

عنوان مقاله:

The Impact of Entrepreneurship-Based Branding on Startup Performance

محل انتشار:

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خلاصه مقاله:

The key to success in launching a startup is a brand-centric approach that combines brand leadership strategy with innovative, targeted, and cost-effective business methods. In a brand-centric approach, all company processes revolve around developing a brand identity in continuous interaction with the customer, with the goal of creating long-term competitive advantages for the brand. The aim of this research is to examine the impact of entrepreneurship-based branding on the performance of startups. For this purpose, 52 managers or representatives of startups in the public services sector were considered as the statistical population, and due to the small size of the population, no sampling was done, and all 52 individuals were studied. The research data were collected using a researcher-made questionnaire. The results indicate that entrepreneurship-based branding has a positive and significant impact on the performance of startups. Among these, the causal conditions of branding with a statistic of 26.719 have a positive and significant impact on entrepreneurial branding; entrepreneurial branding with a statistic of 4.873 on value-based brand positioning; value-based positioning with a statistic of 29.960 on the performance of startups. The key to success in launching a startup is a brand-centric approach that combines brand leadership strategy with innovative, targeted, and cost-effective business methods. In a brand-centric approach, all company processes revolve around developing a brand identity in continuous interaction with the customer, with the goal of creating long-term competitive advantages for the brand. The aim of this research is to examine the impact of entrepreneurship-based branding on the performance of startups. For this purpose, 52 managers or representatives of startups in the public services sector were considered as the statistical population, and due to the small size of the population, no sampling was done, and all 52 individuals were studied. The research data were collected using a researcher-made questionnaire. The results indicate that entrepreneurship-based branding has a positive and significant impact on the performance of startups. Among these, the causal conditions of branding with a statistic of 26.719 have a positive and significant impact on entrepreneurial branding; entrepreneurial branding with a statistic of 4.873 on value-based brand positioning; value-based positioning with a statistic of 29.960 on the performance of startups.

کلمات کلیدی:

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