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Effects of Market Orientation on University Brand Equity

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ABSTRACT

Given the propensity of brand equity to act as a good information resource and performance evaluation system for market-oriented universities, the current study proposes that market orientation is positively correlated with brand equity in an academic institution where brand equity is operationalized by four dimensions: perceived quality, brand awareness, brand association, and brand loyalty.

This study used open ended interviews to investigate brand equity concept in an educational environment. This method was designed to get individual observations of brand equity from the leaders of colleges and schools. Three Deans and Associate Deans were invited to participate in face-to-face open-ended discussions . Since it was the open-ended interview, the interviewees had opportunities to express their ideas about university brand equity and specific features that make brand equity in an academic setting different from that in a corporate setting. Based on extensive experiences in management, ideas of the university leaders set a solid foundation for establishing the right brand equity concept used in an academic setting.

The findings of the study showed that there was a strong connection between market orientation and university brand equity. It seems reasonable to assume that these relationships should be positive because, like a business, universities attempt to implement marketing strategies in order to build a strong brand name in the marketplace, differentiating themselves from the others in a competitive environment, and attracting more students.

ABOUT THE AUTHORS

Trang Phuc Tran (Ph.D., University of North Texas) is Assistant Professor of Marketing at the State University of New York College at Oneonta. His papers are accepted in several conferences: American Marketing Association, Society for Marketing Advances, Academy of Marketing Science, and Association of Marketing Theory and Practice. His name also appeared on Journal of Macromarketing.

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