



EXPLORING PROJECT MANAGEMENT BUILT ON THE BRAND EQUITY

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Abstract

During this research process, we developed unique research methods for the enterprises to provide details on the definition of project management. Project management styles vary in each business operation. The contribution of professional project management assures the enterprise's value and success of project plans. Enterprise service marketing is executed to achieve performance and present an overview, making it easy for customers to understand.

Therefore, the combination of core products, supply services, and transmission processes has become the defining factor of commercialization. Investments are made to build the brand so that educated decisions can be made regarding the brand and high standards can be set to monitor production and progress, with the goal being the creation of brand equity. This research studies and analyzes how a brand can become unique and subsequently accumulate substantial value and create industries while showing sincerity in the marketplace to obtain customer recognition and trust which in turn improves the sales performance.

Keywords: brand equity, project management, differentiation, competitive advantage, brand strategy, brand image

Introduction and Motivation

Concept Of Project Management

From the basic concept of the role of project management through the history of the enterprise the purpose is to get ahead in the industry. Project management is the ability to create a product or products and orchestrate the process from the beginning to the end. Project management can function in paving a new path in terms of offering services, production, or distribution in the business. Bruce T. Barkley, SR. (2006): Expressed project management function that works to avoid disconnected efforts throughout the enterprise.

The diversified expertise in planning is imperative throughout the process of production, and the end products and services are a result of a unique approach. The purpose of this particular production and service in the project management setting is to allow discussion, resulting in the diversification of project management strategies from different organizations. John Egan (2008): Said applying this level consideration implies that the company has thought beyond the simple provision of core products and services and support.

Porter (1991) Claimed that “A proposed enterprise may be implemented according to relevant tactical strategies, Bruce T. Barkley, SR. (2006) noted "strategic objectives are developed as part of a brainstorming process, and then confirmed by top management and the board of directors, including an understanding of the costs involved and knowledge of the source of existing and potential differences in the competitors’ product to develop the enterprise develop its competitive advantage”.

Knowledge Affecting Project Management

Quintas, Lafrere, and Jones (1997) Viewed knowledge management as a continuous process of various managing knowledge to meet present and future emerging needs, identify and explore existing and acquired knowledge assets, and develop new opportunities. This commonly researched topic is viewed to find new means to communicate the product to grow the value of the enterprise. Oliver (1997): Said the consumer’s fulfillment response, it is the judgment that a product or service itself, provided a pleasurable level of consumption-related fulfill-

ment, including levels of under-or over- fulfillment. The typical project is in a special connotation, the communication of the project is express in the broad value connotation. The project interdependence in terms of internal management seems to be the external factor capable of changing society and impacting the environment, affecting the outcome of professional challenges. The contribution of professional project management is the ability to recognize the long-term value and success of the plan. John Egan (2008) Noted that the concept of quality influences the elements of process associated with the marketing strategy. R.S. Rozin and L. Magnusson (2003) Described a comprehensive framework and process for creating a new global B2B brand, including details on naming, legal screening, and identity development to internal and external stakeholders.

Project management's success is expected to follow the process and achieve the results. The maturity of project management and differences in the organization need to be managed and to be integrated. Marin & Michel (2014) Believed that succession and leadership development is equally as important as talent (out-

side of the core business) . This is one of the reasons why it is important to decide on a business plan for operations, with a detailed definition and perspective before it can be considered sufficient. Integration should maintain the direction of the project management and team during the process. The principal concept of development will affect the outcome of environmental operation control. The integration management can be accomplished by saving the customer involved and embarked throughout the project life cycle. It is widely acknowledged that the brand commitment of employees and customers, which is defined as the extent of employees' and customers' psychological attachment to a brand, is an important factor for the effectiveness of brand management. Keller (1993) thought the differential effect of brand Knowledge on consumer response to the marketing of the brand. Grossman (1998): Believed high levels of commitment are also associated with perceptions of "future rewards, relationship identification, limited desire to seek out alternatives, the amount of effort expended in a relationships the investment made in the relationship and the individuals assumed responsibility. Kevin and Vanitha (2020) noted perceived qual-

ity measures are inherent in many approaches to brand equity.

resulting in performance growth, and associate and build brand equity.

Purpose of Research

Marketing scholars define 'brand equity as a marketing term attributable to influencing the uniqueness of a brand. It is not only the source of profit but also the main tool of market competition. Its purpose is to win the trust of the customer in the enterprise and to generate sales through continuous interaction. John Egan (2008): Explained major companies were confident enough about RM's capabilities to appoint RM managers and directors whose principal function was to operationalize the concept. Kevin and Vanitha (2020) said a strong brand can provided valuable reassurance and clarity to business customers who may be putting their company's fate.

This study discusses the role of project management in expanding the core products, as well as in building a brand. As discussed in this article, the continuous establishment of competitive advantage by an enterprise is by educating the consumer about the brand by developing marketing activities to gain a response,

Literature Review

Regarding the brand, how the organization provides information and educates about the product is the one factor that they are most concerned with. To meet the needs of customers, the enterprises and organizations should further understand the characteristics of products and services, such as which are the core products and which supply brand elements would enhance the value of their marketing strategy. Product design and production planning are complex tasks, and the core supply elements of the product should be arranged, conveyed, and set up to create a value prediction that meets the targets of the end goal and achieves the tangible benefits of the enterprise. Dehi (2011) Illustrated that a company's brand should be able to direct critical business decisions as well as determine suitable employee etiquette. Adopting this brand-driven approach helps to gain customer loyalty and will ultimately interpret increased profitability and competitive advantage.

Brand Concept

Perng and Leu (2022): illustrated brand represent the sum of the trust, relevance and meaning that consumers feel about products and services in their lives. Abrams & La Plante (2008) Stated that brand identity is a set of characteristics that allow consumers to recognize the company as a separate and unique entity. It is the most valuable intangible asset in an organization and serves as a guide to the executor in marketing, to properly manage the values of the enterprise. According to the definition of a brand by the American Marketing Association (AMA): “A brand is a name, symbol, mark, or design of a product, or a combination of the above, that an enterprise can use to identify a product or a group of products and service, and distinguish it from the competitors’ products and services”. Kotler said, “building a strong brand is both an art and a science. A strong brand commands intense consumer loyalty at its heart and is essentially the face of great products and services. Consumers may evaluate an identical product differently as to how it is branded. Kevin and Vanitha (2020): Expressed customer can hold a host of attitudes toward a brand, but the most important relate to its perceived quality and to customer

value and satisfaction. Fung (2004) Noted that the brand is the promise that the seller provides the consumer as to the consistency in the characteristics, benefits, and services of a specific product. Kevin and Vanitha (2020): Expressed competition takes place at the product augmentation level, because most firms can successfully build satisfactory products at the expected product level. Kotler (2012) Said that a brand creates mental associations that help consumers organize their understanding of products and services in a way that clarifies their decision-making, in the process, adding value to the firm. Kevin and Vanitha (2020): Stated one notable trend in marketing is the emphasis on the post-purchase phase of the consumer decision-making process.

A combination of good management and measuring the standard of general performance will establish a trusted brand portfolio in the marketplace. Idris Mootee (2009) Explained that a brand’s leadership in the position of brand establishment focuses on the quality of the brand, further converting loyal consumers in their favor while giving buying power to the customer, Kevin and Vanitha (2020): Noted the most im-

portant consideration in enhancing product consumption experiences that build brand equity. To enterprise Kevin and Vanitha (2020) said focus is no designing marketing activities from a brand perspective and Kevin and Vanitha also said consider how the brand itself can be effectively integrated into the marketing program to create brand equity. Charles J. Fombrum (2002) Noted that corporate reputation is an important factor in creating and maintaining the corporate competitive advantage.

Brand Value

Brand value is often associated with the fundamental goal of being positioned in elite product classes. The value prediction is a measurement of the success of the enterprise's creative performance, providing an indicator of the possible future success of the brand. Kevin and Vanitha (2020): Believed the product itself is the primary determinate of what consumers experience with a brand. Designing and Delivering a product or service that fully satisfy consumer needs and wants is a prerequisite for successful marketing. The performance of the brand affects a consumer's mental association with the product, there-

fore enterprise must be competitive-ness enough for customers to accept the concept of the brand and believe in the brand's performance. Kevin and Vanitha (2020): Stated product quality depends not only on functional product performance but broader performance consideration as well, such as speed, accuracy and care of product delivery and installation. Performance can apply to product creation, and advanced technology can enhance the product's level of quality. The motivation is to win customer acceptance, leading the enterprise toward quality performance. People's sensitivity to trends in terms of brand value, brand personality, and brand organization all influence the fundamental factors of value prediction. Ogunsiji (2012) Stated that branding is a sign of quality distinction and can be used to secure competitive advantage, thus increasing high customer loyalty.

Kotler illustrated that these intellectual property rights ensure that the firm can safely invest in the brand and reap the benefits of a valuable asset. Keller said that a credible brand signals a certain level of quality so that satisfied buyers can easily choose the product over others. Brand loyalty provides predictability

and assurance of demand for the firm, and creates barriers for the competition, making it difficult for them to enter the market and possibly even preventing their entry. Loyalty can also translate into customer willingness to understand and appreciate the value of the brand. Ogunsiji (2012) Said that most of these theories suggest that brands also have personalities and that consumers preferably choose brands whose personalities match their own. The decision-making of a brand is a challenge with the end goal being to convey a deeper meaning of the brand to its consumers. Although the enterprise provides the strategy for the brand's creativity, the last brand image stays in the customer's mind throughout the marketing planning and other approaches. Debi (2011) Explained that branding is the creation of a unique name and image for an organization's product or service.

Brand Strategy

Brand marketing is the ability of the power of the brand to create differentiation with a competitor's products. It determines the kind of product and gives consumers a valid reason to buy it again. Lisa Wood (2000) Noted that performance

measures for brand management must also be considered, and the model for the management of brand equity must be provided. Kotler Keller (2012): Illustrated brand equity is reflected in perceptions, preferences, and behavior related to all aspects of the marketing of a brand. Stronger brands lead to greater revenue. To ensure that the brand strategy is successful, the brand value must be established.

Consumers must be persuaded that competing products and services are meaningfully different and that when given the option of multiple brands, the brand's value is linked to the attributes and benefits of the product. Lisa Wood (2000) Also illustrated that strategic brand management is achieved by having a multidisciplinary focus, which is facilitated by a general understanding and acceptance of the brand. The effective development of brand equity is to develop the credibility and sensitivity of the brand's strength. Determining the brand's objective and the plan is a process guided by a balanced and stable ideology and feasible productivity in support of the brand. Brand equity will assist the entrepreneur in effectively developing brand structure.

Brand Image

Kevin and Vanitha (2020): Noted creating brand awareness by increasing the familiarity of the brand through repeated exposure and forging strong associations with the appropriate product category. In the consumers' view of the brand, their cognitive response to the brand is a combination of knowledge and perception. Kevin and Vanitha (2020): said brand image is consumers perceptions about a brand, as reflected by the brand associations help in consumer memory. According to the entrepreneur Kenneth, creating an image is set by a combination of various principles and structures as well as complex summaries and signs. According to the scholar Levy, said the brand image is a collection of images and various concepts of different elements existing in people's minds, mainly the brand knowledge and consumer attitude towards the brand. If the brand has no image, it will not have a personality and would therefore be unable to achieve effective communication with consumers. It would be especially difficult to cultivate a long-term and loyal customer base. Setiani Titi and Antoni (2018) Stated that brand image has a relationship

with the identity of the company because the formation of the image comes from the identity formed by a company.

Therefore, to establish a brand, the enterprise must first understand the real benefits of their products and services, tangible and intangible assets, understand the benefits the product brings to consumers and society, and then try to maintain the brand objectives and interests, allowing the consumers to comment on the brand, creating valuable interaction between enterprises and consumers, deeply rooted in the enterprise's benefits.

Brand Loyalty

The brand is the intangible and tangible asset of popularity, which can reap the benefit reward for the enterprise. However, for the brands that are trusted by customers, enterprise Kevin and Vanitha (2020): said who added initials or signatures to their responses were able to elicit an even better customer were willing to pay. The expected feature of quality and services of the product is recognized by consumers. Customers loyal who representatives and who are familiar with the brand's quality, ser-

vice, and attributes deserve higher value. In addition, customer loyalty is the main component of relationship quality and a necessity and determinant for a sound business relationship.

The enterprise must carefully manage, and make the brand experience conforming to the brand commitment to its core beliefs. Hocutt said that a promise is like a process of intention loaded with continuous action or desire to maintain a relationship. As viewed, promise is the result of further growth, and that is assurance fulfilled from the decision making to suppliers. Though not of immediate action. Some consumers do not easily shift to another brand because of inertia or a long-term contract relationship. When a company has a group of customers that don't vary their brand, the company then possesses a high degree of brand loyalty.

Srivastava and Shocker (1991) Noted that brand equity includes brand strength and brand value. Brand strength is the collection of connected thoughts and actions on the part of the customer. Brand equity is the willingness of someone to continue to buy the product. Brand

equity offers the consumers a commitment to providing ownership, trust, uniqueness, and relevance. It is attached to the goodwill of the brand and goes beyond the value of manufacturing and supplying the physical assets. Consumer perception and loyalty are presented in that, Porter said, a company can win on a relevant and sustainable competitive advantage.

The literature discussed above is to provide an understanding that in the process of brand establishment, the system of management of knowledge must be centralized to formulate the brand strategy and strengthen the operation of brand equity. That an enterprise's operating process is to increase interpersonal interaction, and emphasize enterprise with customer relationship management, whilst establishing the brand's core value.

Research Methods

In this study, appropriate and relevant measures are discussed in the literature, and the relevant dimensions and evaluation criteria are selected based on the expertise and experience of the experts, with the questionnaire interviews being con-

ducted according to the hierarchical analysis method. This study aims to assist business practitioners and academic research institutes in making good brand equity decisions based on knowledge management and corporate planning management concepts.

1. This study adopts the case study and questionnaire investigation method. Firstly, the study uses the case study method to collect qualitative data, then investigates the current application situation of the business operation by analyzing the backgrounds of the study objectives, interviewing, and observing the focus of the study to understand the requirement and expectations of the managers for customers in the enterprise.
2. Next, the study uses questionnaires to perform a quantitative investigation by referring to relevant foreign and domestic literature and studies and integrating the content of the correlated case. Furthermore, the study performs a questionnaire investigation by random sampling, and further analyzes and confirms the marketing man-

agement method of the study case.

3. Finally, the study analyzes related data and the questionnaire investigates the correlated case to understand how marketing management modes influence brand position to determine the study's results and provide effective suggestions for the brand position.

Brand Illustration

Brand Development of ASUS Rock

Asustek was founded in 1989 by four entrepreneurs, Tung Tzu-Hsien, Way-shyi Hsieh, Shih-Chang Hsu, and Liao Min-Hsiung. The type of enterprise was a small or medium enterprise for OEM production without the development of a brand. From the perspective of designers, Asustek focused on professional research, development, and innovation. With excellent technology, high quality, and lower prices, Asustek had become the synonym of a "high-quality mainboard". In 1994, to break through the bottleneck in the development of the company, it invited the former director Jonney Shih to take charge of the management

and changed the name of "Asustek Computer" to "ASUS Computer". It continued to base the market strategy on technology and proved that it could produce first-class products by leading with design as a priority, and by using its technical strength. In 1997, ASUS began to diversify and launched the P6300 personal laptop with first-class technology, which became the No.1 selling brand in Taiwan. In 2000, it broke through the saturation of the computer market and launched the Eee PC, a small notebook computer, which gained global popularity due to its lightness and portability. In 2008 a global financial tsunami struck, and ASUS believed that "as long as we make good products, we can beat the recession", but it lost 3 billion because it did not establish the brand. So, ASUS changed its business strategy and decided to completely reverse the organization to establish the brand. After the reorganization in 2008, Chairman Shih divided the company into ASUS specialized brand business and Pegatron professional OEM products.

ASUS computers focus on the concept of brand development, then specializes in the serial products (Eee PC and laptops), assembly parts

(mainboard and drawing card), and handheld devices, to promote the desktop and laptop as more humanized and modern, and develop the e-sports mobile phone and smart wearable device from the user's point of view. ASUS brand began to engage the consumers, accumulating the brand value. In 2020, ASUS changed its mission to focus on the global consumers with the 3C technology products of humanistic and heart-moving design, to continue to bring unparalleled experience and a good value to consumers. In 2012, it won 4,168 awards from professional media and evaluation organizations worldwide.

ASUS Computer was founded in 1989 and has become a global enterprise and brand famous for its innovation and quality. According to the statistics of the Industry Bureau of the Ministry of Economic Affairs, its brand value reached USD1,549 billion. Chairman Jonney Shih put forward ASUS's brand promise of "Excellent innovation, perfect quality", which perfectly reflects the desire of global users for experience and a firm commitment to enterprise quality. Chairman Shih's brand strategy is to understand the customer attributes and launch appropriate

business strategies, to establish long-term cooperative relations between the enterprise users and consumer groups, which is also a wise enterprise management strategy.

Conclusion

Kevin and Vanitha (2020): Noted brand positioning is at the heart of marketing strategy, it is the “act of designing the company’s offer and image so that it occupies a distinct and valued place in the target customer’s mind”. The action plan of the enterprise operation determines the efficiency of a business organization through the life cycle of products and services and the planning of integrated business development. Lisa Wood (2002) Stated that it is suggested that for a true brand asset mindset to be achieved, the relationship between brand loyalty are brand value needs to be recognized within management. It is based on the brand organizing management in the way of planning, which determines the proper placement and action based on the decision strategy.

Spector (1992): Recommended that the process for scale development comprises construction development, scale design, pilot testing,

and validation. Therefore, while each brand has potential value in the measured demands in the area of brand equity, much measurement data is used to report and implement goals. The concept of brand equity provides a framework for enterprises to establish and cultivate new brands and become a leading brand with advanced enterprise culture, concept, management, and production capacity at the level of market survey and assessment. In industry, an enterprise must continue to develop brand equity strategies, leading brands to bring competitive advantage and therefore obtaining maximum profits.

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