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## Managerial Competencies and Corporate Reputation from the Perspective of Investors

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**ACKNOWLEDGEMENTS**  
This research has been developed within the framework of the National Research Programme "Education" project "Development of evidence-based solutions for effective professional competence development of adults and evaluation of its transfer to practice in Latvia". Project number: SPR-2203-Education-2022-4-0001.



## Introduction

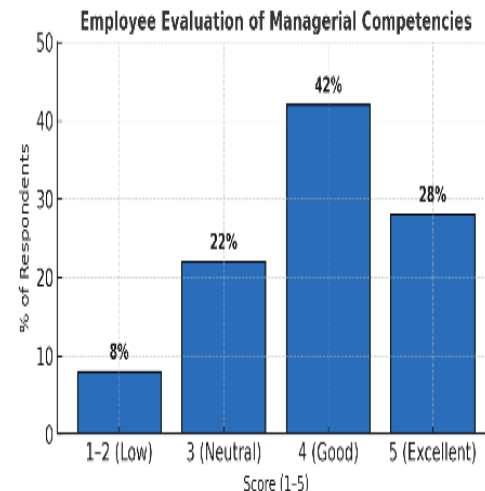
Investor trust is a key prerequisite for sustainable business development, strongly influenced by both managerial competencies and corporate reputation. Latvian companies compete in local and international capital markets where investor decisions are increasingly shaped by leadership quality, transparency, and strategic management. This study examines the interaction between managerial competencies and reputation in attracting investors to Latvian companies, identifying the key factors that influence trust and corporate attractiveness.

## Methods

A mixed-method approach was used, combining quantitative and qualitative methods with theoretical analysis. The survey assessed the impact of managerial competencies on professional development and motivation, while interviews with managers provided deeper insight into their role and contextual factors. Combining both methods ensured a comprehensive and accurate data interpretation.

## Results

The empirical results confirm that managerial competencies significantly affect employee motivation and professional satisfaction. Quantitative analysis revealed a positive correlation ( $r = 0.68$ ,  $p < 0.01$ ) between managerial competence scores and employee satisfaction levels. Leaders demonstrating emotional intelligence, communication skills, and a supportive attitude foster greater motivation and loyalty. The findings emphasize the need to balance informal development practices with structured approaches.



Source: Author's empirical research, 2025

## Conclusions and recommendations

Managerial competencies and corporate reputation jointly shape organizational credibility and investor trust. Leaders demonstrating emotional intelligence, communication, and mentoring skills foster higher employee engagement, which strengthens both internal culture and external reputation. Continuous development of leadership competencies through structured and informal learning enhances strategic decision-making and long-term investment attractiveness.



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October 24, 2025, Warsaw (Poland)/