

Team versus Individual Reputations: A Model of Interaction and Some Empirical Evidence

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Abstract

How do individuals, goods or services (e.g. researchers) through their own reputation give birth to a group's reputation (e.g. a laboratory) and conversely how do they take advantage of this group's reputation? Do they contribute to (derive benefit from) the group's reputation proportionally to their individual reputation or in a different way? To answer these questions we develop in this paper a theoretical model in which collective reputation both determines and is determined –simultaneously- by individual reputations as suggested first by Tirole (1996). This paper also proposes an empirical strategy to assess both umbrella impacts (the impact of a collective reputation on a given individual reputation) and contributions to the umbrella (the contrary). Then, the theoretical model is applied to the case of Bordeaux wines from a rich dataset on individual opinions.

Key Words: Individual Reputation, Collective Reputation, Bordeaux wines

JEL Classification: L15 – L66 – Z13