

Poornaprajna Institute of Management

Udupi - India



Micro Research Centre (MRC)

Name of MRC:

Centre for Case Studies on Brand Management and Need for Rebranding practices of products and services



Name & Designation of the Coordinator:
Mr. Shivanand M Bhandarkar

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Poornaprajna Institute of Management

(i) Purpose:

The purpose of the Centre for Case Studies on Brand Management and Rebranding of products and services is to systematically investigate, document, and disseminate Brand Management practices and exemplary models in Branding and Rebranding to enhance the quality, effectiveness, and impact of products and services globally

(ii) Objectives:

- (1) To identify and analyze innovative practices and successful models in Branding and rebranding in various organisations
- (2) To develop a comprehensive repository of case studies that highlight best practices and successful strategies in Brand Management
- (3) To facilitate knowledge exchange and collaboration among Marketing Managers, Brand Development teams and Brand/Product managers of different organisations
- (4) To provide evidence-based recommendations for improving higher education policies, practices, and research methodologies.

(iii) Description:

The research methodology for the Centre will be a mix of qualitative and quantitative approaches:

- (1) Case Study Methodology: In-depth case studies will be conducted to explore Branding and best practices within selected organizations This will involve site visits, interviews, surveys, and analysis of institutional documents.
- (2) Comparative Analysis: Comparative studies will be performed to evaluate the effectiveness of different branding practices across various contexts and companies

- (3) Surveys and Questionnaires: Surveys will be distributed to gather quantitative data from a broad range of companies to identify trends and common factors in successful branding.
- (4) Focus Groups: Focus groups will be organized with stakeholders, including Managers, educators, administrators, and students, to gain insights into the implementation and impact of branding practices.
- (5) Mixed Methods: Combining qualitative and quantitative data to provide a holistic understanding of the cases studied.

(iv) Proposed Functions:

- (1) Conducting comprehensive research on Branding practices and best practices in brand management and research.
- (2) Creating and maintaining a database of case studies on Brand Management.
- (3) Organizing conferences, seminars, and workshops to disseminate findings and facilitate dialogue on Brand Management
- (4) Publishing research reports, articles, and books that highlight key findings and recommendations.

(v) Expected Outcomes:

A comprehensive collection of case studies that provide valuable insights into successful innovations and best practices in Brand Management
Enhanced understanding and awareness among companies of effective strategies for improving brand management
Increased collaboration and knowledge exchange among managers educators, researchers, and policymakers, leading to the widespread adoption of best practices.
Evidence-based policy recommendations that can inform the development of higher Brand policies at organizational and Industry levels.

(vi) List of the Team Members:

M.Shivanand M Bhandarkar

(vii) List of Working Papers:

- (1) A study on reach and registration of brands in media services with special reference to Red FM 93.5 (earlier known as Sfm radio)
- (2) Effectiveness of Rebranding of products in FMCG sector with special reference to rebranding of Ideal Ice-creams

Mr. Shivanand M

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