



## Integration of Public Speaking Skills in Business Communication: A Strategy to Improve Company Reputation

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### Abstract

*This study aims to explore the role of public speaking skills in enhancing corporate reputation through strategic business communication. This study uses a Systematic Literature Review (SLR) approach involving the identification, evaluation, and systematic analysis of 50 articles, where six selected articles are the main focus based on the relevance and completeness of the text. The results of the study indicate that effective public speaking skills can strengthen emotional connections with the audience, increase public trust, and strengthen corporate reputation. In addition, communication strategies through strong public speaking narratives significantly contribute to crisis management and building relationships with stakeholders. This study also found that public speaking combined with social responsibility (CSR) communication creates positive perceptions of the company, strengthens customer loyalty, and increases the value of the organization's reputation. The contribution of this study to academic discussions is to strengthen the argument that public speaking skills are a strategic element in corporate reputation management. These findings provide a new perspective on the integration between public speaking and corporate communication strategies, which have often been separated in related research. This study also highlights the importance of public speaking in building transparency, trust, and emotional connections with various stakeholders, both internal and external. Thus, this study offers practical guidance for organizations in managing reputation through effective communication, as well as providing important insights for academics and practitioners to develop public speaking-based communication models in the digital era. This study provides a strong foundation for the development of innovative and relevant business communication strategies in an increasingly competitive global landscape..*

## Introduction

According to some experts, reputation is a complex and multifaceted concept, which includes public perceptions of quality, reliability, and social responsibility (Rothenhoefer, 2019; Shamma, 2012; Famiyeh et al., 2016). Financial performance and communication practices, social responsibility, and stakeholder interaction influence this reputation. In this context, reputation can be understood as the result of accumulated experience and interaction between the conclusion and its public, reflecting the image and values held (Helm et al., 2011).

Reputation is critical to long-term success as it attracts and retains quality employees, reduces business risk, and provides a competitive edge that is difficult to replicate (Mansouri & Chine, 2025; Shatila et al., 2025; Lase & Waruwu, 2025). A strong reputation also affects stock and financial values, reflecting the trust of investors and the public. In addition, those with a good reputation are more likely to receive support in times of crisis. A positive reputation built through social and ethical responsibility becomes a crucial intangible, creating a foundation of

trust with employees, customers, and other stakeholders (Kitchen & Laurence, 2003)(Ewing et al., 1999)(Melo & Garrido-Morgado, 2012)

In today's competitive business context, communicating effectively, including public speaking skills, is crucial. Public speaking conveys information and creates an interactive relationship with the audience to maintain attention and ensure the message is conveyed clearly. Moreover, public speaking has increased an individual's confidence and communication competence, highly valued in various contexts, including academia (Marshall-Wheeler et al., 2022). With technological advances, public speaking can also be enhanced through interactive feedback from a virtual audience, allowing for real-time refinement of skills (Chollet et al., 2015; Fahmadi et al., 2025; Di Palma et al., 2025). These skills are important for individual and organizational success, as effective communication plays a role in making decisions on the continuous flow of information within an organization (Brownell, 1986).

Public speaking is a tool for conveying information, building relationships, influencing perceptions, and enhancing reputation. These skills are especially important in contexts where maintaining a positive image in the eyes of the public and stakeholders is imperative. For example, in the case of Granarolo in Italy, active stakeholder engagement through public communication successfully revived a previously declining reputation and built strategic partnerships that increased trust and support (Romenti, 2010; Adi & Arijanti, 2025; Debbag et al., 2025).

On the other hand, effective internal communication through public speaking also plays an important role in increasing employee trust and commitment, which indirectly improves the organization's reputation in the eyes of customers and other stakeholders (Bhushan, 2014). In addition, public speaking activities that support social responsibility (CSR) demonstrate value and commitment. When CSR is well communicated, positive perceptions increase, contributing to increased customer loyalty, purchase, and investment intentions (Chi & Phan, 2026; Supriatna, 2025;

This research explores the integration or linkage between public speaking skills and communication theory in the context of reputation enhancement. Communication skills through public speaking have been proven to be effective not only in delivering messages but also in building relationships and influencing stakeholder perceptions. Previous research shows this integration has great potential to build public trust and enhance reputation, especially when communication is managed with an integrated approach and actively involves various stakeholders.

However, many previous studies have tended to separate public speaking skills and communication strategies, paying little attention to the synergistic impact of these two aspects in reputation management. Integrated corporate communications, where public speaking is combined with values-based narratives, have been shown to strengthen identity and increase positive stakeholder perceptions (Melo & Garrido-Morgado, 2012).

## **Methods**

This paper used a Systematic Literature Review method to analyze how the capability of speaking publicly contributed to the creation and the retention of corporate reputation. This approach was selected as it allows the researcher to explore prior research in a systematic, transparent, and academically responsible way. Instead of depending on a general reading of the literature, systematic review methodology allows tracing how knowledge of a particular topic has evolved in the literature, to discern common arguments, and synthesize research findings that are pertinent to the area of interest. The approach was especially appropriate in the context of the current research, as the connection between oratory and corporate image has

been repeatedly mentioned in various disciplinary discourse, but its combination in the framework of business communication research is still in need of more definite conceptual and empirical mapping.

The process of the review commenced by creating a guiding research question that would lead the whole process, which is how the skills of speaking in public lead to building and sustaining corporate reputation. Setting up this question early was critical as it gave the analytical frame within which the review was to be conducted, and it also assisted in making sure that the literature chosen to be used in the study was in tandem with the overall aim of the research. To facilitate this process, the researcher pre-identified the inclusion and exclusion criteria and proceeded with the actual screening. The inclusion criteria used were based on the study that talked about public speaking, business communication, PR, stakeholder communication, or the corporate reputation in a manner that was substantially related to the research question. Preference was put on those studies whose discussions provided adequate conceptual depth, direct relevancy and entire accessible text. Meanwhile, the studies were not included in the case they lacked sufficient information on the connections between communication practices and reputation formation, when their subject was too remote to the issue under consideration, or when the text was insufficient to conduct any analysis.

After creating these criteria, the literature search was carried out using the Semantic Scholar database as the primary source of locating academic publications of relevance. This search procedure yielded 50 articles which were related to public speaking skills and how they might be linked to corporate reputation and business communication practices. The first batch of studies was then filtered on the basis of their topicality, conceptual proximity to the research question and text completeness. This step resulted in the retention of 20 articles as they were deemed to be relevant enough and could be subjected to further analysis. These chosen works were not read automatically, on the contrary, more attentive reading was performed to establish the analytical value and contribution to the research. Having made this more thorough review, 6 articles were selected as the core studies to be reviewed in detail since they were the most directly relevant to the problem under study and the findings were rich enough to be interpreted.

After the final body of literature was established, the researcher proceeded to conduct a systematic process of extracting data to systematize the most important information found in each study. These aspects were itemized in each article and they were as follows: bibliographic information, research design, key findings and the wider context within which the study was carried out. The importance of this stage was that it enabled the researcher to make comparisons between the studies in a systematic manner as opposed to discussing them separately. With such common elements of analysis, the review could go beyond mere description and proceed to a more syntactic analysis of how public speaking works in the context of corporate communication and reputation management. The obtained data was then used to determine trends in the chosen research, especially regarding credibility development, stakeholder involvement, emotional bonding, trust development, and strategic communication.

The last step of the review was the interpretation and synthesis of the findings of the chosen studies to respond to the key research question. At this stage, the analysis was not simply an overview of individual articles, but aimed at gaining insights into how the findings of the articles can be generalized to explain the strategic significance of public speaking in corporate environment. The synthesis was thus geared towards bringing out the larger picture of the public speaking as more than a technical communication skill. Among the reviewed literature, it comes out as a practice that is closely related to image construction, relationship building, transparency, and the enhancement of organizational legitimacy to the stakeholders. The systematic process allowed the study to form a comprehensive approach to the contribution of

public speaking skills to company reputation without compromising the review procedure, which relies on the previous scholarly work and is clear and reproducible.

## Results and Discussion

### Descriptive Analysis of Research Results Literature Study (SLR)

Below is a table of selected articles based on inclusion criteria and research related to the role of public speaking in shaping corporate reputation and business communication. The selected articles fulfill the inclusion aspect based on the relevance of the topic and the reputation of the journal.

| Author  | Research Title  | Name of Jurna                                  | Year | DOI                           |
|---|---|--|------|-------------------------------|
| Jing Wun Lee  | Impacts of Public Relations on Corporate Reputation         | Journal of Digital Marketing and Communication | 2022 | 10.53623/jdmc.v2i1.82         |
| Abraham Chuang-Chyi Tiong                             | Corporate Reputation: Building and Maintaining              | Journal of Digital Marketing and Communication | 2022 | 10.53623/jdmc.v2i1.96         |
| Albert A. Anani-Bossman                               | Role of Public Relations in Corporate Reputation Management | Corporate Reputation Review                    | 2020 | 10.1057/s41299-020-00105-1    |
| G. Dowling  | Communicating Corporate Reputation through Stories          | California Management Review                   | 2006 | 10.2307/41166372              |
| Syafruddin, Refisa Ananda, Rahma Dewi Hartati, et al. | Attracting Public with the Speaking Proficiency             | Dinamisia: Jurnal Pengabdian Kepada Masyarakat | 2023 | 10.31849/dinamisia.v7i5.15675 |
| Marissa Hake  | Public Speaking and Presentations                           | American Association of Bovine Practitioners   | 2022 | 10.21423/aabppro20228504      |

### Topic Analysis

Topics discussed in this research include the role of public speaking in shaping corporate reputation and business communication.

| Author       | Title                          | Methods     | Results and Research Findings              | Context of Research   |
|--------------|--------------------------------|-------------|--|---|
| Jing Wun Lee | Impacts of Public Relations on | Qualitative | Effective public relations helps companies | This article discusses how effective communication, including public speaking |

|                           |   |             |  |  |
|---------------------------|---|-------------|--|--|
|                           | Corporate Reputation  |             | communicate better with stakeholders, which is essential for maintaining a good reputation. The results also show that PR professionals are important in building and maintaining connections with different stakeholder groups, ultimately supporting the company's reputation. | skills, helps manage corporate reputation.   |
| Abraham Chuang-Chyi Tiong | Corporate Reputation: Building and Maintaining              | Survey      | Public speaking experience helps with leadership and community involvement.  | Research to explore effective communication strategies, including public speaking, to maintain corporate reputation.   |
| Albert A. Anani-Bossman   | Role of Public Relations in Corporate Reputation Management | Survey      | This research shows that PR plays a strategic role in reputation management, particularly in the context of multinational corporations.  | This study explores the role of Public Relations, including public speaking, in managing corporate reputation in Ghana, highlighting the importance of community engagement and interpersonal communication. |
| G. Dowling                | Communicating Corporate Reputation through Stories          | Qualitative | A communication strategy through storytelling can be an effective approach to enhance and protect a company's reputation in the eyes of the  | This research discusses the importance of effective corporate storytelling in communicating a company's mission and values, which can strengthen its reputation through clear and persuasive communication.  |

|   |   |             |   |  |
|---|---|-------------|---|--|
|   |   |             | public and stakeholders.  |  |
| Syafruddin, Refisa Ananda, Rahma Dewi Hartati, et al. | Attracting Public with the Speaking Proficiency | Experiment  | Formal public speaking training effectively improves teachers' speaking skills, which supports interactive learning and strengthens the school's reputation.          | This article highlights the importance of effective speaking skills in attracting public attention and enhancing the school's reputation through public speaking training.                       |
| Marissa Hake  | Public Speaking and Presentations               | Descriptive | Mastery of public speaking skills through preparation and understanding the audience is an important component in improving professional communication effectiveness. | This study discusses the importance of good communication skills in building trust with audiences and strengthening personal and organizational reputations, especially for young professionals. |

### Public Speaking as a Foundation for Building Company Reputation

From various studies, public speaking skills are important in building and maintaining a company's reputation. Public speaking is not only a communication tool but also one of the key strategic components in corporate reputation management. Overall, public speaking skills are an important investment in effective leadership. Through proper training and consistent practice, individuals can hone their speaking abilities, ultimately contributing to the organization's overall success (Humaizi et al., 2022). Other research suggests that public relations practices contribute significantly to corporate reputation management by facilitating interactions between companies and the public, thereby influencing perceptions and trust (Samson, 2018; ŞİRZAD, 2022). For example, Hailu's research emphasizes the importance of public relations in maintaining a good corporate image, highlighting that the quality of communication can directly influence stakeholder perceptions (Samson, 2018). This aligns with Ratnayake's findings, which analyzed how police officers utilize public speech to maintain their department's reputation, indicating that well-crafted public communication can reduce negative perceptions and strengthen trust (Ratnayake & Eranda, 2023).

Furthermore, Vogler and Eisenegger's research illustrates how corporate social responsibility (CSR) communications, often delivered through public speaking, can positively influence corporate reputation by shaping media coverage and public opinion (Vogler & Eisenegger, 2021). This relationship underscores the importance of a consistent and transparent communication strategy in public speaking, which can help organizations overcome crises and maintain a positive reputation (Johnson et al., 2022).

Furthermore, the role of public speaking in reputation management is also evident in the context of stakeholder relations. Siang's study highlights that effective communication with stakeholders is critical to building and maintaining a strong corporate reputation and fostering mutual trust and understanding (Lee Wei Siang, 2022). This is particularly important in today's digital age, where public perception can be quickly influenced by social media and online discourse (Aula, 2010). Lee (2022) further adds that public speaking allows companies to interact better with internal and external stakeholders. Thus, public speaking assists companies in conveying their core messages, including corporate values and objectives, which can build trust and improve the company's image in the eyes of the public.

### **The Role of Public Speaking in Building Emotional Connection**

In addition to supporting effective communication, public speaking skills strengthen a company's emotional connection with its stakeholders. Through effective narration, public speaking can emotionally connect the company's values with the audience, strengthening loyalty and trust. Novita's study on Kompas Gramedia's public relations strategy highlights the importance of empathy in communication, showing that public speaking can bridge cultural gaps and create a sense of belonging among different groups (Novita & Safitri, 2021). This is particularly relevant in today's globalized world, where effective communication can lead to increased collaboration and mutual understanding.

Dowling (2006) mentions that a strong narrative conveys information and builds a corporate story that influences public perception of the company. This narrative can provide a more in-depth picture of the company's mission and goals, creating a strong emotional connection with its audience and ultimately strengthening its reputation.

### **Public Speaking as a Pillar of Transparency and Openness**

In a modern era emphasizing openness and transparency, public speaking is an effective way for companies to demonstrate their integrity and commitment to these values. Public speaking allows companies to share important information directly and build transparency among stakeholders. For example, Anani-Bossman (Anani-Bossman, 2021) points out that public speaking skills in the context of multinational companies are strategic for maintaining good relations with audiences from different cultural backgrounds and expectations. Transparent and authentic public speaking is a bridge for companies to build trust amid public expectations that are increasingly critical of corporate ethics and responsibility.

### **Conclusion**

Public speaking skills are a valuable asset for companies in building and maintaining a positive reputation. These skills improve communication effectiveness and strengthen emotional connections, support a company's leadership role in the community, and help companies practice the transparency that the public expects. As such, public speaking is a skill and long-term strategy companies can use to forge solid relationships and be trusted by stakeholders at different levels.

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