**Effect Of Corporate Image On Brand Trust And Brand Affect**

Managing Public Relations and Brand Image through Social Media

The Impact of Publicity on Corporate Offenders

Corporate Social Responsibility in Asia

Call Center Management by the Numbers

The Customer is NOT Always Right?

Marketing Orientations in a Dynamic Business World

Proceedings of the 2010 Academy of Marketing Science (AMS) Annual Conference

Security with Intelligent Computing and Big-Data Services 2019

Sourcebook on Corporate Image and Corporate Advocacy Advertising

Journal of Economic Psychology

The Effect of Corporate Image on Customer's Satisfaction

Marketing Corporate Image

Brand Loyalty in Bangladesh

Green Business: Concepts, Methodologies, Tools, and Applications

Proceedings of the 2nd International Conference: Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences

The Future Opportunities and Challenges of Business in Digital Era 4.0

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Your Business for Success

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Managing Customer Trust, Satisfaction, and Loyalty through Information Communication Technologies

The Effect of Corporate Image, E-Service Quality, Service Quality on Customer Satisfaction and Repurchase Intention: A Case of Airlines Passengers in Taiwan

Corporate reputation

Het corporate image concept

Business-to-Business Brand Management

The effect of corporate sponsorship of athletic events on the corporate image

The Future of Service Post-COVID-19 Pandemic, Volume 2

Electronic Business: Concepts, Methodologies, Tools, and Applications

Ethics, Social Responsibility and Sustainability in Marketing

Asymmetry Indexes, Behavioural Instability and the Characterization of Behavioural Patterns

Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace

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Consumer Empowerment

Facets of Corporate Identity, Communication and Reputation

Recent Developments in Intelligent Information and Database Systems

Company Image and Reality

International Corporate Brand Management

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.

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.

Corporate branding and communication is big business. Companies throughout the world invest millions in strategies which aim to reinvent their profile in subtle yet important
ways. The investment must be working, but what is it being spent on, and how do these rebranding exercises work? Including contributions from academics and practitioners, this important collection unravels the complexities of this growing field of study. The text is split into three coherent sections, focusing in turn on identity, communication and reputation. Case studies are used throughout the book to illustrate important issues, such as the basic principles of visual communication, the importance of reaching both internal and external stakeholders, and the challenges faced by companies working in multicultural environments. This book brings clarity and new theoretical insights to an important aspect of modern business. It is an invaluable companion for all students, researchers and practitioners with an interest in marketing, communications and international business.

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.

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.

Focuses on sensemaking, decisions, actions, and evaluating outcomes relating to
managing business-to-business brands including product and service brands. This book features chapters that address aspects of the marketing mix for business-to-business and industrial marketers. It includes papers that provide brand management insights for managers.

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.

Uncertainty surrounds the use of publicity as a means of controlling corporate crime. On the one hand, some agree with Justice Brandeis's dictum that light is "the best of disinfectants the most efficient policeman." On the other hand, many believe that corporations' internal affairs are effectively shrouded with a thick fog that prevents the light of public scrutiny from reaching them. The Impact of Publicity on Corporate Offenders is the first study to go beyond the rhetoric, through an examination of corporate experience. Fisse and Braithwaite have carried out a qualitative inquiry concerning 17 large corporations involved in publicity crises. Based mainly on interviews, the inquiry includes company employees and former employees, union officials, officers of government regulatory agencies, competitors, independent accountants, government prosecutors, public interest activists, judicial officers, stockbrokers, and other experts.

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Life cycle design is a proactive approach for integrating pollution prevention and resource conservation strategies into the development of more ecologically and economically sustainable product systems. Cross media pollutant transfer and the shifting of other impacts can be avoided by addressing the entire life cycle, which includes raw materials acquisition, materials processing, manufacturing and assembly, use and service, retirement, disposal and the ultimate fate of residuals. The goal of life cycle design is to minimize aggregate risks and impacts over this life cycle. This goal can only be attained through the balancing of environmental, performance, cost, cultural, legal, and technical requirements of the product system. Concepts such as concurrent design, total quality management, cross-disciplinary teams, and multi-attribute decision making are essential elements of life cycle design that help meet these goals. The framework for life cycle design was developed to be applicable for all product domains. It was written to assist not only design professionals but all other constituents who have an
important role in life cycle design including corporate executives, product managers, production workers, distributors, environmental health and safety staff, purchasers, accountants, marketers, salespersons, legal staff, consumers, and government regulators. A coordinated effort is required to institute changes needed for successful implementation of life cycle design. Part I seeks to promote the reduction of environmental impacts and health risks through a systems approach to design. The approach is based on the product life cycle, which includes raw materials acquisition and processing, manufacturing, use/service, resource recovery, and disposal. A life cycle design framework was developed to provide guidance for more effectively conserving resources and energy, preventing pollution, and reducing the aggregate environmental impacts and health risks associated with a product system. This framework addresses the product, process, distribution, and management/information components of each product system. Part II describes the three components of a life cycle assessment (inventory analysis, impact analysis, and improvement analysis) as well as scoping activities, presents a brief overview of the development of the life cycle assessment process, and develops guidelines and principles for implementation of a product life cycle assessment. The major states in a life cycle are raw materials acquisition, manufacturing, consumer use/reuse/maintenance, and recycle/waste management. The basic steps of performing a life cycle inventory (defining the goals and system boundaries, including scoping; gathering and developing data; presenting and reviewing data; and interpreting and communicating results) are presented along with the general issues to be addressed. The system boundaries, assumptions, and conventions to be addressed in each stage of the inventory are presented.

Each consumer now has the power to be a journalist, reviewer, and whistle blower. The prevalence of social media has made it possible to alter a brand's reputation with a single viral post, or spark a political movement with a hashtag. This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization's actions. Participation in social media is mandatory for a brand's success in this highly competitive online era. Managing Public Relations and Brand Image through Social Media provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds. It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization's visibility and reputation. This publication targets policy makers, website developers, students and educators of public relations, PR and advertising professionals, and organizations who wish to better understand the effects of social media.

Studieboek op hbo-niveau.

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 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.

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.
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

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.

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 customers' 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.

This book presents a rich collection of research studies on the theory and practice of CSR in Asia. It includes valuable contributions of practice-oriented researchers from various Asian countries such as Brunei, China, India, Indonesia, Japan, Korea, Malaysia, and Singapore, and from several non-Asian countries, such as Australia, Canada and the USA. The book presents a comprehensive overview of the practice of CSR in Asia. Normally CSR is seen in the Western angles, but here, in this book, Asian philosophies and thoughts are also examined. Touted as the first of its kind, the book also compares Western and Asian perspectives on CSR and presents them in the light of Asian philosophies and thoughts, such as Confucian, Islamic (Koranic), Indian (Vedantic) and other Asian ways of looking at CSR in their own rights and perspectives.

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.

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.

In an ever-expanding economic world, the need for new businesses with the ability to create and evolve simultaneously is paramount to ensure success. Hybrid business models are essential to foster growth and promote prosperity. Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace is a critical scholarly resource that examines the relationship between worldwide industry and the need for up-to-date technologies and methods to support such an inclusive market. Featuring coverage on a diverse range of topics such as corporate social responsibility, collaborator empowerment, and start-up enterprise ecosystems, this book is geared toward managers, researchers, and students seeking current research on the interaction between modernization and the expansion of markets to accommodate worldwide industry.

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.

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:

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 (ACIIIDS 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.

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.

Dit boek geeft een methode om het corporate image te meten en licht the achtergronden van beeldvorming van organisaties toe.

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."

Annotation Reputation is a strategic asset for all companies. Businesses with a good reputation are able to stand out, attracting the attention of investors and retaining the loyalty of customers and employees. 'Reputation' can be somewhat of a vague form, but this book provides measurement tools and models for rigorous management of a company's reputation.

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.

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