

Founder Entrepreneurs's Negative Behaviour & Corporate Image of the Firm: A Case Study

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Abstract

The present study attempts to build an insight on the relationship between the founder entrepreneur behavior and corporate image. The image of the founder entrepreneur not only influences the attitude, behavior and performances of employees and myriads of stakeholders. founder entrepreneur image is also an important determinant of the organizational reputation which ultimately depicts the success or failure of the organisation. Case study methodology has been adopted to conduct the study. Findings of the study show the existence of significant relationship between the founder entrepreneur behavior and image of the organization. Based on the findings of the study the implications and scope for further scope are discussed.

Introduction:

In recent times, the role of corporate branding has emerged as an approach to achieve the intended differentiation by projecting different set of qualities than use of customary product attributes (Knox & Bickerton, 2003). This tendency is attributed to the increasing homogenization of products and competitors due to which organisation's are challenged to maintain reliable brand discrimination despite homogenisation and global competition (Anisimova, 2013). Corporate branding emphasizes on the collection of core values and beliefs that unite the entire organisation (Palazzo & Basu, 2007; Urde, 2009). The corporate branding concept is concerned with branding as a strategic force, and interrelationships between organisation's strategic vision, organisational culture and stakeholder images (Hatch & Schultz, 2008). Corporate branding comprises of multiple stakeholders interacting with the employees of the organisation (Gylling & Lindberg-Repo 2006). Vallaster and De Chernatony (2006) emphasised the role of the organisation's leadership (founder entrepreneur, company figurehead, or top management) in facilitating internal branding through applying initiatives to create employee behaviour that is consistent with the organisation's anticipated corporate identity. Thus it can be said that corporate branding is a process aimed at turning the organisation into a brand and does not merely involve branding the organisation's products. Corporate branding is ultimately aimed at establishing a lasting and coherent identity among organisational members and a consistent image among external stakeholders by means of strategic, symbolic and social relations and interaction strategies (Fuglsang & Sundbo, 2005; Balmer, 2012). Achieving the goal of turning the organisation into a brand is a challenging process that requires management to consider what the organisation represents and how to communicate the attributes of the organisation in the most effective way. The issue of corporate image and corporate branding gains even more prominence and complexities arise when an individual (founder entrepreneur, company figurehead, or leader) becomes closely associated with the corporate brand. The present study is an attempt to study the association between corporate image and the company founder entrepreneur behaviour through case study of a leading IT firm of India.