Research Opportunities in Brand Management: A CPV Approach

By Dr Sherriff Luk

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All interested are welcome
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ABSTRACT

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The conceptualization of customer perceived value can be dated back to late 70s but it was until late 90s the publication of the Special Issue on this topic in the Journal of Academy of Marketing Science triggered marketing scholars’ interest in this area. Since then perceived value has been gaining increasing prominence in the marketing literature and in business practice (eg. Dodds, Monroe, and Grewal 1991; Grewal, Monroe, and Krishnan 1998) The strategic importance of perceived value has also led to the emergence of the value-based marketing paradigm which advocates that firms should re-orient strategy toward superior customer value delivery (Day 1990; Naumann 1995).

The presentation reviews research development and identifies CPV-related research topics/areas for those who may be interested in conducting academic research under this research stream.