

عنوان مقاله:

Explicating the Role of Brand Portfolio Strategy in the Corporate Value and Risk

محل انتشار:

اولین همایش بین المللی انسجام مدیریت و اقتصاد در توسعه شهری (سال: 1395)

تعداد صفحات اصل مقاله: 13

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خلاصه مقاله:

In recent years, many companies accepted that brands of products and their services are one of the most valuable assets. In today's challenging and complex world, all people either as an individual or as a business manager are facing increasing options and efforts to reduce the time of decision making and selection. Accordingly, the ability of brands to simplify customers' decision-making, reduce risk and define their expectations is extremely valuable; therefore, one of top management responsibilities in each organization is establishment of strong brands that in addition to do promises and commitments, improve their abilities over the time, and by providing perceptual discrimination between products through branding, and increasing loyal customers, marketing and its strategies, create a value even higher than before. Hence, this research with the aim of investigating the impact of brand portfolio strategy on corporate value and risk is concentrated on conceptual studies and literature review in this field. The results indicate that brand portfolio strategy is effective on risk, but effectiveness of brand portfolio strategy on corporate value, depending on circumstances and attitude of society and individuals towards risk is variable and different.

کلمات کلیدی:

Brand Portfolio Strategy, Corporate Value, Risk

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