

CORPORATE BRAND EQUITY: CONCEPT, MEASUREMENT AND RELATIONSHIP WITH CORPORATE PERFORMANCE

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ABSTRACT

This paper reviews the literature on corporate branding and corporate brand equity; highlights the importance of measuring corporate brand equity; and links corporate brand equity with corporate performance. A conceptual model is presented that integrates the multiple stakeholders' salient features in corporate brand equity valuation. Also, the model links corporate brand equity components with corporate performance elements. By linking corporate brand equity components with elements of corporate performance, a framework is developed that sets the pace for a series of testable propositions. Finally, the paper concludes with managerial implications, challenges of the study and an agenda for future research.

References available upon request