



# Reputational Risk Management in Financial Institutions

*Thomas Kaiser, Petra Merl*

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## **Reputational Risk Management in Financial Institutions** Thomas Kaiser, Petra Merl

With the increase of regulatory scrutiny in this area (for example in the form of the Internal Capital Adequacy Assessment Process), the demand for a practical guide to the potential pitfalls of managing this very capricious and hard-to-quantify risk has increased. High profile events such as the London whale at JP Morgan and LIBOR rigging at RBS have led to greater scrutiny imposed on the reputation of banks and financial institutions. In Hong Kong the regulation of reputational risk has already been introduced, with the Hong Kong Monetary Authority issuing guidance in 2008 in the form of the HKMA Supervisory Policy Manual. Just recently in July 2014 the European Banking Authority issued their draft guidelines CP 14 on the supervisory review and evaluation process which asks for an explicit risk management process for reputational risk, linked to the operational risk management process.

Reputational Risk Management in Financial Institutions provides illustrative case studies, tracing the history of this risk type, demonstrates best practice methodologies and processes for managing it, examines the changing regulation requirements and compliance issues, and discusses what the future holds for reputational risk in banks and financial institutions.

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