



The role of strategic branding in sustainable competitive advantage

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Abstract

Branding is an operational strategy to distinguish the industry, besides at present time, companies and organizations are not only pursuing competition for owning the market of products and services, but also making effort to align customers' mental perceptions with themselves (product/ brand) .Nowadays, the brand is no longer just a potent mechanism available for managers. Branding is a strategic requirement that supports organizations to make more profits for customers as well as sustainable competitive advantages. Sustainable competitive advantage is essential to maintain the survival of organizations at present competitive environment. Competitive advantage is an invisible structure and is inherently complex and demanding to identify due to its latent nature.

Keywords

Strategic branding, Sustainable competitive advantage, Brand association, Brand performance, Strategic scope, branding process.

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