

## Abstract.

The essence of this study is to advocate the effective employability of corporate reputation management theory to dissolve elusive impediments to cloud computing adoption in business environment. Relating to concepts rooted in both the managerial and corporate communications discipline, the formative impetus of principal challenges cloud computing providers are confronted with is recognised in ingrained distrust of the disruptive technology. By conducting a SWOT analysis of cloud computing on the basis of relevant literature, an adequate strategical approach to respond to these challenges is proposed and assessed in regard to its communicative potential. In an effort to confront the lack of confidence in cloud computing with corrective measures aimed at (re-)building trust, corporate reputation management theory is examined and corresponding concepts, among others the VCI-model, are put to the test: with recourse to primary data, obtained in a number of in-depth, semi-structured expert interviews at Microsoft Deutschland GmbH, the study applies the propositions hitherto merely derived from theory to a practical case study and, thereby, exposes critical deficiencies in the former software vendor's identity transformation into a cloud-centric service provider. Utilising an inductive approach, generic findings correlating with corporate reputation management theory are extrapolated from Microsoft's transformation process. The concluding focus of this study is directed towards formulating ready-to-use recommendations for Microsoft Deutschland GmbH to exemplify the practicability of the implemented approach. Thus, the major contribution of this discourse lies in its integrative effort to correlate a contemporary business problem to corporate reputation theory and to produce an auspicious attempt to solution.