

Article

A Bibliometric Analysis of Brand Orientation Strategy in Digital Marketing: Determinants, Research Perspectives and Evolutions

Sen Li ¹, Yingying Shi ^{2,*}, Lingling Wang ³ and Enjun Xia ¹

¹ School of Management and Economics, Beijing Institute of Technology, Beijing 100081, China

² School of Management, Wuhan University of Technology, Wuhan 430070, China

³ School of Economics and Management, China University of Petroleum, Qingdao 266580, China

* Correspondence: shiyingying@whut.edu.cn

Abstract: With the advent of the digital economy era, the relationship between consumers and brands is changing. The mode of marketing, especially the paradigm of brand management, also needs to be adapted to change. Brand orientation has triggered a heated discussion on the dominant paradigm of market orientation and a new revolution in brand management. In view of the primary position of brand orientation in the management domain, it is necessary to sort out a systematic scientific knowledge mapping, clarify the research context and progress, and discover research focuses and limitations for strengthening the construction of brand-oriented theories. This study conducts a scientific quantitative analysis of 169 literatures and 7187 references from the Web of Science in the field of brand orientation by comprehensively using methods of scientific knowledge mapping and traditional literature review. The findings show that: (1) Concentrating on the core issue that “whether and how brand orientation becomes an effective strategic orientation of an organization”, brand orientation research includes six major hot spots and has been extended to fields including non-profit organizations, retail, service, manufacturing, e-commerce, and tourism. (2) As a multi-dimensional construct, brand orientation affects organizational performance directly through internal branding and external customer perception, and it is influenced by organizational culture, leadership, competition environment, funding sources, and brand cooperation. The relationship between brand orientation and market orientation has evolved from mutual substitution to synergy.

Keywords: brand orientation; digital marketing; organizational performance; internal branding; scientific knowledge mapping



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1. Introduction

In the digital economy, digital technology platforms provide channels for brands to establish direct connections with users, and brands and users start to establish a disintermediary relationship. That is, users’ personal capabilities, integration, and experience participate in the brand-building process and play a decisive role; enterprises interact with consumers directly through social media, e-commerce platforms, APPs, and other channels to jointly create brand equity. In the digital world, brands can spread more quickly among core consumer groups, which is contrary to the traditional path of brand building. The boundary of the brand has been expanded; it not only extends within the scope of business, but it also can further expand into a brand ecosystem in the digital economy. The form of a brand ecosystem could improve the stability of the brand and stimulate the vitality. In addition, brand value concept and brand experience, which are more able to attract consumers, have become the core competitiveness of the brand [1].

Urde [2] put forward the new concept and paradigm of “brand orientation”, which considers that “brand orientation is an approach in which the processes of the organization revolve around the creation, development and protection of brand identity in an ongoing

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and society as seen from the perspective of India Along with some key insights identified authors also explore possible

avenues for future research in three key areas namely diversity and inclusion employee engagement and the implementation

of sustainable practices Contents CHAPTER 1 MANAGEMENT RESEARCH IN INDIA NEWER INSIGHTS 13 Bharath Rajan

and V Kumar CHAPTER 2 THE CHANGING PROGRAMMATIC ADVERTISING ECOSYSTEM IN INDIA 25 D Narasimha

Murthy and Fathima Raj Kilimas CHAPTER 3 CAN ASSORTMENT AND CUSTOMER SERVICE BE DETERMINANTS OF

CUSTOMER LOYALTY AN EMPIRICAL STUDY OF THE ONLINE GROCERY INDUSTRY 49 Malabika Purkayastha and

Chandra Sen Mazumdar CHAPTER 4 AN ANALYSIS OF GEN Z S PERCEPTIONS OF TECHNOLOGY BASED GIG JOBS 69

Asha Mathew Ishani Chakraborty and Rajakumar Alagar CHAPTER 5 UNDERSTANDING CREATIVITY A STUDY OF THE

INDIVIDUAL TRAITS OF NOBEL LAUREATES AND THEIR ECOSYSTEMS AND THE IMPLICATIONS ON CORPORATE

INNOVATION 87 Kaustubh Dhargalkar CHAPTER 6 COGNITIVE BIASES THAT INFLUENCE AND IMPACT THE DECISION

MAKING OF INVESTORS 113 Arnita Sur Joseph Durai Selvam Nagendra BV and Ganesh L CHAPTER 7 EXPLORING THE

ROLE OF SOCIAL MEDIA INFLUENCERS IN SHAPING TOURIST MOTIVATION FOR RURAL TOURISM 143 Mahalakshmi S

and Bharath H CHAPTER 8 IMPACT OF CHATGPT ON THE SERVICE SECTOR AND STUDENTS IN INDIA 159 Manushree

NK Shah and Kamini Khanna CHAPTER 9 INFLUENCE OF TECHNOLOGICAL INNOVATIONS ON COMPANIES MARKETING STRATEGIES 171 Vijaya Kumar Bhima Rao Dakshina Murthy Kiran G and Madhava Murthy CHAPTER 10 STOCHASTIC FRONTIER PRODUCTION FUNCTION OF MINOR MILLETS FOR SUSTAINABLE AGRICULTURE IN MAHARASHTRA DISTRICTS 197 Vandana Panwar Sujitsinh Subhash Dubal and Deepak Gajanan Deshmukh CHAPTER 11 CLUSTERING OF STATES AND UNION TERRITORIES IN INDIA BASED ON CYBERCRIMES 231 Manas Shrivastav Muthulakshmi Subramanian Tejaswi Harsh Vanee Subramanian Ankit Ajay Rijan Gaha Nagendra BV Joseph Durai Selvam and Ganesh L CHAPTER 12 EXPLORING THE GENDER GAP IN VOTER TURNOUT IN THE 2022 GUJARAT ASSEMBLY ELECTION 263 Ashutosh Dutt Ashima Mahto and Aditya Basu CHAPTER 13 GREEN BANKING INITIATIVES BY THE INDIAN BANKING SYSTEM TOWARDS A SUSTAINABLE FUTURE 283 Aniket Subhash Sakhare Jinal Mukesh Soni and Shubham Pradip Badgujar

Global Perspectives on Change Management and Leadership in the Post-COVID-19 Era Al-Aali, Ebtihaj, Masmoudi, Meryem, 2021-04-02 The COVID 19 pandemic is the largest global health crisis that we have faced since World War II The greatest challenge for organizations was to establish a clear vision for a quick change that needs to be shared with employees in a way that is both understandable and inspiring The year 2020 is a time of global change where leaders need to fulfill the change management role with decisions made efficiently and sustainably To understand the impact of the pandemic on organizations researchers will need to trace leadership development and change management in the Post COVID 19 Era These studies will help to present the different types of leadership roles policies and strategies for business transformation in the time of crisis *Global Perspectives on Change Management and Leadership in the Post COVID 19 Era* highlights the global perspectives of COVID 19 s impact on change management and leadership and presents the lessons learned and opportunities afforded to promote new strategies and develop better practices within the field The chapters report on case studies and real life challenges faced by organizations in countries across the globe This book covers important topics such as business sustainability newfound challenges in the workplace adaptive performance success factors within organizations corporate governance and more This is a valuable reference work for managers executives practitioners researchers students academicians stakeholders business leaders and anyone interested in leadership styles and the management of change during and after the COVID 19 pandemic

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Table of Contents Marketing To The Changing Household Management And Research Perspectives

1. Understanding the eBook Marketing To The Changing Household Management And Research Perspectives
 - The Rise of Digital Reading Marketing To The Changing Household Management And Research Perspectives
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing To The Changing Household Management And Research Perspectives
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Marketing To The Changing Household Management And Research Perspectives
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing To The Changing Household Management And Research Perspectives
 - Personalized Recommendations

- Marketing To The Changing Household Management And Research Perspectives User Reviews and Ratings
- Marketing To The Changing Household Management And Research Perspectives and Bestseller Lists
- 5. Accessing Marketing To The Changing Household Management And Research Perspectives Free and Paid eBooks
 - Marketing To The Changing Household Management And Research Perspectives Public Domain eBooks
 - Marketing To The Changing Household Management And Research Perspectives eBook Subscription Services
 - Marketing To The Changing Household Management And Research Perspectives Budget-Friendly Options
- 6. Navigating Marketing To The Changing Household Management And Research Perspectives eBook Formats
 - ePub, PDF, MOBI, and More
 - Marketing To The Changing Household Management And Research Perspectives Compatibility with Devices
 - Marketing To The Changing Household Management And Research Perspectives Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Marketing To The Changing Household Management And Research Perspectives
 - Highlighting and Note-Taking Marketing To The Changing Household Management And Research Perspectives
 - Interactive Elements Marketing To The Changing Household Management And Research Perspectives
- 8. Staying Engaged with Marketing To The Changing Household Management And Research Perspectives
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing To The Changing Household Management And Research Perspectives
- 9. Balancing eBooks and Physical Books Marketing To The Changing Household Management And Research Perspectives
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing To The Changing Household Management And Research Perspectives
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Marketing To The Changing Household Management And Research Perspectives
 - Setting Reading Goals Marketing To The Changing Household Management And Research Perspectives

- Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Marketing To The Changing Household Management And Research Perspectives
 - Fact-Checking eBook Content of Marketing To The Changing Household Management And Research Perspectives
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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