



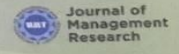
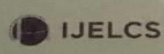
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Challenges of Inclusive Growth and Sustainability: The South Asian Context



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Polarization in the Perceived and Planned Brand Image: A Qualitative study of NGOs of Pakistan**Author's Profile:**

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Presenter's Biography:

Mr. Asif Hussain Samo is currently a faculty member in the department of business administration at SMI University (Public), Karachi Pakistan. He is a member of Board of Studies, University Syndicate, Senate. He acquired MBA from SZABIST Karachi, and currently pursuing PhD from there. His research interests are marketing and management. He has seven published research papers on his credit in journals of national and international repute, including journals indexed in Thomson Reuters, Scopus, and ABDC indexing. He has so far supervised more than 9 graduate students in their final theses and independent studies. He has also supervised more than 34 undergraduate research theses. Currently, his 11 research articles are under review in different reputed journals.

Abstract:**Introduction/Purpose/Objective:**

Brand Image & Brand personality are two aspects which are used by the nonprofit sector to gain status. The problem arises when they all want to when there is discrepancy in what they plan and what they are perceived. The purpose of the study is to identify the various plans through which NGOs are managing their brand Image & personality, moreover, to explore the perception of donors about NGOs.

Design/Methodology/Approach:

The study is qualitative in nature following the Interpretivism philosophy. Branding phenomenon in NGOs is explored from within and without. Semi-structured interviews were used to collect the data from both the NGOs & donors. Thematic Analysis was used to analyze the data.

Major Findings:

The NGOs prefer to stick to the core management and marketing principles to develop their brand image and brand personality, such as improved and simple management, diverse workforce and financial stability. Whereas, donors perceive better brand image as one which focuses on compliances to moral values, honesty and emotional attachment.

Implications and Contributions:

The findings have practical implication for NGOs about how they can match the perception of the donors and it gives the recommendation to them about the way through which they should develop the brand image of their organization.

Keywords: Non-Profit; Brand Image; Brand Personality

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