عنوان فارسی مقاله: 
برند شرکت ها و محصولات: آیا آن ها عملکرد SMEs را بهبود می‌بخشند؟

عنوان انگلیسی مقاله: 
Corporate and product brands: do they improve SMEs’ performance?

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 می‌پذیرد.
Discussion and conclusions

The objective of this paper is to investigate the impact of trademarks on economic and financial performance of SMEs belonging to the fashion industry, while trying also to shed light on the different affect that corporate and product trademarks may produce on SME performance.

Our findings are useful as, despite the fact that SMEs devote important efforts to build brand, the current literature provides limited insights into the financial returns of such efforts. The study findings confirm that, generally speaking, trademarks preserve their benefits also in subsequent years, with respect to their registration, and are likely to show a cumulative effect over time. In particular, aggregating the count of trademarks of five subsequent years seems to be the most noteworthy, which suggests a time lag from one to five years could be appropriate for trademarks to have an impact on the performances of SMEs in the fashion industry. This represents a longer and more variable period than proposed in previous literature (e.g. Greenhalgh and Rogers, 2007; Krasnikov et al., 2009). This makes particular sense for SMEs which face resource and money constraints and thus need more time to communicate and promote their trademarks and carry on a sustained branding effort.