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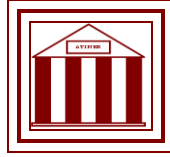
ATINER's Conference Paper Series
BUS2013-0780

Hospital Managers' Sense of Corporate Reputation and the Interaction between Corporate Reputation Practices and Organizational Culture: An Example from the Central Anatolian Region of Turkey

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This paper should be cited as follows:

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Abstract

Apart from its traditional definition as a set of business operation skills, nowadays, management function has become a complicated field, in which intra-organizational equilibrium is of interest and active strategic decisions have been put into practice. It has, therefore, become more necessary to analyze intangible properties of businesses, such as corporate reputation, within the process of strategy formulation and practice.

Consisting of the recurrent positive or negative impressions of corporate images in time, corporate reputation is admittedly important for businesses. At this point, businesses could be ahead of their competitors if they implement certain competition strategies defining their corporate images. Among these strategies, it is possible to consider quality, corporate social responsibility, performance and attraction.

It would also be beyond question to think that organizational culture is independent from the notion of corporate reputation. In general, organizational culture is considered a sum of organizational assumptions and beliefs, which are developed to resolve the problems related with union of organization and external harmonization. This notion might be seen as a way of comprehension, thought or sense and is crucial to transfer to the next generations.

This study aims to explore the correlation between the corporate reputation management practices of managers and both sense of corporate image and organizational culture.

Keywords: Hospital Management, Management, Corporate Reputation, Public Relations and Organizational Culture.

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Introduction

Nowadays, globalization and advances in information and communication technologies with the inevitable competition between enterprises, the rapidly increasing impact on the sustainability of enterprises has led to the discussion of the concepts that are too large. Technological innovation and changes very quickly be imitated by competitors, businesses led the effort to make a difference towards abstraction. Culture, identity, reputation and image of the area transferred to the corporate as well as personal area attracted the attention of the core values.

In parallel with an increase in the importance given to the world, reputation management in Turkey there have been studies on this subject. Intense competition is in the challenging market conditions created by forcing institutions to focus on reputation. Institutions earn their reputation as a result of many years of effort, whereas a value estimated to be lost in a very short period of time to manage your reputation and credibility is always reveals the difficulty of getting hold of. Reputation is an essential value for organizations. With globalization and advances in information and communication sector, keeping pace with the rapid change in order to achieve competitive advantage must be supported by the organizational culture of change and development. Cultural structure within the organization with the changing market conditions and the type of organizational culture to create competitive advantage by creating a business that is more conducive to sustainability issues, as a matter to be considered by managers emerge.

The main purpose of this study based on the concepts of corporate reputation and organizational culture, organizational culture, and to reveal a clear impact on corporate reputation.

The Concept of Organizational Culture

One of the issues in the field of business management in recent years, most processed culture, organizational culture, issues such as corporate identity and cultural change has been that. Management practices, techniques and the general public to examine relationships between culture and the specific organizational culture. As the result of managerial work "human" to be associated with, "human" element in the "to be a social product", forming a community cultural event foregrounds. Every business organization, a society, a little short cuts. Therefore, this small community is also a "set of shared values" that would be culture. (Koçel, 2003: 29-31)

Taking the concept of organizational culture that started to be used widely in the field of management and organization was in the 80s. Although based on a very old concept of organizational culture that reveals the widespread interest in the culture of the group is actually not new. Chester Barnard and Elton Mayo in the 1930s and 40s by addressing their nature of non-formal organizations, values, norms and views made on emotions. However, after

nearly thirty years of these studies, the study by two researchers from the Katz and Kahn are similar and reveal that each organization has a unique culture (Unutkan, 1995: 34-35).

"Organizational culture" concept in the management literature, Andrew M. Pettigrew Administrative Science Quarterly magazine wrote in 1979, "On Studying Organizational Cultures" (study of the organizational culture) article, has been named. This concept of Blake and Mouton in 1964 and earlier by other authors "climate" concept termed used to specify the chance. Deal and Kennedy's book published in 1982, and published in the same year, Peters and Waterman's "In Search of Excellence" from the concept of organizational culture became popular after books after this date, the literature has grown extensively and the concept spread to European languages (Demir, 2007: 13). Researchers engaged in research on organizational culture, the organization and the different approaches adopted in relation to the definitions of the concepts of culture, movement, organizational culture is also discussed and defined in different ways (Şişman, 2002: 51).

According to Schein organizational culture, internal integration and external adaptation of a particular group (external adaption and internal integration) resolving the problems created, discovered, developed, to be considered valid, the indirect detection of new members, the right to problems, so be taught as a way of thinking and feeling effective set of assumptions or beliefs (Schain, 1990: 12). Peter and Waterman, according to the organizational culture, and the shared values of the dominant, symbolic meanings reflected in the employees, the organization of the stories, beliefs, slogans, and tales have occurred in a building (Şimşek vd. 2008: 46). Hofstede is the leading specialist in the measurement of organizational culture, organizational culture, an organization that separates the members of the collective wisdom of the members of other organizations defined in the form of programming. On the basis of this definition, the culture of an organization is not only the minds of employees in managerial positions in the organization, in the minds of all the members of the organization lays in the assumption that (Hofstede, 1998: 478).

Owned by the entity organizational culture, to distinguish it from other businesses, shed light on how to do the activities, organizations and activities that make you feel employees the realization of the priority objectives serves as the control mechanism (Ülgen and Mirze, 2007: 383). Various thinkers have created consensus on the characteristics of the organizational culture can be summarized as follows (Köse vd. 2001: 228):

Organizational culture is a phenomenon of learned or acquired. Organizational culture should be shared among the group members. Organizational culture is not a case of a written text. Members of the organization structures of thought, consciousness and memories are the beliefs and values. Organizational culture uncovered or behavioral patterns repeated regularly shaped.

Corporate Reputation

Nowadays, businesses exist in the market, the competition, and even more importantly to be able to make great efforts to make a difference than before. The general public, employees, partners, and stakeholders about the companies by the perception of, and attitudes towards the company, which has become an important mode of introduction by businesses. At this point, the reputation of the persons concerned, until the importance of the concept of interest to emerging businesses.

As the Turkish Language Society, to respect, to be a valuable and reliable status, describes the dignity and prestige (Turkish language society) (1992: 737). Charles J. originators of the concept of corporate reputation J. Fombrun, reputation Ancient Greek in imitation of the Olympic Games has announced. Money is not the money to get a medal in the Olympic Games is quite precious; falls into the abstract value represents the credit worthiness. Reputation "of a company or set of values based on the reliability of the overall industry, being worthy of credence, a large number of personal and collective responsibility and competence of the judiciary, which is composed of all" is defined as (Demir, 2010: 248-249). Given all these definitions, the concept of reputation, showing how it is perceived by the stakeholders of an organization emerges as an abstract concept.

Last few years, most of the company to focus on the issue of corporate reputation is that there are two reasons. One of them is Arthur Andersen, Enron and World Com, Adelphia, Parlamat, Ahold, Bayer AG. With the problems of big companies such as Deutsche Bank have taken place in the media in abundance. The other one is questioning the role of companies and some basic applications, is the emergence of books and documentaries. As a result, the moral orientations of all the companies questioned, decreased confidence in companies and corporations to be more and more under the spotlight in the imposition of standards and agreements, there has been the need to adhere to. Subsequently many companies have entered a virtuous effort to publicize its stakeholders as active links (Er, 2008: 24).

Fombrun corporate reputation, the conceptual representation is defined as the ability of the organization to meet the expectations of its stakeholders (Gümüş and Öksüz, 2009: 5). According to a statement made by Kadıbeşegil, "corporate reputation, trust in an organization created by the contribution of the total market value of the share. Due to the intangible values of the organization. Any currency to calculate the cost of this provision has not been invented yet. "With the functioning of the institutions so vital "corporate reputation" environmental awareness, quality awareness, transparency, customer satisfaction, principled and consistent with business policies and practices, such as increases of thought (Karatepe, 2008: 83).

Components are taken into account in the management of corporate reputation, may vary according to the different measurement techniques. For many years, a very narrow group of stakeholders as established by the reputation of the feedback received from a very narrow framework, assessment

surveys, Reputation Institute is using RepTrak model reached up to now. This model is also created for the measurement of corporate reputation. Reputation Institute coefficient (RQ) established further development (Ergenç, 2010: 33). These components of emotional attraction, products and services, financial performance, vision and leadership, workplace environment, and are listed in the form of corporate social responsibility.

Consists of products and services to business customers in an emotional bond. This bond, corporate culture, the relationship with stakeholders to set up and includes the detected values. Emotional attraction, respect, recognition, trust and describes. Also how much of a company's internal and external stakeholders related to the Times and respect shown (Karaköse, 2006: 102).

Be able to have a good reputation in the market, is directly proportional to the quality of products and services offered to the community. Every organization development potential customers in an effort to improve the range and quality of the product (Karaköse, 2006: 102). Businesses to earn the reputation of the economic value of the products and services you can and by making a difference. One of the most important elements that make up an organization's reputation of customer satisfaction is high. Therefore, in order to earn the reputation of one of the primary steps in an effort to continuously improve product and service quality have been reported.

Financial performance of an organization, profitability, risk taking and the ability to compete for investment explains. One of the reasons why organizations may not reach their goals, in the inability of the lack of resources in terms of technical and physical hardware (Karaköse, 2006: 103). The profitability of the business, although there was a direct correlation between organizational commitment, especially in less developed societies, economic uncertainty, it is more than the risk due to its strong financial structure of enterprises by workers led to the assumption that more is reliable and powerful. From the sense of job security, a strong financial structure of the payments to be made to employees of businesses, to be more reliable due to issues such as job security, employees, businesses of this kind of commitment can be assumed to be higher (Çiftçioğlu, 2009: 165-166).

A vision of what would become a company forward, and the success of the business, a dream about the future status of the entity identified as potential future vision of a photo showing the top management of change and reorganization of a business plan and a reference to the turning point (Dinçer, 2007: 6). A strong vision motivates people together and acts as a guide directing the future hold. The most ideal method of developing and creating a vision, the vision is the creation of the employees. However, this method has the vision of being the best, not the most ideal way to develop good vision. After all, the founder, boss, leader or a member of staff in the company's vision created by all members of the organization must become a shared vision (Ülgen and Mirze, 2004: 69). Leadership, under certain conditions, to achieve the objectives of a specific individual or group, defined as the process and direction of a person to influence the activities of others (Koçel, 2003: 583-584). As the leader of the Authority, is an integral part of corporate reputation

and success. As a leader in a similar way to other valuable assets, and efforts need to be managed (Gümüş and Öksüz, 2009: 117). Fifty percent of the leader's shoulders reputation. The research also shows that an entity, to be known as the leader around the positive or negative performance of the relevant income. In this case, who is the leader in reputation management companies can be said to be a critical success factor. Considering these points in leading the captain of the ship. Where it will decide how to go (Kadıbeşegil, 2005: 1).

Claim for enterprise employees work in a safe environment were honored at the same time, the demand to respect the agreements they are heard. In addition to these employees, respect for fundamental rights as citizens also want to work in an environment is heard. These expectations are not only top management; a good way to support all employees can make a lot of pressure on firms. Required for health and safety concerns include not only people's expectations. Respect for the business process is a good way to see the work includes a partner. Albeit at a very low rate, it gives employees the right to participate in the decisions of a strategic entity. The rapid development of information technologies, communication, decision making, and thus the opening of channels increases employee loyalty. Progressive businesses are becoming aware of this opportunity through the creation of programs running supported the effort. Fitted commitments to employees' personal development, minorities, people with disabilities and other disenfranchised groups to a variety of businesses exhibited by the employees and heartfelt thanks to the efforts of these businesses are established better relations. However, these enterprises through the establishment of trust in employees maintain their reputation (Fombrun, 1996; 67).

The concept of social responsibility, the company was founded on the principle of the execution of activities, taking into account the welfare of society. In other words, the social responsibility of businesses to make a profit, as well as obligations to society and the people and institutions responsible for the response to be expressed as a requirement (Sabuncuoğlu, 2005: 23). Corporate social responsibility has been one of the fastest-growing reputation management issues. Interested in literature and social responsibility, corporate social responsibility, reputation and the reputation of the company constitute an important dimension of expectations. The most obvious connection with the performance of corporate reputation, corporate social responsibility aspect. Empirical studies on social benefit studies show that more and more involved with institutions better reputation. Social responsibility, in order to increase customer loyalty and reputation is a phenomenon which is generally regarded as a communication tool (Gümüş and Öksüz, 2009: 120-121).

Institutions as extremely fast communication technologies and increased competition have my dignity does not come out in today's conditions and conscious enterprise should manage. There are two actions will do business in the management of corporate reputation. Or wait and observe the formation of ideas about themselves, others die in passive state or strengthen their reputation is one of the most important assets to manage the work they need to do in order

to sustain the activities of businesses in today's competitive environment, the second is a form of behavior (Çiftçioğlu, 2009: 50).

Organizational culture and corporate reputation, which is closely related to one another, organizations, entities that do not appear in the context in which they are located, and seem to be associated enterprises create competitive advantage, but the relationship between them can't be clearly articulated (Çiftçioğlu, 2009: 36).

Methodology

Research Aim

This study aims to explore the correlation between the corporate reputation management practices of managers and both sense of corporate image and organizational culture. We develop several hypotheses regarding the relationship among corporate reputation, the practice of corporate reputation and organization culture. Than we test our hypotheses with correlation and regression analysis, using data collected from 212 employees working at the managerial level in private hospitals in 8 provinces. Research hypotheses are as following;

- H_1: There are correlations among organizational culture, organizational reputation and corporate reputation applications.
- H_2: Organizational culture has an impact on corporate reputation.
- H_3: Organizational culture, corporate identification practices, corporate image practices and social responsibility practices has an impact on corporate reputation.
- H_4: Corporate reputation practices have partial-mediation role in the relationship between organizational culture and corporate reputation.

Research Model

In accordance with the aim of exploring the interaction of corporate reputation, corporate reputation practice and organizational culture, the research model has been developed as shown in figure.

Figure 1.
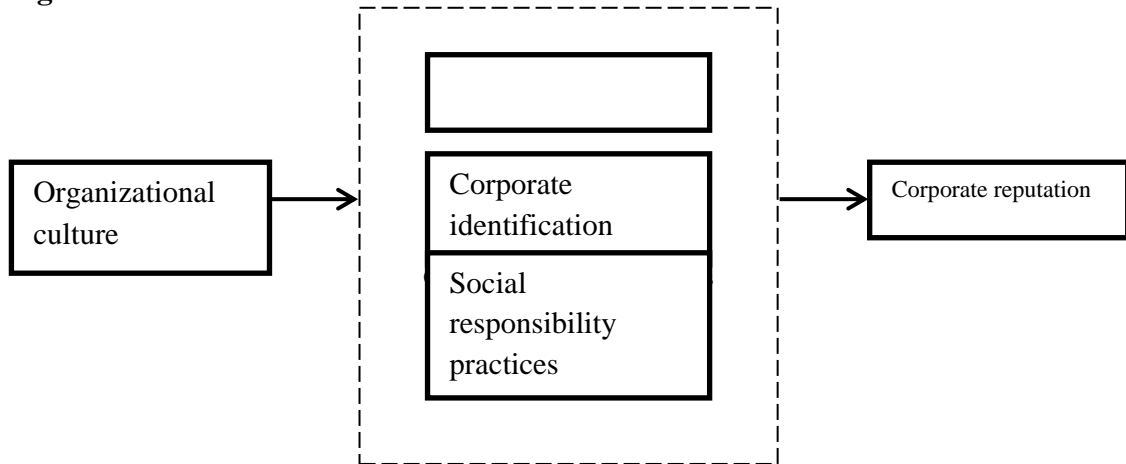
Sample and Data Collection

The population of the current study consists of 212 employees working at the managerial level in the 21 private hospitals in 8 provinces in Turkey. Although the survey aimed to reach the whole population, only 156 employees working at the managerial level in those firms returned the usable questionnaires (180 returned questionnaires from 21 private hospitals but 4 questionnaires aren't included because of missing answers). The return rate is approximately 73.5% (156/212). In line with the aims, a questionnaire was developed including various types of questions. In order to prepare an appropriate questionnaire; first, the literature was reviewed, and an interview was conducted with those working at some managerial positions of 21 private hospitals in 8 provinces. Subsequently, a pilot study was also carried out with the sample representing the target population.

Research's duration as total 20 months

Measures

To be able to investigate the relationship between the interaction of corporate reputation, corporate reputation practice and organizational culture a survey was developed and conducted in private hospitals in 8 provinces. The questionnaire consists of two parts: (a) the first part was related to organizational culture, corporate reputation and the practice of corporate reputation (image, identification, social responsibility) (b) the second part was related to the demographics of the respondents. The first part has 54 statements on a five-point Likert type ordinal scale (1=strongly disagree and 5=strongly agree). The questionnaire was applied through the face to face interviews and the drop-collect survey. Organizational culture was measured using the 17-item scale developed by Haris and Moran with reliability alpha of,729. Corporate reputation was measured using the 19-item scale developed by Charles J. Fombrun with reliability alpha of 852.

In addition to these, the scale for measuring the corporate reputation practices has been designed with reference to relevant concepts. There are indications to social responsibility from Peggy S. Bronn & Albana B. Vrioni (2001) and Jenny Dawkins & Stewart Lewis (2003); corporate image from Steven Howard (1998) and Grahame Dowling (2004) and lastly, corporate identity from Edmund R. Gray and John M.T. Balmer, (1998) and Ian Fillis (2003). Corporate image reliability alpha of ,866, corporate identification reliability alpha of ,716 and social responsibility reliability alpha of ,672. The collected data was analyzed using SPSS 21 package program. The results of the primary data and the discussions based on the above given analyses were given in the section below.

Analyses and Results

Characteristics of the Respondents

Demographic characteristics of managers are shown Table 1.

Table 1. *Characteristics of the respondents*

Educational Level	N	%	Age	n	%
Primary	30	19,20	21-30	57	36,50
Secondary	26	16,70	31-40	67	42,90
Ass./Bachelor's University Degrees	66	42,30	41-50	22	14,10
Master's /Doctorate Degrees	34	21,80	51 +	10	6,40
TOTAL	156	100	TOTAL	156	100
Experience In Sector	N	%	Exp. In Firm	n	%
1-5 years	26	16,70	0- 1 year	14	9,00
6-10 years	54	34,60	1-5 years	90	57,70
11-20 years	46	29,50	6-10 years	34	21,80
21+ years	30	19,20	10 + years	18	11,50
TOTAL	156	100	TOTAL	156	100
Gender	N	%			
Female	72	46,2			
Male	84	53,8			
TOTAL	156	100			

As shown in table 2 research, serving 4,399,680 people includes 21 private hospital in Central Anatolia. Within this study, except for members of the board of directors, hospital administrators 73.58% 'has been reached.

Table 2. *The survey was conducted in the city and information private hospital*

	City	Population	Number of private hospital	The number of hospitals surveyed.	Percent	Number of managers	The number of managers surveyed	Percent
1	**Elazığ**	562.703	4	3	75	32	20	62,50
2	**Kayseri**	1.274.968	12	10	83	114	90	78,95
3	**Kırşehir**	221.209	1	1	100	10	7	70,00
4	**Malatya**	762.366	3	2	67	14	9	64,29
5	**Nevşehir**	285.190	1	1	100	8	6	75,00
6	**Niğde**	340.270	1	1	100	8	8	100,00
7	**Sivas**	623.535	2	2	100	16	10	62,50
8	**Yozgat**	269.439	1	1	100	10	6	60,00
	Total	4.339.680	25	21	84	212	156	73,58

Note: Private hospitals are not included in the number of executive board members, and are excluded from the scope of the research.

Table 3. *Reliability of scales*

Scales adapted from	Cronbach alpha of this study
Organizational culture	0,729
Corporate reputation	0,852
Corporate image	0,866
Corporate identification	0,716
Social responsibility	0,672
Survey	0,855

Mean, Standard Deviations and Correlation value of Research Variables

Mean, standard deviation and correlation were computed for each of the variables (organizational culture, corporate image and corporate identification). These descriptive statistics are included in Table 4.

Table 4. *Mean, standard deviation and correlation value of variables*

Variables	Mean	Std.Dev	1	2	3	4	5
1-Corporate reputation	2,119	0,51331	1				
2-Organizational culture	2,387	0,44429	,622**	1			
3-Corporate image practices	1,595	0,48351	-,114	-,112	1		
4-Corporate identification practices	1,772	0,53865	,056	,095	,541**	1	
5-social responsibility practices	2,353	0,43706	-,085	-,028	,015	,229**	1

**. Correlation is significant at the 0.01 level (2-tailed).

According to the responds, the organizational culture mean was found out to the highest (2,387), while the means of Social responsibility practices

(2,353), corporate reputation (2,119), corporate identification practices (1,772) and Corporate image practices (1,595) were found to have close values.

In order to determine the relationships between variables correlation analysis was conducted. Correlation analyze, used to determine the strength of the relationship between two variable, ranges from -1,00 to +1,00 (Nakip 2003: 244). Correlation analysis results show that a positive correlation between corporate reputation and organizational culture, relatively high (,622**), a positive correlation between Corporate image and Corporate identification, (,541**) and a positive correlation between Corporate identification practices and social responsibility practices relatively weak (,229**) were found significant at the 0.01 significance level.

There are correlations among organizational culture, corporate reputation and corporate reputation practices. Namely, H1 hypothesis is partially accepted.

Regression Analysis

In order to test our hypotheses, regression analysis was conducted. Regression analysis a statistical tool for the investigation of relationships between variables is used to test the relationships between a dependent variable and one or more independent variable (Mertler and Vannatta, 2002:13-20).

Table 5. *Results of Regression Analysis For the Hypothesis*

H_2: Organizational culture has an impact on corporate reputation		
R=,622 R^2=,387	F=97,223	Sig.f=,000
Variables	Beta t	Sig.
Organizational culture	,719 ,622	,000
Regression Model$_1$ Y$_{(corporate\ reputation)=}$,403+,622 (organizational culture)		
All variables regression		
R=,629 R^2=,396	F=24,707	Sig.f=,000
Variables	Beta t	Sig.
Organizational culture	,606 9,320	,000
Corporate identification practices	,056 ,732	,466
Corporate image practices	-,081 -,982	,327
Social responsibility practices	-,094 -1,217	,225
Regression Model$_2$ Y$_{(corporate\ reputation)=}$,700+,606 (organizational culture)		
H_3: Corporate identification practices, corporate image practices and social responsibility practices has an impact on corporate reputation		
R=,219 R^2=,048	F=2,551	Sig.f=,000
Variables	Beta t	Sig.
Corporate identification practices	,207 2,119	,036
Corporate image practices	-,224 -2,355	,020
Social responsibility practices	-,129 -1,568	,119
Regression Model$_3$ Y$_{(corporate\ reputation)=}$ 2,502+,207 (Corporate identification)-,224 (Corporate image)		

First, hypotheses were tested in term of statistical validity and significance Anova analysis result show that F value for the first model was 24,707, For the second model it was 2,551. Significance value for the first model was 0,000, for the second model it was 0,000. The models were proved to be significant and valid hypothesis because F value measuring the validity of the hypothesis was higher than ±1,96 and P measuring the significance of the hypothesis was lower than 0,05.

After analyzing the significance and validity of hypotheses for the three models, regression coefficients R, showing relationships between independent variables and the dependent variable and adjusted R^2, explaining the change of the independent variables on the dependent variables were investigated. The results of regression are shown in Table 4. The first stage model was statistically significant and the adjusted R^2 of the model was 0,396, which explains about %40 of the model. The second model was statistically significant. The adjusted R^2 of the second model was 0,048, which explains about % 5 (,048) of the model. In this case, it is possible to state that for three models there was intermediate level of relationship between the independent variables and dependent variables. Since R is expected to have a value between 0 and 1. It is estimated that there was a strong relationship when R value is close to '1' and a weak relationship when R value is close to "0". On the other hand, research results of the validity of the hypothesis indicated that there was relationship between independent variables and dependent variables according to Beta coefficients for three hypotheses. Therefore, hypotheses H_2 and H_3 are accepted.

According to Baron and Kenny method, to establish mediation, the following conditions are required (Baron & Kenny, 1986):

1- The independent variable must have an effect on the mediator variable.
2- The independent variable must have an effect on the dependent variable
3- The mediator variable must have an effect on the dependent variable

When the mediator variable, whose effect was controlled and the independent variable were included in the regression analysis, regression coefficient (Beta value) of the independent variable on the dependent variable must decrease compared to the first equation and the mediator variable (Corporate reputation practices) must have a significant effect on the dependent variable (corporate reputation).

The first three requirements were accomplished to the former regression analysis. In order to see whether the fourth condition is supplied, multiple regression analysis was conducted for corporate reputation as the dependent variable, corporate image practices, corporate identification practices, Social responsibility practices and organizational culture as independent variables. The results of regression are shown in Table 5. Accordingly, beta coefficient of

regressional model$_2$ (,606) was found to be lower than beta coefficient of H$_2$ regressional model$_1$(,719). On regressional model$_3$ which also clearly shows the hidden variables. As a result, it is possible to state that corporate reputation practices have partial-mediation role in the relationship between organizational culture and corporate reputation.

Conclusion

Nowadays, there is a lot of competition, and the variability of the horizontal and vertical communication, corporate reputation in the health sector, the advantage is lost if not managed professionally. Namely, organizational culture, corporate reputation is effective on applications. Directly reflect the practices of corporate reputation managers' perceptions of corporate reputation.

(Buron and Albana 2001) Functional responsibility, social responsibility, corporate reputation is really important to mention the existence of a large sample investigated. The formation of companies that do not practice social responsibility, corporate reputation of the research community and the public were able to identify communication processes that lead to disorders. An observation on the role of corporate identity is found in the formation of corporate reputation investigated (Grey and Balmer 1998). According to research, corporate identity, directly related to the formation of corporate reputation. In addition to these dimensions, we study the added dimensions of corporate culture and corporate image. Connect the first occurrence of the company's corporate image, public relations, and society's perception of people's minds at the time that the image is an indispensable element for the reputation. Social responsibility, corporate identity and corporate image of the organization and the community in the work culture is transferred to the outside world combined. As a model that does not ignore the influence of corporate culture and research institutions to be designed. In this respect, the above-mentioned model on the interaction of four basic elements, we have designed corporate respect. The sample of the reason for the implementation of the Central Anatolia region of Kayseri and Malatya region chose to become a base for health transformed into the focal point of the field of health in their regions. Although the case of the small number of professional managers in Central Anatolia in these areas of the health sector is very dynamic, with the institutionalization of the management philosophy of the work makes it easier to understand.

According to the survey results, the Central Anatolian Region specialty hospitals, corporate social responsibility in the event just a couple of free help to organize and perceive that some of the patients. However, considered together with social responsibility and the phenomenon of corporate image come to the fore as a priority. Understandings of corporate identity among the members of the institution are accepted. Out of the activities of the Authority's budget for public relations and promotional allowances are recognized as a

pen. Therefore, corporate identity, hospitals are considered to be only in the domestic activity is hampered by external stakeholders for the implementation of public relations activities.

Patient satisfaction with health service providers in its own image, so the communication is directly related to the patient and the doctor, and countrymen. Patient satisfaction is not only the internal dynamics of the organization and the culture of the organization is reflected in the institution that is directly connected to the internal dynamics. The present model the internal marketing, organizational intelligence, internal and external communication, such as strategic planning and patient satisfaction by adding new models developed in different dimensions. If the application is made by developing new models, more detailed and larger samples will be available to the wider scientific data. Institution of society and the development of models for organizations to measure and more effective measurement results will be compared.

Central Anatolia region of about 79 per cent of managers working in private hospitals are under 40 years of age. The majority of executives are under the age of 40, although there are about 49 percent more than 10 years' experience in this sector. Where 67 percent of the executives are in firms less than 5 years working for a while. This result shows that there is more mobility sector manager. Administrators have 64 percent of the undergraduate and graduate level. Our research with the culture of the organization when it comes to a strong relationship between corporate reputation and corporate reputation in the field of applications, corporate image, corporate identity and social responsibility practices have been identified that have a direct relationship with the culture of the organization. Positive perceptions about the quality of service that patients have increased and in the same direction will increase the level of patient satisfaction.

Consequently, it is possible to state that trade standing practices have partial-mediation part in the relationship between structural culture and corporate reputation.

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