

**UNIVERSIDAD DEL ROSARIO**



**How can sustainability initiatives have a positive impact in corporate brand value?**

Homologation by exchange

By

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## APPENDIX A

TITLE	AUTHORS (YEAR)	PURPOSE	FINDINGS
Theory of the three dimensions of sustainable development	Bur, 2013	How does sustainable or green marketing aim to create value to the company and its stakeholders through the design and production of goods and / or services that are beneficial to the environment and society as a whole.	<p>Sustainable development is the result of economic growth that includes social equity aside with non-destructive action to the environment through policies and practices, by guaranteeing satisfaction of current needs but that don't affect future generation to meet their own.</p> <p>The previous explained through three dimensions: the economic, the social and the ecological dimension.</p>
Exploring the Relationship Between Environmental	First & Khetriwal (2008)	Relationship between environmental orientation and	-Companies with high environmental performance don't communicate efficiently to their

Orientation and Brand Value: Is There Fire or Only Smoke?		brand value in the electronic and electrical products industry.	<p>customers and have poor marketing initiatives.</p> <p>-CSR language is not clear or understandable to their stakeholders, which don't allow to take the advantage for increasing the brand value.</p> <p>-Managers are advised not to negate corporate social responsibility, but rather to invest wisely in environmental activities and its communication.</p>
Brand strategies in the era of sustainability	Grubor & Milovanov (2017)	Highlight the leading role of sustainability in branding theory and practice and to point out strategies for successful implementation of	<p>-Interdependence between brands and consumers, as “consumers determine development and the success of brands and brands reversely influence and direct consumer behavior”</p> <p>- “Greenness” can be divided in three categories: green as a core</p>

		green values into the brand management, with an accent on brand equity construct.	<p>value; green integrated in core values; and green values as the guarantee.</p> <p>-Companies practices in terms of sustainability and the ways consumers sees them is frequently blurred and unclear, therefore they support their position with the Interbrand's annual Best Global Green Brands report, where two positive and negative gaps related with this situation that are identified, they considered the main reason of this confusion in consumers is due to "greenwashing" interpret as "the practice of misuse and forgery of the concept of sustainability, the green movement and manipulation in the field of ecology".</p>
Enhancing Brand Equity Through	Gupta (2016)	A comprehensive adoption of an initiative like	-The likelihood of waste management initiatives to drive brand equity in a market depends on the extent to which business customers

Sustainability: Waste Recycling		waste management through reverse marketing by a brand highlights how sustainability initiatives can create value for the customers of the brand and ultimately drive brand equity.	engage themselves and participate in promoting the recycled products of the brand in the market being served by them.  - The likelihood of waste management to positively influence brand equity will depend on the brand value assessed by B2B customers as a contribution made by the initiative to their customer base, growth, and profitability.
Sustainability and branding: An integrated perspective	Kumar & Christodoulou (2013)	Marketing plays a substantial role in both applying such initiatives and promoting them, which can be greatly supported through brands.	-Operations, management and marketing need to continue discussing contributions towards a long-term business plan focused around sustainability, as implementing sustainability initiatives a high priority goal, and even more as the company's core mission.

			<p>-Those firms in which its industry is not perceived as environmentally hazardous, any positive environmental behavior won't have an effect in their brand reputation.</p>
<p>Determination of the Brand Equity of the brand "Murano" in the Cochabamba market.</p>	<p>Orellana 2016</p>	<p>Determine the extent of the brand Brand Equity "Murano" between Cochabamba market intermediaries by applying the Brand resonance model proposed by Keller (2008).</p>	<p>The model raises a series of questions which establishes six building blocks of the brand which are: Salience, performance and imagery, judgment and feeling and lastly resonance, in consecutive order. This regarding to consumers, in which significant brand value will only be produced in brands that reach the top of the pyramid (resonance).</p>