

The Corporate Vision Effect on Rajabhat University Brand Building in Thailand

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Abstract : This study aims to (1) investigate the corporate vision factor influencing Rajabhat University brand building in Thailand and (2) explore influences of brand building upon Rajabhat University stakeholders' loyalty, and the research method will use mixed methods to conduct qualitative research with the quantitative research. The qualitative will approach by In-depth-interview the executive of Rathanagosin Rajabhat University group for 6 key informants and the quantitative data was collected by questionnaires distributed to stakeholder including instructors, staff, students and parents of the Rathanagosin Rajabhat University group for 400 sampling were selected by multi-stage sampling method. Data was analyzed by Structural Equation Modeling: SEM and also provide the focus group interview for confirming the model. Findings corporate vision had a direct and positive influence on Rajabhat University brand building were showed direct and positive influence on stakeholder's loyalty and stakeholder's loyalty was indirectly influenced by corporate vision through Rajabhat University brand building.

Keywords : brand building, corporate vision, Rajabhat University, stakeholder's loyalty

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