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the theory addresses issues in corporate governance including those related to corruption the present study also begins with a description of agency theory however it expands the scope of agency theory by introducing its application in a broader social context particularly in real life situations and argues that this area requires

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corporate governance is a mechanism in which conflict of interest between managers and shareholders is managed and controlled from the perspective of stakeholders

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philippe coulombel is an assistant professor at idrac business school and holds a phd in management from the toulouse university school of management his research is rooted in strategy and organizational studies and devotes particular attention to nonmarket strategies and the collective action among organizations conducted through meta organizations

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corporate communication spans the discipline of communication but is primarily directed toward the integration of public relations and marketing around the strategic management of an organization s reputation

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