

## **The Effect of Entrepreneurial Dimension on Corporate Reputation Among Corporations in the Municipality of Santo Tomas, Davao Del Norte**

**Jannah Mikaela V. Balgoma<sup>1</sup>, Brindel D. Espinosa<sup>1</sup>, Ronald E. Almagro<sup>1</sup>**

<sup>1</sup>Sto. Tomas College of Agriculture Sciences and Technology, Davao Del Norte,  
Philippines

Corresponding author e-mail: [almagro.ronald@dncs.edu.ph](mailto:almagro.ronald@dncs.edu.ph)

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**Abstract:** This study focused on the connection between entrepreneurial dimensions and corporate reputation among corporations. Using the Sloven equation, the intended sample size was 148 out of the 240 workers who participated in the research as responders. The method used to choose the respondents was universal sampling. The data obtained using two adjusted questionnaires were analyzed using the mean and Pearson r. The results showed that workers usually exhibit the entrepreneurial dimension in terms of competitive aggression. However, a company's reputation for emotional appeal is always present. The findings showed that among employees of a firm, there was a substantial correlation between the entrepreneurial component and corporate reputation. The findings proposed that corporations should create programs supporting employees' bold activities with clear risk evaluations and training. Besides, representatives must remain informed about industry trends, competitor activity, and the company's objectives. Moreover, employees must build on trust, shared purpose, and respect, which can create more meaningful and sustainable connections among employees. In addition, corporations must emphasize surveys to recognize the value of exceptional personnel, attract them, provide them with benefits, and offer them competitive compensation. Future researchers will explore the impacts of entrepreneurial dimensions (e.g., innovativeness, risk-taking, pro-activeness, and competitive aggressiveness) on corporate reputation among corporations. Understanding which dimensions have the most prominent impact can assist employees in working efficiently.

**Keywords:** Corporate Reputation, Corporations, Entrepreneurial Dimension

### **A. Introduction**

A corporation's corporate image, which refers to the overall perception held by its stakeholders, is a complex concept influenced by its operational procedures, product offerings, and strategies for engaging with stakeholders (Collaborators, 2023). However, unethical behavior has the potential to destroy this hard-earned trust,

leading to serious repercussions such as financial penalties, damaged reputations, and diminished public confidence. Instances such as Wells Fargo's manipulation of sales data by creating unauthorized accounts illustrate the widespread consequences of such violations on a company's sustainability (Flitters, 2019). Similarly, bribery scandals in the UK, despite vigorous defenses, frequently culminate in settlements that raise doubts regarding incomplete information and leniency. This breach of ethics according to Søreide & Vagle (2022), states that it does not only heightens legal risks but also stains reputations, turning bribery into a crisis in terms of public relations.

In the Philippines, the discrepancy between ethical principles and economic circumstances is evident in the stark disparity between low wages and the Catholic doctrine of a just family wage (Ballano, 2021). This inequality not only fosters discontent among employees but also fuels social unrest and undermines trust in institutions. It creates an environment conducive to the proliferation of misinformation and manipulation, particularly in areas like Davao del Sur, where concerns about unethical media practices such as pay-for-play journalism and biased reporting are escalating (Dura et al., 2021). This harmful combination undermines the very essence of democracy, underscoring the critical necessity for a comprehensive approach. By advocating for a fair wage in conjunction with initiatives that enhance media literacy, individuals can be empowered to combat exploitation, both economic and informational, thus paving the way for a more just and egalitarian society.

Although, despite elevated recognition of the entrepreneurial dimension as an important predictor of business performance, regarding its specific ways of assessing its effect on corporate reputation, there is a significant gap in the literature (Yildiz, 2018). Whereas prior studies have discovered a positive correlation between the entrepreneurial dimension to corporate reputation, it has mostly concentrated on direct interactions, ignoring the potential mediating and moderating functions of intervening variables. This lack of in-depth investigation gives an intriguing opportunity for future research into the delicate interplay between the entrepreneurial dimension, its underlying aspects, and CR-formation processes.

Furthermore, this study aimed to investigate how an organization's corporate reputation was impacted by its entrepreneurial attitude. Understanding this relationship can provide insights into how innovation and risk-taking behaviors impact how a company is perceived; which is essential in today's competitive corporate environment. It helps businesses strategically align entrepreneurial activities with reputation management for sustained success. Given the circumstances mentioned above, the researchers were motivated to carry out this study with a specific objective of reducing the gap that is, determining the effect of the entrepreneurial dimension on corporate reputation.

The purpose of this study was to ascertain whether there is a significant relationship

between entrepreneurial dimension and corporate reputation. Specifically, this sought to answer the following questions: what is the level of entrepreneurial dimension in terms of innovativeness; riskiness; proactiveness; and competitive aggressiveness? What is the level of corporate reputation in terms of emotional appeal; product and services; vision and leadership; workplace environment; social and environmental responsibility; and financial performance? Is there a significant relationship between the entrepreneurial dimension and corporate reputation?

## **B. Methods**

The acquired data were statistically analyzed using the descriptive correlation approach. To methodologically describe a population, circumstance, or phenomenon is the aim of a descriptive study design. More precisely, Sharma (2019) stated that it addresses the study problems of what, when, where, and how inquiries rather than the way it is employed to characterize variables.

Additionally, the researchers employed a quantitative technique that mostly draws from the scientific studies method, which creates concrete information in the form of data and figures. It makes use of statistical, computation, and quantitative methods to determine the relationship between two variables (Cuevas-Vargas et al., 2019). The quantitative approach is helpful for the researcher who wants to give strong proof and a solid foundation for the findings of the study. The researchers were able to identify the connection between the differences of the independent and dependent variables after finalizing this investigation. Therefore, the processing of data in variable experiments was emphasized in this study to obtain significant relationships between the entrepreneurial dimension and corporate reputation this study's main objective were to figure out the connection between the variables, so the researchers used a descriptive correlation design. Descriptive correlation provided a natural description of the correlation between and among the variables.

An employee in the designated barangay was the respondent for a discussion on the effects of the Entrepreneurial dimension on corporate reputation in the municipality of Santo Tomas Davao del Norte. The researchers estimated 240 population by using the Sloven Formula. The target sample size was 148. To determine the desired sample size from the recorded population, the respondent was selected through a universal sampling technique. With universal sampling, every member of the population has an equal chance of being chosen for the sample. It is a non-probability sampling approach.

Two (2) adapted research tools were used in this research. It was carefully chosen and modified to correspond to the study's objective.

Entrepreneurial Dimension (OD), The instrument for the independent variable was adopted from the Financial Performance Impact of Corporate Entrepreneurship in

Emerging Markets: A Case of Turkey (Aktan & Bulut, 2008). The OE contained a total of 24 items. Riskiness (3 items), Proactiveness (3 items), Competitive Aggressiveness (3 items), and Innovativeness (3 items).

Corporate Reputation (CR). The instrument for the dependent variable was adopted from the Corporate Reputation: Meaning and Measurement (Chun, 2005). The CR contained a total of 20 items. Emotional Appeal (3 items), Product and services (4 items), Vision and leadership (3 items), Workplace environment (3 items), Social and environmental responsibility (3 items), and financial performance (4 items). Moreover, a 5-point Likert scale with the options 5-Strongly Agree, 4-Agree, 3-Moderately Agree, 2-Disagree, and 1-Strongly Disagree were utilized to anchor this questionnaire.

The following procedures were followed by the researchers to collect the data. Seeking Permission to conduct the study, having obtained research approval from the Office of the President and Vice President, the researchers were now pursuing access to specific study populations external to STCAST. This involves submitting formal letters to various establishments, targeting Human Resources departments or designated data custodians.

Collection of data, to verify the validity and reliability of the questionnaire, the researchers asked the designated evaluator for validation. Following that, a questionnaire was reproduced depending on the number of the sample size. Next, the researchers specifically engaged with the respondents to do the survey and to collect the data. For optimal data collection, the researchers personally coordinated with respondents to conduct the survey. This proactive approach, supported by studies like that of Yeager et al. (2019), can significantly improve response rates and data quality by providing support, clarifying any questions, and addressing potential concerns directly.

Distribution and retrieval of the questionnaire, as this study progressed, the researchers aimed to create a comfortable and accommodating environment for all participants. This extended to the questionnaire distribution, carefully planned to minimize any disruption to daily routines. During designated off-peak hours, the researchers personally approached each participant, explaining the purpose of the study and offering both paper and online questionnaire options. Those who chose the paper format found themselves immersed in the thoughtful task of providing insights, wielding pens as instruments of knowledge and understanding. Meanwhile, online participants navigated the user-friendly interface, seamlessly entering the responses with a sense of quiet engagement. As the deadline approached, the researchers gently reminded participants to submit completed forms, expressing sincere appreciation for their willingness to contribute valuable data to the study. The careful orchestration of the questionnaire distribution served as a testament to the researchers' commitment

to ethical and participant-centered research practices.

Tabulation of data, with the questionnaires gathered, the research team wasted no time. Data retrieval commenced, with each response carefully transferred to a secure digital format. Under the guidance of a statistician, the data was then meticulously tabulated, transforming raw answers into neatly organized tables. It was then analyzed using statistical tools and interpreted accordingly. The following statistical tools were utilized for a more comprehensive interpretation and analysis of the data.

The mean, commonly referred to as the average, represents the most often used estimation of central tendency. It is calculated by dividing the entire sum of values by the total number of values in your sample (Hurley & Tenny, 2021). This is used to determine the level of entrepreneurial dimension and corporate reputation.

Pearson  $r$ , these stools were utilized to determine the degree and direction of the relationship between the two variables. The correlation value of Pearson  $r$ , indicates how close the observations are to the line fit (Obilor & Amadi, 2018). This technique was used to find the significant correlation between the entrepreneurial dimension on corporate reputation. Specifically, this answers question number one (1) in the statement of the problem.

## C. Results and Discussion

### Level of Entrepreneurial Dimension in terms of Innovativeness

Table 1 displays the level of entrepreneurial dimension in terms of innovativeness. The item *"We think outside the box, in everything we do."* has the highest mean score of 4.30 with a descriptive equivalent of very high. Followed by the item *"Our company often explores new ideas."* has the lowest mean score of 4.15 with a descriptive equivalent of very high.

**Table 1. Level of entrepreneurial dimension in terms of innovativeness**

Items	SD	Mean	Descriptive Equivalent
Our company often explores new ideas.	0.69	4.15	High
We think outside the box, in everything we do.	0.72	4.30	Very High
The company prioritizes creating new products.	0.67	4.19	High
Category	0.70	4.21	Very High

This is supported by the overall mean of 4.21, with a very high descriptive level point suggesting that innovation is a key driver of entrepreneurial success. This indicates that there is always an evident level of innovativeness related to the entrepreneurial dimension. It appears that the responses to this measure were uniform by the standard deviation of 0.70 (SD). This means different people might have unique ways of

thinking about, developing, and implementing innovative approaches.

The findings reveal a culture of innovative thinking in all activities. Additionally, the company prioritizes the creation of new products and frequently explores new ideas. These findings are in line with Ulo and Sunday-Nwosu (2022) who emphasize the importance of innovation in driving business success and growth. Building upon this notion, Flöck & Walla (2020) further illustrates that brain potentials are more negative in enclosed spaces, such as boxes, compared to open spaces. Moreover, insights (Svarre & Russell-Rose, 2022) on temporary scratch spaces provide valuable context in query formulation, highlighting the importance of flexible and adaptable workspaces in facilitating problem-solving and idea generation.

### Level of Entrepreneurial Dimension in terms of Risk-Taking

Table 2 displays the level of entrepreneurial dimension in terms of risk-taking. Item *“Calculated risks are celebrated, not punished.”* achieved the highest mean of 4.31 with the descriptive equivalent of very high. Subsequently followed by the item *“We’re bolder than the competition when it comes to taking risks.”* with a mean of 4.24. On the other hand, the item *“This place is full of adventurous thinkers.”* received the lowest mean of 4.16, also categorized as high.

The levels of entrepreneurial dimension in terms of risk-taking has a category mean of 4.24 with a descriptive equivalent of very high, indicating risk-taking was deeply ingrained in the employees’ work culture. This means that the entrepreneurial dimension in terms of risk-taking is always evident. The standard deviation of 0.85 (SD) demonstrates the homogeneity of the responses obtained for this measure.

**Table 2. Level of entrepreneurial dimension in terms of risk-taking**

Items	SD	Mean	Descriptive Equivalent
We’re bolder than the competition when it comes to taking risks.	0.87	4.24	Very High
This place is full of adventurous thinkers.	0.87	4.16	High
Calculated risks are celebrated, not punished.	0.80	4.31	Very High
Category	0.85	4.24	Very High

The findings above reveal that employees calculated risks are celebrated, not punished. Furthermore, the employee is bolder than the competition when it comes to taking risks. And also, the place is full of adventurous thinkers.

These results align with Hancock (2020), who notes that calculated risks are often celebrated rather than punished. Nevertheless, embracing risks can result in failure traps when developing new ideas leading to increased expenses during development (Sobaih et al., 2022). Additionally, this concept is supported by empirical evidence from a study involving a small sample of Finnish entrepreneurs. The study focused

on exploring growth experiences and practical implementation in business ventures. The responses from the entrepreneurs showcased a comprehensive view of growth that goes beyond just economic factors, encompassing personal and corporate dedication to social norms of unity and well-being for both themselves and others (Klapper et al., 2020).

### Level of Entrepreneurial Dimension in Terms of Proactiveness

Table 3 shows the level of entrepreneurial dimension in terms of competitive aggressiveness. The item *"We don't wait for others to act, we set the pace."* has the highest mean of 4.26 with the descriptive equivalent of very high. Followed by the item *"Our competitors chase trends, and we create them."* with a mean of 4.16. On the contrary, the item *"Think trendsetters, not trend followers."* marks as the lowest with a mean of 4.11 with a descriptive equivalent of high.

**Table 3. Level of entrepreneurial dimension in terms of proactiveness**

Items	SD	Mean	Descriptive Equivalent
1. We don't wait for others to act, we set the pace.	0.74	4.26	Very High
2. Think trendsetters, not trend followers.	0.76	4.11	High
3. Our competitors chase trends, and we create them.	0.72	4.16	High
<b>Category</b>	<b>0.74</b>	<b>4.18</b>	<b>High</b>

The entrepreneurial dimension in terms of proactiveness is rated at 4.18, signifying a high level. This suggests that proactiveness in the entrepreneurial dimension is moderately evident. The standard deviation of 0.74 reflects consistency in responses for this indicator.

The above findings reveal that employees take initiative rather than waiting for others to act, setting the pace themselves. Additionally, competitors both follow and create trends. Furthermore, there's an emphasis on thinking as trendsetters rather than mere trend followers.

In instances where waiting for others to act is not an option, taking the initiative to determine the pace is essential. Cronin (2020) illustrated that in a variety of scenarios, including a study on neural activity patterns, which emphasizes the various waves of gene expression caused by varying activity levels, showcasing the proactive nature of biological systems in responding to stimuli. Similarly, a study by Lewis (2018) highlights the necessity of proactive measures in crisis management. Furthermore, Osserman and Le's (2020) investigation of waiting in healthcare highlights the need to reconsider waiting beyond traditional concerns, pointing out the necessity for proactive ways to enhance patient care and results. These instances together

demonstrate that in situations where waiting is neither practical nor constructive, taking the initiative to drive development and change can result in more successful outcomes.

### Level of entrepreneurial dimension in terms of competitive aggressiveness

Table 4 indicates the level of entrepreneurial dimension in terms of competitive aggressiveness. The item *“Due to the challenging environment, bold and extensive actions are essential to accomplish the firm’s goal.”* has the highest mean score of 4.39. Followed by the item *“My firm aims to boost market share by diminishing competitor’s shares”*. On the other hand, the item *“Usually takes a highly competitive approach, striving to outdo rivals”* has the lowest mean score of 4.25. All items exhibited very high scores, though there are slight variations indicating different priorities within the company’s competitive approach.

**Table 4. Level of entrepreneurial orientation in terms of competitive aggressiveness**

Items	SD	Mean	Descriptive Equivalent
Due to the challenging environment, bold and extensive actions are essential to accomplish the firm’s goal.	0.66	4.39	Very high
Usually takes a highly competitive approach, striving to outdo rivals	0.67	4.25	Very High
My firm aims to boost market share by diminishing competitor’s shares.	0.58	4.32	Very high
Category	0.64	4.32	Very high

The level of entrepreneurial dimension in terms of competitive aggressiveness was categorized as very high with a mean of 4.32. This suggests that competitive aggressiveness in the entrepreneurial dimension was always manifested. The standard deviation of 0.64 demonstrates consistency in the responses for this indicator.

The findings reveal that due to the challenging environment, bold and extensive actions are essential to accomplish the firm’s goal. Furthermore, the firm aims to boost market share by diminishing competitor’s shares. In addition, are usually take a highly competitive approach, striving to outdo rivals.

In challenging environments, bold actions are crucial for achieving a firm’s goals. Market culture attitudes (Matej, 2022) and effective strategy implementation (Richard, 2022) are pivotal in responding to unforeseen developments. Companies facing high competition often adopt polyvalent strategies (Say, 2019), while top management team aggressiveness actions impact performance (Pancaningrum et al., 2019). Additionally, managerial work engagement influences firm performance (Friesenbichler & Selenko, 2018). Therefore, proactive and effective activities are

essential for success.

### **Summary of the Level of Entrepreneurial Dimension**

Table 5 provides an overview of the level of orientation dimension. The indicator “Competitive Aggressiveness” has the highest mean of 4.32 with the descriptive equivalent of very high. In contrast, “Proactiveness” has the lowest mean of 4.18 with the descriptive equivalent of high.

**Table 5. Summary on the level of entrepreneurial dimension**

<b>Items</b>	<b>SD</b>	<b>Mean</b>	<b>Descriptive Equivalent</b>
1. innovativeness	0.70	4.21	Very High
2. risk-taking	0.85	4.24	Very High
3. proactiveness	0.74	4.18	High
4. competitive aggressiveness	0.64	4.32	Very High
<b>Category</b>	<b>0.73</b>	<b>4.24</b>	<b>Very High</b>

The entrepreneurial dimension is always manifested, with an overall mean of 4.24, and categorized as very high. The responses consistently show a standard deviation of 0.73 (SD<1.00>) for this variable. The outcome indicates employees have usually proved a significant tendency to display traits and actions associated with the entrepreneurial dimension.

The study of Pushpa and Ramanjaneyalu (2023), reveals a complex relationship between company size and entrepreneurial characteristics. While larger businesses excel at resource leveraging (Teece, 2018), risk-taking (Ulo & Sunday-Nwosu 2022), and competitive aggressiveness proactiveness, which scored “High” in this sample, appears to have room for improvement. Innovation and customer focus remain critical for success, regardless of size (Bessant & Tidd, 2021). This emphasizes the need to encourage proactiveness, innovativeness, and strategic risk-taking across all enterprises. Additionally, maintaining a strong customer concentration is vital for achieving long-term success in the current dynamic market environment.

### **Level of Corporate Reputation in terms of Emotional Appeal**

In Table 6, the corporate reputation level in terms of emotional appeal is displayed. The statement “I trust this company” has the highest mean score of 4.45 indicating a very high rating. Following that is the item “I admire and respect the company. Conversely, the item “I have a good feeling about the company” received the lowest mean score of 4.39, also described as very high.

The corporate reputation in terms of emotional appeal is rated at 4.42, reflecting a very high level. This indicates that the emotional appeal aspect of corporate reputation is consistently noticeable. The standard deviation of 0.59 suggests uniformity in

responses for this indicator. This indicates that respondents generally perceived the corporation's reputation to have a very strong emotional appeal. The result was very high, as respondents consistently rated the company positively across all statements.

**Table 6. Level of corporate reputation in terms of emotional appeal**

Items	SD	Mean	Descriptive Equivalent
1. I have a good feeling about the company	0.61	4.39	Very High
2. I admire and respect the company	0.58	4.41	Very High
3. I trust this company.	0.59	4.45	Very High
<b>Category</b>	<b>0.59</b>	<b>4.42</b>	<b>Very High</b>

The findings above reveal that employees trust the company. Additionally, employees hold admiration and respect for the company. Also, employees have a positive sentiment towards the company. Confidence in a company can stem from various factors such as social trust, economic performance, and regulatory frameworks (Goffo et al. 2023). Moreover, Jeni (2023) states that trust in organizations frequently correlates with the laws and procedures governing operations, and economic regulations contribute to fostering confidence. Analyzing co-occurring words and translations can improve the detection of a word's most common meaning, thereby advancing semantic tasks such as Most Frequent Sense (MFS) detection (Leal et al., 2020). Therefore, trust in a corporation may be impacted by a variety of social variables, economic stability, regulatory settings, and even biological interactions within ecosystems.

### Level of corporate reputation in terms of product and services

Table 7 illustrates the Level of corporate reputation in terms of products and services. The statement "Our company offers high-quality products and services" has the highest mean of 4.44 with the descriptive equivalent of very high. Subsequently followed by the item "Our company develops innovative products and services". On the other hand, the item "Our company stands behind its products and services" got the lowest item mean of 4.26 with a descriptive equivalent of very high.

**Table 7. Level of corporate reputation in terms of product and services**

Items	SD	Mean	Descriptive Equivalent
Our company			
1. Stands behind its products and services	0.65	4.26	Very High
2. Develop innovative products and services	0.59	4.37	Very High
3. Offers high-quality products and services	0.68	4.44	Very High
<b>Category</b>	<b>0.64</b>	<b>4.36</b>	<b>Very High</b>

The corporate reputation regarding products and services is rated at 4.36, indicating a very high level. This suggests that the reputation for high-quality products and services is consistently apparent. The standard deviation of 0.64 (SD) reflects consistency in the responses for this indicator. The results show how important it is for a company to show strong support for its products and services to build trust with

customers. This trust is essential for inspiring innovation within the company, and motivating employees to create top-notch solutions that meet the changing needs of customers.

Offering high-quality products and services is crucial for a company's success in today's competitive market. High product quality is a key competitive advantage that can help a company excel in business competition (Ambarwati et al., 2020). Furthermore, companies that prioritize employee well-being can enhance quality and innovation by ensuring employee satisfaction and promoting teamwork. Valuing employees and their well-being can foster the growth and advancement of the company (Wang et al., 2021). On the other hand, Andias (2024) identifies four key factors for business success: offering incentives to employees, running the business to ensure customer satisfaction, promoting products and services through advertising, and securing financial stability.

### Level of corporate reputation in terms of vision and leadership

Table 8 showcases the corporate reputation level regarding vision and leadership the statement "Management has recognized and taken advantage of market opportunities" achieved the highest mean score of 4.37, which describes a very high. Subsequently followed by the item "The company has excellent leadership skills". On the other hand, the item "The leader has a clear vision for its future" received the lowest mean score of 4.32, categorized as very high. The level of corporate reputation in terms of vision and leadership has a category mean of 4.35 with a descriptive equivalent of very high. This implies that the reputation for management recognizing and leveraging market opportunities is consistently observable. The standard deviation of 0.64 (SD) suggests uniformity in responses for this indicator. The findings below reveal that employee management had recognized and taken advantage of market opportunities. In addition, the company had excellent leadership skills. And also, the leader had a clear vision for the future.

**Table 8. Level of corporate reputation in terms of vision and leadership**

Items	SD	Mean	Descriptive Equivalent
1. The company has excellent leadership skills	0.66	4.35	Very High
2. The leader has a clear vision for its future	0.63	4.32	Very High
3. Management has recognized and taken advantage of market opportunities.	0.64	4.37	Very High
<b>Category</b>	<b>0.64</b>	<b>4.35</b>	<b>Very High</b>

Management's capability and take advantage of market opportunities is important for business success. Research indicates that opportunities in the company's environment must first be recognized to be exploited effectively (Trzcielinski, 2018). Excellent leadership in respecting and taking care of employees to serve as a positive role model, safeguard their well-being, and not just meet company goals. Additionally, leaders

recognize techniques for enhancing company performance by increasing employee motivation, and enabling individuals to fulfill duties following rules and directions (Koščiarová et al., 2021). Furthermore, Karaszewski et al. (2021) state that it is evident that there is a requirement to further analyze the speed of change in leaders' characteristics, the execution of the vision, and the extent of the impact of global business leadership.

### Level of corporate reputation in terms of workplace environment

Table 9 presents the corporate reputation level concerning the workplace environment. The statement *"It is a good company to work for"* attained the highest mean score of 4.34 characterized as very high. Next, was a statement *"The workplace is well managed"*. On the other hand, the item *"It is a company that has good employees"* achieved the lowest mean score of 4.24 described as very high.

**Table 9. Level of corporate reputation in terms of workplace environments**

Items	SD	Mean	Descriptive Equivalent
1. The workplace is well managed	0.70	4.30	<i>Very High</i>
2. It is a good company to work for	0.68	4.34	Very High
3. It is a company that has good employees	0.79	4.24	Very High
<b>Category</b>	<b>0.72</b>	<b>4.29</b>	<b>Very High</b>

With a descriptive equivalent of "very high," the corporate reputation level in terms of the work environment has a category mean of 4.29. This implies that a company's reputation for providing a positive work environment is always evident. The homogeneity of the responses for this indicator is shown by the standard deviation, which is 0.72 (SD).

The findings below reveal that employees in the workplace are managed. Additionally, the company performs well in terms of its work. And also, the company has a good employee.

Opportunities for training were given to employees so they may improve their talents at work and broaden their knowledge for a deeper comprehension (Sugiarti, 2022). Moreover, according to Parashakti et al. (2020) establishing an effective work environment with favorable working conditions, where respect is maintained boosts motivation and ignites the enthusiasm and passion of employees at work. Additionally, it is believed that effective communication is essential to the growth and success of organizations. Many businesses depend on effective communication with both booth clients and employees to increase revenue and promote business growth. As stated by Kalogiannidis (2020), establishing a smooth flow of information across the whole organization is recommended for the sake of employee performance and long-term corporate success.

### Level of corporate reputation in terms of social and environmental responsibility

Table 10 shows the Level of corporate reputation in terms of social and environmental responsibility. The item "Our company maintains a high standard in the way it treats people" achieved the highest mean of 4.36 with the descriptive equivalent of very high. Followed by the item "Our company has a responsible environment". On the other hand, the item "Our company supports good causes" got the lowest item of 4.26 with the descriptive equivalent of very high.

The corporate reputation regarding social and environmental responsibility is rated at 4.30, indicating a very high level. This suggests that the reputation for social and environmental responsibility is consistently apparent. The standard deviation of 0.73 (SD) reflects consistency in responses for this indicator.

**Table 10. Level of corporate reputation  
in terms of social and environmental responsibility**

Items	SD	Mean	Descriptive Equivalent
Our company....			
1. Supports good causes	0.74	4.26	Very High
2. Has a responsible environment	0.80	4.27	Very High
3. Maintain a high standard in the way it treats people	0.65	4.36	Very High
<b>Category</b>	<b>0.73</b>	<b>4.30</b>	<b>Very High</b>

The above findings indicate that employees maintain a high standard of company culture in interactions with others. Moreover, a responsible environment is fostered within the company. Additionally, support for various charitable causes is evident.

Maintaining a high standard in the treatment of individuals involves upholding humanistic values, dignity, care, and personal development within organizations, as highlighted in the concept of Human Quality Treatment (HQT) (Schmidtz, 2023). His approach emphasizes ethical acceptability and excellence in employee treatment, mediating detrimental effects and enhancing well-being outcomes (McGhee et al., 2022). Furthermore, in professions like teacher librarianship, the distinction between high standards and a high standard of standardless is crucial, urging professionals to strive for continuous improvement while being cautious of overly rigid standards that may hinder innovation and service quality (McWilliam, 2021). In the medical field, frameworks like "Maintaining High Professional Standards in the Modern NHS" aim to protect healthcare professionals from unfair investigations and ensure adherence to best practices in performance management procedures (Ataullah & Livesey, 2020). Overall, maintaining high standards in how people are treated involves a balance between ethical considerations, continuous improvement, and adherence to professional frameworks.

### Level of corporate reputation in terms of financial performance

Table 11 reveals the Level of corporate reputation in terms of financial performance. The item "Our company has a strong record of probability" achieved the highest mean score of 4.29 with the descriptive equivalent of very high. Followed by the item "Our company tends to outperform its competitors". On the other hand, the item "Our company looks like a low-risk investment" received the lowest mean of 3.99 with a descriptive equivalent of high.

**Table 11. Level of corporate reputation in terms of financial performance**

Items	SD	Mean	Descriptive Equivalent
Our company			
1. Has a strong record of probability	0.62	4.29	Very High
2. Looks like a low-risk investment	0.93	3.99	High
3. Tends to outperform its competitors	0.70	4.23	Very High
<b>Category</b>	<b>0.75</b>	<b>4.17</b>	<b>High</b>

The corporate reputation in terms of financial performance has a category mean of 4.29, characterized as high. This means that corporate reputation has a strong record of probability that is just always evident. The standard deviation of 0.75 (SD) suggests uniformity in responses for this indicator.

The findings below reveal that the employee's company had a strong record of probability. Additionally, a company tends to surpass its competitors. And also, the appearance of the company's low-risk investment. These results in line with the studies of Batracea et al. (2022) mentioned that corporate reputations have been associated with higher-than-average profits, employee loyalty to a company's social responsibility initiative, and financial performance of companies. On the other hand, a competitive advantage sets a company apart from its competitors, leading to increased prices, a larger customer base, and brand loyalty. Achieving this edge is one of the primary objectives of any company (Novita & Husna, 2020). Additionally, Joshipura et al. (2020) state that a company's low-risk effect results from a blend of stock and sector-level impacts, which cannot be entirely explained by focused sector exposure. Enhancing the performance of a low-risk investment strategy is possible in both absolute terms and risk-adjusted terms.

### Level of Corporate Reputation

Table 12 presents the summary of the level of corporate reputation. The data shows that the descriptive level is very high, with an overall mean of 4.32. This indicates that it is clear how well-regarded the firms are in the Municipality of Santo Tomas, Davao del Norte.

The item with the highest mean, emotional appeal, has a descriptive equivalent of very high (4.42). Financial performance, on the other hand, has the lowest mean (4.17),

which is still classified as high. The various types of responses provided for this indicator are indicated by the standard deviation of 0.68 (SD<0.68). The outcome also suggests that company reputation is frequently obvious.

With a very positive reputation, a competitive edge, and the potential for low investment risk, this company appears to be a strong performer.

**Table 12. Summary on level of corporate reputation**

Indicators	SD	Mean	Descriptive Equivalent
1. Emotional appeal	0.59	4.42	Very High
2. Product and services	0.64	4.36	Very High
3. Vision and leadership	0.64	4.35	Very High
4. Workplace environment	0.72	4.29	Very High
5. Social and environmental responsibility	0.73	4.30	Very High
6. Financial performance	0.75	4.17	High
<b>Category</b>	<b>0.68</b>	<b>4.32</b>	<b>Very High</b>

Hur et al. (2018) provide support for these findings, stating that positive and negative emotional appeals have been connected to happy and sad thoughts as the two most different forms of emotional appeals. Advantages relating to business, both internal and external, particularly through the development of new, innovative goods and services and more dynamic, efficient product processes (Taques et al., 2021). A key element of a company's reputation is its vision and leadership. Vision and leadership establish respect and bring value to the company by guaranteeing that it is seen as influential (Esenyel, 2018). The link between employees' perceptions of environmentally specific servant leadership and their perceptions of their peers' green advocacy in the workplace is indirectly influenced by corporate environmental responsibility (Zheng, 2021). Whilst a company observes whether its actions affect society and the quality of the environment, pays attention to social and environmental issues, and prioritizes its objectives over profits, it may achieve sustainable performance (Waheed et al., 2020). On the other hand, Liu et al. (2019) state that companies with poor reputations may produce negative employee behaviors that lead to decreased financial performance.

### **Summary of the relationship between Entrepreneurial Dimension and Corporate Reputation**

Table 13 presents data on the relationship between the entrepreneurial dimension of employees and corporate reputation. The table indicates that the null hypothesis is rejected with an overall R-value of 0.629 and a p-value of <.001, respectively, which were less than 0.05. This suggests that there's a strong correlation connecting an entrepreneurial dimension to corporate reputation. This implies that the entrepreneurial dimension of employees in Barangay Tibal-og, Santo Tomas, Davao del Norte has a significant and positive impact on corporate reputation among

corporations. This suggests a potential association between a stronger entrepreneurial dimension and a higher corporate reputation.

The null hypothesis is rejected as a result of the correlation between the entrepreneurial component and business reputation, which revealed a significant relationship ( $p < 0.05$ ) with an R-value of 0.629. Specifically, there is a moderate to positive degree of correlation between the two variables. The importance of the two variables is indicated by their p-values, which are both smaller than the 0.05 level.

**Table 13. Significance of the relationship between entrepreneurial dimension and corporate reputation**

Variables Correlated	r	p-value	Decision on Ho	Decision on Relationship
Entrepreneurial Orientation and Corporate Reputation	0.629	<.001	Reject	Significant

This moderate positive correlation suggests that companies with stronger entrepreneurial qualities tend to enjoy a more positive reputation. This finding carries significant practical implications. Businesses should proactively invest in fostering entrepreneurial dimensions, focusing on proactiveness, opportunity recognition, calculated risk-taking, and continuous innovation, as these dimensions are particularly influential in shaping reputation. Furthermore, companies can leverage these strengths as part of reputation management strategies, promoting the entrepreneurial spirit and showcasing its contribution to success. According to Jonathan Vem et al. (2022), corporate reputation and entrepreneurial dimensions are significantly correlated. The research emphasized the framework's theoretical and practical contributions to understanding the relationship between corporate reputation and the entrepreneurial dimension. Positive business reputation is also greatly influenced by the entrepreneurial aspect and cultural values. Flauta (2021) confirmed that there is a significant connection between corporate reputation and innovativeness, which is a component that represents the entrepreneurial dimension.

#### **D. Conclusions**

The level of entrepreneurial dimension was very high. The study's findings confirmed that the process of establishing an organization is only one aspect of the entrepreneurial dimension. It's a thorough structure that involves taking a risk. Through opportunity recognition, resource mobilization, calculated risk acceptance, and creative cultivation, people can prepare for and succeed in the thrilling and demanding world of entrepreneurship. Moreover, the entrepreneurial aspect is crucial in determining the direction of technology, society, and the economy. Entrepreneurship is a tremendous engine for advancement that builds jobs, innovation, and positive social change, advancing both individuals and societies.

The level of corporate reputation is highly favorable, with positive correlations observed between social responsibility, financial performance, and the company's history of moral behavior. It encompasses the quality of goods and services, treatment of workers, and environmental impact. Importantly, expectations regarding the company's future conduct contribute to its reputation. Stakeholders use a company's reputation to anticipate its future actions and assess its reliability. Additionally, in today's labor market, highly skilled employees seek companies that align with values and demonstrate social consciousness. A business known for ethical practices, diversity initiatives, and a positive work environment was naturally attracting a more skilled and motivated workforce.

A significant correlation exists between the entrepreneurial aspect and corporate reputation, indicating that an increased entrepreneurial aspect is associated with a heightened corporate reputation. As outlined in the findings of the research, this correlation holds significant weight, implying that the triumph of a business is shaped by both its corporate reputation and the entrepreneurial aspect. Robust reputations foster creativity, with entrepreneurs serving as the catalyst for innovation. Acknowledging the significance of this mutually advantageous bond empowers enterprises to adeptly navigate the changing business environment, guaranteeing that concepts not only prosper but also yield a sustained positive influence.

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