

Brand Management from the perspective of S-D logic: How brand is co-created and co-evaluated

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Purpose – Brand is the example of a resource which is dynamically determined by both inside and outside company actors (Chandler and Vargo, 2011). Because branding is a subsystem of marketing, and since marketing is changing towards a new mindset, becomes physiological for branding to switch and implement this mindset as well (see. Merz et. al., 2009). This research aims to address the issue of brand management from Service Dominant Logic (SDL) perspective. Considering the co-creational nature of relations as SDL, the present research addresses the importance of how brand is co-created among actors in the ecosystem.

Design/Methodology/approach – This article offers a conceptual model based on relevant literature on SDL and branding. Therefore, to fulfill its purpose, the current research uses the method of systematic literature review.

Originality/value – The added value stands in exploring and unfolding a need to develop further conceptual and empirical researches which links brand management with S-D logic. The current research sheds light on the linkage between S-D logic and brand management through brand management constructs (e.g. customer-based brand equity).

Key words – service dominant logic, brand management, service ecosystem, value co-creation

Paper type – Conceptual paper

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