

Annotation

The aim of this bachelor's thesis is to present a modern concept called online reputation management, which deals with ensuring the most favorable reputation of companies on the internet and thus support their positive perception. It is appropriate to address this topic mainly due to the rapid development of technologies, thanks to which the reputation is increasingly endangered, and at the same time it still remains a key value in companies. The theoretical part of the work first presents the corporate communication and PR, on which the research discipline is based, and which precedes the interpretation of the classical reputation of management. The main topic of the thesis then examines in more detail the importance of reputation management on the internet and the various techniques that companies can use to do so. The practical part focuses on a specific environment in which online reputation management is often applied, and these are review portals. Reviews have proven to be a key factor in building an online reputation, so it is appropriate for today's businesses to adapt in a timely and adequate manner to a dynamic internet environment where they can proactively manage user ratings to their advantage. The research itself provides insight into the decisions of current internet users not only on the basis of online reviews, but also according to the ways in which companies communicate with their audience in this environment. The selected strategies significantly influence the change in the perception of companies among potential customers, who often turn to the internet before their purchase in an effort to find out the experience of other users and form an opinion about the company.