



Navigating Digital Identities: Effective Strategies for Managing Online Reputation: An analytical study on a sample of teachers at the University of Mosul

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Key words:

Navigating Digital Identities, Online Reputation, Analytical Study, Teachers, University of Mosul.

ARTICLE INFO

Article history:

Received	09 May. 2024
Accepted	03 Jun. 2024
Available online	30 Jun. 2025

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Abstract:

The purpose of this study was to determine the perceived importance of online reputation management, investigate individual strategies and practices, and contribute to detecting the impact of navigating Digital Identities on managing Online Reputation. The study used a descriptive-analytical method, collecting primary data via a questionnaire distributed to 125 teachers at the University of Mosul chosen by systematic and random sampling. The data were statistically analyzed using SPSS28. The study's findings revealed there is a statistically significant relationship between navigating digital identities and the individual's professional image, credibility, and trust in the individual online, as well as communication and social influence. The study also discovered that participants understand the value of managing their online reputation, privacy settings, responsible online behavior, feedback management, and the application of online reputation management tools and services. In conclusion, an online reputation may have a big impact on personal and professional chances in today's interconnected world, so investing in digital identity management is critical. Individuals and organizations who take a proactive and deliberate approach can effectively manage their online reputation, build a positive digital presence, and thrive in the digital environment.

التنقل بين الهويات الرقمية: استراتيجيات فعالة لإدارة السمعة عبر الإنترنت

دراسة تحليلية على عينة من تدريسي جامعة الموصل

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المستخلص

الغرض من هذه الدراسة هو تحديد الأهمية المتصورة لإدارة السمعة عبر الإنترنت، والتحقيق في الاستراتيجيات والممارسات الفردية، والمساهمة في اكتشاف تأثير التنقل في الهويات الرقمية على إدارة السمعة عبر الإنترنت. استخدمت الدراسة المنهج الوصفي التحليلي، حيث تم جمع البيانات الأولية عبر استبيان تم توزيعه على (125) مدرساً في جامعة الموصل تم اختيارهم عن طريق أخذ العينات المنهجية والعشوائية، وتم تحليل البيانات إحصائياً باستخدام SPSS28. وكشفت نتائج الدراسة عن وجود علاقة ذات دلالة إحصائية بين التنقل في الهويات الرقمية والصورة المهنية للفرد، والمصادقية، والثقة في الفرد عبر الإنترنت، وكذلك التواصل والتأثير الاجتماعي. واكتشفت الدراسة أيضاً أن المشاركين يفهمون قيمة إدارة سمعتهم عبر الإنترنت، مع التركيز على إعدادات الخصوصية والسلوك المسؤول عبر الإنترنت وإدارة التعليقات وتطبيق أدوات وخدمات إدارة السمعة عبر الإنترنت. وفي الختام إن للسمعة عبر الإنترنت تأثير كبير على الفرص الشخصية والمهنية في عالم اليوم المترابط، لذا فإن الاستثمار في إدارة الهوية الرقمية أمر بالغ الأهمية، حيث يمكن للأفراد والمنظمات الذين يتخذون نهجاً استباقياً ومتعمداً لإدارة سمعتهم عبر الإنترنت بشكل فعال، وبناء حضور رقمي إيجابي، والنجاح في البيئة الرقمية.

الكلمات المفتاحية: الشخصية الرقمية، الوضع على الإنترنت، إدارة السمعة عبر الإنترنت، دراسة تحقيقية، الأساتذة، جامعة الموصل.

1. Introduction

In today's digital age, characters' online presence and reputation are becoming increasingly important. With the widespread use of social media and online communication channels, it is important for individuals to effectively execute their digital personality. Digital platforms embrace people to have an unparalleled future to inspire them, to connect with others online. Nevertheless, it also shows potential risks, for example, privacy, cyberbullying, and reputational damage. For the presence of specialists and teachers, maintaining a good online character is a most serious matter, as this can directly affect their personal and professional lives.

Online reputation managing is the practice of crafting approaches to create or influence the public knowledge of an individual or institute through online stations. It includes checking, addressing, and moderating negative content while improving and encouraging positive content. In today's hyper-connected world, data travels at the speed of light, and a single negative evaluation can have a lasting impact on a business.

Situations with different fields of activity are witnessing intense competition among themselves to keep pace with the great development occurring at the technological level. This development imposes itself due to the positive results it brings at the level of job and business performance, including communication, management, promotion and other functions, and this has been observed recently. Organizations have increased interest in social media networks, which are considered a product of technological development because of their interactivity and vitality that distinguishes them from other means of communication. The role of social media networks is no longer limited to forming social relationships between individuals only, but has expanded to include the activity of institutions and the business environment, especially with regard to activating their activities through digital competencies, such as introducing them and marketing their products, services and reputation management.

Digital personality managing and reputation subjects have become very serious topics that require in-depth responsiveness and information. With aggregate reliance on the digital area, for both personal and professional devotions, there is an crucial requisite to appreciate how to defend digital identities and accomplish reputation across electronic media to deliver a complete considerate of the basic ideas linked to digital identity managing, comprising effective approaches for defensive online privacy, and how to form and preserve Positive reputation in the digital space. This analytical study focuses on navigating digital identities, effective strategies for managing online reputation, an analytical study on a sample of teachers at the University of Mosul by Academic staff. By investigating their practices, contests, and methods, appreciated insights can be enlarged on actual practices for navigating the complex digital countryside.

2. Research problem

The research problem addressed is the need for effective strategies for managing online reputation in the context of digital identities. With the increasing prevalence of digital platforms and online interactions, individuals' digital identities have become crucial in shaping their personal and professional lives. However, managing an online reputation can be challenging due to the potential risks and vulnerabilities associated with the digital landscape. The research problem is represented by the following questions:

1. How do individuals perceive and evaluate the importance of their digital identities and online reputation?
2. What strategies and practices are currently employed by individuals to effectively manage their online reputation?

3. What are the potential consequences and impacts of online reputation on personal and professional success?
4. What are effective strategies and best practices at the university to navigate digital identities in managing Online Reputation?

3. Research significance:

3.1 Theoretical importance

The importance of our study is evident in identifying how the teaching staff in Mosul manages its digital reputation or reputation on the Internet, especially since the issue of institutional reputation is an important matter, especially if it is coupled with new technologies, among which are social media networks, which have become the most influential media means for organizations and companies. Its use by the latter has become necessary because of its positive impact on the activity of institutions in all their fields and activities, and in order to manage relations with customers and achieve strong links with them, which is naturally reflected in the reputation of the university, which is one of the most important things that institutions seek to maintain.

3.2 Practical importance

The significance of this analytical study lies in its contribution to the understanding of strategies for managing online reputation and digital identities, specifically within the context of Academic staff at the University of Mosul. The findings have broader implications for individuals and organizations in various sectors, highlighting the importance of cultivating a positive online presence and employing effective strategies to shape and manage one's digital identity in today's interconnected world.

4. Research objectives:

1. To explore the concept of digital identities.
2. To identify the perceived importance of online reputation management.
3. To investigate the strategies and practices employed by individuals to manage their online reputation.

5. Research model:

The proposal model seeks to explore the correlations between the processes of navigating digital identities and the ability to manage online reputation among a group of teachers at the University of Mosul. Therefore, the dependent variable in this study is online reputation, which in this case is the general impression that people have of an individual's persona and particularly his or her professionalism based on his or her online presence. The independent variable is navigating digital identities, which is a set of

measures and decisions that are made and activities taken to create, maintain, and shape these identities.

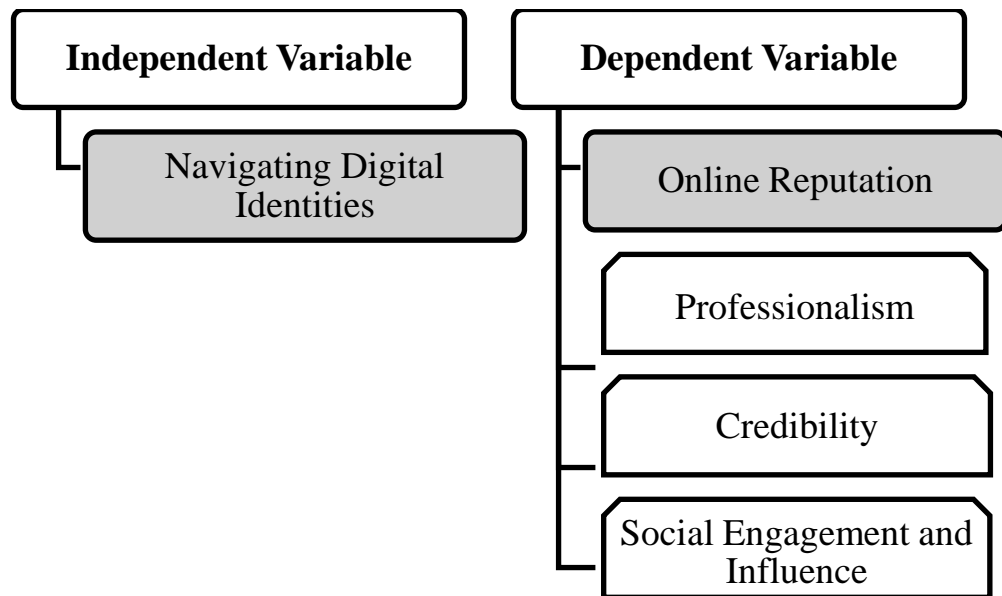


Figure 1. Research model

Reference: the researcher

6. Research hypotheses:

H1: There is a significant relationship (≤ 0.05) between strategies for navigating Digital Identities and the professionalism and professional image of individuals' digital identities.

H2: There is a significant relationship (≤ 0.05) between approaches for navigating Digital Identities and the credibility and trustworthiness of individuals' digital identities.

H3: There is a significant relationship (≤ 0.05) between strategies for navigating Digital Identities and the social engagement and influence of individuals' digital identity.

7. Literature review

Digital identity significantly determines digital communities by providing the initial step toward creating an online personality and rating the reputation of a person. It is an entire digital journalism storehouse that is with an individual covering social media profiles, online accounts and electronic fingerprints. Given an electronic community, where games, proceeding of any kind of business and communication are done mostly online, an electronic identity seems to be a must have to prove authenticity of those phenomena. It helps in building confidence and accountability on

the part of online interviewees and interviewees of online applications allowing them to interact in a secure way and sharing of sensitive information. However, the identity concept is not only about security and user trust. It is also about creating personal and user-oriented services. Service providers digitize their services in order to make them individualized and improved to match a person's need. As a rule, you can say that digital identity is crucial in a digital community because it ensures your presence in the online space, prevents fraud and helps to build the trust between users online and also provides the individualized services that the users value.

7.1 The definition of digital identity

A digital identity is an electronic means of identifying a person. It consists of a certificate that contains a public key that can be viewed and a private key that remains secret. A private key allows you to sign an electronic document with a signature that others can verify using only your public key. Likewise, your private key can decrypt documents that others have encrypted with your public key (García-Peñalvo, 2019: 24).

The concept of digital identity is about data collecting and giving access to an individual's Internet identity. In a digital society, where most, if not all, interactions occur within the digital realm through electronic devices and platforms, digital identity is an imperative tool that determines the foundation for someone's online existence. It is employed to take the confirmation of one's identity, achieve access to online services in an authentic manner as well as prevent unauthorized access to personal information. A proper digital identity lays a foundation for trusting and credible relationships when communicating online and allows the knitting of communities by giving one a voice. Also, it opens one to a wide gamut of resources and services to use. Henceforth, the role of digital identity truth management and security becomes of fundamental significance in digital societies (Mohammed et al., 2018: 76). A digital identity is an online representation of a profile or persona of a human individual on the Internet. With digital identity, individuals have a specific username or personal image on the Internet together with information about their age, gender, and geographical position. These data include their activities, interests and any sharing even on social networks, forums and other portals. Identity digital is a great part of life of people in the virtual time, when various people use tools of the Internet for communication and for self-expression. The main mission of digital identity is to assign and obtain a user's own online reputation, which comes from their merit (Kwon et al., 2019: 114).

Organizational digital identity, a prototype of collectively shared digital identity in enterprises, is characterized by a desire for digital technology and

the social identification that goes along with it. Organizations can have digital identities connected to any sector or domain. They are essential preconditions for all use cases wherein organizations deal with other organizations (B2B), with government agencies or public authorities (B2G), or with individuals (B2B/B2C). Verifying the identity of a business partner is necessary in several use cases involving data, physical commodities, or money, to build confidence with them. These partners include suppliers, customers, and authorities (Di Lauro et al., 2021: 45)

An organization's digital identity includes its online and offline representation and recognition in the digital sphere, as well as how these relate to one another. It is made up of a variety of characteristics that distinguish an organization in controlled processes and digital ecosystems. They might make it possible for businesses to carry out their operations online while maintaining efficiency, security, and confidence in their interactions with partners, clients, and service providers. Digital identities serve as the foundation for the digitalization of cross-organizational business processes, to achieve high levels of automation and satisfy new legal obligations like the eIDAS 2.0 regulation, the German Supply Chain Act, and laws pertaining to Environmental, Societal, and Governmental (ESG) data (Snihur, 2019: 34).

7.2 The significance of digital identity

Digital identity has great importance in general in the digital age, for several reasons (Dobson et al., 2018: 54):

1. **Communication and Electronic Interaction:** Digital identity consequently ensures that businesses and governments have a medium they can use to trade with each other through digital financial transactions and digital communication with each other online. Using Digital identity Companies can advertise and market the products and services that they are promoters of, they can also develop relationships with the customers they target and focus on building a good reputation.
2. **Digital identity and the government's e-government function** promote online governance and e-government transactions.
3. **Security and Identity Verification:** Digital identity is in the spotlight due to the frequency of security and verification processes that take place in the digital sphere. Companies and governments can use debit digital identity to verify identity and be assured that only authorized users may access such sensitive information or perform certain services
4. **Data collection and analysis:** Through digital identity, data is collected on a massive scale facilitating the analytics related to

individual information patterns, needs & trends as well as services to individuals customized uniquely. This guarantees that they make product/services improvements and door the designs according to the target audiences' needs.

5. E-governance: Digital identity can be an ordeal free and handy tool to optimize both the in-house operations and the interactions between two parties, companies and government establishes. For example, such technologies are used to maintain and secure access to confidential systems and data and are applied in the process of making electronic signatures and official certificates in any business deal and digital contract.

On the whole, digital identity facilitates the improvement in the efficiency of digital processes and services and greatly enhances the reliability and integration of user experience for individuals and organizations, which lays a good foundation for building smart societies

The social media identity's communication management function plays a vital role as it benefits in multiple approaches. First of all, it positively influences people in terms of controlling personal data and how they choose partners. People become able to manage their digital identity (in which coherent and consistent images are presented of themselves online) in order to be eligible for personal or professional relationship purpose. Primarily because of digital identity protection privacy and security factors are also significant. People who master their online presence will strive to reduce the danger of identity theft, cyberbullying, or other online threats. Finally, digital identity management can also have an impact on an individual's reputation and professional opportunities. Employers, schools and other organizations are increasingly using social media to screen applicants, so it is important for individuals to present themselves in a positive light. In general, digital identity management is a key part of navigating the complex and constantly changing landscape of social media (Napal Fraile et al., 2018: 104)

7.3 The definition of Online Reputation

Online reputation is the collective public perception of personal or institute founded on their online existence and influenced by both their performance and the objective ideas of viewers or customs. Online reputation did not always develop so quickly, but with the rapid rise of social media, it is incredibly simple for a firm to improve or damage its online reputation (or have it done to them). Just as people and businesses have a reputation founded on their actions in the actual world, a mistaken message, financial scandal, personal conflict, failure to deliver on commitments, or confusion may rapidly alter how someone is perceived on social media. It may

likewise have a significant monetary influence on a corporation. Consider and cultivate your online reputation, especially if it affects your profession or finances. A whole industry has sprung up around online reputation management (Ruiz-Mafe et al., 2018: 340).

An online reputé, or e-reputation, is the reputation of a establishment, individual, produce, facility, or any other component on the Internet and digital stages. This online reputation is obstructed via the contented an organization dispenses, the responses of and connections with web users, action on social networks, etc. For e-commerce brands, online reputation is very significant, as it can disturb their online store's reliability and perceptibility (Stenger, 2014: 59).

Online reputation is the perception that others have of you or your project, encompassing dimensions such as credibility, ethics, coherence, behavior, and more. Aligned with the above, it is the primary value of a company, brand, or individual on the internet about their audience, making it a pivotal factor for their growth and competitiveness. Its influence extends beyond the online realm as the boundaries between the two become increasingly blurred. Therefore, your online reputation isn't solely built by you; rather, it's shaped by your followers, clients, collaborators, critics, suppliers, and more. It's crucial to recognize that the success rate of a project is directly proportional to the online reputation of those behind it. In this regard, an organization with a positive online reputation will witness an increase in its conversion rate across all its endeavors and vice versa (ŞİRZAD, 2022: 232).

7.4 The Significance of Online Reputation

The significance of online reputation can be understood through various the following dimensions (Dwivedi et al., 2021: 59):

- **Credibility and Trustworthiness:** Online reputation plays a vital role in establishing credibility and trustworthiness. When individuals maintain a positive online reputation, they are apparent as dependable and trustworthy by others. A strong online reputation builds sureness in their credibility, whether it's in personal or professional contexts.
- **Professionalism and Professional Image:** Online reputation greatly influences how individuals are perceived in their professional lives. A positive online reputation participates to a robust professional image, imitating potentials for instance expertise, professionalism, and a commitment to high standards. Employers, colleagues, and professional networks often take online reputation into account when assessing persons for job occasions and partnerships.

- **Social Assignment and Influence:** Online reputation can meaningfully influence social engagement and effect. Persons with a positive online reputation are more possible to interest care, gain groups, and enjoy a higher flat of engagement with their online societies. They have the possible to affect others' opinions, shape discussions, and build valued connections and relations.

These dimensions of online reputation determine its importance in both personal and professional compasses. A strong online reputation improves reliability, professionalism, and social effect, leading to augmented occasions, trust, and positive associations. Contrariwise, a negative or poorly managed online reputation can have adverse effects, limiting opportunities, eroding trust, and hindering social engagement. Therefore, understanding and actively managing online reputation is essential for individuals to cultivate a positive digital identity and unlock the benefits it brings (Waxer et al., 2019: 146).

7.5 Factors affecting online reputation

Online reputation is influenced by various factors that can shape how individuals and businesses are perceived on the internet. Here are some key factors that can affect online reputation (Nortvig et al., 2018: 52):

1. **Bad reviews** are one of the quickest methods to change someone's mind about a business. A few bad reviews can make potential consumers hesitant, and sometimes for good reason. On the other side, a thoughtful response to criticism is a quick approach to impress current and potential clients.
2. **Social media:** it's so easy to send out a quick post or remark, yet a poorly timed or hurriedly constructed piece of content is nearly impossible to retract. Then it's a present that everyone can see and remember. Social media allows information to flow at ridiculously quick rates. Customers learn within minutes whether a company has experienced a data breach, stated anything politically or socially incorrect on their marketing platforms, or done something good for the community. Social media additionally enables individuals to rapidly become involved in situations where they do not belong by just posting and commenting. An individual or business's internet reputation can suddenly change. It alters with each photo a person shares on Instagram; consumers' minds adjust to the content they see.
3. **Messaging:** Direct messages and emails are effective ways to communicate with friends and customers, but they can also be used by angry people to lash out or harass others. Some firms have sent direct messages to customers who submitted unfavorable reviews,

threatening or harassing them. The characteristic of privacy in messages and emails also facilitates harassment and abuse. Always communicate thoughtfully in all situations.

4. Technological issues: For organizations, a single outage or error can harm their brand, especially if swift technological turnaround is critical to the company.
5. Spread of misinformation: Technology makes it simple to create information, particularly false information. Whether it's middle-school gossip or high-level executive discussions, misleading information distributed on the Internet may quickly harm a brand
6. Security breaches: Even the largest industries are vulnerable to data breaches and security vulnerabilities. Even Facebook has come under fire for data privacy violations.

7.6 Online reputation managing

Online reputation management (ORM) is the action of checking and managing a individual or establishment's online reputation. It comprises tracking mentions of a individual or establishment on various online platforms, for instance social media, search machines, and assessment sites, and responding to reviews or commentaries in a way that helps their online image. The goal of an ORM is to ensure that a person or organization's online reputation properly reproduces their ideals, politics, and product image. ORM likewise includes developing strategies to develop search engine rankings, make the product more observable, and deal with negative assessments or contented that may harm a person's or organization's image (Veh et al., 2019: 315)

ORM is a development in which incessant investigation and examination of data about personal, expert, profitable, or manufacturing reputation is experienced, which is present as electronic contented in all media on the Internet. The widespread nature of the Internet has led to an aggregate number of customers and retailers using the Internet as a form of communication, whether using e-mail, promotion or when conducting business transactions. Thus, we can say that the rootedness of this concept (reputation) among individuals in ancient societies has become more ferocious, and electronic reputation has become stronger in its negative or positive impact on the life of modern people at all levels, as if we are conjuring up the most powerful social control machine, and it has even expanded to include the economic and politics as well. Hence, the individual or official no longer has the need to go to a village, city, or mosque to ask and inquire about a person's reputation, his behavior, and the course of his life. Rather, there is a reality in our hands that is clear, frank, and important,

and a servant of all questions and answers, which is ORM, which contains the details of all... one of us (Heavey et al., 2020: 1496).

7.7 Strategies for Managing Online Reputation

Online reputation management is the act of guaranteeing the correct information appears when people search for you (or your brand's name) in search engines such as Google, Bing, or Yahoo!, or on social media platforms such as Facebook, Twitter, and LinkedIn. The goal is to minimize unpleasant content while promoting flattering content. To accomplish this goal, you must monitor search engines and social networks and do everything you can to reduce bad feedback. When you discover negative content, you reduce its visibility by providing enough positive content so the negative content seems to vanish. Sometimes you can convince the appropriate webmaster to eliminate inappropriate material. However, the most effective strategy to delete unwanted content is to prevent it from appearing in the first place. Effective online reputation management is engaging with social networks, closely tracking those networks (rather than relying solely on automated monitoring systems such as Google Alerts), and responding as promptly as possible in the case of significant breaking news or a crisis (Singh et al., 2023: 121).

Online reputation management strategies for individuals include the following:

- **Privacy Settings:** Adjust privacy settings on social media platforms and other online accounts to control what information is public and visible to others. Limiting access to personal or sensitive information can help protect your online reputation .
- **Online Behavior and Interactions:** Know well how to treat other people's online presence. Do not enter "offensive or controversial topics", "publish props", or "participate in cyber-attacks." (Gerber et al., 2018: 65)
- **Online Reputation Management Tools and Services:** Take advantage of social media monitoring tools and services to safeguard your online view and manage your reputation. These tools will give you the oversight and notification that you need to head off potential problems and gather the data you need to respond professionally to online reputation management (Sugiono, 2020: 98).
- **Continuous Monitoring and Improvement:** Managing online reputation is an endless process, more so, than anything else. Keeping your online media relevant, and engaging, and also being ready to adapt, is critical, thus, you might need to welcome changing procedures and trends. Regularly assess your online reputation and adjust your strategies accordingly (Tyagi et al., 2022: 112).

However, online reputation management strategies for organizations include the following:

- **Content Creation and Promotion:** Write informative content that not only embodies your area of authority but also conveys your beliefs and sugarcoats your brand. Make it a habit to produce blog posts, videos, or similar social media content that compounds a good online reputation by giving value to your audience (Reyes-Menendez et al., 2019: 76).
- **Online Branding and Messaging:** Sticky with the brand message and consistently state the message on all the online platforms. Ensure that you're branding elements, for example, logos, taglines, and mission statements, are consistent with the reputation you would like to establish, and they would resonate well with your perfect target audience (Liebrecht et al., 2021: 221).
- **Proactive SEO:** Conduct search engine optimization (SEO) procedures to raise the rankings of preferred content in the SERPs. This target is achieved by website optimization, the use of relevant keywords, and the creation of content that is informative and is indicated with good browser rankings.
- **Feedback Monitoring and Response:** A good practice of digital media monitoring is looking regularly through online reviews, comments, and feedback related to the personal brand or enterprise. Be quick to reply, constructively, and courteously to both the positive and negative feedback provided by your customer. By addressing the concrete problems and showing some willingness to kindle solutions, online reputation can be improved (Thakur, 2018: 43).
- **Social Listening:** Proceed with observations of social media conversations regarding your brand or particular niche. Members of the community will be listened to intentionally for this purpose. You will identify trends, address concerns, and join in thoughtful discussions by doing so; this grants an opportunity to manage your online reputation.
- **Online Crisis Management Plan:** Work out a strategy to deal with online emergencies and negative situations such as cyberbullying, fake news, and other unpleasant scenarios. It covers measures that should get worked on as soon as possible by responding to people with fast, truthful, and true comments and also taking on the responsibility to better your online reputation (Rouhani & Deters, 2019: 323).

8. Previous studies

The study conducted by Ryan (2019) focuses on the function of internet data in the establishment, upkeep, and assessment of individual reputations. The research makes two primary contributions: (1) how people assess other people's personal reputations based on the internet evidence at their disposal, and (2) methods for utilizing online information to maintain and develop one's own reputation. The results add to the body of knowledge in the field of information science, particularly with regard to the established corpus of studies on how people utilize and behave with information. They are placed within a theoretical framework that acknowledges the interdisciplinary nature of information science and is rooted in bibliometric research (such as that conducted on citation practice and citation analysis). A multi-step procedure for gathering data was put into place in accordance with the methods used in current information science and human behavior and information use studies. This study concentrated on a sample of 45 social media users from the UK. Using NVivo10, a qualitative analysis of the information gathered from participant diaries and interviews was conducted. The main benefit of this work on the assessment of personal reputations through online evidence is that social media users primarily consume and evaluate the information passively, showing less interest in the signals that the information might provide about the sharer(s) and more in the material of the information shared on social media platforms. When the information disseminated contradicts the beliefs and behaviors of the people who consume it, more attention is paid to those instances. This work investigates and creates new concepts linked to controlling the "blur" that happens at the junction of online and offline environments, as well as private and professional life, in terms of controlling personal reputations through the utilization of online information.

The goal of Lipare (2023)'s study paper is to analyze how the digital world has changed corporate social responsibility (CSR) initiatives, evaluate the moral issues these changes raise, and investigate how they affect an organization's reputation. A thorough literature analysis was carried out in order to achieve these goals, using a variety of scholarly sources, industry reports, and case studies. A complex interaction between CSR and the digital sphere was shown by the investigation. Corporate social responsibility (CSR) programs have been greatly impacted by the digital age. Organizations must now navigate a complicated network of online discussions while being closely examined by a variety of stakeholders. As a result, there has been a deliberate change in CSR practices with a focus on openness, sincerity, and proactive participation in online dialogues. Digital CSR communication was examined using a mixed-methods approach,

which exposed a paradigm shift in dialogic participation, multimedia material, and storytelling. But the digital era also presented businesses with moral conundrums including algorithmic prejudice, privacy issues, and improper exploitation of user-generated information. These findings have important ramifications for firms, who must invest in digital literacy and ethical frameworks, embrace an integrated CSR strategy that is in line with digital values, and manage reputation through proactive involvement. This study highlights the importance of proactive adaptation and ethical responsibility in the digital era, offering insightful information to scholars, corporations, and regulators.

The study conducted by Judijanto et al (2024) investigates the effects of social media use, digital identity development, and educational technology integration on alterations in the educational culture of West Java, Indonesia. Using survey methods, data from 120 instructors and students from various educational institutions were gathered using a quantitative approach. Structural Equation Modeling using Partial Least Squares (SEM-PLS) was used to analyze the data. The results demonstrate a robust relationship between social media use, technology integration in the classroom, digital identity development, and cultural change in education. The findings indicate that digital identity and instructional technology have the greatest impacts on the change in educational culture, although social media use also contributes significantly, albeit to a lesser extent. These findings have significant ramifications for academics, educators, and legislators who want to utilize digital technology to support inclusive learning settings and beneficial educational changes in West Java.

9. Methodology

9.1 Research Methodology:

The descriptive approach was relied upon in order to describe, analyze, and interpret the phenomenon in its various dimensions. The descriptive approach is defined as the method that researchers rely on to obtain comprehensive and accurate information that depicts the social reality that affects cultural and scientific activities and contributes to the analysis of its phenomena (Stanley, 2014: 13).

9.2 Data collection sources:

Primary data: Primary data were collected based on a questionnaire directed to a sample of teachers at the University of Mosul.

Secondary data: Data collected from various sources ranging from academic publications, university dissertations, and scientific articles to extensive knowledge of the Internet were used to understand the theoretical framework.

The questionnaire consists of three parts:

Part One: Personal Data. The second part: Online reputation or digital identity includes some dimensions as the following:

- Credibility and Trustworthiness
- Professionalism and Professional Image
- Social Engagement and Influence

The third part: Strategies for Managing Online Reputation, includes some dimensions as the following: Privacy settings

- Online behavior and interactions
- Feedback monitoring and response
- Online reputation management tools and services

The questionnaire includes 30 statements, and a five-point Likert scale (totally agree, agree, neutral, disagree, strongly disagree) was used to answer the questions of the study's axes. The researcher relied on choosing a closed questionnaire as a tool in collecting and obtaining information.

9.3 Study population and sample:

The study population includes 220 teachers at the University of Mosul. The study sample included 125 teachers from the University of Mosul, and the study sample was selected systematically and randomly.

9.4 Data Analysis

SPSS 28 was relied upon to process the data obtained through statistical tests, including the Cronbach alpha test, validity and reliability testing, and descriptive statistical methods such as percentage, arithmetic mean, and standard deviation, in addition to regression analysis clarify the relationship between the independent and dependent variables, as well as to verify the research hypotheses.

10. Results & Discussion

10.1 Validity of the study tool:

The questionnaire was presented in its original form to a group of arbitrators, and after making the necessary modifications, the questionnaire was designed in its final form.

Further, pilot testing was also done to test the validity and inter-reliability of the questionnaire. The pilot study involved a small sample of 15 teachers from the targeted population and the pre-test version of the questionnaire. From the perspective of the participants of the survey, additional information was gathered with regard to how relevant, comprehensive, and aligned the items in the questionnaire were to the research objectives. As a result of the feedback and data analysis, appropriate modifications were made concerning the structure and wording of the text, the omission of unnecessary wording, and any other shortcoming.

10.2 Reliability of the study tool:

The researcher relied on the Alpha Cronbach test to measure the reliability of the content of the study questionnaire.

Table 1: Cronbach's alpha coefficient for the questionnaire axes

Questionnaire axes	Cronbach's alpha coefficient	No. of sentences
Online reputation or digital identity	0.775	15
Credibility and Trustworthiness	0.853	5
Professionalism and Professional Image	0.875	5
Social Engagement and Influence	0.859	5
Strategies for Managing Online Reputation	0.813	16
Privacy settings	0.838	4
Online behavior and interactions	0.755	4
Feedback monitoring and response	0.727	4
Online reputation management tools and services	0.758	4
Total questionnaire	0.922	35

The results in Table 1 indicate the internal consistency or reliability of the questionnaire axes as measured by Cronbach's alpha coefficient. For the "Online reputation or digital identity" axis, which includes 15 sentences, Cronbach's alpha coefficient is 0.775. The "Credibility and Trustworthiness" axis, consisting of 5 sentences, the Cronbach's alpha coefficient is 0.853. Similarly, the "Professionalism and Professional Image" axis has a Cronbach's alpha coefficient of 0.875, indicating a high level of internal consistency.

The "Social Engagement and Influence" axis, comprising 5 sentences, has a Cronbach's alpha coefficient of 0.859, also indicating a high level of internal consistency. The "Strategies for Managing Online Reputation" axis, with 16 sentences, has a Cronbach's alpha coefficient of 0.813, suggesting a moderate level of internal consistency. For the remaining axes ("Privacy settings," "Online behavior and interactions," "Feedback monitoring and response," and "Online reputation management tools and services"), Cronbach's alpha coefficients are 0.838, 0.755, 0.727, and 0.758, respectively. These coefficients suggest high levels of internal consistency for these axes.

Overall, the total questionnaire demonstrates a high level of internal consistency, as indicated by a Cronbach's alpha coefficient of 0.922. This suggests that the questionnaire as a whole reliably measures the intended variables.

10.3 The descriptive statistics of data

Table 2: Personal data

		Frequency	Percent %
Gender	Male	90	72
	Female	35	28
Age	Less than 25	10	8
	25- 35 years	57	45.6
	36- 45 years	36	28.8
	Over 45 years	22	17.6
Academic level	Master's	88	70.4%
	Doctorate	37	29.6%
Years of teaching experience	Less than 1 year	25	20
	1-3 years	22	17.6
	More than 4 years	78	62.4
Do you have a page on one or more online social media applications?	Yes	104	83.2%
	No	21	16.8%
How much time do you spend dealing digitally?	4-6 hours	28	22.4%
	7-9 hours	76	60.8%
	More than 10 hours	21	16.8%

Table 2 presents the findings related to the personal data of the respondents. In terms of gender, the majority of the respondents were male, accounting for 72% of the sample, while the remaining 28% were female. Regarding age distribution, the largest group of respondents fell within the 25-35 years range, representing 45.6% of the sample. The next significant group was between 36-45 years, accounting for 28.8%. Respondents over 45 years comprised 17.6% of the sample, and those under 25 years constituted 8%. In terms of academic level, the highest percentage was achieved by respondents with a master's degree accounted for 70.4%, while those with a doctorate represented 29.6%. When examining years of teaching experience, the majority of the respondents had more than 4 years of experience, making up 62.4% of the sample. Respondents with 1-3 years of experience accounted for 17.6%, and those with less than 1 year of experience comprised 20% of the sample. A significant proportion of participants (83.2%) responded in a positive that they have a page on one or more online social media platforms. 60.8% of participants spend 7-9 hours online, compared to 22.4% who spend 4-6 hours and 16.8% who spend more than 10 hours. These results point to a high degree of digital engagement since

most participants seem to invest a significant amount of time in their online activities.

Table 3: Descriptive statistics for the statements of the second axis (Online reputation or digital identity, First dimension: Credibility and Trustworthiness)

	Statements	Mean	SD	Range	Level of agreement
First dimension: Credibility and Trustworthiness					
1.	Maintaining credibility and trustworthiness is important in managing an online reputation	4.3280	0.87783	1	High
2.	Consistently providing accurate and reliable information in the online scope is crucial for building trust.	3.6720	0.98845	4	High
3.	Taking steps to verify the sources of information before sharing them online is essential.	3.5040	0.97239	5	High
4.	Responding promptly and professionally to comments and inquiries on digital platforms helps establish trust with the audience.	4.1040	0.79132	3	High
5.	Regularly reviewing and updating online profiles to ensure they accurately reflect professional qualifications and expertise is necessary.	4.2240	0.85065	2	High

The results for statements related to the first dimension, Credibility and Trustworthiness show participant agreement as to the importance of these factors in the overall management of an online reputation. All the Statements' means are within the range of 3.504 to 4.328, which shows that the participants' agreement was rather high. The first statement, which highlights the need for reliability and credibility in managing one's online reputation, was overwhelmingly agreed upon by participants, scoring an average of 4.328. With an average score of 3.672, participants demonstrated a high degree of agreement with Statement 2, highlighting the significance of consistently offering accurate and trustworthy information online to foster trust. Participants' average score for agreement with Statement 3—which emphasizes the value of checking the reliability of information sources before sharing it online—was (3.504). Statement 4 stresses the significance of giving prompt, courteous responses to questions and

comments on digital media. The high mean score (4.104) suggests that participants understand the importance of timely and professional audience involvement in establishing credibility and confidence. Averaging a 4.224, participants strongly agreed with Statement 5 about the necessity of routinely reviewing and updating online personal files to accurately represent professional qualifications and experiences.

**Table 4: Descriptive statistics for the statements of the second axis
 (Online reputation or digital identity, Second dimension:
 Professionalism and Professional Image)**

		Mean	SD	Range	Level of agreement
Second dimension: Professionalism and Professional Image					
1.	Maintaining credibility and trustworthiness is important in managing an online reputation	4.3280	1.00624	1	High
2.	Consistently providing accurate and reliable information in the online scope is crucial for building trust.	3.7440	0.88084	5	High
3.	Taking steps to verify the sources of information before sharing them online is essential.	4.0840	0.94001	3	High
4.	Responding promptly and professionally to comments and inquiries on digital platforms helps establish trust with the audience.	4.2640	0.89932	4	High
5.	Regularly reviewing and updating online profiles to ensure they accurately reflect professional qualifications and expertise is necessary.	3.8040	0.98065	4	High

The results show that participants generally believe that maintaining credibility and trustworthiness is crucial in managing an online reputation with an average rating of 4.33 out of 5. This indicates that people understand how important it is to have a trustworthy and pleasant online persona. The high average grade of 3.74 suggests that participants believe they may develop trust with their audience by regularly offering accurate and trustworthy information online. This emphasizes how crucial it is to make sure that everything posted online is reliable and helps to project a professional image. With an average grade of 4.08, participants also stressed the significance of confirming the sources of information before sharing it

online. Establishing trust also required a timely and competent response to requests and comments on digital channels, as seen by the high average rating of 4.26. As evidenced by the average rating of 3.80, participants also recognized the need of periodically checking and updating online profiles to ensure they appropriately reflect their professional credentials and skills.

Table 5: The descriptive statistics for the statements concerning the second axis (Online reputation or digital identity, Third dimension: Social Engagement and Influence)

		Mean	SD	Range	Level of agreement
Third dimension: Social Engagement and Influence					
1.	Sharing and promoting valuable content relevant to the field or interests is a priority.	4.2240	0.88777	3	High
2.	Actively participating in online discussions and communities related to the area of expertise is part of maintaining a strong online presence.	4.1680	0.90461	4	High
3.	Online presence has the potential to influence others' perceptions and opinions on various topics.	4.3120	0.96232	1	High
4.	Collaborating with other professionals or influencers in the field to expand social reach and influence is beneficial.	3.6320	0.90995	5	High
5.	Seeking opportunities to share knowledge and expertise through online presentations, webinars, or podcasts is a proactive approach.	4.2800	0.98865	2	High

The findings show that participants place a high value on sharing and promoting valuable content related to their field or hobbies, as seen by an average rating of 4.22 out of 5. Active participation in online conversations and forums relevant to their area of expertise was also viewed as critical for maintaining a strong online presence, as evidenced by the high average rating of 4.17. Participants strongly agreed that their online presence has the

potential to impact others' impressions and attitudes on a variety of topics, as seen by the 4.31 average rating. Collaborating with other professionals or influencers in the sector was viewed as a beneficial technique for increasing social reach and impact, with an average rating of 3.63. Furthermore, participants demonstrated a proactive commitment to sharing their knowledge and skills via online presentations, webinars, or podcasts, as seen by the high average rating of 4.28. In general, the findings show that participants understand the value of social involvement and impact in the digital age.

Table 6: Descriptive statistics for Navigating Digital Identities

No		Mean	SD	Level of agreement	Mean
1	Regularly utilizing online monitoring tools to keep track of mentions and discussions about online presence is important	4.4320	.97000	2	High
2	Leveraging social media management tools to streamline online presence and engagement is beneficial.	4.3920	.88806	3	High
3	Employing search engine optimization (SEO) techniques ensures that positive information appears prominently in search results.	3.5720	.88332	10	High
4	Trusting online review management tools to manage and respond to customer reviews effectively is recommended.	3.7720	.86487	9	High
5	Regularly reviewing and adjusting privacy settings on social media accounts is important for managing online reputation	4.0200	0.93843	5	High
6	Being cautious about sharing personal details or sensitive information on public platforms is a priority.	4.4480	1.04307	1	High
7	Being cautious about sharing or reposting potentially misleading or harmful content is important.	3.9720	1.00463	6	High
8	Actively engaging in constructive discussions and avoiding online conflicts or arguments is a preferred approach.	3.7800	0.99677	8	High
9	Regularly monitoring and moderating comments or discussions on online platforms to maintain a positive environment is essential.	4.1880	1.06722	4	High

Table 6 presents that participants place a high value on using online monitoring tools regularly to monitor mentions and discussions regarding their online presence with a high mean score of 4.43. The high mean score

of 4.39 indicates that using social media management solutions to simplify online presence and participation is also seen as advantageous. This shows that participants are aware of the benefits of utilizing technologies that make managing their online personas and interactions more manageable.

The use of search engine optimization (SEO) techniques to guarantee that positive information displays prominently in search results obtained a reasonably high mean score (3.57). Trusting online review management solutions to successfully manage and respond to consumer feedback had an average score of 3.77. This shows that while participants recognize the value of using such tools, they may have doubts or questions about their usefulness or reliability.

The high mean score of 4.02 indicates that participants strongly highlight the significance of routinely examining and modifying privacy settings on social media accounts. The high mean score of 4.45 indicates that disclosing sensitive or personal information on public platforms with caution is prioritized. This suggests that participants prioritize protecting their personal information and are conscious of the possible hazards involved with revealing sensitive information online.

Participants also understand the value of actively participating in positive conversations while avoiding online disagreements or fights (mean score: 3.78) and exercising caution when sharing or reposting potentially harmful or misleading content (mean score: 3.97). These findings demonstrate the participants' knowledge of appropriate online conduct and their dedication to keeping a positive and credible online persona. Finally, as evidenced by the high mean score of 4.19, participants believe that continuous monitoring and moderation of comments or debates on online platforms is crucial to preserving a pleasant environment. Overall, the findings imply that participants are well aware of the significance of maintaining their online reputation and digital identities.

10.4 Verifying the research hypotheses:

This part of the research deals with the results of statistical analysis to verify the research hypotheses, which include the following:

H1: There is a significant relationship (≤ 0.05) between strategies for navigating Digital Identities and the professionalism and professional image of individuals' digital identities.

Table 7: presents the relationship between strategies for navigating Digital Identities and the professionalism and professional image of individuals' digital identities.

B	T	F	R	R²	Sig	p- value
1.021	21.656	469.001	0.693	0.480	0.00	0.01

The results indicate that the regression coefficient (B) of 1.021 indicates a positive association between digital identity navigation tactics and the professionalism and professional image of individuals' digital identities. The t-statistic of 21.656 and the related p-value of (0.00) imply that there is a statistically significant association between digital identity navigation tactics and professional behavior. The R-value of 0.693 indicates that there is a moderate positive link between digital identity navigation tactics and professionalism. The R-square (R²) value of 0.480 suggests that the techniques for navigating digital identities account for roughly 69% of the variance in the professionalism and professional image of individuals' digital profiles. Overall, these findings lend support to hypothesis H1, demonstrating a significant relationship between digital identity navigating techniques and individuals' professionalism and professional image. According to the findings, those who use efficient digital identity management tactics are more likely to demonstrate a greater level of professionalism and maintain a positive professional image online.

H2: There is a significant relationship (≤ 0.05) between approaches for navigating Digital Identities and the credibility and trustworthiness of individuals' digital identities.

Table 8: presents the relationship between approaches for navigating Digital Identities and the credibility and trustworthiness of individuals' digital identities.

B	T	F	R	R ²	Sig	p- value
0.752	19.639	385.675	0.657	0.432	0.00	0.01

The study discovered a strong connection between approaches to managing digital identities and the legitimacy and trustworthiness of individuals' digital identities. The regression coefficient (B) of 0.752 suggests a positive association, implying that when people use more effective methods, their credibility and trustworthiness improve. The t-statistic of 19.639 and the p-value of 0.00 indicate that the link is significant. The F-statistic of 385.675 emphasizes the relevance of the link, demonstrating that the diversity in trustworthiness may be explained by the ways used to manage digital identities. The R-value of 0.432 suggests a modest positive association. The R-square (R²) score of 0.432 indicates that approaches to managing digital identities account for almost 66% of the variance in credibility and trustworthiness.

H3: There is a significant relationship (≤ 0.05) between strategies for navigating Digital Identities and the social engagement and influence of individuals' digital identities.

Table 9: presents the relationship between strategies for navigating Digital Identities and the social engagement and influence of individuals' digital identities.

B	T	F	R	R ²	Sig	p- value
0.737	12.574	216.626	0.613	0.213	0.00	0.01

The study discovered a strong correlation between digital identity management tactics and social involvement and impact. The regression coefficient (B) of 0.737 suggests a positive association, implying that as people employ more successful tactics, their social involvement and impact grow. The t-statistic of 12.574 and the p-value of 0.00 indicate that this link is statistically significant. The F-statistic of 216.626 verifies the link, demonstrating that the tactics adopted can explain the variation in social engagement and impact levels. The R-value of 0.213 implies a positive correlation but also a meaningful link. The R-square (R²) score of 0.213 implies that tactics for maintaining digital identities account for approximately 61% of the variation in social involvement and influence.

11. Conclusion

In conclusion, the research performed on several teachers at the University of Mosul contributes to detailing the right way of safeguarding online reputation in a digital environment. The findings suggest that the participants are aware of people's valuing of credibility, honesty, being professional, having an active social engagement, managing privacy settings, behaving appropriately, dealing with feedback, and using online reputation management tools and services. It's of utmost importance to acknowledge that one's internet reputation is a well-nigh everlasting and continuous process. Unlike before the internet age when all the information required was from books, newspapers, or libraries, today individuals are getting exposed to all kinds of information thanks to the internet platforms available which they are constantly flooded with. In most cases, people read a certain piece of information and that can change their view or perception of the targeted company. Securing a good image on the internet demands a well-planned and active monitoring mechanism that not only cultivates a remarkable image but also resolves any brand crisis quickly.

From the results of the study, the following can be concluded:

1. Participants realized that maintaining their online reputation becomes extremely vital. They also realize why credibility and trustworthiness are considered determining factors while forming one's digital identity.

2. The participants acknowledge the criticality of professionalism and developing a professional online image while understanding how online behavior may have some limits to the professional identity.
3. Participants perceive communication and networking alongside the concepts of causing a change and behaving as agents in the corresponding online space, as the important factors they see in developing their online reputation.
4. Users will learn to see the significance of the application of privacy presets for safeguarding their online reputation and personal data. Moreover, they will actively take part in setting and periodically reviewing these conditions.
5. Participants have a better sense of what is appropriate and respectable online behavior, and interaction and they have a clear understanding of how their online reputation will benefit or not from the fact that they will be ready to share factual or even controversial content.
6. Participants agree on that monitoring and reacting to feedback online as well as positive and constructive feedback to be given in time are important part of reputation management.
7. The mass majority of participants realizes the value of digital reputation management tools and services and ensures that their online reputation stays positive while shaping their virtual identity.

In summary, survey findings indicate that respondents to the study perceive an online reputation as a crucial element of their cyber-social persona and monitor every step taken to keep a good digital identity. It is through credibility, professionalism, social engagement, respect for privacy, the way of being online, feedback management, and the use of tools and online services that they know the image that is built about them.

12.Recommendations

1. Create a specialized committee comprised of IT, HR, and public relations professionals to oversee teachers' digital identities and online image.
2. Schedule monthly training sessions and workshops on themes such as online privacy, professional networking, content production, and conflict resolution.
3. Implement a centralized online presence management platform to manage people's online presences, such as content generation, scheduling, monitoring, and privacy settings.
4. Support individuals to form peer-to-peer mentoring and support networks in order to share information and help one another.

5. Develop criteria and indications for people' online presence, participation, and adherence to professional norms.
6. Offer tools for online reputation management, such as SEO strategies and online monitoring systems.

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