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Research on Brand Value Evaluation of Chinese Enterprises Based on Brand assets Health

（Thesis submitted for the degree of Executive Doctorate in Business Administration）

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ABSTRACT

With the gradual disappearance of China's demographic dividend, land resources and environmental resources, the traditional manufacturing mode with low added value has become difficult to support China's international competitiveness. In order to stand out in the fierce global market, Chinese enterprises should focus on developing high-value-added industries, especially brand building. Currently, knowledge, technology and data have become important factors of production, and the country has also proposed that new productive forces should be developed in line with local conditions. To this end, Chinese enterprises need to improve total factor productivity (TFP), pay attention to the growth rate of labor, the return on capital and the return on resources, While promoting the transformation from "product supply chain", it is necessary to also take into account the "brand value chain". By shifting from "product thinking" to "brand thinking", enterprises can better cope with the challenges of globalization and regionalization. The Chinese government has already made preparations for this transformation in terms of legislation and judicature, especially in strengthening the protection of intellectual property rights and raising awareness of the legal protection of brand assets. Nowadays, the proportion of Chinese brands among the world's top 500 enterprises has reached 10%.

Based on the author's nearly thirty years of experience in intellectual property agency services, One can deeply feel that intangible assets such as brands, technologies and management involve multiple fields including economy, marketing, technology, law, finance and taxation. At the current stage, it is particularly necessary to clarify the boundaries of the rights of these intangible assets, and enterprises should conduct in-depth research from multiple perspectives such as strategy, management, assets, rights and interests, and intellectual property rights. Chinese enterprise brand management faces the following problems: weak management of the preservation and appreciation of brand assets, the need to improve the implementation of brand strategies and awareness of brand assets, the lack of an effective brand asset performance evaluation system, and the undervaluation of the value of brand asset stakeholders.

This thesis comprehensively uses multiple methods such as literature research, qualitative and quantitative analysis, and empirical analysis, collects and sorts out literature materials in relevant fields, and explores the deficiencies in brand research. Based on grounded theory and questionnaire surveys, using qualitative research methods, this thesis analyzes the litigation judgments on intellectual property rights in China, and summarizes and constructs a performance model of brand eequity (brand assets health model). By integrating Keller's brand

value chain model and improving the Hirose model questionnaire, it studies the specific practices of enterprises in shaping brand image and explores how to comprehensively and deeply build brand equity and verify the brand assets health model. This thesis also adopts quantitative analysis methods, using the "Zhiqingzhe®" China Trademark and Patent Data from China Intellectual Property Publishing House, as well as multi-dimensional enterprise data from the "Qichacha" database, financial reports provided by enterprises, and publicly disclosed financial reports of listed companies (similar to the sources of evidence in the judgment documents), to analyze how brand assets health affects enterprise brand value, including the relationship with brand strength reflected in financial data in the Hirose model (such as loyalty drivers and influence expansion drivers). Finally, the applicability and practicality of the model are verified through empirical case analysis.

The main conclusions of this thesis include:

1. Brand asset health model, quantifying the non-direct financial performance of brand building.

2. Brand value assessment model based on brand asset health (fine-tuning the brand value chain model, optimizing the Hirose assessment model)

1) Brand asset construction: Comprehensive and in-depth construction of brand assets helps enterprises maintain a competitive edge;

2) Performance feedback mechanism: Continuous evaluation of brand assets (brand asset health) and assessment of the impact of brand asset health on brand value contribute to the continuous optimization of the brand;

3) Multi-dimensional realization of value: From the perspective of stakeholders, the realization of brand asset value becomes more multi-dimensional.

4) Applicability of the model: The application of the brand asset health model and/or the adjusted Hirose brand value model has certain boundary conditions and needs to be adjusted according to actual circumstances.

The innovation of this article lies in proposing a theoretical framework and practical model for maximizing the assessment and management of brand asset value in Chinese enterprises from three aspects: theoretical innovation, model innovation, and method innovation. Specifically, it is reflected in theoretical innovation, model innovation, and method innovation. The novelty of the research lies in proposing a new marketing investment plan model of "shaping brand image - building brand assets - brand asset health" from the perspective of brand strategy in Chinese

enterprises, discovering the deficiencies in achieving the maximization of brand value, making up for the insufficiency of brand value management in Chinese enterprises, and exploring the multi-dimensional realization paths of brand value.Theoretically, by studying the comprehensive and in-depth construction of brand assets and strengthening the protection of intellectual property rights, this thesis fills the gaps in the research on brand value chain theory in China, provides a comprehensive analysis framework for brand value management, and explores the role of brand assets in marketing investment. Practically, this thesis provides a useful supplement for enterprises to formulate brand strategies, helps enterprises maintain long-term competitive advantages, deepens brand asset management, optimizes the brand value chain model, finds the best balance between brand assets value and performance, and improves return on investment. By continuously evaluating the construction performance of brand assets and optimizing all links of the brand value chain, it provides beneficial useful guidance for brand image shaping, brand equity construction and management.

Key Words: Brand Equity; Brand assets; Intellectual property rights; Brand image; Brand value

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