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**Organizationa reputation and organizational assimilation**

This study explores the relationship between organizational assimilation and organizational reputation. One objective of the study is to complement previous research by exploring these constructs in a culturally unique, under-researched, yet geopolitically and economically significant nation, Russia. To reflect the Russian context more closely, the present study compared employees working in organizations that are founded in different eras: before 1985, 1985-2000, and after 2000. Data collected from 232 full-time employees were analyzed using multiple regression analysis. Analysis revealed that two dimensions of organizational assimilation, acculturation and recognition, were significantly and positively correlated with organizational reputation. In addition, findings indicate that employees working in organizations established before 1985 perceived the lowest level of organizational reputation. The differences between organizations founded in different eras suggest that organizations are profoundly influenced by the ongoing and rapid cultural, political and economic changes.