

THE EFFECT OF CEOs' ONLINE BEHAVIOR ON CORPORATE REPUTATION: A CASE  
STUDY OF BONFIRE ADVENTURES

by

Delicate Sive Kabwoya

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APPROVAL

THE EFFECT OF CEOS' ONLINE BEHAVIOR ON CORPORATE REPUTATION: A CASE STUDY OF BONFIRE ADVENTURES

by

Delicate Sive Kabwoya  
20-0106

In accordance with Daystar University policies, this thesis is accepted in partial fulfilment of the requirements for the Master of Arts degree.

Signature:

Date:

\_\_\_\_\_  
Daniel Robert Aswani, PhD  
1<sup>st</sup> Supervisor

\_\_\_\_\_  
Daniel Onyango Omondi, PhD  
2<sup>nd</sup> Supervisor

\_\_\_\_\_  
Daniel Robert Aswani, PhD  
HOD, Communication Department

\_\_\_\_\_  
Levi Obonyo, PhD  
Dean, School of Communication

DECLARATION

THE EFFECT OF CEOS' ONLINE BEHAVIOR ON ITS CORPORATE  
REPUTATION: A CASE STUDY OF BONFIRE ADVENTURES

I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

Signed: \_\_\_\_\_  
Delicate Sive Kabwoya  
20-0106

Date: \_\_\_\_\_

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## LIST OF ABBREVIATIONS AND ACRONYMS

C.E.O.	Chief Executive Officer
PR	Public Relations
U.S.A.	United States of America
NACOSTI	National Commission for Science Technology and Innovation
DU-ISERC	Daystar University Institutional Scientific Ethics Review Committee

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## ABSTRACT

In the digital era, a CEO's online behaviour plays a pivotal role in shaping a company's reputation. This study addresses the need to understand how CEO Simon Kabu's online behaviour influences the reputation of Bonfire Adventures, a prominent travel company in Kenya. The study pursued three specific objectives; to examine Bonfire Adventures CEO - Simon Kabu's online behaviour, to find out whether Bonfire Adventures has implemented strategies to align the online behaviour of its CEO with the company's reputation and to find out whether Simon Kabu's online behaviour affects the company's reputation. An exploratory case study research design was employed. Content analysis of Simon Kabu's social media posts was conducted to achieve the first and second objectives. For the third objective, survey data from Bonfire Adventures' social media followers were collected. The findings indicate that Simon Kabu's online behaviour significantly influences Bonfire Adventures' reputation, with a majority of audience sentiments being positive. The content analysis revealed a strategic approach in his posts, with a focus on promoting the company. Simon Kabu's online behaviour aligns with strategic marketing approaches, positively impacting Bonfire Adventures' reputation. The study recommends diversifying content, striking a balance between personal and professional posts, and investing in measuring the impact of online behaviour to enhance strategic decision-making for reputation management.

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