B. (2001): Intangibles: Management, Measurement, and Reporting", in: Brookings Institution Press, Washington DC, 113-122.; Lev, B. (2003): Remarks on the Measurement, Valuation, and Reporting of Intangible Assets, in: Economic Policy Review 9(3), 17-22.; Thomson Reuters Datastream

*HDAX contains stocks of 110 largest, publicly listed corporations in Germany (DAX, MDAX, TecDAX)

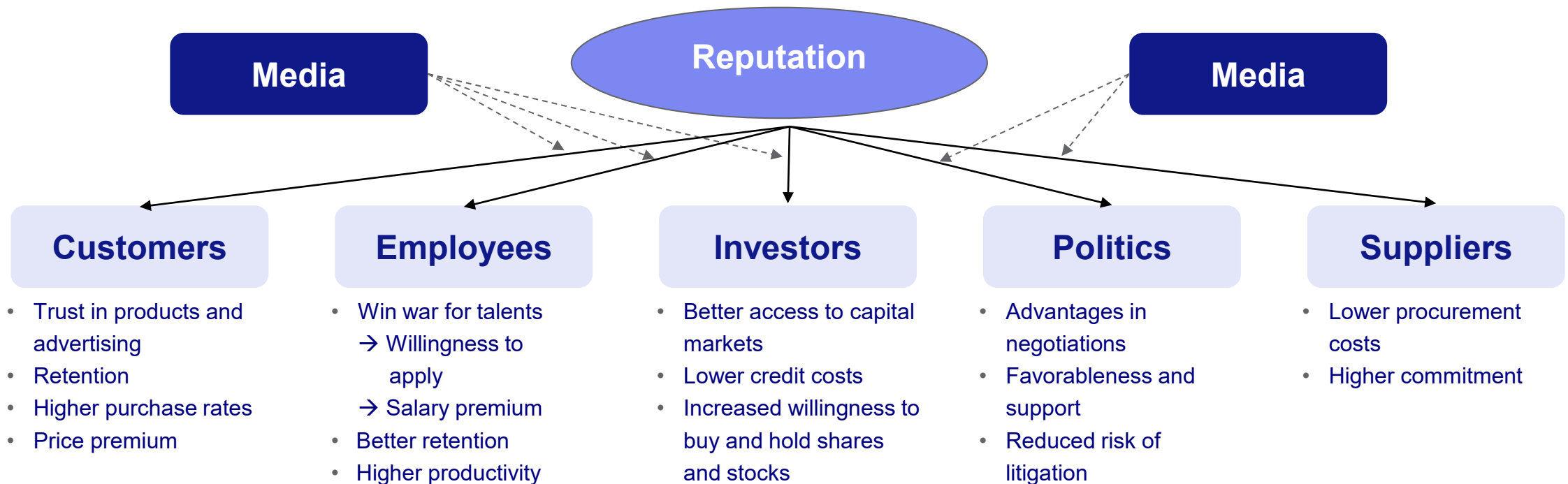
Corporate reputation is a company's central intangible asset

Reputation:

a general evaluation of a company by its various stakeholders which incorporates both **cognitive** and **emotional** components. An assessment of reputation is based on factual **experiences** as well as on **perceptions** relying on communicated messages.

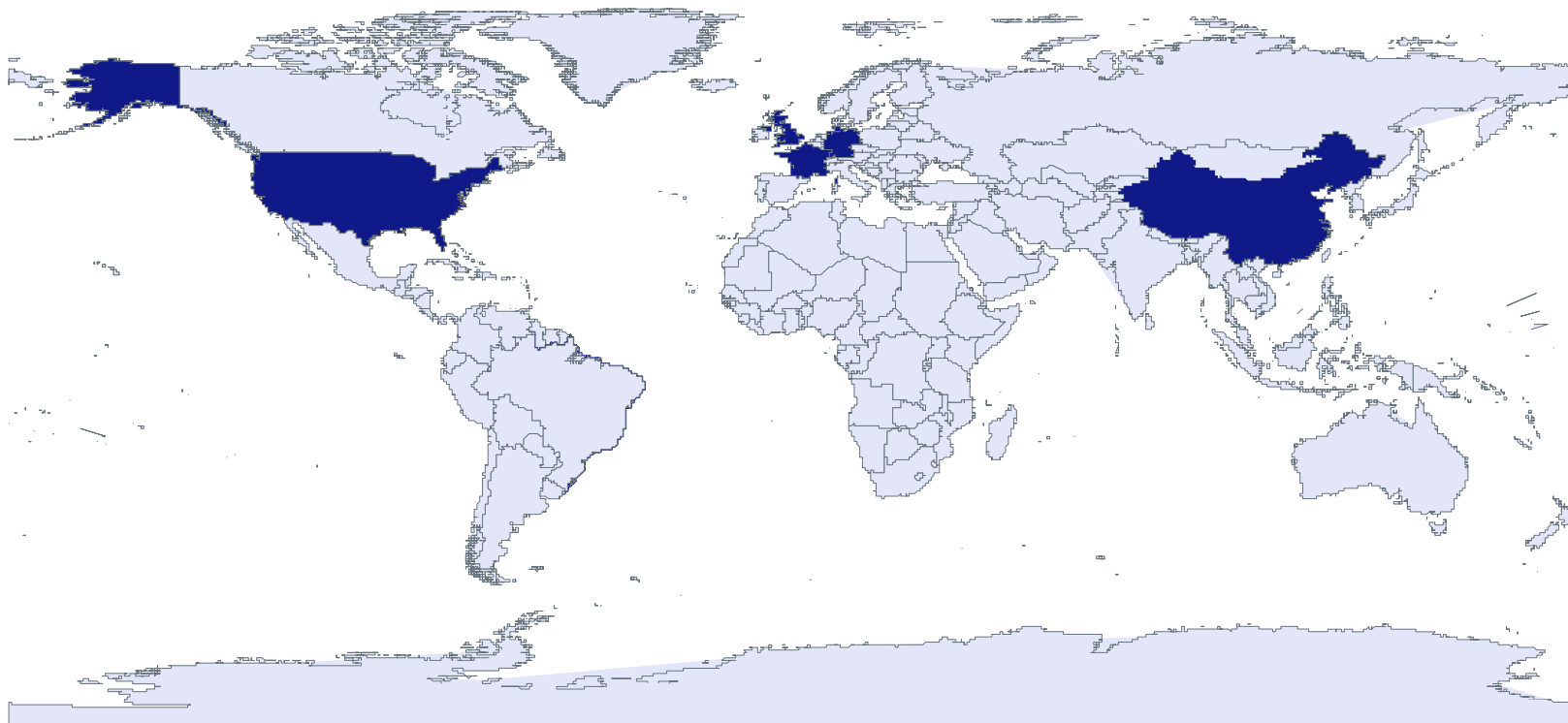


Companies build competitive advantages and increase their market value by fostering reputation



Source: Brown (1997); Caminiti (1992); Cordeiro & Sambharya (1997); Deephouse (1997); Dowling (1986); Eidson & Master (2000); Fombrun (1996); Fombrun & van Riel (1998); Goldberg & Hartwick (1990); Klein & Leffler (1981); Lafferty & Goldsmith (1999); McMillan & Joshi (1997); Milgrom & Roberts (1986); Nakra (2000); Pfister, Schwaiger & Morath (2019); Preece et al. (1995); Raithel & Schwaiger (2015); Roberts & Dowling (1997); Schwaiger & Raithel (2014); Srivastava et al. (1997)

Our reputation model is based on a multinational study and has been taken over by many blue chip companies



Source: Schwaiger, M. (2004):
Components and Parameters of Corporate
Reputation – an Empirical Study, in:
Schmalenbach Business Review, Vol. 56, S. 46-71

Measuring reputation (at least general public + opinion leaders)

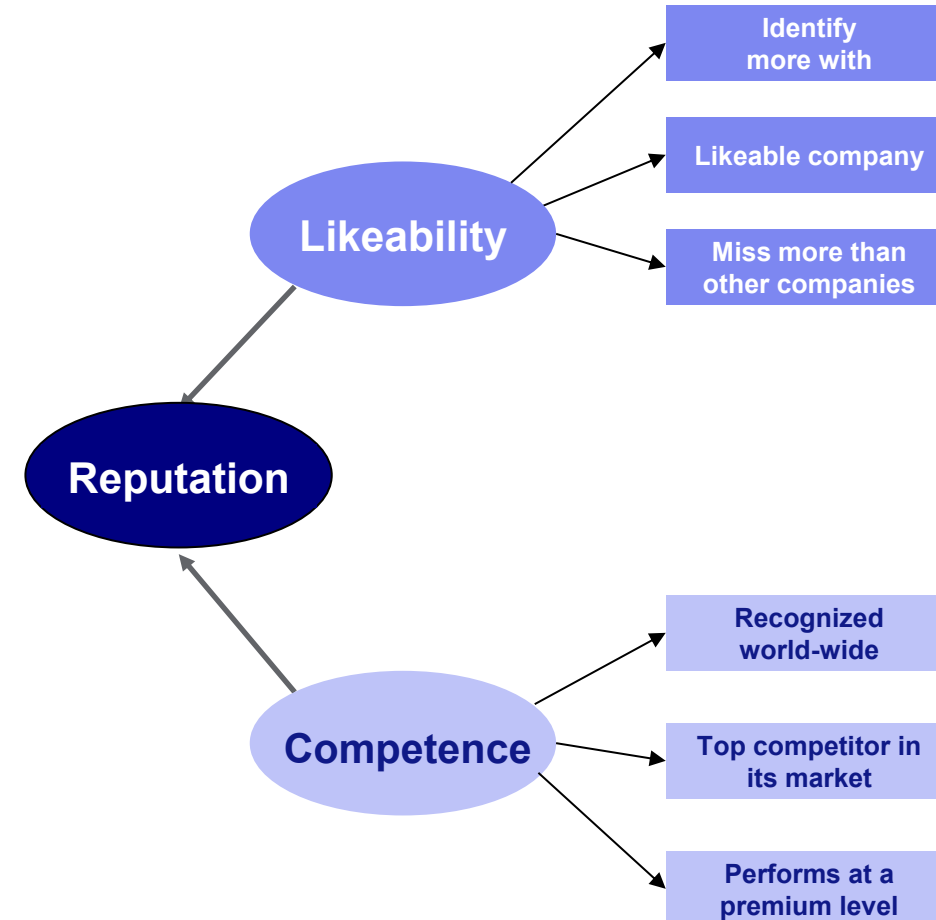
Design of the study

General public: CATI
Opinion leader: CAPI
Recruiting Market: Online

Data collection:
TNS Infratest

About 2.000 / 300 interviews,
50-60 companies

Companies selected for evaluation
have to be known at least by name



Explained variation (R^2) of different measurement concepts

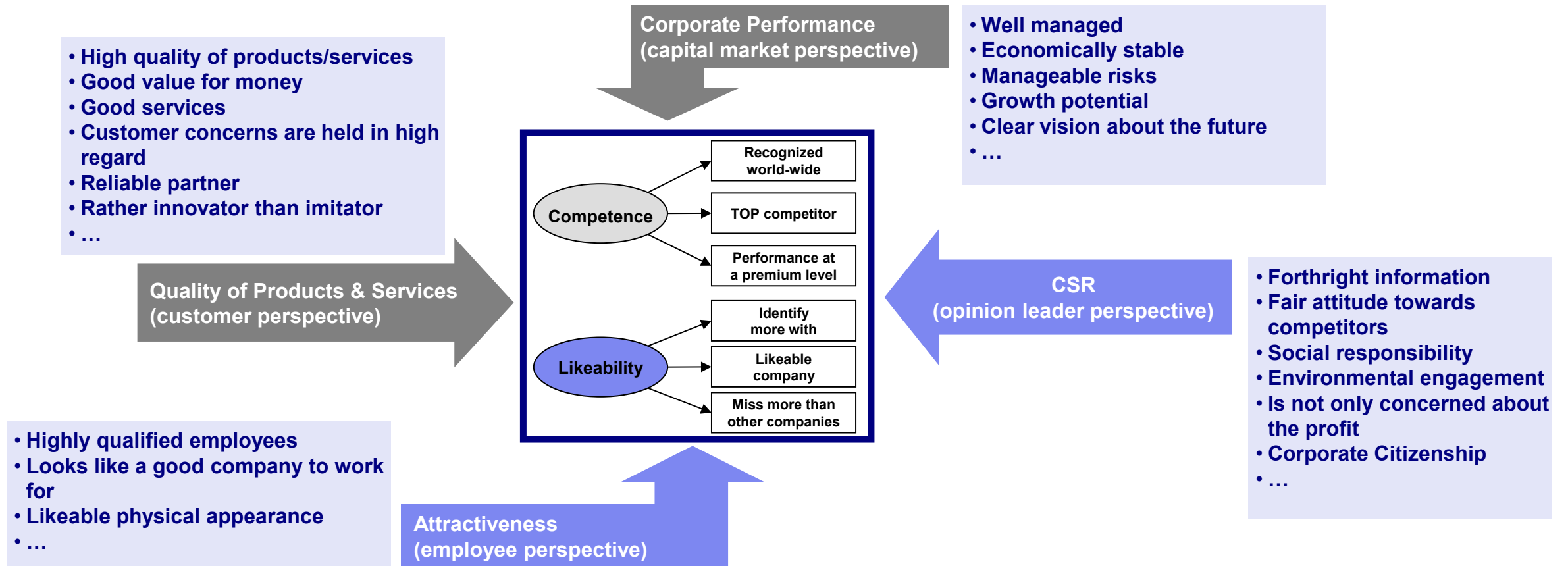
	AMAC	GMAC	RQ	RepTrak	CBR	Helm	Schwaiger
Convergence validity							
Reputation (overall)	52%**	52%**	61%*	57%**	61%*	59%**	62%
Criterion validity							
Cust. Satisfaction	41%**	42%**	72%*	70%**	66%**	57%**	73%
Loyalty	38%**	39%**	71%	66%**	63%**	56%**	71%
Trust	49%**	52%**	85%	71%**	73%**	55%**	79%**
Commitment	34%**	37%**	53%	45%**	41%**	38%**	50%*
Word-of-Mouth	36%**	38%**	69%*	65%**	63%**	57%**	70%

** and * indicate a significant difference between the best-performing approach (printed in bold) and the measure under consideration at a level of 5% and 10%, respectively.

Source: Wilczynski, P.; Sarstedt, M.; Melewar, T. C. (2013): Measuring Reputation in Global Markets - A Comparison of Reputation Measures' Convergent and Criterion Validities, in: *Journal of World Business*, Vol. 48 (3), 329–339

Analyzing reputation drivers

4 dimension cover the main stakeholder group



Application (1): Reputation and private investors' behavior

Schütz, T./Schwaiger, M. (2007):

Der Einfluss der Unternehmensreputation auf Entscheidungen privater Anleger.
Kredit und Kapital, Vol. 40, No. 2, 189-223.

Tested Hypotheses (derived from theory):

- H1:** *Private Investors, who attribute a high reputation to a company, will evaluate its shares higher than investors who attribute a lower reputation to the same company.*
- H2:** *If the reputation of a company improves, private investors will weight its shares higher in their portfolios. If the same company's reputation gets worse, the shares of the company will be, ceteris paribus, weighted lower.*

Experimental design

- **Laboratory setting**
- **Participants:** 63 students
- **Multi-periodical investment decision:**
 - Investment of fictitious amount of € 10.000 to maximize the final value of the portfolio
 - Choice between stocks of Lufthansa AG, Siemens AG, Volkswagen AG, as well as a risk-free investment (max. 50% of the investment value)
 - 5 periods played, but 6 announced
 - Incentive: Prizes of € 100, € 75, and € 50, were offered to the most successful 50% participants (success = final value of the portfolio)
 - Participants' actions do not affect the stock price, short positions are prohibited
- **Treatment:** A set of information in each period about the companies
- **Reversed-treatment design**

Period	P0		P1		P2		...
Time	t_0	t_1	t_2	t_3	t_4	t_5	...
EG_{pos}	R	O_1	X+	O_2	X+	O_3	...
EG_{neg}	R	O_4	X-	O_5	X-	O_6	...

Experimental design

1 Random assignment of the participants to test and control group

Elimination of confounding variables

2 A set of information in each period

Identical basic information, identical announcements about Siemens / VW, manipulation of reputation for Lufthansa

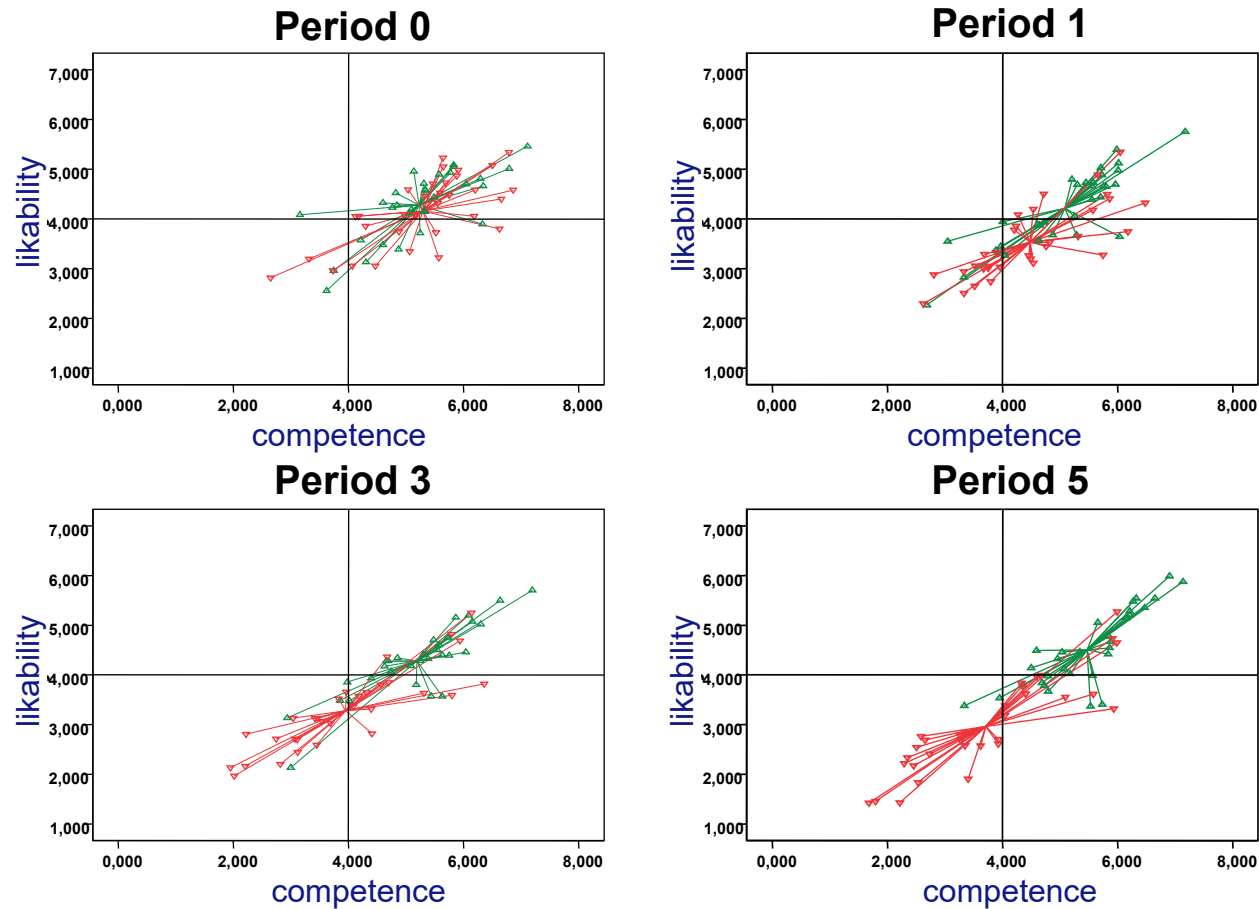
3 Data collection (Interrogation)

Investment decisions in each period, reputation measurement in periods (0), 1, 3 and 5

4 Market collapse in period 3

Simulation of a plunge of ~ 20%

The success of manipulation is obvious (and significant)



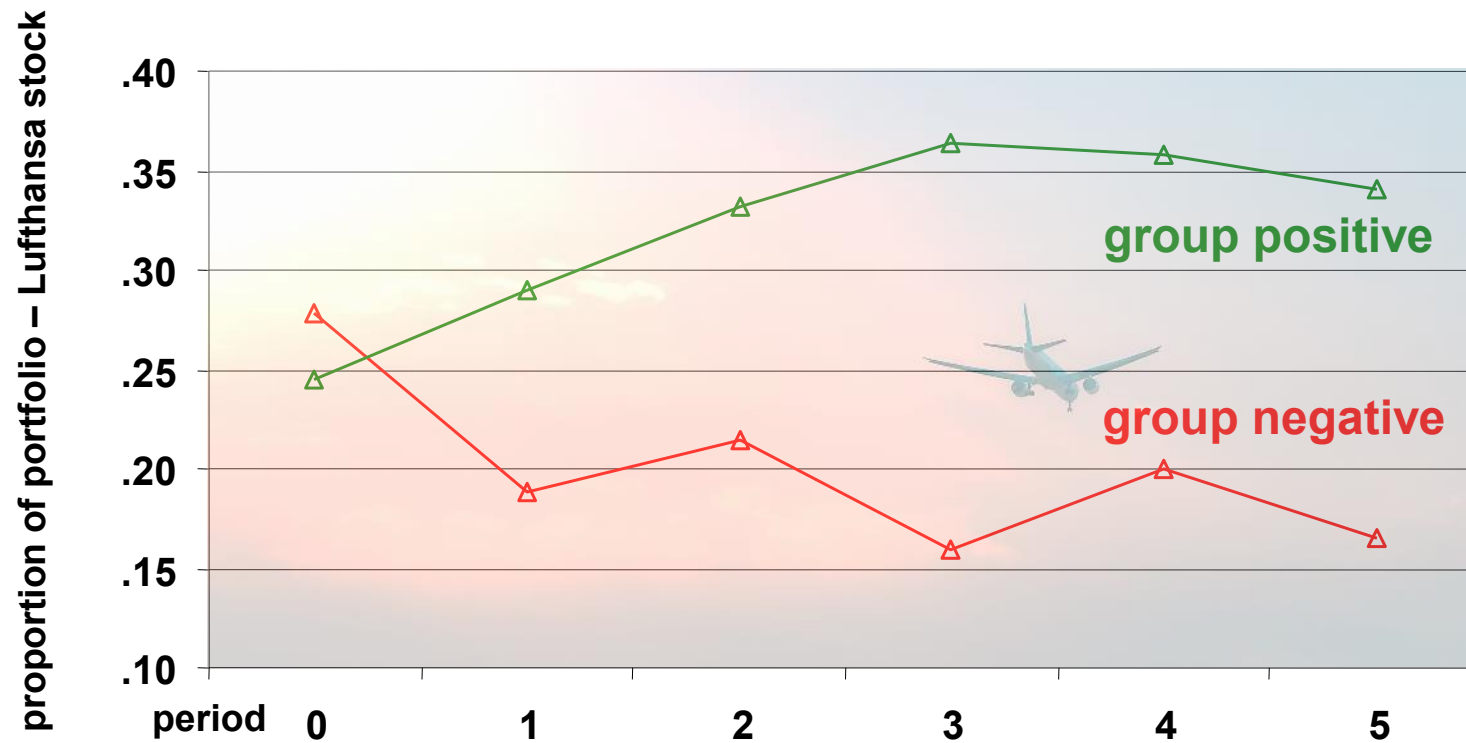
Lufthansa –
ratings of likeability and competence

Experimental group **positive**

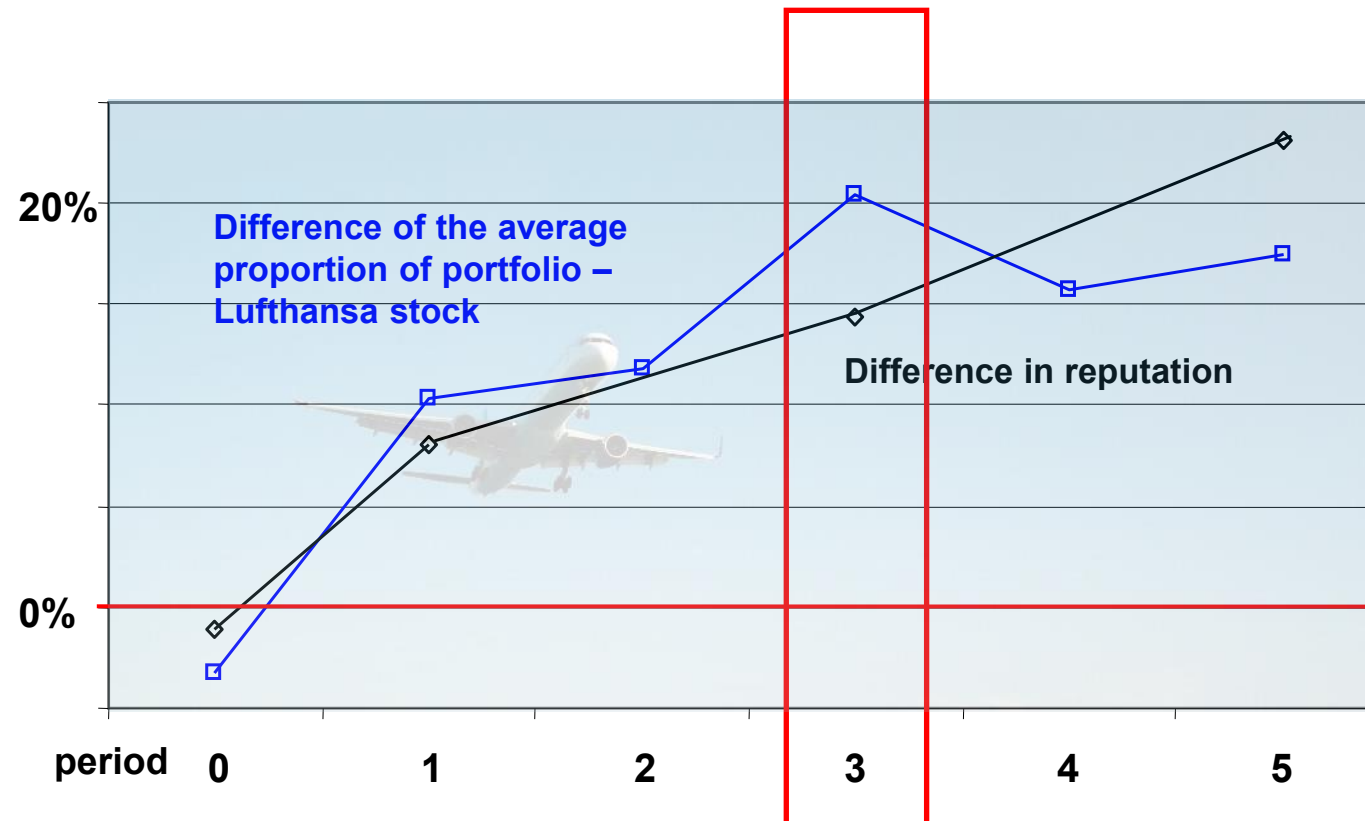
versus

Experimental group **negative**

For private investors higher reputation of a company leads to a stronger weighting of the company's stocks



Unexpected negative price developments in the stock market intensify the effects of reputation on investment decisions



Application (3): Effect of cultural sponsoring on corporate reputation

Schwaiger, M.; Sarstedt, M.; Taylor, R. (2010). Art for the Sake of the Corporation Audi, BMW Group, DaimlerChrysler, Montblanc, Siemens, and Volkswagen Help Explore the Effect of Sponsorship on Corporate Reputations. *Journal of Advertising Research*, 50(1), 77-90.

Assumption: Reputation effects are not limited to visitors of a sponsored cultural event. Persons are aware of such cultural sponsoring activities of a company rate its reputation higher.

Tested Hypotheses (derived from theory):

General effect of reputation:

- H1:** *Persons who are aware of the companies' culture sponsorship activities assess the companies' overall corporate reputation higher on the dimension of likeability than persons who are unaware of the culture sponsorship activities.*
- H2:** *Persons who are aware of the companies' culture sponsorship activities assess the companies' corporate reputation higher on the dimension of **competence** than persons who are unaware of the culture sponsorship activities.*

Application (3): Effect of cultural sponsoring on corporate reputation

Tested Hypotheses:

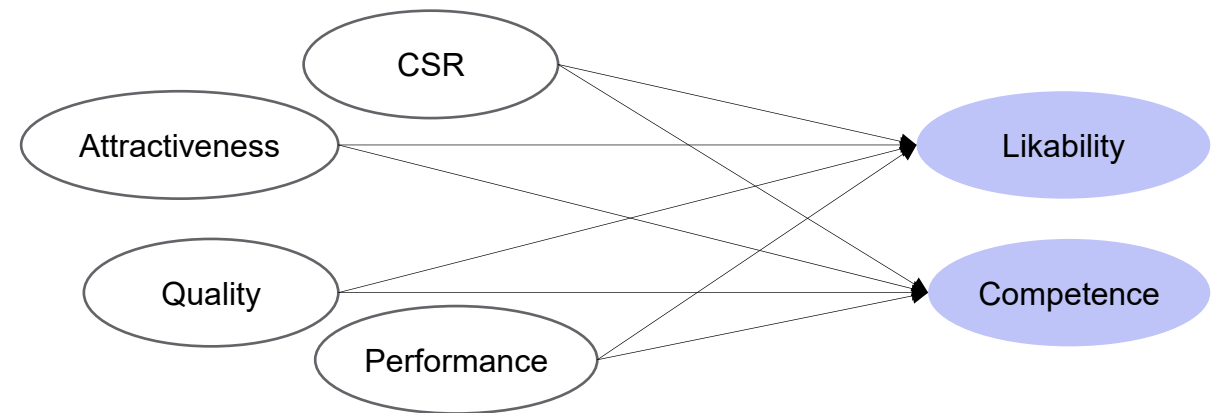
Drivers of reputation:

H3: *Persons who are aware of the companies' culture sponsorship activities assess the companies' **CSR** to be higher than persons who are unaware of the culture sponsorship activities.*

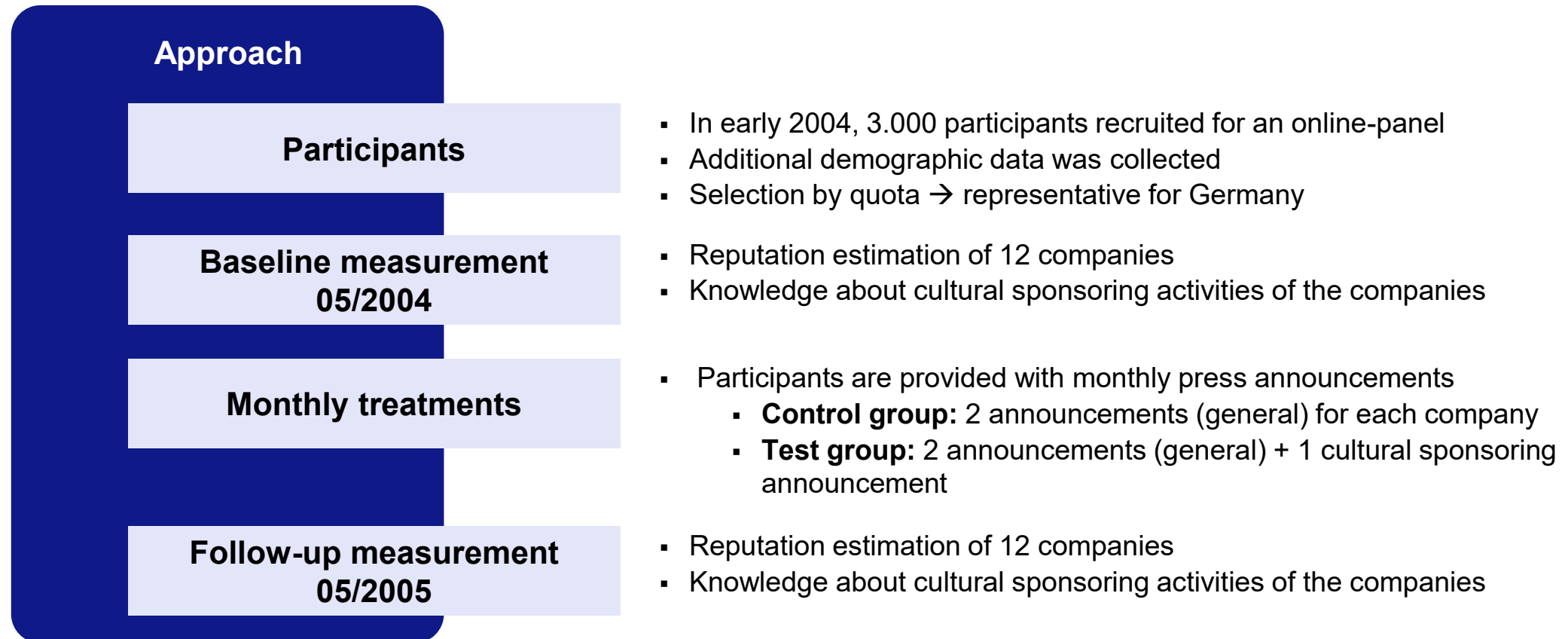
H4: Same with **attractiveness**

H5: Same with **quality**

H6: *Persons who are aware of the companies' culture sponsorship activities do not assess the companies' **performance** higher than persons who are unaware of the culture sponsorship activities.*

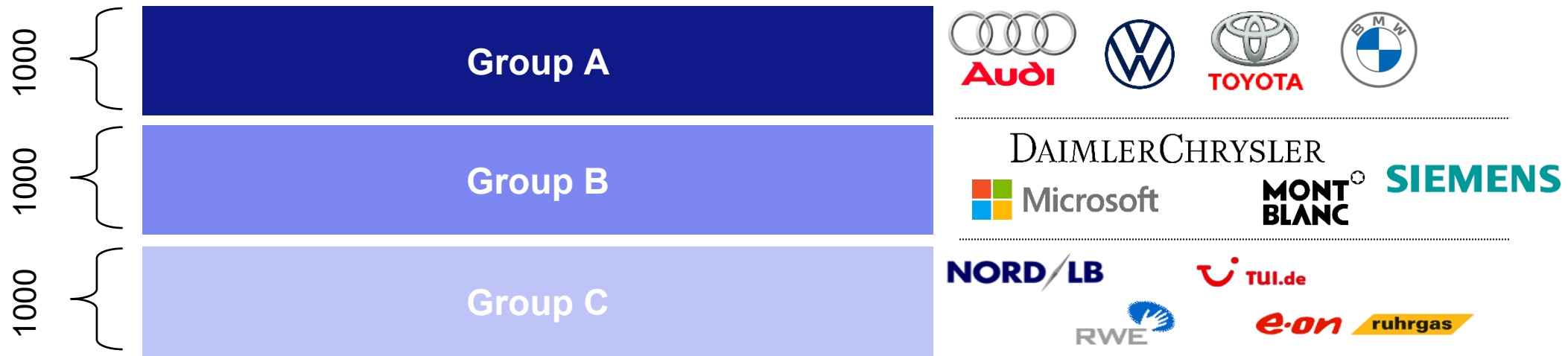


3.000 participants had been recruited for an online-panel



Participants and companies were divided into 3 panels

- The 12 participating companies were divided into **3 groups** each consisting of **4 companies** and 1.000 participants.
- The assignment of the participants – knowledge about the companies was mandatory – to the experimental and control group was **randomized**.
- Every participant was surveyed about the same four companies.



Overview of the experimental design

			May'04	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan'05	Feb	Mar	Apr	May
Group A	CG	AUDI	M ₀	X		X		X		X		X		X	M ₁
		Volkswagen	M ₀		X		X		X		X		X		M ₁
		BMW Group	M ₀	X		X		X		X		X		X	M ₁
	TG	AUDI	M ₀	X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}	M ₁
		Volkswagen	M ₀		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		M ₁
		BMW Group	M ₀	X _{CS2}		X _{CS2}		X _{CS2}		X _{CS2}		X _{CS2}		X _{CS2}	M ₁
Group B	CG	Montblanc	M ₀		X		X		X		X		X		M ₁
		DaimlerChrysler	M ₀	X		X		X		X		X		X	M ₁
		Siemens	M ₀		X		X		X		X		X		M ₁
	TG	Montblanc	M ₀	X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}	M ₁
		DaimlerChrysler	M ₀	X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}	M ₁
		Siemens	M ₀	X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}	M ₁
Group C	CG	Nord/LB	M ₀	X		X		X		X		X		X	M ₁
		RWE	M ₀		X		X		X		X		X		M ₁
		E.ON Ruhrgas	M ₀	X		X		X		X		X		X	M ₁
		TUI	M ₀		X		X		X		X		X		M ₁
	TG	Nord/LB	M ₀	X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}	M ₁
		RWE	M ₀		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		M ₁
		E.ON Ruhrgas	M ₀	X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}		X _{CS1}	M ₁
		TUI	M ₀		X		X		X		X		X		M ₁

CG: Control group, TG: Treatment group

M₀: Reference measurement (pretest), M₁: Follow-up measurement (posttest)

Treatment
 X: 2 general reports
 X_{CS1}: 2 general reports + 1 report on cultural sponsorship
 X_{CS2}: 2 general reports + 2 reports on cultural sponsorship

Theoretical base: ELM

Analysis: PLS Latent Class Model

Exceptions:

- 1. Toyota:** treatment = sport sponsoring news for the test group (instead of cultural sponsoring news)
- 2. BMW:** treatment = 2 cultural news for the test group
- 3. Microsoft:** treatment = three general press news for the test group (instead of two general but slightly longer press news for the control group) to test whether 3 general news with 4 rows opposed to 2 news with 6 rows bear some effects
- 4. TUI:** treatment = two identical news both for test and control group (for control purposes)

Source: Schwaiger, M.; Sarstedt, M.; Taylor, R. (2010). Art for the Sake of the Corporation Audi, BMW Group, DaimlerChrysler, Montblanc, Siemens, and Volkswagen Help Explore the Effect of Sponsorship on Corporate Reputations.

Experimental design: Treatment

Cultural news

Young Directors Project powered by Montblanc-Salzburg Festival 2005

Hamburg, 2005/1/25—After three successful years, the culture brand Montblanc will continue its cultural commitment to the Salzburg Festival and will sponsor the innovative Young Directors Project in its entirety for at least three more years. Festival boss Martin Kusej will present young theatre directors from the "edge" of Europe in this year's competition. With this choice, Martin Kusej's wish to offer the rich, lively, and creative arts of Europe's neighbors a platform is put into practice.

General news

Siemens wins Order for Voice-over-IP in the Netherlands

Munich, 2004/12/3—The Dutch cable net operator Casema has ordered the delivery, installation and upkeep of a solution that will enable country-wide voice transfer via Internet Protocol (IP) from Siemens Communications. Voiceover-IP is markedly cheaper than normal telephones. Siemens' Voice-over-IP solution is already successfully used in the USA.

Results: Effectiveness of the treatment

To what extent does the company supports or sponsors cultural events or artists? (1 = "not at all"; 7 = "to a very high degree")		Difference $M_1 - M_0$	t-value
AUDI	Control group	.602	-3.312**
	Experimental group	1.133	
BMW Group	Control group	.500	-4.321**
	Experimental group	1.206	
DaimlerChrysler	Control group	.405	-1.636
	Experimental group	.640	
E.ON-Ruhrgas	Control group	.576	-3.431**
	Experimental group	1.095	
Montblanc	Control group	.807	-2.579**
	Experimental group	1.257	
Nord/LB	Control group	.560	-3.843**
	Experimental group	1.125	
Siemens	Control group	.436	-2.128**
	Experimental group	.750	
RWE	Control group	.551	-3.584**
	Experimental group	1.074	
TUI	Control group	.697	-.126
	Experimental group	.716	
Volkswagen	Control group	.463	-2.437**
	Experimental group	.847	

** Significant at .05

* Significant at .10

Results: Hypotheses testing

Construct	Group	Difference $M_1 - M_0$	t-value	p-value
Likability	CG	-.056	-1.744	.081
	TG	.020		
Competence	CG	-.069	-.865	.387
	TG	-.040		
CSR	CG	.072	-1.953	.051
	TG	.145		
Attractiveness	CG	-.019	-2.880	.004
	TG	.093		
Quality	CG	-.008	-.141	.886
	TG	-.034		
Performance	CG	.044	.924	.355
	TG	.011		

H₁: ✓

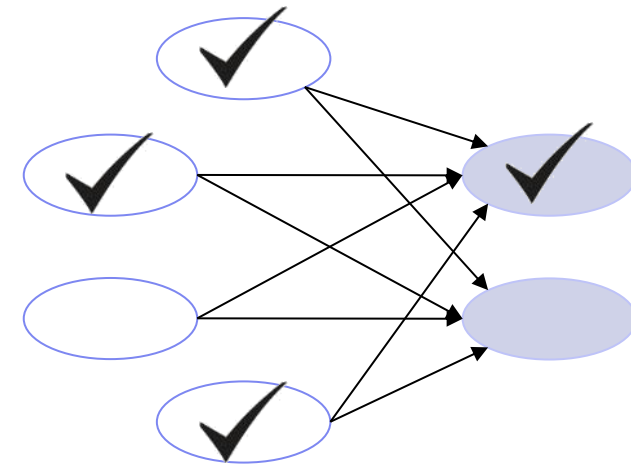
H₂: ⚡

H₃: ✓

H₄: ✓

H₅: ⚡

H₆: (as expected)



Application (4): Loss of reputation due to misleading press coverage

Setting:

- [Article](#) of the 17th October 2011 in *Handelsblatt* magazine with the headline „Raid at Baron von Finck“ (page 4, size about 30 x 30cm).
- August von Finck felt violated in his personal rights and in addition economically damaged. The article stated that the search based on suspicions of assistance to tax fraud occurred at von Finck's premises. In fact, the search took place at one of the von Finck empire's subsidiaries, specifically VM Vermögensmanagement GmbH.
- The headline as well as the image of his private property would therefore “damage his reputation” and are “misleading”. The magazine proposed a clarification in the issue of the following day (page 2, size 7 x 10cm).
- **Research Question:** Did a reputational damage occur (and how to price this damage)?



Research question

- (Experimentally) tested research questions:
 - Does the **magazine article** “Raid at Baron von Finck” affect the **perceived reputation** and **trustworthiness** as well as the willingness to engage in **business ties** with August von Finck?
 - Did the clarification (see right) affect the perceived **reputation** and **trustworthiness** as well as the willingness to engage in **business ties** with August von Finck?



Solomon four-group design

		t_0	t_1	t_2	t_3	t_4	t_5
No treatment in t_2	EG₁	R	O ₁	X	O ₂	X	O ₃
	CG₁	R	O ₄		O ₅	X	O ₆
	EG₂	R		X	O ₇	X	O ₈
	CG₂	R			O ₉	X	O ₁₀

Without pre-test

EG₁: Experimental group 1

CG₁: Control group 1

EG₂: Experimental group 2

CG₂: Control group 2

$t_0 - t_5$: Point of time 0 to 5

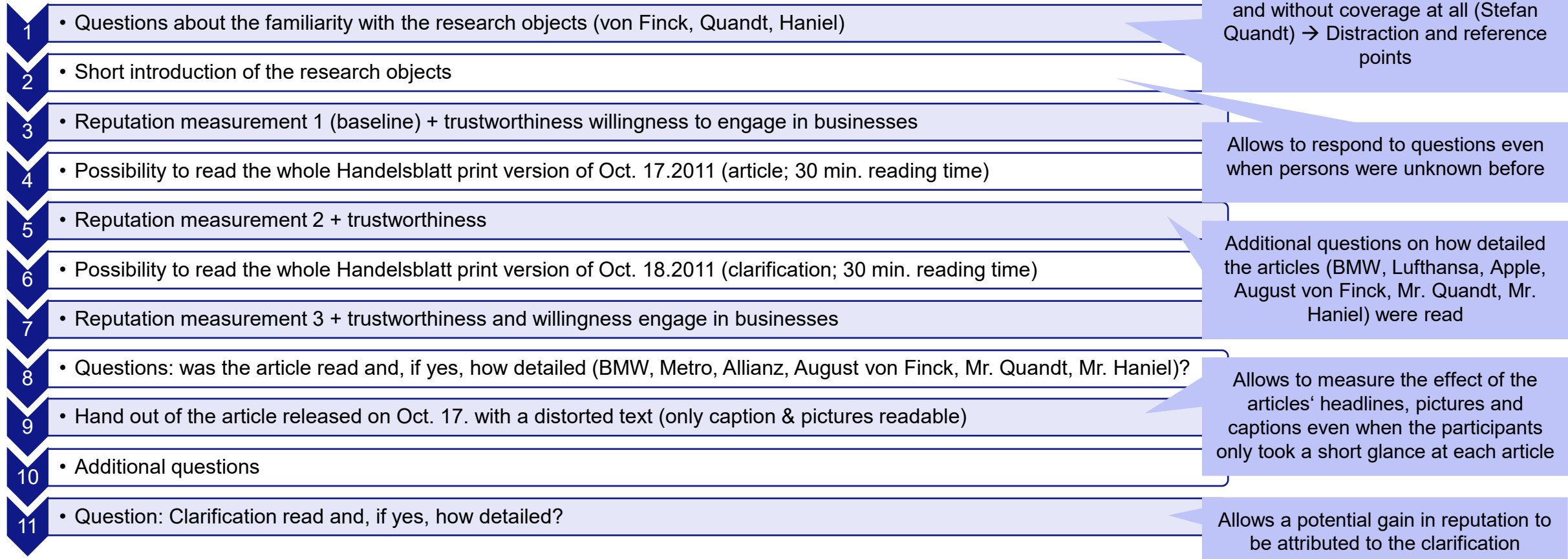
R: Randomization of the participants (random assignment of the participations to the respective groups)

O₁; O₄: Pretest

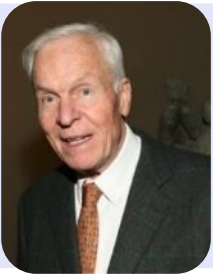
X: Treatment (Treatment, Impulse, here: Confrontation with the Handelsblatt-coverage)

O₂; O₃; O₅; O₆; O₇; O₈; O₉; O₁₀: Posttest(s)

Experimental procedure presented by EG1



Three research objects



August von Finck

August von Finck (* March 11, 1930 in Munich) is a German entrepreneur and former banker. Since the 1970s von Finck had been the general partner of the Munich-based, family-owned Merck Finck & Co bank, which he sold in 1990. Von Finck has several company holdings in diverse sectors, including restaurants and hotels, beverages, product testing and real estates. In 2007, he acquired a majority stake in the Swiss technology group Von Roll.



Stefan Quandt

Stefan Norbert Quandt (* Mai 9, 1966 in Frankfurt am Main) is a German entrepreneur and stockholder who holds significant shares of BMW AG and is the vice president of the supervisory board. Today, the industrial engineer focuses his activities/efforts on Delton AG, a strategic management holding founded in 1989 and headquartered in Bad Homburg vor der Höhe. Additionally, Stefan Quandt serves on the advisory board of the Johanna-Quandt-Foundation.



Franz Haniel

Franz Markus Haniel (* April 1, 1955 in Oberhausen) is a German entrepreneur and stockholder who holds significant shares of the Metro AG. Franz Markus Haniel studied languages and literature in Grenoble, and afterwards, from 1976 to 1981, mechanical engineering in Munich. 1982 he obtained an MBA at the INSEAD in Fontainebleau. At the moment he is president of the supervisory board of the Metro AG and the Franz Haniel & Cie. GmbH as well as a member of the supervisory board of the BMW AG and the Delton AG, Bad Homburg.

Measurement of the dependent variables

„Personal“- Reputation:

Likeability:

1. *I can identify myself with [Person] better than with other persons.*
2. *[Person] is a person I would miss more than others if he/she retires.*
3. *I consider [Person] as a likeable person.*

Competence:

4. *I believe that [Person] has extraordinary skills.*
 5. *I regard [Person] as a very competent person.*
 6. *In my eyes, [Person] belongs of the TOP entrepreneurs.*
 7. *As far as I can judge, [Person] is a recognized globally as entrepreneur.*
- (Respond possibilities: 1 = „I totally disagree“ to 7 = „I totally agree“)

Trustworthiness:

1. *I consider [Person] as trustworthy.*

(Respond possibilities: 1 = „I totally disagree“ to 7 = „I totally agree“)

Willingness to engage in business:

1. *„Imagine you are the CEO of a company. Considering the information you have, with whom of the following persons would you enter a business relation?“*

(Respond possibilities: 1 = „definitely not“; 2 = „probably not“, 3 = „Probably“, 4 = „Certainly“)

Experimental design: Treatment

„Raid Article“
17.10.2011
Experiment:
X at t_2

Razzia bei Baron von Finck
Vermögensberatung gerät durch Steuer-CD unter Verdacht. Behörden prüfen weitere Ankäufe.

Die Steuer-CD aus Luxemburg bringt den ersten Prominenten in Bedrängnis: August Baron von Finck junior. Mehr als 50 Beamte der Steuerfahndung durchsuchten nach Informationen des Handelsblatts am vergangenen Freitag Standorte von Fincks VM Vermögens-Management GmbH in Düsseldorf, München und Stuttgart wegen des Verdachts auf Beihilfe zur Steuerhinterziehung.

Die Razzien begannen am Nachmittag und dauerten bis in die Abendstunden. Nach Angaben von Augenzeugen sicherten die Beamten kartonweise Akten und Datenträger. Gegen mehrere verantwortliche Personen wird nun ermittelt. Auch Privatadressen von aktiven und ehemaligen Managern der VM wurden durchsucht. Keiner der sieben Partner von VM reagierte bis Redaktionsschluss auf eine Bitte um Stellungnahme.

Auf die Spur brachte die Fahnder die CD mit Kundendaten der Bank HSBC aus Luxemburg, die Nordrhein-Westfalen gekauft hat. Diese dürfte zu einer Vielzahl an weiteren Steuerverfahren führen. Nach Angaben von Ermittlern sind weitere Durchsuchungen geplant. Dabei könnte auch die Düsseldorf-HSBC-Tochter HSBC Trinkaus unter Druck geraten. Namen von Kunden der Traditionsbank sind auf der CD, sie gehören damit zu den Verdächtigen. Ein Sprecher von HSBC Trinkaus sagte am Sonntag, die Bank habe keine Kenntnis über ein Steuerverfahren. Sie leiste keine Beihilfe zur Steuerhinterziehung.

Auch andere Steuerlinder müssen zittern: Nach Handelsblatt-Informationen verhandeln deutsche Behörden über den Ankauf weiterer CDs. Eine Prüfung der Daten ist bereits angelaufen, eine Entscheidung aber noch nicht gefällt. Ein Sprecher des Bundesfinanzministeriums wollte dies nicht kommentieren.

Die Blitzrazzia bei der VM war notwendig geworden, da bereits vergangene Woche durchgesickert war, dass das Bundesland Nordrhein-Westfalen von einem Insider eine neue Steuer-CD gekauft hatte. Auf dem Datenträger sind nach Angaben von Eingeweihten mehrere Tausend Bankkunden, die Vermögen auf Luxemburger Konten halten und diese teilweise nicht versteuert haben. Um zu verhindern, dass Betroffene Daten vernichten, rückte die Steuerfahndung sofort aus. Nach Angaben aus Justizkreisen sind die bei der VM gefundenen Unterlagen aussagekräftig. Vor allem im Raum München seien brisante Dokumente gefunden worden.

Die Familie Finck gehört seit mehr als hundert Jahren zur Spitze des deutschen Geldadels. August Georg Heinrich Baron von Finck senior war einst der reichste Mann Deutschlands. Sein Sohn, August Baron von Finck junior, versuchte sich als Bankier, Brauereibesitzer und Hotelier. Ab 1999 siedelte er das Familienimperium in die Schweiz um.

Die VM wurde 1986 gegründet und 2008 von August Baron von Finck übernommen. Die gefundenen Dokumente zu mangelhaften Steuererklärungen reichen von 2006 bis 2010.

Die sieben Vermögensverwalter der VM betreuen nach eigenen Angaben deutlich über zwei Milliarden Euro. „Den Gründern geht es um Transparenz und weitsichtige Perspektive“, heißt es auf der Internetseite des Unternehmens. „Im Mittelpunkt ihrer Arbeit stehen Verständnis, Vertrauen und Integrität.“

Ermittler in NRW begannen seit Ankauf der Steuer-CD den Verdacht, dass die Vermögensverwaltung ein Modell zur gezielten Steuerhinterziehung angeboten hat. Da bei soll Kunden empfohlen worden sein, Geld auf luxemburgische Konten der HSBC Bank zu transferieren und so für den deutschen Fiskus unsichtbar zu machen. Vier der sieben Partner der Vermögensverwaltung arbeiteten zuvor für HSBC Trinkaus.

S. Iwersen, S. Affolter, D. Stadler, F. Schmid

DATEN AUS LUXEMBURG

3 000 Datensätze enthält der neueste Datenträger, den Nordrhein-Westfalen gekauft hat. Es handelt sich um Kunden der Bank HSBC in Luxemburg, die ihr Geld mutmaßlich dem Fiskus verschwiegen haben.

Firmen- und Privatkunden Fahnder schwärmen von der „erstklassigen Qualität“ der Datensätze. Im Unterschied zu vorherigen CDs sollen Daten von Privat- und Firmenkunden auf der CD sein.

Razzien Mehr als 50 Fahnder durchsuchten bereits am Freitag Firmen und Privatwohnungen.

Schloss „Weinfelden“ in der Schweiz: August von Finck jr. steuert auch von hier aus seine Geschäfte.

August Baron von Finck

Bericht Seite 12

„Clarification“
18.10.2011
Experiment:
X at t_4

KLARGESTELLT

„Razzia bei Baron von Finck“
Handelsblatt, 17. Oktober 2011

Sofern durch die Überschrift „Razzia bei Baron von Finck“ und die in diesem Zusammenhang erfolgte Veröffentlichung eines Bildes von Schloss Weinfelden in der Schweiz der Eindruck entstanden sein sollte, dass bei Baron von Finck persönlich eine Razzia stattgefunden hat, ist dies falsch. Richtig ist, dass Standorte der zum Imperium von Baron von Finck gehörenden VM Vermögens-Management GmbH durchsucht wurden.

Sample

Sample size

- In spring 2012, 169 persons had been recruited for the experiment (EG1: 66; EG2: 66; CG1: 18; CG2: 19)

Socio-demographic characteristics

- 55% female and 45% male
- Average age: 22.4 years
- 79.3 % of the participants were students in the field of business administration
- 71.6% of the participants were within 1st and 3rd semester
- 72.8% of the participants were undergraduate Bachelor students
- 91.2% of the participants had a high/very high interest in business topics

Time frame

- Experimental duration up to 105 min.

Compensation

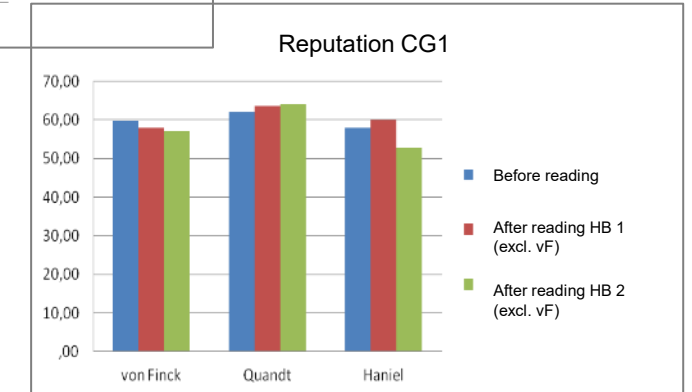
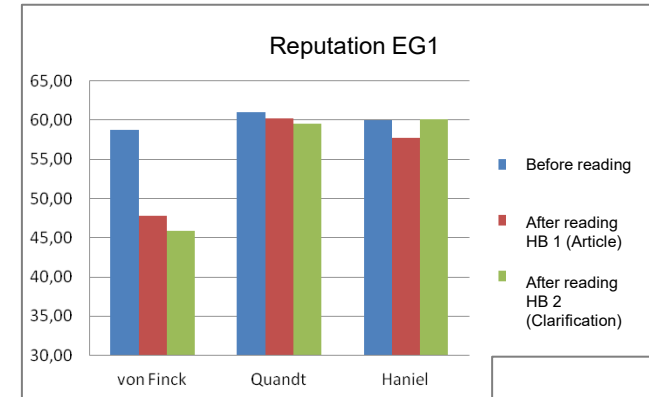
- € 30 in cash



Changes in reputation in EG1 and CG1

Group	Person	Time of measurement	Mean	N	Paired Differences	t
Experimental Group 1	Finck	Before reading	58,71	55	10,92	5,44**
		After HB of 17.10.11	47,79	55		
	Finck	Before reading	58,71	55	12,79	5,99**
		After HB of 18.10.11	45,92	55		
	Quandt	Before reading	61,01	55	,86	1,02
		After HB of 17.10.11	60,15	55		
	Quandt	Before reading	61,01	55	1,46	1,37
		After HB of 18.10.11	59,55	55		
	Haniel	Before reading	59,93	55		---
		After HB of 17.10.11	57,76	55		
Control Group 1	Finck	Before reading	59,85	18	1,95	1,63
		After HB of 17.10.11	57,90	18		
	Finck	Before reading	59,85	18	2,78	1,66
		After HB of 18.10.11	57,07	18		
	Quandt	Before reading	62,10	18	-1,43	-1,58
		After HB of 17.10.11	63,52	18		
	Quandt	Before reading	62,10	18	-1,91	-2,02
		After HB of 18.10.11	64,00	18		
	Haniel	Before reading	57,91	18	-2,08	-1,72
		After HB of 17.10.11	59,99	18		
	Haniel	Before reading	57,91	18	5,25	1,56
		After HB of 18.10.11	52,66	18		

The Handelsblatt article induced a loss of 12.79 scale points (21.79%) of August von Finck's reputation. This loss is clearly attributable to the article "Raid at Baron von Finck" and to the obviously failed clarification.



Participants that missed the article while reading were excluded from the analysis
** p<0.01

Changes in reputation without pretest

Group	Person	Time of measurement	Mean	N	Paired Differences	t
EG1	Finck	after HB of 17.10.11	47,79	55	1,87	2,31*
		after HB of 18.10.11	45,92	55		
EG2	Finck	after HB of 17.10.11	45,82	42	2,14	2,12*
		after HB of 18.10.11	43,68	42		
EG1	Quandt	after HB of 17.10.11	60,15	55	,60	,75
		after HB of 18.10.11	59,55	55		
EG2	Quandt	after HB of 17.10.11	54,99	42	-,97	-,70
		after HB of 18.10.11	55,96	42		
CG1	Finck	after HB of 17.10.11	57,90	18	,84	,63
		after HB of 18.10.11	57,07	18		
CG2	Finck	after HB of 17.10.11	50,98	19	-,66	-,68
		after HB of 18.10.11	51,64	19		
CG1	Quandt	after HB of 17.10.11	63,52	18	-,48	-,52
		after HB of 18.10.11	64,00	18		
CG2	Quandt	after HB of 17.10.11	54,07	19	-,15	-,13
		after HB of 18.10.11	54,21	19		

The values indicate that the reputation of August von Finck drops further in the respective experimental group. This further loss of August von Finck's reputation is significant in both experimental groups. There is no significant reputational difference between both points of measurement in control group. For Mr. Quandt the reputational change is not significant in any of the observed groups. The clarification from the 18.10.2011 therefore doesn't counteract the loss of reputation induced by the article from the 17.10.2011, instead it minorly raises the reputation significantly.

Participants that missed the article while reading were excluded from the analysis.

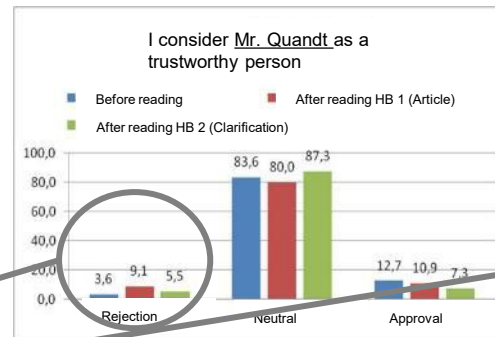
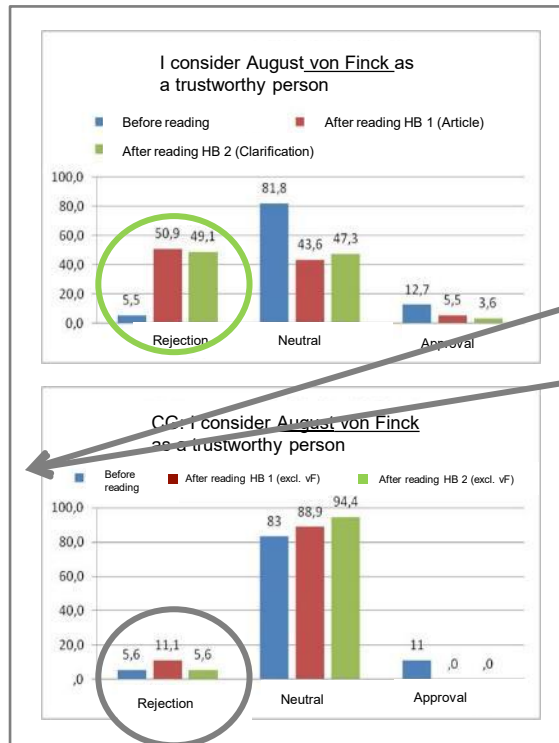
* $p < 0,05$

Loss of trustworthiness

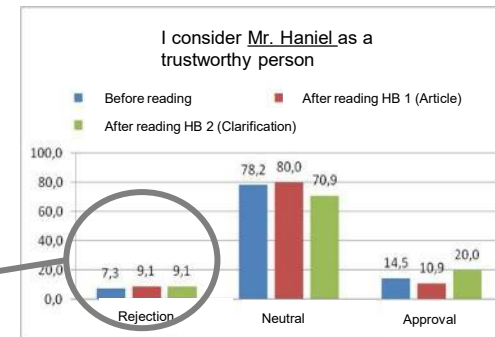
Significant
difference

Article has no
effect

No sig.
difference



No sig.
difference



No sig.
difference

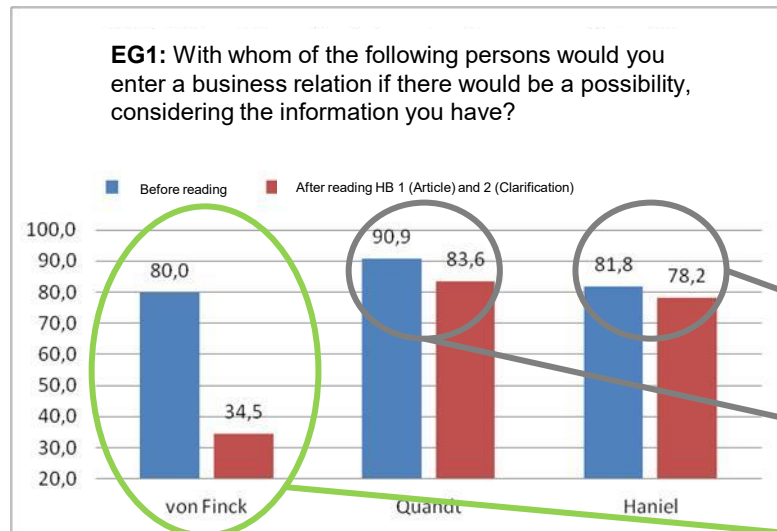
The loss of trustworthiness for August von Finck by 1.42 scale points is significant. In contrary, the changes for the control objects Quandt and Haniel are not significant. Additionally, the difference of the mean values within the control group did not differ from zero.

- Percentage of participants that agree on the statement (scale points 6 and 7), are neutral on the statement (scale points 3,4, and 5), and disagree on the statement (scale points 1 and 2).
- Participants that missed the article while reading were excluded from the analysis.
- ** p<0,01

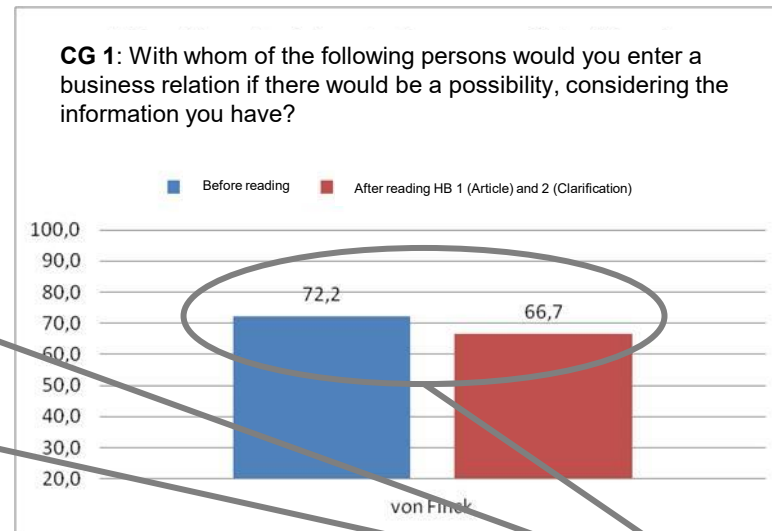
	Mean	N	Paired Differences	t
Von Finck before reading	4,11	55	1,42	7,32**
Von Finck after HB from 18.10.11	2,65	55		
Quandt before reading	4,18	55	-,02	-,14
Quandt after HB from 18.10.11	4,20	55		
Haniel before reading	4,22	55	-,15	-,92
Haniel after HB from 18.10.11	4,36	55		
CG von Finck before reading	4,39	18	,44	1,92
CG von Finck after HB from 18.10.11	3,94	18		

Willingness to engage in business

Experimental group 1



Control group 1



	Mean	N	Paired Differences	Std. Error
Von Finck before reading	2,95	55	,91	7,11**
Von Finck after HB from 18.10.11	2,04	55		
Quandt before reading	3,13	55	,16	1,92
Quandt after HB from 18.10.11	2,96	55		
Haniel before reading	3,09	55	,16	1,22
Haniel after HB from 18.10.11	2,93	55		
KG von Finck before reading	2,89	18	,17	,90
KG von Finck after HB from 18.10.11	2,72	18		



The decline of the willingness to engage in business for August von Finck by the value of 0.91 scale points is significant. In contrary the changes for the control objects Quandt and Haniel are not significant. Additionally, the difference of the mean values within the control group differ not from zero.

Participants that missed the article while reading were excluded from the analysis.
** p<0,01

Conclusion

Results of the experiment:

- The reputation of August von Finck due to the Handelsblatt reporting declined by 12.79 scale points (21.79%).
- The trustworthiness dramatically decreases: before reading the article 5.5% of the participants evaluate August von Finck as not trustworthy; however, this amount increases to almost 9-times the value (49.1%) after reading both Handelsblatt issues.
- The readiness to engage in business with August von Finck erodes through the course of the experiment as well after reading both Handelsblatt issues (from 80% to 34.5%).

Robustness checks:

1. Applying control objects (Quandt and Haniel) within all groups
2. Experimental design with experimental and control group
3. Experimental group with and without a pretest

Conclusion

Adaptation of the experimental design to the specific situation is necessary:

- Towards an optimal experimental design
- Important is the prior planning and the anticipation of possible confounding factors

→ If applied correctly, experiments are very valuable and complement other research and data collection designs perfectly.

Benefits of this course:

- Knowledge about the possibilities to apply experiments in business and management sciences
- Knowledge about application possibilities of experiments for your own thesis