

Evaluation of Brand Equity the Employees' Perspective (Case Study: Guilan Regional Electricity Company)

ali esfanjani*, Dr. Behrouz Fathi-Vajargah,

Evaluation of Brand Equity the Employees' Perspective (Case Study: Guilan Regional Electricity Company) Abstract Since in services organizations, employees have impact on purchasing decisions of customers and thus they play key role in success of organization, strengthening the employee-centered brand equity can create a sustainable competitive advantage for an organization. The human resources have important and fundamental role in electric power industry and it is necessary for subsidiary companies of power industry to take step to create employee-centered brand equity by understanding the role of employees in development of this industry. The objective of this study was to evaluate employee-centered brand equity in Guilan regional electricity company. This research is an applied research. Due to non-normality of research data, structural equation modeling through PLS method was used. Statistical population of study included 142 employees of specialists employed in Guilan regional electricity company, and 104 of them were selected as sample of study using simple random sampling approach method. Finally, the impact of the acceptance factor on creation of knowledge, the impact of acceptance on dissemination of knowledge, the impact of human factor on the acceptance, the impact of human factor on knowledge creation, the impact of human factor on the dissemination of knowledge, the impact of creation of information on dissemination of knowledge, the impact of dissemination of knowledge on role clarity, the impact of dissemination of knowledge on commitment to brand, the impact of role clarity on employee-centered brand equity, and the impact of commitment to brand on employee-centered brand equity were examined in Guilan regional electricity company. According to the calculated values of statistic t, the impact of acceptance on the creation of knowledge, the impact of human factor on the acceptance, the impact of human factor on knowledge creation, the impact of human factor on the

dissemination of knowledge, the impact of knowledge creation on the dissemination of knowledge, the impact of dissemination of knowledge on role clarity, the impact of role clarity in employee-based brand equity and the impact of commitment to brand in employee-centered brand equity were confirmed. However, the impact of acceptance on knowledge dissemination, and the impact of knowledge dissemination on brand were not confirmed. **Keywords:** employee-centered brand equity, acceptance, dissemination of knowledge, human factor, knowledge creation, role, commitment to the brand

Keywords : employee-centered brand equity, acceptance, dissemination of knowledge, human factor, knowledge creation, role, commitment to the brand

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)