



DAFTAR PUSTAKA

- Andes, S. L., Nuzula, N. F., & Worokinasih, S. (2020). Competitive Advantage as Mediating Factor for Creating Firm Value: A Literature Review. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi dan Organisasi*, 27(5), 44-57.
- Anees-ur-Rehman, M., Wong, H. Y., Sultan, P., & Merrilees, B. (2018). How brand-oriented strategy affects the financial performance of B2B SMEs. *Journal of Business & Industrial Marketing*, 33(3), 303-315.
- Anisimova, T., & Mavondo, F. T. (2010). The performance implications of company-salesperson corporate brand misalignment. *European Journal of Marketing*, 44(6), 771–795.
- Anselmsson, J., Burt, S., & Tunca, B. (2017). An integrated retailer image and brand equity framework: Re-examining, extending, and restructuring retailer brand equity. *Journal of Retailing and Consumer Services*, 38, 194-203.
- Arias Valencia, M. M. (2022). Principles, Scope, and Limitations of the Methodological Triangulation. *Investigacion y Educacion en Enfermeria*, 40(2), e03.
- Aulia, D., & Briliana, V. (2017). Brand Equity Dimension and Consumer Behavior in Social Media. *South East Asia Journal of Contemporary Business, Economics and Law*, 13, 15-24.
- Azoury, A., Daou, L., & Sleiaty, F. (2013). Employee engagement in family and non-family firms. *International Strategic Management Review*, 1(1-2), 11-29.
- Balmer, J. M. T. (2001). Corporate identity, corporate branding and corporate marketing – Seeing through the fog (Review). *European Journal of Marketing*, 35(3-4), 248-291.
- Barney, J. B. (1997). *Gaining and sustaining competitive advantage*. Addison-Wesley.
- Barros-Arrieta, D., & Garcia-Cali, E. (2021). Internal branding: Conceptualization from a literature review and opportunities for future research. *Journal of Brand Management*, 28, 133-151.
- Baumgarth, C. (2009). Brand orientation of museums: model and empirical results. *International Journal of Arts Management*, 11(3), 30–45.



- Baumgarth, C., & Schmidt, M. (2010). How strong is the business-to-business brand in the workforce? An empirically tested model of 'internal brand equity' in a business-to-business setting. *Industrial Marketing Management*, 39(8), 1250-1260.
- Biedenbach, G., Biedenbach, T., Hultén, P., & Tarnovskaya, V. (2022). Organizational resilience and internal branding: investigating the effects triggered by self-service technology. *Journal of Brand Management*, 29, 420–433.
- Biedenbach, G., & Manzhynski, S. (2016). Internal branding and sustainability: Investigating perceptions of employees. *Journal of Product & Brand Management*, 25(3), 296-306.
- Bodkin, C. D., Peters, C. O., & Thomas, J. B. (2016). The impact of employee work perceptions on purchase intentions from a company store. *Journal of Product & Brand Management*, 25(5), 479-489.
- Boso, N., Carter, P. S., & Annan, J. (2016) When is brand orientation a useful strategic posture? *Journal of Brand Management*, 23 (4), 363-382.
- Boukis, A., & Christodoulides, G. (2020). Investigating Key Antecedents and Outcomes of Employee-based Brand Equity. *European Management Review*, 17(1), 41-55.
- Boukis, A., Gounaris, S., & Lings, I. (2017). Internal Market Orientation Determinants of Employee Brand Enactment. *Journal of Services Marketing*, 31(7), 690-703.
- Bravo, I., Díaz, A., Navarrete, C., Pérez, M., Cuevas, C., Nova, C., & Albornoz, M. (2017). *Valoración de la influencia de un programa de acompañamiento directivo sobre la percepción y satisfacción laboral de docentes y directivos*. Universitas Psychologica, 16(2), 1-10.
- Bridson, K., & Evans, J. (2004). The secret to a fashion advantage is brand orientation. *International Journal of Retail & Distribution Management*, 32(8), 403-411.
- Buil, I., Catalan, S., & Martinez, S. (2016). The importance of corporate brand identity in business management: An application to the UK banking sector. *BRQ Business Research Quarterly*, 19(1), 3-12.
- Burmann, C., & Zeplin, S. (2005). Building brand commitment: A behavioural approach to internal brand management. *Journal of Brand Management*, 12(4), 279–300.



- Burmann, C., Zeplin, S., & Riley, N. (2009). Key determinants of internal brand management success: An exploratory empirical analysis. *Journal of Brand Management*, 16(4), 264–284.
- Carter, N., Bryant-Lukosius, D., DiCenso, A., Blythe, J., & Neville, A. J. (2014). The use of triangulation in qualitative research. *Oncology Nursing Forum*, 41(5), 545-547.
- Caruana, A., Ramaseshan, B., Ewing, M. T. (2015). Market orientation and performance: The Australian public sector experience. In: Sidin, S., Manrai, A. (eds) *Proceedings of the 1997 World Marketing Congress. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham.
- Castañer, X., & Oliveira, N. (2020). Collaboration, Coordination, and Cooperation Among Organizations: Establishing the Distinctive Meanings of These Terms Through a Systematic Literature Review. *Journal of Management*, 46(6), 965-1001.
- Cayrat, C., & Boxall, P. (2023). The roles of the HR function: A systematic review of tensions, continuity and change. *Human Resource Management Review*, 33(4), 100984.
- Chang, A., Chiang, H-H., & Han, T-S. (2012). A multilevel investigation of relationships among brand-centered HRM, brand psychological ownership, brand citizenship behaviors, and customer satisfaction. *European Journal of Marketing*, 46(5), 626–662.
- Charness, G., & Chen, Y. (2020). Social identity, group behavior, and teams. *Annual Review of Economics*, 12, 691-713.
- Cheung, C., Kong, H., & Song, H. (2014). How to influence hospitality employee perceptions on hotel brand performance? *International Journal of Contemporary Hospitality Management*, 26(8), 1162–1178.
- Chiang, R. H. L., Grover, V., Liang, T.-P., & Zhang, D. (2018). Special Issue: Strategic Value of Big Data and Business Analytics. *Journal of Management Information Systems*, 35(2), 383-387.
- Crocker, J., Major, B., & Steele, C. (1998). Social stigma. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *The handbook of social psychology* (4th ed., Vol. 2, pp. 504-553). New York: McGraw-Hill.
- Curado, C., Henriques, P. L., Jerónimo, H. M., & Azevedo, J. (2022). The Contribution of Communication to Employee Satisfaction in Service Firms: A Causal Configurational Analysis. *Vision*, 0(0).



- Currarini, S., & Mengel, F. (2016). Identity, homophily and in-group bias. *European Economic Review*, 90, 40-55.
- Dechawatanapaisal, D. (2018). Employee retention: The effects of internal branding and brand attitudes in sales organizations. *Personnel Review*, 47(3), 675–693.
- Deshpande, R., Farley, J. U., & Webster, Jr., F. E. (1993). Corporate culture, customer orientation, and innovativeness in Japanese firms: A quadrad analysis. *Journal of Marketing*, 57(1), 23-37.
- Devasagayam, P. R, Buff, C. L, Aurand, T. W, & Judson, K. M. (2010). Building brand community membership within organizations: A viable internal branding alternative? *Journal of Product and Brand Management*, 19(3), 210–217.
- Donner, M., & Fort, F. (2018). Stakeholder value-based place brand building. *Journal of Product & Brand Management*, 27(7), 807-818.
- Drake, S. M., Gulman, M. J., & Roberts, S. M. (2005). *Light their Fire: Using Internal Marketing to Ignite Employee Performance and Wow Your Customers*. Dearborn Trade, Chicago, IL.
- Du Preez, R., & Bendixen, M. (2015). The impact of internal brand management on employee job satisfaction, brand commitment and intention to stay. *International Journal of Bank Marketing*, 33(1), 78–91.
- Du Preez, R., Bendixen, M., & Abratt, R. (2017). The behavioral consequences of internal brand management among frontline employees. *Journal of Product & Brand Management*, 26(3), 251-261.
- Erkmen, E. (2018). Managing Your Brand for Employees: Understanding the Role of Organizational Processes in Cultivating Employee Brand Equity. *Administrative Sciences*, 8(3), 52.
- Ertz, M., Rouzies, D., & Sarigollu, E. (2022). The impact of brand equity on employee attitudes. *European Management Journal*, In Press, Corrected Proof.
- Ewing, M. T., & Napoli, J. (2005). Developing and validating a multidimensional nonprofit brand orientation scale. *Journal of Business Research*, 58(6), 841-853.
- Fabius, R., & Phares, S. (2021). Companies that promote a culture of health, safety, and wellbeing outperform in the marketplace. *Journal of Occupational and Environmental Medicine*, 63(6), 456-461.



- Fathy, V. N. (2021). Antecedents and outcomes of employee brand knowledge: A literature review. *Jurnal Dinamika Manajemen*, 12(1), 114-122.
- Foroudi, P. (2018). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76(A), 271-285.
- Forsyth, D. R. (2000). Social Comparison and Influence in Groups. In: Suls, J., Wheeler, L. (eds) *Handbook of Social Comparison*. The Springer Series in Social Clinical Psychology. Springer.
- Fryer, R., & Jackson, M. O. (2008). A Categorical Model of Cognition and Biased Decision Making. *The B.E. Journal of Theoretical Economics*, 8(1), Article 6.
- Gapp, R., & Merrilees, B. (2006). Important factors to consider when using internal branding as a management strategy: a healthcare case study. *Journal of Brand Management*, 14(1), 162-176.
- Gilani, H. (2019). Corporate brand identity and employee brand citizenship behaviour: A conceptual framework. *The Marketing Review*, 19(1), 51-84.
- Graham, J. R., Grennan, J., Harvey, C. R., & Rajgopal, S. (2022). Corporate culture: Evidence from the field. *Journal of Financial Economics*, 146(2), 552-593.
- Gromark, J., & Melin, F. (2011). The underlying dimensions of brand orientation and its impact on financial performance. *Journal of Brand Management*, 18(6), 394-410.
- Hankinson, P. (2006). Brand orientation in the charity sector: A framework for discussion and research. *International Journal of Nonprofit and Voluntary Sector Marketing*, 6(3), 231-242.
- Hartline, M. D., & Ferrell, O. C. (1996). The management of customer-contact service employees: an empirical investigation. *The Journal of Marketing*, 52-70.
- Hasni, M., Salo, J., Naeem, H., & Abbasi, K. (2018). Impact of internal branding on customer-based brand equity with mediating effect of organizational loyalty: An empirical evidence from retail sector. *International Journal of Retail & Distribution Management*, 46(11/12), 1056–1076.



- Hirvonen, S., Laukkanen, T., & Reijonen, H. (2013). The brand orientation-performance relationship: An examination of moderation effects. *Journal of Brand Management*, 20(8), 623-641.
- Hofer, K. M., & Grohs, R. (2018). Sponsorship as an internal branding tool and its effects on employees' identification with the brand. *Journal of Brand Management*, 25(3), 266-275.
- Hogg, M. A. (2000). Subjective uncertainty reduction through self-categorization: A motivational theory of social identity processes. *European Review of Social Psychology*, 11, 223-255.
- Hogg, M. A. (2004). Uncertainty and extremism: Identification with high entitativity groups under conditions of uncertainty. In V. Yzerbyt, C. M. Judd, & O. Corneille (Eds.), *The psychology of group perception: Perceived variability, entitativity, and essentialism* (pp. 401-418). New York: Psychology Press.
- Hogg, M. A., & Terry, D. J. (2000). Social Identity and Self-Categorization Processes in Organizational Contexts. *The Academy of Management Review*, 25(1), 121-140.
- Hytti, U., Kuoppakangas, P., Suomi, K., Chapleo, C., & Giovanardi, M. (2015). Challenges in delivering brand promise-focusing on municipal healthcare organisations. *International Journal of Public Sector Management*, 28(3), 254-272.
- Iglesias, O., & Saleem, F. Z. (2015). How to support consumer-brand relationships: the role of corporate culture and human resource policies and practices. *Marketing Intelligence & Planning*, 33(2), 216-234.
- Kang, D. S. (2016). Turning inside out: perceived internal branding in customer-firm relationship building. *Journal of Services Marketing*, 30(4), 462-475.
- Karanges, E., Johnston, K. A., Lings, I., & Beatson, A. T. (2018). Brand signalling: An antecedent of employee brand understanding. *Journal of Brand Management*, 25, 235–249.
- Khairy, H. A., Agina, M. F., Aliane, N., & Hashad, M. E. (2023). Internal branding in hotels: Interaction effects of employee engagement, workplace friendship, and organizational citizenship behavior. *Sustainability*, 15(5), 4530.
- Kim, J., & Jung, H-S. (2022). The effect of employee competency and organizational culture on employees' perceived stress for better workplace. *International Journal of Environmental Research and Public Health*, 19, 4428.



- King, C., So, K. K. F., & Grace, D. (2013). The Influence of Service Brand Orientation on Hotel Employees' Attitude and Behaviors in China. *International Journal of Hospitality Management*, 34(9), 172-180.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. United States of America. Pearson Education Limited.
- Kusi, S. Y., Gabrielsson, P., & Kontkanen, M. (2021). Developing brand identities for international new ventures under uncertainty: Decision-making logics and psychic distance. *International Business Review*, 30(6) 101867.
- Laporan Internal Perusahaan PetroChina (2022). *Laporan Internal Perusahaan*. <https://www.petrochina.co.id/>
- Latifah, Y., & Muafi, U. (2021). Examining the effect of internal branding on employee performance: Job satisfaction and employee engagement as mediation variables. *International Journal of Business Ecosystem & Strategy*, 3(4), 1-12.
- Lee M, & Kim B. (2023). Effect of Employee Experience on Organizational Commitment: Case of South Korea. *Behavioral Sciences*, 13(7), 521.
- Lee, S., Mogle, J. A., Jackson, C. L., & Buxton, O. M. (2019). What's not fair about work keeps me up. *Social Science Research*, 81, 23-31.
- Leijerholt, U. (2021). What about context in internal brand management? Understanding employee brand commitment in the public sector. *Journal of Marketing Management*, 37(13-14), 1243-1266.
- Li, H., Sajjad, N., Wang, Q., Ali, A. M., Khaqan, Z., & Amina, S. (2019). Influence of transformational leadership on employees' innovative work behavior in sustainable organizations: Test of mediation and moderation processes. *Sustainability*, 11(6), 1594.
- Lindstrom, M. (2005). Broad sensory branding. *Journal of Product & Brand Management*, 14(2), 84-87.
- Liu, X. (2022). Brand knowledge and organizational loyalty as antecedents of employee-based brand equity: Mediating role of organizational culture. *Frontiers in Psychology*, 13, 872871.
- Liu, G., Ko, W. W., & Chapleo, C. (2017). Managing employee attention and internal branding. *Journal of Business Research*, 79, 1-11.
- Lusch, R. F., Vargo, S. L., & O'Brien, M. (2007). Competing through service: insights from service-dominant logic. *Journal of Retailing*, 83(1), 5-18.



- Mahmood, A., & Bashir, J. (2020). How does corporate social responsibility transform brand reputation into brand equity? Economic and noneconomic perspectives of CSR. *International Journal of Engineering Business Management*, 12(2).
- Mahnert, K. F., & Torres, A. M. (2007). The brand inside: the factors of failure and success in internal branding-special issue on Irish perspectives on marketing relationships and networks. *Irish Marketing Review*, 19(1), 54-63.
- Melin, F. (1997). *Varumärket som konkurrensmedel (The brand as a competitive tool)*. Lund University Press [PhD dissertation].
- Merrilees, B., Miller, D., & Yakimova, R. (2021). Building brands through internal stakeholder engagement and co-creation. *Journal of Product & Brand Management*, 30(6), 806–818.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. Thousand Oaks, CA: Sage Publications.
- Mittal, S., Gupta, V., & Motiani, M. (2022). Examining the linkages between employee brand love, affective commitment, positive word-of-mouth, and turnover intentions: A social identity theory perspective. *IIMB Management Review*, 34(1), 7-17.
- Moon, M. D. (2019). Triangulation: A method to increase validity, reliability, and legitimization in clinical research. *Journal of Emergency Nursing*, 45(1), 103-105.
- Morhart, F. M., Herzog, W., & Tomczak, T. (2009). Brand-specific leadership: Turning employees into brand champions. *Journal of Marketing*, 73(5), 122-142.
- Murillo, E., & King, C. (2019). Why do employees respond to hospitality talent management: An examination of a Latin American restaurant chain. *International Journal of Contemporary Hospitality Management*, 31(10), 4021-4042.
- M'zungu, S. D., Merrilees, B., & Miller, D. (2010). Brand management to protect brand equity: a conceptual model. *Journal of Brand Management*, 17(8), 605-617.
- Natarajan, T., Balasubramaniam, S. A., & Srinivasan, T. (2017). Relationship between Internal Branding, Employee Brand, and Brand Endorsement. *International Journal of Business and Management*, 1291), 95-110.



- Oh, T. T., Keller, K. L. K., Neslin, S. A., Reibstein, D. J., & Lehmann, D. R. (2020). The past, present, and future of brand research. *Marketing Letters*, 31, 151-162.
- Okeke, A. (2021). Towards sustainability in the global oil and gas industry: Identifying where the emphasis lies. *Environmental and Sustainability Indicators*, 12, 100145.
- O'Reilly, C., & Chatman, J. (1986). Organizational commitment and psychological attachment: The effects of compliance, identification, and internationalization on prosocial behavior. *Journal of Applied Psychology*, 71(3), 492–499.
- Piehler, R. (2018). Employees' brand understanding, brand commitment, and brand citizenship behaviour: a closer look at the relationships among construct dimensions. *Journal of Branding Management*, 25, 217–234.
- Piehler, R., King, C., Burmann, C., & Xiong, L. (2016). The importance of employee brand understanding, brand identification, and brand commitment in realizing brand citizenship behaviour. *European Journal of Marketing*, 50(9/10), 1575-1601.
- Piha, L., Papadas, K., & Davvetas, V. (2021). Brand Orientation: Conceptual extension, scale development and validation. *Journal of Business Research*, 134, 203-222.
- Poulis, A., & Wisker, Z. (2016). Modeling employee-based brand equity (EBBE) and perceived environmental uncertainty (PEU) on a firm's performance. *Journal of Product Brand Management*, 25, 490–503.
- Punjaisri, K., & Wilson, A. (2007). The role of internal branding in the delivery of employee brand promise. *Journal of Brand Management*, 15, 57-70.
- Punjaisri, K., Evanschitzky, H., & Wilson, A. (2009). Internal branding: An enabler of employees' brand-supporting behaviours. *Journal of Service Management*, 20(2), 209–226.
- Quarantino, L., & Mazzei, A. (2018). Managerial strategies to promote employee brand consistent behavior: The new frontier for brand building strategies. *EuroMed Journal of Business*, 13(2), 185-200.
- Qureshi, F. N., Bashir, S., Mahmood, A., Ahmad, S., Attiq, S., & Zeeshan, M. (2022). Impact of internal brand management on sustainable competitive advantage: An explanatory study based on the mediating roles of brand commitment and brand citizenship behavior. *PLoS One*, 17(3), e0264379.



- Ragheb, S., Ahmed, A., & Hussein, H. (2018). Internal corporate branding impact on employees' brand supporting behaviour. *Journal of Product & Brand Management*, 27(1), 79–95.
- Rehman, S. ul, Gulzar, R., & Aslam, W. (2022). Developing the Integrated Marketing Communication (IMC) through social media (SM): The Modern Marketing Communication Approach. *SAGE Open*, 12(2).
- Reid, S. A., & Hogg, M. A. (2005). Uncertainty Reduction, Self-Enhancement, and Ingroup Identification. *Personality and Social Psychology Bulletin*, 31(6), 804-817.
- Reimer, N. K., Schmid, K., Hewstone, M., & Al Ramiah, A. (2020). Self-categorization and social identification: Making sense of us and them. In D. Chadee (Ed.), *Theories in social psychology* (2nd ed.). Wiley-Blackwell.
- Riketta, M. (2005). Organisational identification: A meta-analysis. *Journal of Vocational Behavior*, 66(2), 358–384.
- Robson, J., Michels, N., & Farquhar, J. D. (2020). Triangulation in industrial qualitative case study research: Widening the scope. *Industrial Marketing Management*, 87(3), 160-170.
- Roggeveen, A. L., Grewal, D., Karsberg, J., Noble, S. M., Nordfalt, J., Patrick, V. M., Schweiger, E., Soysal, G., Dillard, A., Cooper, N., & Olson, R. (2021). Forging meaningful consumer-brand relationships through creative merchandise offerings and innovative merchandising strategies. *Journal of Retailing*, 97(1), 81-98.
- Ruediger, H., D. Vrontis, M. Czinkota, & A. Hadiono (2012). Corporate branding and transformational leadership in turbulent times. *Journal of Product & Brand Management*, 21 (3), 192–204.
- Saini, G. K., Lievens, F., Srivastava, M. (2022). Employer and internal branding research: A bibliometric analysis of 25 years. *Journal of Product & Brand Management*, 31(8), 1196-1221.
- Saleem, F. Z., & Iglesias, O. (2016). Mapping the domain of the fragmented field of internal branding. *Journal of Product & Brand Management*, 25(1), 43-57.
- Sang Ryu, J., & Swinney, J. (2012). Aligning business owners for a successful downtown brand. *Journal of Place Management and Development*, 5(20), 102-118.
- Scheepers, D., & Ellemers, N. (2019). Social Identity Theory. In: Sassenberg, K., Vliek, M. L. W. (eds) *Social Psychology in Action*. Springer.



- Schmitt, B. (2012). The consumer psychology of brands. *Journal of Consumer Psychology*, 22, 7-17.
- Schmidt, H. J., & Baumgarth, C. (2018). Strengthening internal brand equity with brand ambassador programs: Development and testing of a success factor model. *Journal of Brand Management*, 25(3), 250-265.
- Sharma, N., & Kamalanabhan, T. (2012). Internal corporate communication and its impact on internal branding: Perception of Indian public sector employees. *Corporate Communications: An International Journal*, 17(3), 300–322.
- Simons, T., & Enz, C. A. (1995). Motivating Hotel Employees: Beyond the Carrot and the Stick. *Cornell Hotel and Restaurant Administration Quarterly*, 36(1), 20-27.
- Škrinjarić, B. (2022). Competence-based approaches in organizational and individual context. *Humanities & Social Sciences Communications*, 9, 28.
- Soetjipto, B. E., Handayati, P., Hanurawan, F., Bidin, R., & Mardiningsih (2020). *The effects of corporate identity management, internal brand, and corporate culture on employee brand support behavior (Study of halal-oriented SME employees in East Java)*. Proceedings of the 2nd Annual Conference on Blended Learning, Educational Technology and Innovation (ACBLETI 2020).
- Sontaite-Petkeviciene, M., & Vascegaite, A. (2022). Employees as brand ambassadors: A case study exploring the impact of employees' communication on consumer behavior. *Management Organizations: Systematic Research*, 87(1), 135-154.
- Steers, R. M., & Porter, L. W. (1983) *Motivation and Work Behavior*. McGraw-Hill, New York.
- Steinmann, B., Klug, H. J. P., & Maier, G. W. (2018). The path is the goal: How transformational leaders enhance followers' job attitudes and proactive behavior. *Frontiers in Psychology*, 9, 2338.
- Susskind, J. M., Littlewort, G., Bartlett, M. S., Movellan, J., & Anderson, A. K. (2007). Human and computer recognition of facial expressions of emotion. *Neuropsychologia*, 45, 152–162.
- Suhay, E. (2015). Explaining Group Influence: The Role of Identity and Emotion in Political Conformity and Polarization. *Political Behavior*, 37, 221-251.



Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict.

In W. G. Austin & S. Worchel (Eds.), *The social psychology of intergroup relations* (pp. 33-48). Brooks/Cole.

Tomer, J. F. (2001). Understanding high-performance work systems: The joint contribution of economics and human resource management. *The Journal of Socio-Economics*, 30(1), 63-73.

Uen, J., Wu, T., Teng, H., & Liu, Y. (2012). Transformational leadership and branding behavior in Taiwanese hotels. *International Journal of Contemporary Hospitality Management*, 24(1), 26-43

Urde, M. (1994). Brand Orientation – A Strategy for Survival. *Journal of Consumer Marketing*, 11(3), 18-32.

Urde, M. (1999). Brand orientation: A mindset for building brands into strategic resources. *Journal of Marketing Management*, 15(1), 117-133.

Uzir, Md. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Abdul Latiff, A. S. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, 6(12), e05710.

Van Knippenberg, D., van Dick, R., & Tavares, S. (2007). Social identity and social exchange: Identification, support, and withdrawal from the job. *Journal of Applied Social Psychology*, 37(3), 457–477.

Van Woerkom, M., Meyers, M. C., & Bakker, A. B. (2020). Considering strengths use in organizations as a multilevel construct. *Human Resource Management*, 32(3), 100767.

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1-17.

Walker, B. W., & Caprar, D. V. (2020). When performance gets personal: Towards a theory of performance-based identity. *Human Relations*, 73(8), 1077-1105.

Wright, P. M. (2021). Rediscovering the “Human” in strategic human capital. *Human Resource Management Review*, 31(4), 100781.

Xie, L., Li, Y., Chen, S., & Huan, T. (2016). Triad theory of hotel managerial leadership, employee brand-building behavior, and guest images of luxury-hotel brands. *International Journal of Contemporary Hospitality Management*, 28 (9), 1826–1847.

Xiong, L., King, C., & Piehler, R. (2013). “That’s Not My Job”: Exploring the Employee Perspective in the Development of Brand Ambassadors. *International Journal of Hospitality Management*, 35(12), 348-359.



Xiong, L., So, K. K. F., Wu, L., & King, C. (2019). Speaking up Because It's My Brand: Examining Employee Brand Psychological Ownership and Voice Behavior in Hospitality Organizations. *International Journal of Hospitality Management*, 83(10), 274-282.

Yang, J.-T., Wan, C.-S., & Wu, C.-W. (2015). Effect of internal branding on employee brand commitment and behavior in hospitality. *Tourism and Hospitality Research*, 15(4), 267-280.

Yu, Z. (2022). Mediating Role of Customer Value Co-creation and Internal Branding Between Brand Orientation and Brand Performance: Moderating Effect of Enterprise Innovative Capabilities-Evidence from Agri Product Users. *Frontiers of Psychology*, 13, 938225.

Zhang, J., Jiang, Y., Shabbir, R., & Zhu, M. (2016). How brand orientation impacts B2B service brand equity? An empirical study among Chinese firms. *Journal of Business and Industrial Marketing*, 31(1), 83-98.

Zhenjing, G., Chupradit, S., Ku, K. Y., Nassani, A. A., & Haffar, M. (2022). Impact of employees' workplace environment on employees' performance: A multi-mediation model. *Frontiers in Public Health*, 10, 890400.