

Title of Article : Corporate Image: A Strategy for Enhancing Customer Loyalty and Profitability

Author(s): Adeniji, A.A; Osibanjo,O.A; Abiodun, A.J and Oni-Ojo, E.E

Outlet: *IBIMA Conference, Valencia, Spain 2014* Vol.: Date of Publication:

Abstract: Organizations are nowadays concerned with managing their corporate image. There is strong positive correlation between people's perceptions of a company and pro-corporate supportive behaviour. In this study, past researchers on corporate image were incorporated to create a platform for framework which identifies the variables of relationship between corporate image and customer loyalty cum profitability. It was found in the model parameters that physical environment, service offering and employee satisfaction has significant impact on the level of profitability. Thus, we can rightly conclude that the level of satisfaction among employees tends to affect the service offerings, which has a direct link with customer satisfaction.