

عنوان مقاله:

The role of social capital and intellectual capital in equity based client

محل انتشار:

دومین کنفرانس بین المللی مدیریت و علوم اجتماعی (سال: 1395)

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خلاصه مقاله:

One of the most valuable assets of any company brand value of the company. The world's leading institutions, are the customer is very important because ultimately, their survival depends on the success of our customers. The concept of physical capital of the richest explanatory framework in the contemporary economic and administrative considerations. This category has undergone in recent decades has been transformed by the emergence of new theories of organizational capital and intellectual are human beings. There are new ideas, capital and attitudes in this regard, the concept of capital means the returns expected still retains its nature. The aim of study was to investigate the influence of both categories of intellectual capital. Social capital is the value of customer-based brand. The results showed that meta-task behavior and arises out of the requirements of staff and will assist each other in providing service to customers, enhance informal social ties, mutual relations and shared identity, increasing participation in the activities of the organization, innovation and organizational growth, increased job satisfaction and commitment is to a great extent by customers. It is worth understanding and promote brand value in the eyes of the customer.

کلمات کلیدی:

Social capital, intellectual capital, customer-based brand, brand value, customer-based approach

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