



Powered by Reputation Matters, the aim of the research was to assess the importance of ethics and reputation in all areas of the participants' lives. "This year we saw an increase of 47% in responses over last year," said Chanell Kemp, reputation specialist leading the research project.

The research results will be one of the many interesting and necessary talking points at the conference in Kigali in May 2019, which boasts internationally acclaimed speakers as well as key speakers from across the continent.

"The survey also asked the question of the country perceived to be the most ethical in Africa and we are delighted that our host country, Rwanda, has been voted as the second most ethical country in Africa for the second year in a row," shares Kemp.

Professionals working in the marketing and communications industry are encouraged to join their peers at APRA 2018. To participate, you can register by visiting: <http://aprarwanda2019.afpra.org/>.

For more, visit: <https://www.bizcommunity.com>