

عنوان مقاله:

Investigating the effect of strategic brand management on organizational efficiency

محل انتشار:

دهمین کنفرانس بین المللی پژوهش های مدیریت و علوم انسانی در ایران (سال: 1401)

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خلاصه مقاله:

The aim of this study was to investigate the effect of strategic brand management on organizational efficiency. This research is applied in terms of purpose and in terms of descriptive-correlation method and is one of the types of survey research with a quantitative approach. The statistical population of the study was the employees of Bank Eghtesad Novin branches in Tehran. 50 people were selected as the sample by Morgan-Krejcie table and the questionnaires were distributed among them by simple random sampling method. SPSS22 software was used to analyze the findings and Pearson parametric test was used to test the hypotheses. The results showed that the components of brand orientation, strategic brand management and internal branding with 95% confidence level and $p < 0.05$ have a positive and significant effect on organizational efficiency.

کلمات کلیدی:

Brand, strategic brand management, organizational efficiency

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