

عنوان مقاله:

The Conceptual Study of Perceived Integrated Marketing Communications on Customer-Based Brand Equity (With the approach of entrepreneurial brand)

محل انتشار:

سومین کنفرانس بین المللی مدیریت چالشها و راهکارها (سال: 1394)

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خلاصه مقاله:

Today, the aim of organizations is to create and build strong brands. Brand equity is the result of marketing activities that are favorable to the product or service that does not suffer. Integrated Marketing Communications (IMC) is one of the most important issues in recent years in the management and entrepreneurship literature and Marketing is considered in whole stages of creation and development of an small and medium enterprises (SME). Organizations more than ever, require effective and efficient ways of communicating with customers. This is the reason of many organizations use of IMC. Marketing programs by advances in information technology and increased communications, playing an important role in creating brand equity and a mindset of it. The aim of this study is to review the literature of IMC and brand equity in the context of entrepreneurial brand, and investigating the impact of IMC on creating a customer-based brand equity. The study emphasis that an entrepreneurial branding concept can be one of the main component of business improvement in SME

کلمات کلیدی:

Integrated Marketing Communications; Brand Equity; Entrepreneurial Brand; SME

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