

Effect Of Corporate Image On Brand Trust And Brand Affect

With so many similar or seemingly identical corporations, products and services vying for attention, why is it that some prosper while others fail? This question and many related questions and issues are clearly examined in this book, which shows why a positive, attention-getting corporate image is one of the most important marketing tools for any company. Using several case studies to illustrate key points, it explains what a corporate identity is, why it is important, and how to determine if a company needs a new or revised one. Also discusses how to choose a corporate symbol that sends out the right message, with several annotated illustrations of corporate seals and logos, and examines the responsibilities and alternatives in communicating a new corporate image. Other topics cover packaging and creating brand image as strategic marketing tools; how architectural design can be a powerful statement of company image; using advertising to project a positive corporate image; and issues related to marketing and corporate image-making in the international arena.

The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality scientific contribution to the science of business management and entrepreneurship. The Contributions are expected to be the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is "Transforming Sustainable Business In The Era Of Society 5.0". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their research, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

One of the main challenges faced by all entrepreneurs, is the need to growth. Growth is part of all organizations, it implies continuous growth of sales, purchases, number of employees, profit and thus the growth of the enterprise. Most innovations that are part of the organizations are derived from the internal organization. Industrial Revolution 4.0 provides both opportunities and challenges to all entrepreneurs to grow their business. The rapid development of technology and all digital aspects create opportunities of innovation in organizations. These proceedings provide details beyond what is possible to be included in an oral presentation and constitute a concise but timely medium for the dissemination of recent research results. It will be invaluable to professionals and academics in the field of business, entrepreneurship and economics to get an understanding of recent research developments.

Annotation With the emergence of the callcenter as a mission-critical part of the corporate customer service strategy, management of the callcenter has moved from a reactive "fire-fighting" style to a more proactive tactical style of professional management. Measurements drive behavior, and "you get what you measure and reward." The primary purpose of this book is to provide new professional callcenter managers with a methodology for "managing their callcenter by the numbers."

The issues of sustainability and corporate social responsibility have become vital discussions in many industries within the public and private sectors. In the business realm, incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and socially. Green Business: Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the challenges and benefits of implementing sustainability into the core functions of contemporary enterprises, focusing on how green approaches improve operations. Highlighting a range of topics such as corporate sustainability, green enterprises, and circular economy, this multi-volume book is ideally designed for business executives, business and marketing professionals, business managers, academicians, and researchers actively involved in the business industry.

The Effect of Corporate Image on Customer's Satisfaction LAP Lambert Academic Publishing

This book addresses the rising concept of 21st century societal marketing which entails that marketers should fulfill the needs of their target group in ways that enhance the well-being of a society as a whole. In the past, social responsibility and corporate ethics may not have been the key elements of corporate and business strategy. However, in the last decade the picture has changed dramatically. Consumers are more concerned about ethical issues and the effects of business activities on the environment and the society. The impact and importance of ethical consumerism is escalating. The consumers are more attentive and expect companies promote their ethical credentials in order to make them more accountable of their actions. This book also reveals how companies should realize that corporate social responsibility (CSR) is not an illustration of corporate altruism but a source of opportunity, and competitive advantage. Finding and following social initiatives as a part of the key business model is proved to be one of the competitive strengths in many instances. This book covers different issues related to ethics, social responsibility and sustainability in marketing and presents different cases and applications from different countries. Together with the best practices, each case and research is expected to shed light on how to improve the role of marketing in helping to the development and well-being of the society.

This book project is aimed at explaining the effects of corporate image on corporate image on customers' satisfaction . However, this book project depicts that corporate image is consequently assumed to have an impact on cutomers choice of company when service attributes are difficult to evaluate. And further emphasized that customer satisfaction has become a key component of virtually every corporate vision and mission statement.

A finely honed image is essential for positioning a company for maximum growth and is a powerful marketing asset. Marketing Corporate Image will help your students learn how to get the most impact from an image advertising budget. It includes tips on integrating websites and other media into corporate marketing efforts, and it provides recent case studies and examples of successful image advertising campaigns from well-known companies including General Electric, GTE, Xerox, and Eastman Kodak.

This book enhances understanding of organizational reputation and image. It provides a measurement method and explains the scientific background.

A new look at the latest thinking and issues in the areas of branding, identity and communication, drawing on recent academic and practical thought on corporate branding. Bringing together an international array of authors, the volume includes case study examples to provide a contemporary insight into corporate marketing communications.

Corporate Image Management is a comprehensive, practical introduction to one of the most potent marketing and management tools available for the use of senior executives. Progressive corporate leaders will want to use this new discipline to drive their organizations in today's increasingly competitive markets. The corporate image communicates the organization's mission, the professionalism of its leadership, the calibre of its employees, and its roles within the marketing environment or political landscape. Historically, thinking and writing about the subject has come from the area of graphic design. This approach no longer suits the global, dynamic, cross-border and cross-cultural world in which many of today's businesses and organizations compete. Corporate Image Management describes the discipline which will be a key to successful marketing well into the next century. Steven Howard, who has over 18 years' senior marketing experience in the Asia/Pacific region, illustrates the concept of corporate image management with case stories from Singapore Airlines, MasterCard International, Amazon.com, the National Basketball Association, Britain's Royal Family, and many others. Treats corporate image correctly as a marketing discipline, not a design issue Corporate image is a critical component of relationship excellence Can be used for implementing strategic change within any organization

Due to the growth of internet and mobile applications, relationship marketing continues to evolve as technology offers more collaborative and social communication opportunities. Managing Customer Trust, Satisfaction, and Loyalty through Information Communication highlights technology's involvement with business processes in different sectors and industries while identifying marketing activities that are affected by its usage. This reference is a vital source for organizational managers, executives, and professionals, as well as academics and students interested in this constantly changing field.

A brand is a valuable asset, and loyalty to a particular brand is the source of revenue and profitability of the business. Brand loyalty is significant for the business growth and expansion of companies in the electronics sector. A populated country, Bangladesh has a substantial expenditure on electronic appliances, and the demand for these household items increases over the period; however, customers are not always loyal to a particular brand. Marketing literature shows that customer satisfaction and brand confidence directly affect brand loyalty, and brand trust mediates their relationship. Due to the technological advance of social media, technology has an essential role in the customer's decision to buy household appliances. The existing literature has not focused on this massive demand for electronic appliances, customer satisfaction, loyalty, trust, and social media's significant role in consumer buying behavior. The book shoed the investigation of the effect of customer satisfaction and brand trust of electronic home appliances on brand loyalty and the mediating role of brand trust in customer satisfaction and trust relationship. The study also examined the extent to which customers believe social media information influences them. The study gathered data from 523 Bangladeshi respondents from Dhaka by conducting a survey. The data were analyzed with SPSS and CB-SEM (AMOS) for the hypothesis test. The findings revealed that customer satisfaction and brand trust significantly impact brand loyalty, and social media moderates those significant relationships. The result of the study contributed to the expectancy-disconfirmation theory, trust-commitment theory, brand loyalty theory, and theory of reasoned action by presenting empirically-based insight into customer satisfaction, brand trust, and brand loyalty constructs in electronic home appliances in Bangladesh. In addition, the results provided a practical insight into marketing and brand management. They suggested the practicing managers in developing product quality with customer preference, building trust through maintaining brand image and creating awareness among the customers, and considering the significance of social media and its usage. The research used probabilistic sampling techniques, both rural and urban customers, only a single home appliance, and PLS-SEM statistical tool for analysis. Future researchers could focus and include other variables such as price or advertising; consider loyalty separately, and use both urban and rural customers to have better predictions.

This dissertation utilizes the event study methodology from the modern theory of finance to examine corporate name changes (CNCs). Data sources include press releases and articles announcing CNCs compiled by Lexis Nexis, annual reports collected from the SEC File microfiche database compiled by Q-Data and the EDGAR database compiled online by Mergent, and the Center for Research on Stock Prices and COMPUSTAT compiled by Wharton Research Data Services. These data sources are used to answer three primary research questions. First, what is the effect of a CNC related to a change in corporate image, as opposed to a change in corporate entity (e.g., acquisition), on a firm's stock price? Second, what is the effect of a major change versus a minor change to the corporate name during a CNC related to a change in corporate image? Third, what is the effect of a non-brand name altering CNC versus a brand name altering CNC on a firm's stock price? This dissertation makes its primary contribution to the study of CNCs by finding that CNCs related to a change in corporate image will have a positive impact on stock price whereas CNCs related to a change in corporate entity will not. Moreover, it finds that major changes to the corporate name during CNCs related to a change in corporate image will have a positive impact on a firm's stock price whereas minor changes to the corporate name during CNCs related to a change in corporate image will not. Finally, it is the first study to examine the effect of CNCs on firms' brand names and finds that non-brand name altering CNCs related to a change in corporate image will have a positive impact on a firm's stock price whereas brand name altering CNCs related to a change in corporate image will not.

The aim of EUROPEAN RETAIL RESEARCH is to publish interesting manuscripts of high quality and innovativeness with a focus on retail researchers, retail lecturers, retail students and retail executives. As it has always been, retail executives are part of the target group and the knowledge transfer between retail research and retail management remains a part of the publication's concept. EUROPEAN RETAIL RESEARCH welcomes manuscripts on original theoretical or conceptual contributions as well as empirical research – based either on large-scale empirical data or on the case-study method. Following the state of the art in retail research, articles on any major issues that concern the

general field of retailing and distribution are welcome.

The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars. This Companion provides a uniquely comprehensive overview of contemporary issues in brand management research, and the challenges faced by brands and their managers. Original contributions from an international range of established and emerging scholars from Europe, US, Asia and Africa, provide a diverse range of insights on different areas of branding, reflecting the state of the art and insights into future challenges. Designed to provide not only a comprehensive overview, but also to stimulate new insights, this will be an essential resource for researchers, educators and advanced students in branding and brand management, consumer behaviour, marketing and advertising.

The decisions a corporation makes affect more than just its stakeholders and can have wide social, environmental, and economic consequences. This facilitates a business environment built around the practical regulations and transparency necessary to ensure ethical and responsible business practice. Corporate Social Responsibility for Valorization of Cultural Organizations is a critical scholarly resource that examines organizational management through a new perspective that considers corporate social responsibility within the relationship between companies and society. Featuring coverage on a broad range of topics, such as organizational innovation, corporate strategy, and cultural enterprises, this book is geared towards professionals, economists, students of business and finance, policy makers, and government agencies.

Transforming E-Business Practices and Applications: Emerging Technologies and Concepts presents an integrated view of the latest issues and technologies evolving from business transactions and support.

What is public relations? What do public relations professionals do? And what are the theoretical underpinnings that drive the discipline? This handbook provides an up-to-date overview of one of the most contested communication professions. The volume is structured to take readers on a journey to explore both the profession and the discipline of public relations. It introduces key concepts, models, and theories, as well as new theorizing efforts undertaken in recent years. Bringing together scholars from various parts of the world and from very different theoretical and disciplinary traditions, this handbook presents readers with a great diversity of perspectives in the field.

This comprehensive volume considers the corporate social responsibility (CSR) of tourism and hospitality firms towards stakeholders, exploring CSR in terms of broad stakeholder accountability by considering both the scope of reporting and the quality of stakeholder engagement. The authors analyse how CSR contributes to shareholder accountability (i.e. as financial performance) by developing a multiple attribute decision-making model to deploy CSR resources, analysing how CSR contributes to the management of systematic risk as part of an internationalisation strategy, and showing how philanthropy is used as a legitimisation tool. The authors then review how managers negotiate CSR priorities within their organisational strategy by accounting for the utility gained by family firms from ecological and social outcomes in comparison with profit outcomes, analysing the trade-offs of co-constructing a sustainability innovation and weighting factors in water planning. They also review how employees are central to the delivery of CSR actions by exploring how green organisational culture affects organisational citizenship behaviour, how organisational green practices impact an organisation's image and its customers' environmental consciousness and behavioural intentions, and how organisational CSR affects employee pro-environmental citizenship and tourists' pro-environmental citizenship. The book concludes by reviewing the role of consumers in CSR with ten strategies to close the consumers' attitude-behaviour gap and an account of how customers' trust is a mediator between CSR, image and loyalty. This book was originally published as a special issue of the Journal of Sustainable Tourism.

The current study explored how an online assessment experience influenced the formation of corporate images, applicant reactions, and organizational attraction. Corporate images were defined as individual level perceptions of company attributes, and entailed 4 dimensions pertaining to corporate social responsibility perceptions, perceived financial performance, perceptions regarding products and services, and perceptions of how well the company treats employees. Applicant reactions included perceptions of the assessment's predictive and face validity, fairness, and opportunity to perform. The experiment required participants (N = 337) to act as if they were applying for a job and complete an online assessment branded for an actual company, and then report their perceptions about the company's attributes, their reactions to the assessment, and their interest in pursuing employment at the company. The content of the assessment was manipulated to cue either corporate image perceptions pertaining to corporate social responsibility (CSR image) or corporate image perceptions pertaining to financial performance (financial image). Based on Highhouse et al. (2009) it was hypothesized that cues and signals from the environment, in this case from the assessment experience, would influence participants' corporate images of the company and that those corporate images would influence outcomes such as attraction and reactions to the assessment experience. Results indicated that corporate image perceptions could be affected by assessment content, and that the assessment content did have a positive influence on organizational attraction, mediated by corporate and financial image. Individual differences in familiarity with the company, previous work experience, and social identity consciousness were expected to moderate the mediated relationship such that the effect of assessment content on corporate image perceptions would be stronger for individuals who were unfamiliar with the organization and/or who had limited work experience. The effect of assessment content on corporate image and the effect of corporate image on organizational attraction were also expected to vary according to individual differences in social identity consciousness. These hypotheses were not supported. Implications of these results for research and practice were discussed.

The objective of this book is to contribute to the development of the intelligent information and database systems with the essentials of current knowledge, experience and know-how. The book contains a selection of 40 chapters based on original research presented as posters during the 8th Asian Conference on Intelligent Information and Database Systems (ACIIDS 2016) held on 14–16 March 2016 in Da Nang, Vietnam. The papers to some extent reflect the achievements of scientific teams from 17 countries in five continents. The volume is divided into six parts: (a) Computational Intelligence in Data Mining and Machine Learning, (b) Ontologies, Social Networks and Recommendation Systems, (c) Web Services, Cloud Computing, Security and Intelligent

Internet Systems, (d) Knowledge Management and Language Processing, (e) Image, Video, Motion Analysis and Recognition, and (f) Advanced Computing Applications and Technologies. The book is an excellent resource for researchers, those working in artificial intelligence, multimedia, networks and big data technologies, as well as for students interested in computer science and other related fields.

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2010 Academy of Marketing Science (AMS) Annual Conference held in Portland, Oregon.

Marketers have to understand how the information that consumers associate with a company and its products affects their responses to those products. Addressing this issue, Markus Meierer analyzes firstly if consumers from Germany, France, Romania, Russia, and the USA perceive an internationally standardized corporate brand homogenously as well as if a positive effect on consumers' product response exists. Secondly he investigates if consumers perceive corporate and product brand as reciprocally related across countries as well as how the direct and indirect effects of corporate and product branding on consumers' product response look like.

Recent research in business strategy suggests that corporate reputations are a valuable strategic asset for every company. Good reputations have been shown to help firms attain and sustain superior financial performance in their industry. This book outlines how high-status companies become corporate super brands, and it present managers with a framework to proactively enhance their corporation's desired reputation. While many books concentrate on advertising or corporate identity as the primary tools for reputation enhancement, this book provides a more expansive and realistic picture of what it takes to build a corporate super brand. One of its key contributions is that it emphasizes the roles of customer value and organizational culture in the reputation-building process and exposes the limitations of corporate advertising, sponsorships, and minor corporate identity change. Drawing on more than fifteen years of academic research, executive seminars, and consulting experience, Grahame Dowling suggests ways to improve the corporate reputations that different groups of stakeholders hold of your company. He also describes how to avoid many of the traps that catch unwary managers who try to improve their company's desired reputation.

This volume includes the full proceedings from the 2011 World Marketing Congress held in Reims, France with the theme The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume resents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.?

The structure of sequential behavior and its patterns have attracted the attention of researchers from various disciplines, such as game theory, human and animal behavior, evolutionary ecology, psychology, behavioral economy, and cognitive sciences. Sequential behavior seems to be involved in the processes of sequential learning, decision-making processes, and exploratory behavior. There are, however, competing hypotheses regarding the mechanisms involved in the complexity of the behavioral responses of organisms when exposed to changing environments. The behavioral response to different environmental conditions is often utilized in behavioral ecology studies, where the changes in behavior are quantified in terms of probability of dispersal, distance, and speed of movements or time budget, where the time spent on different activities (foraging, resting, explore, etc.) is registered and analyzed in terms of cost–benefit. This book represents a series of articles covering a broad spectrum of organisms and proposes the analysis of sequential behavior utilizing indices commonly applied in the estimation of developmental instability (fluctuating asymmetry, directional asymmetry, and antisymmetry) toward estimating the degree of “Behavioral Instability”. Deviations from symmetry will be interpreted in ecological and evolutionary terms, where the cost and benefits of changes of the degree of behavioral instability will be analyzed in terms of overall costs and benefits and its evolutionary significance. Presented in this collection are multidisciplinary studies (theoretical and computational as well as experimental and empirical approaches) that validate the proposed approach and pave the way for future investigation in the novel field of what is best described as behavioral instability.

An essential book for today's marketer now that integrated marketing communications form a critical success factor in building strong brands and strong companies This new edition is still the only textbook on the market to deal with all aspects of IMC from a strategic perspective Corporate image, identity and reputation have never been more important and this book unlocks the key factors in achieving and enhancing this Integrated Marketing Communications is not just about utilizing different communication options in your marketing campaign; it is about planning in a systematic way to determine the most effective and consistent message for your target audience. As such, it depends upon identifying the best positioning, generating positive brand attitude, a consistent reinforcement of the brand's message through IMC channels, and ensuring that all marketing communication supports the company's overall identity, image, and reputation. This textbook is a roadmap to achieving this, thoroughly updated to reflect the dynamic changes in the area since the first edition was published. New to this edition: New sections on social media and now to integrate them into your marketing function New chapter on message development and an enhanced chapter on the IMC plan Robust pedagogy to help reinforce learning and memory Enhanced teaching materials online to help lecturers prepare their courses Brand new real-life case study vignettes

This book aims to attract researchers and practitioners who are working in Information Technology and Computer Science. This edited book is about basics and high level concepts regarding Blockchain Technology and Application, Multimedia Security, Information Processing, Security of Network, Cloud and IoT, Cryptography and Cryptosystem, Learning and Intelligent Computing, Information Hiding. It is

becoming increasingly important to develop adaptive, intelligent computing-centric, energy-aware, secure and privacy-aware mechanisms in high performance computing and IoT applications. The book serves as a useful guide for industry persons and also helps beginners to learn things from basic to advance in the area of better computing paradigm. Our aim is intended to provide a platform for researchers, engineers, academicians as well as industrial professionals from all over the world to present their research results in security related areas. We believe that this volume not only presents novel and interesting ideas but also will stimulate interesting discussions from the participants and inspire new ideas.

Brands – corporate, products, service – today are collectively defined by their customers, deriving from personal experiences and word of mouth. This book acts as a forum for examining current and future trends in corporate branding, identity, image and reputation. Recognising the complexity and plurality at the heart of the corporate branding discipline, this book fills a gap in the literature by posing a number of original research questions on the intrinsic nature of corporate branding ideas from corporate (external) and organisation (internal) identity perspectives as they relate to brand management, corporate reputation, marketing communications, social media, smart technology, experiential and sensory marketing. It incorporates current thinking and developments by both multidisciplinary academics and practitioners, combining a comprehensive theoretical foundation with practical insights. The text will serve as an important resource for the marketing, identity and brand practitioners requiring more than anecdotal evidence on the structure and operation of stakeholders communication in different geographical areas. It determines current practices and researches in diverse areas, regions and commercial and non-commercial sectors across the world. The book provides scholars, researchers and postgraduate students in business and marketing with a comprehensive treatment of the nature of relationships between companies, brands and stakeholders in different areas and regions of the world.

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