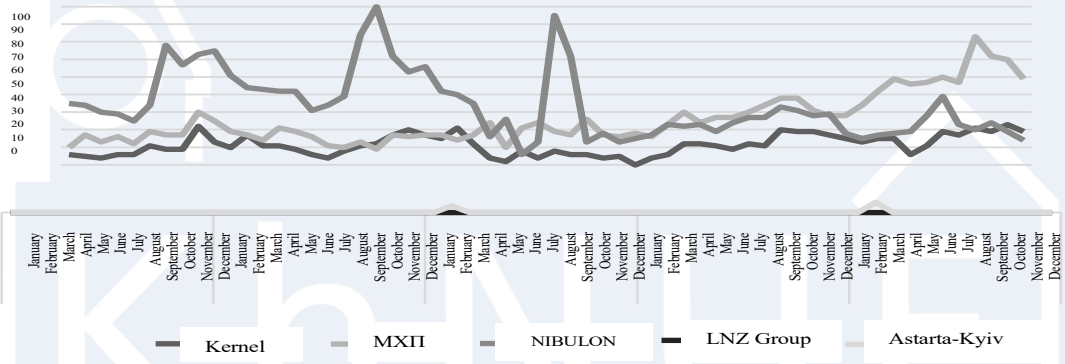
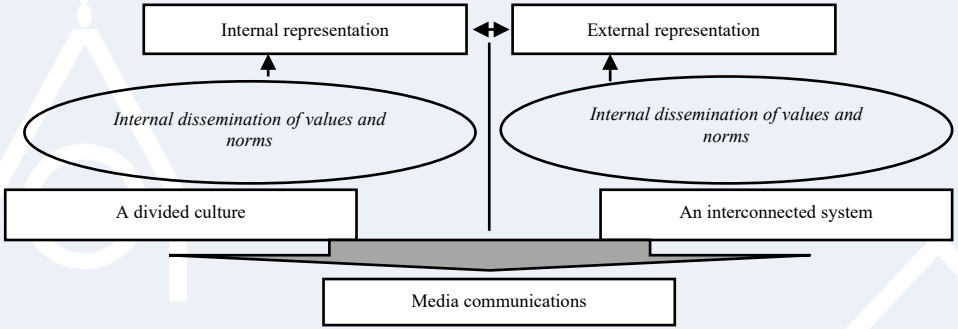
Digital Media and Communication Tools in Shaping Corporate Culture and Business Reputation

Afanasieva Olena,
Vovk Volodymyr,
Havrylchenko Olena,
Bilousenko Andrii

Dynamics of search interest in brands of enterprises in the agricultural sector of Ukraine, based on Google Trends data



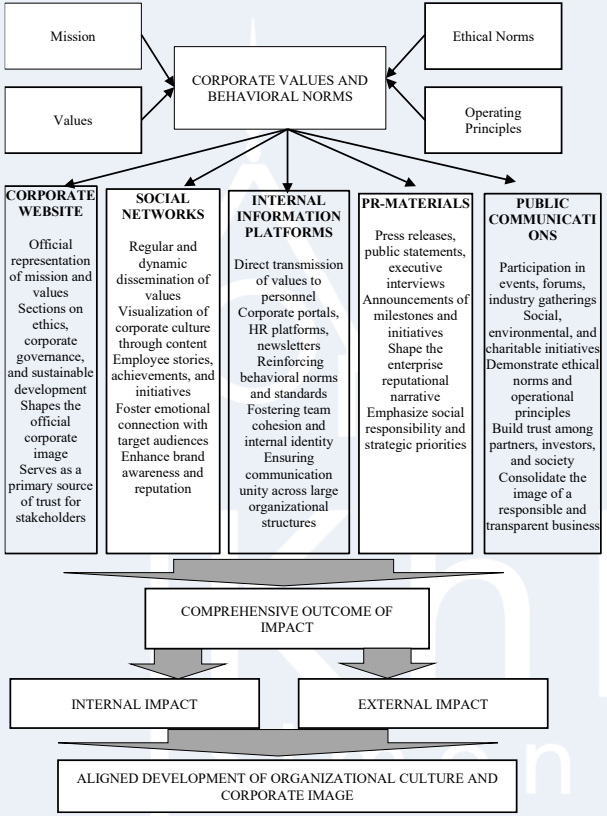


Transformation of organizational culture into an interconnected system driven by digital media communications

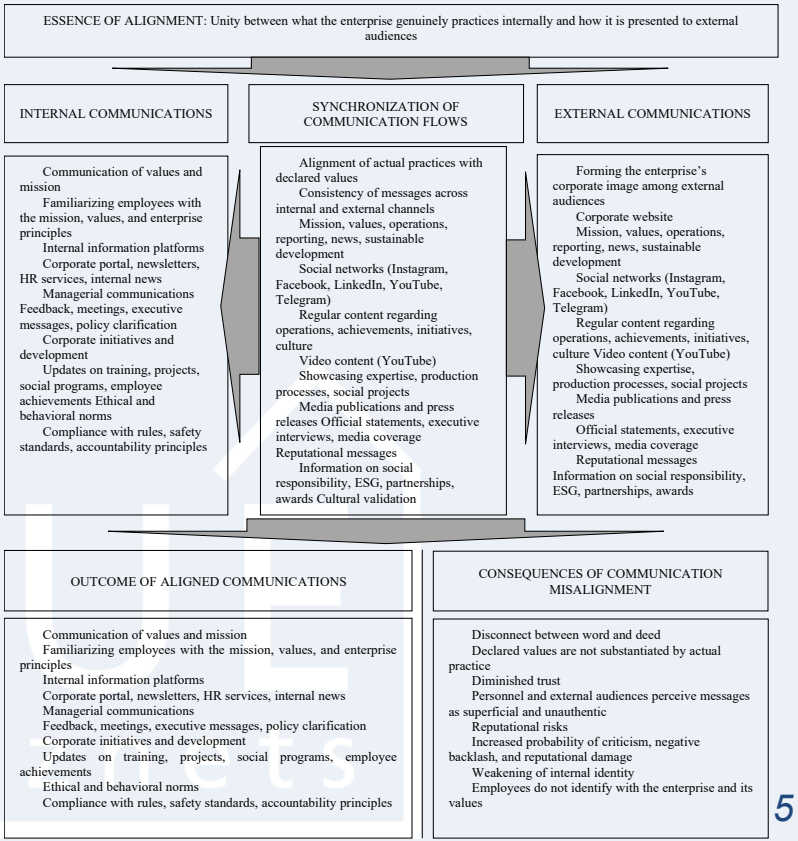
Digital media and communication tools for developing organizational culture and corporate image

Company	Tools for Internal Value Communication	Tools for External Image Representation	Communication Focus
Kernel	Vision. Mission. Values; Business ethics and compliance; Team	Media-Centre; Sustainability; Facebook, Instagram, Telegram, LinkedIn, YouTube, TikTok, X	Integrating Values, Ethics, Team, and an Open Public Presence
МХП	MHP4U; Corporate Ethics and Compliance; MHP Standing Together	Media hub; Sustainable Development; Facebook, Instagram, YouTube, LinkedIn	Communication of Corporate Ethics, HR Brand, and Social Responsibility
LNZ Group	Job Openings; LNZ Web; News	Facebook, Instagram, LinkedIn, YouTube; partner and product platforms	Integrating Employer Brand, Digital Services, and Market Presence
NIBULON	Career; Our culture; ESG	Media; Facebook, Instagram, LinkedIn, YouTube; News	Conveying a Culture of Responsibility, Development, and Reputational Openness
Astarta-Kyiv	Career; Trust line; People Development Programmes	Sustainability; Development of communities; Media; LinkedIn, Facebook, Instagram	Aligning HR Policy, Sustainable Development, and Public Reputation

System of digital media and communication tools in developing organizational culture and corporate image



Interconnection between digital media and communication tools and the development of organizational culture and corporate image



Projected outcomes of utilizing digital media and communication tools in advancing organizational culture and corporate image

Area of Projected Changes	Expected Outcome
Organizational culture	Enhancing team cohesion, reinforcing corporate identity, and consolidating shared values and behavioral norms
Employer brand	Increasing enterprise attractiveness as an employer, elevating workforce loyalty, and strengthening external employer reputation
Corporate image	Developing a more cohesive and resilient image of the enterprise among consumers, partners, investors, and society
Reputational resilience	Mitigating the risk of reputational losses through internal and external communication alignment, while enhancing stakeholder trust
Digital presence	Expanding audience reach, intensifying engagement across social networks, and improving the effectiveness of media communication
Social responsibility and ESG image	Strengthening the perception of the enterprise as a socially responsible and strategically mature economic entity

Quantitative indicators of utilizing digital media and communication tools in advancing organizational culture and corporate image

Enterprise	Instagram, thousand followers	Facebook, thousand likes	LinkedIn, thousand followers	YouTube, thousand subscribers	Presence of HR/ESG/Media sections on the website
Kernel	13,0	27,75	24,08	2,58	Yes
МХП	20,0	n/a	37,74	8,59	Yes
LNZ Group	2,9	29,15	1,28	6,93	Yes
NIBULON	0,48	15,84	7,37	19,4	Yes
Astarta-Kyiv	3,24	9,42	4,12	n/a	Yes

KNUE Simon Kuznets