

**CAN SOCIAL MEDIA DAMAGE COMPANY REPUTATION
A CRITICAL STUDY IN PAKISTAN PERSPECTIVE**

By

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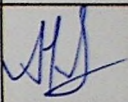
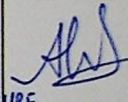
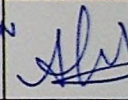
A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in part fulfillment of the requirements
Of the MBA degree



Fall 2016

MBA Thesis
2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	2-11-16	BUKC	ANALYSIS OF DATA GATHERED AND DISCUSSED CHAPTER FOUR	
6	27-11-16	BUKC	DISCUSSION ON CHAPTER FIVE AND DISCUSSION OVER HOW TO LINK RESEARCH WITH EXISTING LITERATURE	
7	11-12-16	BUKC	FINAL REVIEW OF THESIS. DISCUSSION ON FORMATTING AND PLAGIARISM CHECKED	

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: _____ Date: _____
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ABSTRACT

Social media play a very important role for any organization when it comes to selling and promotion of their products it will increase their product value and engagement with their loyal customers, while on the other hand it puts your business reputation at risk. A single post could be causing your company to be questioned and your whole reputation would be ruined. Any website that enables a visiting user to post content provides an opportunity while on the other hand organization can be harmed.

This research based on several case studies on those companies which faced reputation crisis over social media. The researcher used qualitative study and interpretative approach was used for obtaining information and analyzing the result.

This research looked at the various local and multinational for profit-organization who experienced these social media crisis. The aim of this research was to identify, whether social networking sites contribute to the development of reputational crisis, how this impacts company reputation and how the affected companies handle this situation and what response strategies they make to sustain their credibility and reputation.

The result indicates that social media damage company reputation in some cases and create problems for companies and threat for their online marketing efforts but in some cases reputation is damaged but later they handle crisis efficiently. And for some cases social media could not effect on their reputation. Hypotheses were proposed that should be empirically tested by future studies to provide evidence for generalization.

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