بخشی از ترجمه مقاله

عنوان فارسی مقاله:
ایجاد وجهه شرکتی از طریق برنامه های بازاریابی اجتماعی

عنوان انگلیسی مقاله:
Building corporate image through societal marketing programs

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
Limitations and future research

While this research has extended previous studies and used a rigorous methodology, some minor limitations exist. Firstly, the scales used in the measurement of societal marketing program identity, corporate communications and attitudes toward corporate image in this research were largely adapted from corporate image/identity theory and societal marketing theory and require further validation. Secondly, the sampling frame used in this study was Cerebos’ customer database representing approximately 2 percent of total customers. Therefore, results can be generalized only for customers within that database, but not for all Cerebos customers. This study also only addressed one societal marketing program and did not compare across other societal marketing programs. Additionally, results cannot be generalized across other industries and other developing country contexts.