

GESTÃO DA REPUTAÇÃO E LEGITIMIDADE PARA OPERAR: O CASO DA FILEIRA DO EUCALIPTO EM PORTUGAL

Rui Pedro Batista

ABSTRACT

Companies operate in an increasingly demanding context, subject to social, economic, and environmental scrutiny. To continue its activities, it is not enough to scrupulously comply with the legislation in force; it is necessary to ensure the legitimacy of the two stakeholders. This results from the need to implement community monitoring systems and monitor the success of the actions implemented in accordance with expectations.

Based on the Theory of Agency, Theory of Legitimacy, Theory of Signalling and Theory of Stakeholders, we try to perceive how stakeholders' reputation of the eucalyptus plantation in Portugal influences their legitimacy to operate.

Adopting the methodology of semi-structured interviews and longitudinal analysis of the contents, it is concluded that the stakeholders with more information about the companies that constitute this sector have a better perception of it. On the other hand, it demonstrates that the pressure groups have the capacity of political import to make decisions that are not scientifically supported that affect the legitimacy of the entire industry.

I conclude that the stakeholders who "really count" fear being subject to attentive and permanent management once they are the ones which have real power to influence, directly or indirectly, through two media and social networks, the company, legitimizing - or conditioned to your activity.

We certify that this study contributed to the knowledge of the relationship between reputation and legitimacy, emphasizing that companies' social evaluation standards are altered through events and agendas that influence the demands and scrutiny made by their stakeholders.

Keywords: Reputation, Legitimacy, ESG, Stakeholders, Eucalyptus, Portugal