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**The strategies of managing the company's digital reputation in AI era.**

**استراتيجيات إدارة السمعة الرقمية للمؤسسة في عصر الذكاء الاصطناعي.**

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## الملخص:

لا نختلف اليوم على أهمية إدارة السمعة الرقمية فهي تؤثر على حياة المؤسسة في عدة جوانب كحجم إيراداتها، وعلاقتها مع عملائها، ومواجهة الأزمات... إلخ. وتناولت دراستنا موضوع استراتيجيات إدارة السمعة الرقمية للمؤسسات في عصر الذكاء الاصطناعي، من خلال الكشف على التطورات التكنولوجية للذكاء الاصطناعي ودورها في خلق تقنيات وطرق جديدة لإدارة السمعة الرقمية للمؤسسات، بالاستناد على نتائج دراسات ومناقشتها وتحليل لتجارب شركات عالمية في المجال.

ولقد توصلنا لحصر مجموعة استراتيجيات تحتاج أي مؤسسة لتطبيقها في إدارة سمعتها الرقمية بشكل فعال، باعتماد الذكاء الاصطناعي، تتلخص في جمع وتحليل البيانات باستخدام التقنيات المختلفة لجمع المعلومات والتعقب والمراقبة الرقمية للسمعة الرقمية وتحركاتها، والتفاعل مع الجمهور بشفافية ومصادقية وتحسين تجربة العميل بالاستجابة له ولاحتياجاته وتغييراتها، وإدارة مراجعاته وتقييماته. والاهتمام بالتواجد الرقمي للمؤسسة من خلال الموقع أو التطبيق الإلكتروني الرسمي، والصفحات الرسمية على مواقع التواصل الاجتماعي، وإنتاج وإدارة المحتوى، وتحسين محركات البحث. والتخطيط القبلي للامتيازات الرقمية والاستجابة السريعة لها، وإدارة الأمن السيبراني وحماية البيانات.

**الكلمات المفتاحية:** السمعة الإلكترونية، إدارة السمعة الإلكترونية، الذكاء الاصطناعي.

## Abstract:

Undeniably, the management of the digital reputation is crucial, as it affects the life of the company on different levels, including the size of revenues, relation with the customers, and confrontation of crises. This study focuses on the strategies of managing the digital reputation in the companies in the era of artificial intelligence AI through revealing the technological developments of AI and discussing its role in creating new techniques and methods to manage the digital reputation of the companies based on the previous studies and the analysis of the experiences of international companies.

Findings show a set of strategies needed by any company to efficiently manage the digital reputation using AI, namely the collection and analysis of data, the monitoring of the digital reputation and its movements, the transparent and credible interaction with the audience, the consideration of the customer changing needs, the management of the reviews, the focus on the digital existence on the website or application, the production and management of content, the optimization of the search engines, the prior planning for the digital crises, the fast response, the management of the cyber security, and the protection of data.

**Keywords:** the digital reputation, the management of the digital reputation, the artificial intelligence

## 1. INTRODUCTION

Today, we can confirm that the digital reputation is one of the main assets the company targets, mainly under the widespread of digitalization and the artificial intelligence AI in all the fields, and amid the increasing competition in the international markets that are connected by the modern technology. In this regard, the companies face big challenges to market their products and find themselves obliged to adopt efficient strategies that go with the demands of the new markets. These strategies include building and managing the digital reputation that reflects the audience perception of the company, and that directly affects the customers' loyalty and purchase decisions. On the other hand, the digital reputation helps market products via internet and social media. Therefore, it is vital for the company and its development.

Companies use all the available tools to build and manage a digital reputation that ensures their growth. These tools include AI that helps analyze big data, make exact predictions, understand the customers' needs and behaviors, and monitor the digital interactions in due time to effectively and rapidly deal with crises and improve the image for the audience. Based on what was said, this study aims at exploring the strategies of building the digital reputation in the era of AI. Besides, it focuses on the use of the modern techniques to foster transparency and trust in the relation with the customers and the society. Furthermore, it sheds light on the main challenges faced by AI applications in managing the companies' digital reputation, including the ethical effects, the credibility, and the privacy. Finally, the study provides a set of recommendations that help manage the digital reputation and foster the long-term loyalty. In so doing, we raise the following problematic, "what are the main strategies used in managing the companies' digital reputation in the era of AI?"

### 1. The concept of the digital

#### reputation:

It refers to how the person, the company, or the brand is perceived online. It covers all the views, reviews, and information available online, mainly on social media and websites. The positive digital reputation can foster trust and credibility while the negative may lead to the loss of the customers and the deterioration of the personal or professional relations. The management of the digital reputation includes monitoring the online existence (Cabral, 2012). Building a good digital reputation helps the company easily access its goals, and vice versa. Therefore, the company must monitor its existence online using the available technology, mainly AI.

In business, it is the aggregate perceptions and views of individuals, which are shared online about a given person or entity. It includes the interaction with the digital content and reviews on social media (Lange & Sellen, 2009, p. 103). It is built through the users' interactions on different websites and platforms, such as social media, forums, blogs, etc. Thus, it is the outcome of the existence of the company online. In the same context, it is defined as the set of audience perceptions of a given brand or company based on the interaction with the digital and online content and activities (Harris & Rae, 2009, p. 34). It is affected by the reviews on some specialized websites, such as Yelp and Google reviews, and by the customers' interactions and posts about the company.

From the perspective of information technology, it is the ability to provide reliable and compatible outputs online, and is measured based on the analysis of the continuous reviews and comments on the individuals and digital systems (Josang, 2007, p. 42). Here, the digital reputation focuses on how the online smart systems evaluate individuals and companies through monitoring their previous behaviors to find out about their perception of the subject.

Thus, technology is the basis of building the reputation. In the social context, it is the reputation built based on the mutual interactions, experiences, and reviews of internet users regarding the actions and decisions of individuals or companies (Golbeck, 2005, p. 153). In this regard, the digital reputation is basically promoted on social media that include interactions between individuals and digital entities, such as the companies, governments, organizations etc. Therefore, the interaction is key in shaping the reputation.

In addition, it is the image or perception of an individual, a brand, or an organization online. It includes all the information, views, and comments available online. It affects how the others view the entity, and covers the social media content, reviews, testimonies, articles, and posts (Cabral, 2012). These elements are key in shaping the impressions. Therefore, the company must regularly control its online existence and rapidly respond to any content that may harm its image. The management of the digital reputation is necessary in the modern marketing, as the efficient response to the comments and reviews can foster trust and loyalty of the customers. Moreover, these strategies help build positive relations with the customers, increase awareness about the brand, increase the sales, and improve the reputation.

The digital reputation is the general online outlook of a person or company. It is built based on the interactions and content available online. It is a crucial factor for success, as it may highly affect the customers' decisions and the commercial growth. Its management requires the ongoing control of the content and interaction with the audience. In this regard, the tools of analysis and control are paramount in this context, as they allow the measurement of the effect of the strategies on the digital reputation, and the determination of the opportunities of improvement (Jennings & Finkelstein, 2008). Besides, it is the perception of the individual, brand, or company online. It

includes all the information, views, comments, testimonies, and articles available on social media, and the history of the digital behaviors. The positive digital reputation can foster trust and credibility, and vice versa. Its management is a dynamic process that requires the control of the online existence, the ongoing interaction with the changes, and the intervention to solve issues.

#### **The characteristics of the digital reputation:**

It is characterized with:

##### **Transparency:**

The digital reputation is built on the clarity and honesty of individuals and companies in sharing information online. In this context, transparency leads to gaining trust, as people like the parties that show facts and are reliable. According to a study by the International Reputation Institute, the transparent companies achieve high levels of trust (International Reputation Institute, 2020, p. 15). Besides, it plays a vital role in fostering relations with the current customers and in attracting potential ones, as the customers lean to supporting the companies that share the same values with them.

##### **Dynamicity:**

The digital reputation is continuously changing based on the content and interaction. One positive or negative post may thoroughly affect the reputation, making its process very sensitive. A report by Pew Research shows that around 68% of the users change their impressions about the brands based on the updates (Pew Research Center, 2021, p. 34).

##### **The rapid spread:**

The internet can rapidly spread information. The positive or negative digital reputation can reach the audience in few seconds. Therefore, it is necessary to immediately respond to the news. A research by Stanford University shows that the negative interactions online spread 70% faster than the positive (Stanford University, 2022, p. 18).

##### **The influence:**

The digital reputation affects the individuals' decisions, such as the choice of products and interaction with the brands. According to a study by Harvard University, 84% of the users rely on internet reviews before taking purchase decisions, and the companies that pay attention to their digital reputation achieve an increase of 20% in their annual returns (Harvard Business Review, 2021, p. 12).

**The high sensitivity:**

The digital reputation is difficult to build, as it needs time and effort. However, it is easily devastated after a simple mistake or an unsuitable post. Therefore, the proactive management of the digital reputation is crucial and important. In this regard, the use of proactive strategies, such as the control of the social media, the use of AI, and the analysis of big data help prevent the potential damages (Digital Analytics Association, 2020, p. 22).

**The diversity:**

The digital reputation may differ from one platform to another. For instance, the professional reputation of the individuals and companies is generally built on LinkedIn, while the personal is built on Facebook and Instagram. A report by Sprout Social shows that the quality of the audience highly differs from one platform to another, making it necessary to focus on each platform separately (Sprout Social, 2021, p. 29).

**The reliance on the general interaction:**

The digital reputation highly relies on what the others post, including the positive and negative comments, reviews, and posts that talk about the person or the company. It is paramount in building general impressions.

**The documentation:**

The online content lasts long, even if it has been deleted. This makes the digital reputation a permanent record that can be revisited. A study by Oxford University shows that around 92% of the information posted online remains available even if it has been deleted from the original source

(Oxford Internet Institute, 2020, p. 08).

**The importance of managing the companies' digital reputation:**

We can sum up the importance of managing the companies' digital reputation in the following lines:

**- Increasing awareness about the brand:**

The strong online presence of the companies allows access to a wide audience and helps foster awareness about the brand (Ratriyana, 2016). Besides, integrating AI in the management of the companies' digital reputation fosters the analytical abilities and raises new challenges regarding ethics and the customer's trust. In this context, the companies must balance between the use of AI in marketing and avoid interventions and manipulation. The sponsored campaigns increase participation and, at the same time, may raise worries about the privacy of data, as the customers feel their information are being used without their approval (Thedoridis & Gkikas, 2019).

The companies are encouraged to adopt transparent practices that clarify how the customer data are used to foster trust and respect the ethical considerations. For instance, Coca Cola Company used its iconic slogan with famous names on its bottle. This encouraged people to look for bottles with their names to take pictures of the bottles and share them online. This consolidates the brand appearance, sharing, and viral marketing. Besides, the campaign of "Real beauty", launched by Dove Company, showed women of different shapes and colors to defy the stereotypes about beauty that are disseminated by the media outlets. The campaign gained popularity and strengthened the awareness about the brand and the emotional contact with the customers (Murray, 2013). These strategies are examples of how the brands use innovation and interaction to build deep relations with the customers and increase the sales.

**Building trust and strengthening loyalty:**

Trust is the main factor that pushes

the customers to deal with the company. The positive digital reputation fosters the customers' trust, as they lean to choose the companies that have positive reviews and good comments. Studies show that the companies with positive digital reputation have better trust, loyalty, and sales (Brown, 2022, p. 45). In this regard, the customers feel safe in dealing with a reliable company. Therefore, the management of the digital reputation is not a mere marketing tool; rather, it is a long-term investment, as it ensures the sustainability of success and reduces the risks of crises. The companies can build a strong trust through a valuable content and the ongoing digital interaction with the customers. A study by BrightLocal shows that 87% of the customers trust the online reviews as much as they trust the family and friends' recommendations (BrightLocal, 2021, p. 14).

#### **Improving interaction with the customers:**

The management of the digital reputation through AI allows the companies to directly and immediately deal with the customers and interact with their inquiries and complaints. This positive interaction fosters the relation between the company and the customers, increases loyalty, and improves the customer experience. In dealing with the negative digital reputation, the company must deal with the user-generated content UGC to shape the general perception of the company. This content increases social participation. For instance, GoPro brand took advantage of UGC through inciting the customers to share their experiences. In so doing, it built a base of loyal customers and increased its visibility (Drakopoulou, 2021). However, it is necessary to respect the guidelines of quality and suitability of the content, as the bad UGC may affect the digital reputation.

The balance between the innovative expression and the control allows the companies to use their audience to protect their digital reputation (Terada, Kozo, & Sekino, 2013). These strategies are necessary in the world of digital marketing,

as the customers aim at interacting with the brands, mainly those that reflect their personal experiences and values. For instance, BuzzFeed brand creates interactive polls and tests that attract the users, encourage interaction and sharing, and make the customers feel they are more attached to the brand (Khraim, 2011). In addition, the organization of virtual events and seminars fosters communication between the brand and the audience. In this context, companies, like HubSpot, hold online events to raise the customers' awareness about their products and business trends. This provides value and paves the way for direct contract (Blacklock, 1990) to improve the customers' experiences and increase awareness about the brand.

#### **Increasing sales and revenues:**

The strong digital reputation directly influences the purchase decisions. The companies that have good online reviews have better sales. For example, a study by Yelp showed that companies with a one-star higher review increase sales with 09% (Yelp Business Report, 2022, p. 15). Besides, a study by Harvard Business Review shows that the improvement of the digital reputation may increase the sales with a rate of 20% while the negative reduces them with 22% (Fitzgerald & Snowden, 2017, p. 105). The digital reputation does not only mean fame online; rather, it implies the trust and highly affects the purchase decisions and participation in good works.

#### **Consolidating the competitive advantage:**

The digital reputation is a tool that helps the company outperform the others, mainly in the markets that hold different brands (Smith, 2021, p. 48). In a highly competitive market, the digital reputation is a very strong competitive advantage, as the companies that efficiently manage their digital reputation can attract and keep more customers.

#### **Limiting the damages of the digital crises:**

The digital crises, such as the negative comments and fake news threaten the company's life. The efficient

management and the professional responses reduce the effects of the crises.

**The adaptation with the market changes:**

The digital presence of the companies helps rapidly monitor the market changes and trends, and adapt and achieve success in a very competitive environment. Today, the digital reputation is key in building the general image of the companies online, as it plays a vital role in the audience interaction with the commercial public or private companies. With the increasing digital practices, it is necessary for the company to build and foster its digital reputation to improve its relation with the audience and foster its competitive position in the local and international markets.

**The strategies of building and fostering the companies' digital reputation in AI era:**

Building a strong digital reputation is vital for any brand or company that seeks success, as the impressions of the customers directly affect their loyalty to the company. Therefore, the management of the digital reputation requires efficient strategies, including:

**1. Digital data analysis:**

The use of AI to analyze big data, including the audience responses to the content, the individuals' interrelations, and the digital behaviors helps deeply understand the market and the target audience to improve the digital performance, take correct decisions, detect the potential problems and prospects, improve the strategies, and remedy the weaknesses. In this regard, the use of Google Analytics and SEMrush helps achieve 01% mistake in controlling the digital traffic and performance of the website. Thus, it shall be easy to measure the efficiency of the strategies of reputation management relying on the main performance criteria, such as the rate of response, the positive VS negative reviews, the order of the research results, the level of interaction, and the sales.

Besides, AI can analyze the feelings. In this context, Branwatch and Hootsuite

Insights are the main AI applications that help analyze the comments, reviews, and interactions to identify the general feelings and impressions about the brand. In addition, AI helps predict crises through alerts and automatic periodical immediate reports on the performance, the digital reputation, and the suggestions to improve the strategies. For instance, Netflix Company uses tools to analyze data and monitor the audience preferences and behaviors through the analysis of films, shows, duration of watching, and time of stopping watching. This helps the Company understand the audience reactions to the content, adjust its strategies, and take informed decisions.

Some Algerian companies, such as Djeezy, use the digital analysis tools to understand the audience behavior and preferences, adjust the marketing strategy, and provide a more important content. Djeezy Company raised the interaction levels with a rate of 20%. However, the increasing reliance on data collection and analysis to market products and build a digital reputation brings about negative ethical effects. Besides, the lack of transparency in dealing with the customer data ends the trust. Moreover, the companies' failure in protecting or misusing the sensitive information harms the digital reputation and the most efficient marketing strategies (Oosthuizen, Rabie, & De Be, 2018).

**2. The tools of monitoring the digital reputation and its movements:**

This includes all what is said online about the brand, and the analysis of the reactions in due time using AI. The monitoring is an ongoing process that focuses on the posts where the name of the company or of its products is mentioned. In so doing, the companies use Google Alerts, Social Mention, Brand 24, Hootsuite, Brandwatch, and Sprinkle to proactively deal with the issues, take informed decisions before the spread of the problem, and control the competitors and the market position, etc. For instance, Coca Cola

Company uses advanced tools to monitor the comments and discussions on social media in order to improve its interaction with the customers, analyze the reactions and trends, get detailed reports about what is said about the company, and rapidly and efficiently react to the changes that may negatively affect the digital reputation (Mendel J. M., 2001, p. 25)

### **3. The management of the online reviews and evaluations:**

The reviews and evaluations highly affect the digital reputation. A study showed that 88% of the consumers trust the online reviews as much as they trust friends and relatives (Bright Local, 2022). Thus, the management of the online reviews and evaluations must be adopted by the companies to foster the digital reputation. Besides, the customers must be encouraged to provide online reviews and evaluations, which the company must respond to in a fast professional manner. If the reviews are positive, the digital reputation shall improve and new customers shall be attracted, and vice versa. As a result, the company must provide intelligent replies that recognize the existence of the problem and promise to solve it to show interest in the customers' views and make them feel part of the company. The response to the online reviews and comments is key in managing the digital reputation. A study by Journal of Marketing shows that the companies that rapidly and professionally reply to the negative reviews make a remarkable improvement in their reputation (Liu, 2018, p. 56). This response reflects the company's commitment to improve the experience of its customers and appreciate their feedback.

### **4. The interest in the efficient digital existence:**

The digital existence refers to the company's ongoing presence on social media, blogs, websites, etc. It marks the 1<sup>st</sup> step towards a strong digital reputation. With the increasing number of internet users all over the world, the company has to consolidate its efficient existence to ensure survival. In Algeria, internet users are

estimated at 25 million (the Algerian Statistics Board, 2023). Therefore, the companies have to unceasingly create updated websites and a suitable digital content. For instance, DZCO Company, one of the telecommunication pioneers in the state, developed a website that includes all the details of about its services and offers. In addition, it designed a smartphone application to help customers rapidly access its services. Thus, it improved its interaction with the customers and increased the sales with a rate of 15% in one year.

The methods of digital existence include:

#### **The official website of the company:**

The website is the main façade of any company online. It must be attractive, periodically updated, and linked to the research engines. In addition, it must include clear and easily accessed information on the services, the work times, and the contact channels.

#### **The company digital applications:**

The digital applications are pivotal in fostering communication with the audience and improving the digital reputation, mainly under the fast digital transformation. These applications must be easily used and provide rapid services to improve the experience of the user and foster his loyalty and trust. A report by Statista in 2023 showed that 75% of the users stated that the quality of the company's application affects their perception of the company, and that the cyber security is one of the main factors that affect the digital reputation. In this regard, the applications must respect the privacy of the users, protect their data, and provide communication channels to provide technical assistance and answer inquiries. A study by Harvard Business Review shows that the positive interaction via the applications improves the digital reputation with a rate of 30% (Harvard Business Review, 2022, p. 45). Therefore, the innovative applications that use AI improve the digital reputation. Besides, their regular update helps deal with the mistakes and improve performance.

### **The official pages on the digital platforms and social media:**

The existence on social media, blogs, and websites fosters access to the audience because they provide communication channels and widen the influence scope. The good choice of the platform, the regular posts, and the performance measurement help build a good digital reputation. The companies can use the social media to get in touch with the customers, receive their requests, and reply to their comments and views. This reflects the company's respect of its customers' views, increases credibility, and fosters loyalty.

### **The digital appearance of the visual identity:**

The visual identity covers the elements that represent the brand, including the colors, the slogan, the designs, and the fonts. It creates a strong impression about the company, draws attention, and distinguishes the company from the competitors.

### **5. The production and management of the digital content:**

Producing, sharing, and managing a high-quality digital content is an effective strategy in building the digital reputation. The digital content covers the written texts, videos, podcasts, presentations, articles, blogs, sponsored campaigns, etc. The content is the basis of the digital presence of the company. It must reflect the brand values and goals, and provide a value to the target audience to build a positive image, shed light on the company achievements, attract customers, build trust, establish positive relations, and improve the company's rank in the search engines (Brown, 2022, p. 50). The production of a high-quality digital content relies on the deep search, the clear easy language, and the comprehension of the audience needs and aspirations. Therefore, the companies use AI to create and establish a high-quality interactive content, using tools like ChatGPT. This content includes articles and posts that reflect the company values. Besides, it is necessary to monitor and analyze the audience reactions to

suggest updates and improvements.

### **6. The search engines optimization SEO:**

It is one of the main strategies in building a strong digital reputation. It aims at improving the appearance of the positive content about the company in the search engines and increasing the access to the company though improving its appearance on the search engines by responding to the algorithms of posting and improving the content of the websites to suit the search engines, such as Google. This fosters credibility because the websites that appear first are seen as credible. In addition, this strategy improves the content to provide valuable information to the customers regarding the products, services, and the company per se (Wang & Mendel, 2001, p. 510). The content improvement helps access the target audience through the creation of valuable blogs or videos, and build a strong reputation online. This can be achieved with relevant keywords and internal and external links (Moz, 2023). Besides, it is possible to use AI programs to foster the appearance of the positive content on the 1<sup>st</sup> search pages, and get rid of the negative one.

### **7. Interaction with the audience and the improvement of the customer experience:**

The interaction with the audience includes the fast response to the comments and messages, and the encouragement of the happy customers to leave positive reviews. This shows the company's interest in the customers' feedback, fosters its reputation, and helps manage the crisis. Besides, the company must raise questions in the content and get in touch with the audience via social media to build positive transparent relations (Smith, 2021, p. 53). The preservation of a permanent interaction through daily posts and interaction improves the image and loyalty, as the audience feels appreciation when the company replies. Besides, it is necessary to take advantage of the customers' remarks to improve the goods and services. According to a study by the Journal of Business Research, the companies

that interact with the customers on social media witnessed an increase of 15% in trust (Keller & Chanas, 1993, p. 301). Therefore, the companies must automate the management of the digital interaction using Chatbots to immediately answer the customers' inquiries. The automation helps keep communication, manage the comments without human intervention, create special experiences for the customers based on the analysis of the personal information to satisfy the individual needs, and design messages that suit the interests of the target audience.

#### **8. The credibility and transparency in dealing with the customers:**

Transparency and credibility are the main factors that affect the digital reputation of the companies, as they increase awareness of the customers about the importance of interacting with the companies that show transparency and provide exact information about their products and services. In case a problem happens, the company must admit and apologize. Besides, the company must provide rapid replies on the inquiries and complaints and share the details of the commercial process transparently. In addition, checking the information before posting through reference to the source removes doubts and fosters the digital reputation in the digital milieu.

The transparency in dealing with the customers helps build a long-term relation of trust. The customers look for the highly transparent companies. A study by Liu & Yager in 2006 shows that the customers who feel that the companies are transparent and truthful are more loyal and active in their marketing campaigns (Yager & Liu, 2006, p. 74).

#### **9. The interaction with the influencers and building strategic partnerships:**

The use of influencers in the marketing campaigns helps foster the digital reputation. Therefore, the big companies seek the help of influencers in special fields to widely access the audience and achieve a

faster influence. The help of the influencers supports the brand, fosters the company's credibility, increases awareness about it, and strengthens the digital reputation of the company. Besides, it helps achieve a direct interaction with a wide audience and build strong relations with the media outlets. In this regard, the influencers can improve the image of the company. For instance, Adidas Company relies on the famous athletes and influencers to foster its brand (Brown, 2022, p. 62). However, the influencers must be carefully chosen to suit the values, goals, and identity of the company. In addition, interaction with the influencers must be transparent and provide a real value to the audience.

#### **10. Planning to manage and rapidly respond to the digital crises:**

It is necessary for the companies to be ready for the digital crises that affect their reputation online. The crises may be the outcome of negative comments, complaints from the customers, defamation campaigns, fake news, negative interactions from the company stakeholders, or issues about the products and services. The management of the digital crises requires a fast response to the unexpected events that negatively affect the digital reputation, and a specialized team. According to Gartner (2023), the companies that respond rapidly to the digital crises can maintain their reputations 40% more than those that do not respond. In addition, the company must commit to transparency in dealing with the issue. The response may include official statements that explain the situation, apology, or promise to solve the issue. The fast response reflects the company's ability to deal with the crises and foster trust of the audience.

#### **11. The cyber security and the data protection:**

The cyber security and protection of data cover all the legal and technical measures to protect the personal information of the customers, ban piracy and cyber-attacks, and foster trust. This needs raising the employees' awareness and establishing strong security protocols, such as strong

passwords, data encryption using SSL, and the security systems update. A report by Cyber Security Ventures (2023) shows that the electronic attacks shall cost the companies worldwide an annual loss of 10.5 trillion USD in 2025. The protection of data and the cyber security are the top priorities in the digital era if the company targets a strong digital reputation. With the increasing hacks and threats, the companies must adopt strong security systems, as any violation or leak of data may affect the reputation. Thus, the company must confirm its commitment to the protection of the sensitive information using the data encryption techniques, providing guarantees to the customers about the secrecy of their information, and continuously training the employees on the digital security. For instance, Algérie Telecom Company periodically updates its security systems using advanced encryption techniques to avoid many attempts of hacking that threaten its digital reputation.

#### **12. The interaction with the local community and the adoption of the social responsibility:**

The social responsibility is an important factor that fosters the digital reputation, as it links the company with the audience and shows support of the societal issues, such as education, environment, health, etc. All the initiatives of the company that help the society build a positive image and increase credibility. In addition, the audience interacts with these initiatives through social media and share them. This strengthens the positive image of the company. In this context, the Algerian Cosider Company supported many environmental and educational projects in Algeria, such as the projects of recycling and scholarships for the excellent students to foster its image as a socially responsible company.

#### **The challenges that face the management of the companies' digital reputation in the era of AI:**

Despite the importance of the digital reputation for the companies, and despite the use of AI in their application to deeply

analyze data and predict trends, the companies still face difficulties in managing the digital reputation using AI, mainly:

- The data bias: AI applications need exact updated data to efficiently analyze the digital reputation in due time. The company may face different issues regarding the quality of data, such as the biased data, which negatively affect the exactness of the analyses (Brown & Johnson, 2019, p. 42).
- Technical challenges: The possession, use, and management of AI require big investments in the infrastructure and trainings. This is difficult for the companies with limited resources. In addition, the complicated algorithms of these applications need qualified employees, and the cyber security issues may threaten the sensitive data and their privacy (Smith J., 2020, p. 102).
- Legal and ethical challenges: The companies face the lack of sufficient laws and regulations that govern the use of AI and data. Thus, they are always subject to accountability. The control of online chats and the analysis of the personal data may violate the individuals' privacy and affect the digital reputation. For instance, Yassir Company in Algeria was punished for using the personal information of the users.
- The resistance to change and lack of training: The companies may face an internal resistance to change from the employees who feel that AI may substitute them. Besides, the use of AI needs extensive training, which may not be sufficiently provided (Smith J., 2020, p. 120).

#### **Recommendations to improve the management of the companies' digital reputation in the era of AI:**

- The quality of data must be improved through collecting comprehensive data from different

sources to end bias and inexactness and ensure their quality.

- It is necessary to abide by the applicable laws to protect the data and avoid legal suits.
- It is necessary to invest in the cyber security through the application of data protection protocols, the adoption of encryption techniques, and the continuous control of the data to avoid hacks.
- The employees must be trained on the management of the digital reputation, and experts must be hired to develop efficient strategies to manage the digital reputation.
- There must be a fast response to the crises through a complementary strategy that uses AI to proactively deal with the crises.
- It is necessary to improve complementarity between the tools through integrating AI and connecting the tools of managing the digital reputation with other systems in the company, such as the customer relation management CRM.
- The performance indices must be measured and analyzed.

#### CONCLUSION:

The digital reputation is one of the vital elements for the success and survival of any company, mainly in the current economic environment that needs technology, and with the development of AI. Thus, the management of AI is a complicated process in any company, as it requires innovative strategies that combine the technology and humanity. The AI applications play a vital role in the analysis of the big data, the immediate control of the digital interactions, and the ongoing prediction of the audience trends to provide the companies with an unprecedented capacity of analyzing and interacting with the challenges and prospects. However, we find different challenges in managing the digital reputation using AI, including the quality of data, the ethics of using the

personal data, etc. Therefore, we still need to bridge the gaps to take a real advantage of these applications. In so doing, the companies must apply complementary strategies that improve the quality of data, foster transparency, develop investment in the cyber security, develop the human resources to protect the digital reputation, and foster trust of the audience.

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