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ABSTRACT

Companies are increasingly focused on their environment and their impact on various stakeholders due to competitive and societal pressures. As their responsibilities expand, there is a risk to their reputation as well as their long term growth and profitability. As these pressures to be good stewards increase, companies are looking to better understand the impact on key metrics and key stakeholders. The purpose of this proposal is to study the effect of consumer perceived ethicality of a brand on brand equity at a corporate brand level.

ABOUT THE AUTHOR

Arwen Matos-Wood is a first year doctoral student at Kennesaw State University and the Assistant Professor of Marketing at Covenant College. Arwen comes from a corporate marketing career, having worked for organizations such as Quaker Oats, Frito-Lay, Bush Brothers & Company, and Sanofi US.