

Readings in Marketing : An Islamic Perspective

Osman M. Zain



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An Islamic Perspective

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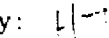
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CHAPTER 9

CORPORATE IMAGE OF ISLAMIC BANKS IN MALAYSIA: AN INSTITUTIONAL THEORY APPROACH

*'Ismah Osman**, *Kalthom Abdullah***, *Nurdianawati Irwani Abdullah***, & *Ahasanul Haque***

BACKGROUND OF THE STUDY

Corporate brand tends to be an intangible asset for any organisation (de Chernatony, 1999; Fombrun, 1996). Its role in any organisations is to grant credibility towards communications with government, the financial sector, the labour market, as well as the society on the whole (Urde, 2003). The basis of a corporate brand comprised of organisational values, core values and added values (Xie, 2006) where these integration moulds the value-creating of its process (Urde, 2003). Apparently, creating strong brand is not only a process which entails building consumer awareness towards differentiation in brands (Balmer, 1998; Keller et. al. . 2002). More importantly, corporate image indicates the overall impression made on the mind of the public about an organisation (Ditcher, 1985; Hatch & Schultz, 2003). However, measuring corporate image effectively has always been a debate among the marketers and practitioners (Dobni & Zinkhan, 1990).

Hence, this paper seeks to investigate corporate image in Islamic banks in Malaysia. Islamic retail banking in Malaysia has grown tremendously which gives an alternative to the customer in conducting their banking transaction that suits their needs, besides having the conventional banks. Indeed, the competitiveness in the Islamic banking industry is very vast as we have witnessed the establishment of Islamic banks, followed by the conventional banks having Islamic windows and at present having their Islamic