

## **SITUATION AWARENESS AND CORPORATE REPUTATION IN THE PORT HARCOURT ELECTRICITY DISTRIBUTION COMPANY, PORT HARCOURT, NIGERIA**

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### **ABSTRACT**

This study investigated the relationship between situation awareness and corporate reputation in the Port Harcourt Electricity Distribution Company. The study adopted the cross-sectional survey in its investigation of the variables. Primary source of data was generated through self-administered questionnaire. A sample of one hundred and nine (109) respondents was drawn from a population of one hundred and fifty (150) employees of the Port Harcourt Electricity Distribution Company using the Taro Yamane's formula for sample size determination. The reliability of the instrument was achieved by the use of the Cronbach Alpha coefficient with all the items scoring above 0.70. Data generated were analyzed and presented using both descriptive and inferential statistical techniques. The hypotheses were tested using the Spearman's Rank Order Correlation Statistics. The tests were carried out at a 95% confidence interval and a 0.05 level of significance. Empirical findings revealed that situation awareness positively and significantly influences corporate reputation in the Port Harcourt Electricity Distribution Company, Nigeria. The result of the findings further revealed that in the Port Harcourt Electricity Distribution Company, Nigeria gave rise to corporate image, corporate identity and corporate image. The study recommends that management of Port Harcourt Electricity Distribution Company should seek to understand its operational environment better, by been aware of the situation in order to attract desirable changes and boost its corporate reputation.

**Keywords:** Situation Awareness, Corporate Reputation, Corporate Image, Corporate Identity.