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Influence of the merger of universities to the brand

Novenkova A.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

In this study, the cannibalization of university brands in the process of enlargement and merger is seen as a conscious strategy in favor of the most modern and cost-effective products when more sophisticated and marketable product "sucks" and replaces outdated and less attractive to the consumer. The brand cannibalization is discussed in the context of internal competition between subdivisions of an merged institution having one scientific orientation. At some point cannibalization might become a strategic management option in the process of restructuring.

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Keywords

Branding, Higher education, Restructuring, Strategy brand cannibalization