



3rd Annual EuroMed Conference of the EuroMed Academy of Business

Business Developments Across Countries And Cultures

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Business Developments Across Countries And Cultures

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FOREWORD

The European and Mediterranean region includes all member states of the European Union, along with non-EU countries bordering the South Mediterranean and Middle East. It is our aim to greatly contribute and support all the efforts enhancing this relationship and interaction of individuals, organizations and governments from and between these countries.

The Annual Conference of the EuroMed Academy of Business aims to provide a unique international forum to facilitate the exchange of cutting-edge information through multidisciplinary presentations of new challenge in global business with special emphasis on European and Mediterranean countries. This is from an Academic, Research and Professional perspective.

It is acknowledged that the conference has established itself as one of the major conferences of its kind in the EuroMed region, in terms of size, quality of content, and standing of attendees. Many of the papers presented contribute significantly to the business knowledge base. The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.

Academics, practitioners, researchers and students throughout the world submitted original papers for conference presentation and for publication in this Book. All papers and abstracts were double blind reviewed. The result of these efforts produced empirical, conceptual and methodological papers and abstracts involving all functional areas of business with a special focus on European and Mediterranean aspects.

ACKNOWLEDGEMENT

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Special thanks go to the University of Nicosia for hosting this conference and more specifically to the conference chairs, Dr. Alkis Thrassou, Dr. Ioanna Papisolomou and Dr. Yioula Melanthiou. I would also like to thank the leader of the organizing committee Ms. Yianna Orphanidou and the Conference Coordinator Ms. Yiola Michael. Their contribution was vital for the successful organization of the conference. Special thanks go to the Department of Marketing and the Department of Hospitality, Tourism and Sports Management of the University of Nicosia for their active contribution to the success of this conference.

It is acknowledged that a successful conference could not be possible without the special co-operation and care of the Track Chairs and Reviewers for reviewing the many papers that were submitted to this conference. Special thanks to the Session Chairs and Paper Discussants for taking the extra time to make this conference a real success.

Further, we would like to thank the Cyprus Chamber of Commerce and Industry and the Nicosia Municipality for all their help and support, as well as all our Main Sponsor (University of Nicosia), our Sponsors (Cyprus Tourism Organization, MTN, ExpoGlobalOnline.com) and our supporters (Emerald publishing company, Embassy of Greece in Cyprus, JCC, the College of Management Academic Studies in Israel, Cyprus Foods & Drinks, KEO and the Cyprus MBA Association). Our Cargo Carrier (Cyprus Airways) and Sponsors of Communication (Sigma TV, InBusiness magazine) are also greatly thanked.

The last but not the least important acknowledgment goes to all those who submitted their work to be considered for presentation at the conference.

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**THE STUDY OF FACTORS AND THEIR RELATIONSHIPS IN PREDICTING
BRAND-BUILDING BEHAVIOURS: A CASE OF INDONESIAN FMCG
COMPANY**

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Abstract

This study primarily aims to explore the factors that contribute to predicting brand-building behaviours. Based on previous research conducted by Morhart et al. (2009) and Henkel et al. (2007), this study also investigates the relationships between brand-building behaviours and their antecedent factors. Latter factor refer to organizational identification, value congruence, and marketing control and are researched in a more detailed and company-wide manner. 'Brand-building behaviours' itself can be defined as employees' contributions (both on and off the job) to an organization's customer-oriented branding efforts (Morhart et al. 2009). On the other hand, 'organizational identification' is the degree of salience with which an individual defines himself by his membership of an organization in given circumstances (He and Balmer, 2007) and 'value congruence' is the degree of value similarity between employees' values and those of their organization (Amos and Weathington, 2008). From an organizational perspective, organizations are well advised to promote these brand-building behaviours in order to achieve more internal and external value identification. 'Marketing control', finally, refers to management's attempts to influence the behaviours and activities of marketing personnel in order to achieve desired outcomes (Jaworski, 1988 and Jaworski et al., 1993 in Henkel et al., 2007).

Applying the triangulation method which exploits both, exploratory and explanatory research design, this study will provide a multidisciplinary approach in analyzing those factors and recommending suggestions on how to strengthen the occurrence of brand-building behaviours. The theoretical discussion is done against the background of the case of an Indonesian FMCG company that recently has implemented their strategic initiatives to promote employees' brand-building behaviours. Regarding the qualitative stage of the research, research techniques will comprise semi-structured and telephone interviews which will be conducted with 6 strategic decision makers in the company. The interviews will be analysed via content analysis. The successive quantitative stage of the research will use highly structured questionnaires distributed based on stratified random sampling to 100 employees in various divisions. The questionnaires are analysed with SPSS providing for cross-tabulation, factor analysis and multiple regression analysis. Besides using previously validated instruments, this

study also strives to ensure its reliability and validity through expert reviews, pilot studies, and using larger number of observations, standardized instructions, common respondents' language (Indonesian), and consistent scoring procedures (Salkind, 2006).

Keywords: Brand-building Behaviour, Behavioural Branding, Organizational Identification, Value Congruence, and Marketing Control.